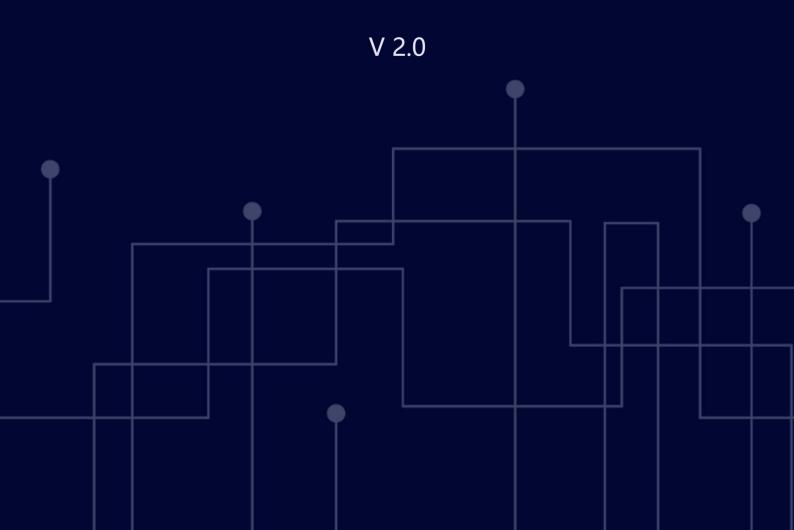


Commercial White Paper of SINOC (Public Chain)

The Application Analysis of Storage Internet Nova Optimum Chain



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# 1.Brief Introduction of Blockchain Technology

### 1.1What Is the Blockchain?

Blockchain is one of the most revolutionary emerging technologies in the field of information technology. It makes data (blocks) concatenate (into chains) according to a chronologically based sequence through an accounting process involving multiple nodes on the network to form a historical record of transactions which is verifiable and cannot be tampered with.

The value proposition of blockchain technology is to realise a secure and reliable distributed ledger system which cannot be tampered with. Based on technologies including cryptography, distributed consensus protocols, point-to-point network communications, and smart contracts, multiple participants in the blockchain ledger system can rely on it as a basis for trust in multi-party transactions without the need for a guaranteeing third-party intermediary institution. Thus, information exchange and transaction processing can be achieved at a low cost and low delay, and high efficiency digitalised circulation of value can be



realised.

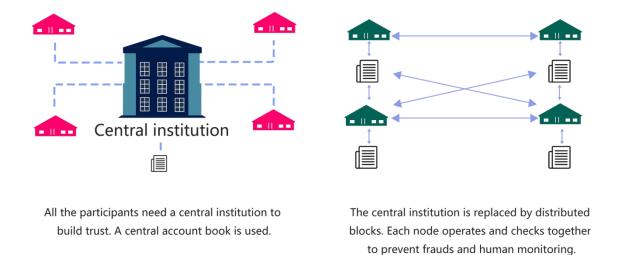


Figure 1-1: Blockchain builds trust in a decentralised manner

### 1.2What Are the Characteristics of Blockchain?

Observing the blockchain from the perspective of technology is helpful in uncovering its mysteries, allowing one to analyse it realistically, to reveal its essential characteristics, and to understand the internal logic of its utility value. As mentioned above, blockchain is not a new technology, but an innovative combination of a variety of existing technologies. It is a new type of cryptographic distributed storage system.

In essence, blockchain is a robust and secure distributed state virtual machine. Typical technologies used within it include consensus



algorithm, P2P communication, cryptography, database technology and virtual machine. These also constitute the five essential core competencies to blockchain that are namely:

Data storage -Due to the development of database technology and the computing power of hardware storage, the size of blockchains continues to increase over time. The mature computing power of hardware storage makes it possible for multiple subjects to store the same data simultaneously.

Shared data-derived from the consensus algorithm. The participants in the blockchain automatically reach consensus through the agreed decision-making mechanism and share the same credible data ledger.

Distributed – originated from the P2P communication technology. It achieves the point-to-point information transmission between the various subjects.

Tamper-proof and privacy protection – features derived from the usage of cryptography. Through the public key, private key, hash algorithm and other cryptographic tools, the features ensure the security of the

Simoc

identities of each subject as well as that of shared information.

Digital contracts - originated from virtual machine technology. This will write the related terms of concern and digital smart contracts into the blockchain system and drive the execution of digital contracts through the default trigger conditions.

### 1.3 IPFS Distributed Storage Protocol

IPFS (The Inter Planetary File System) is a point-to-point distributed file system that connects computing devices with the same file management mode. In a sense, this concept is similar to the original concept of the Internet. But in fact, IPFS is more like a single BitTorrent user group that forwards Git targets to each other.



### 1.3.1

IPFS has the quality to become an internet subsystem, and it can be complete through reasonable configuration or even made to replace HTTP. IPFS fundamentally changes the way of searching, which is its most

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important feature. With HTTP, one can search for location, while with IPFS, one can search for content.

### 1.3.2

IPFS's approach is to no longer care about the location of the central server, nor about the name or path of the file, but only about what might end up appearing in the file. Hash value directly reflects the contents of the file. Even if one only modifies 1 bit, the file's hash value will be completely different. When IPFS receives a request referencing a file hash, it uses a distributed hash table to find the node where the file is located, takes the callback, and validates the file data.

#### 1.3.3

IPFS is a general-purpose system architecture with virtually no storage constraints. Large files are cut into small chunks, which can be downloaded from multiple servers at the same time. IPFS network is an unfixed, fine-grained and distributed network, which can perfectly adjust to the Content Delivery Network (CDN). Such a design can be a good way to share a variety of data, including images, video streams, distributed databases, the entire operating system, module chains,



8-inch floppy disk backups, and most importantly, a static website.

### 1.3.4

IPFS does not require every node to store an entire copy of the content by themselves, the owner of each node is free to choose the data that he or she wants to keep. This is similar to bookmarking. In addition to backing up one's own site, one volunteers to offer services to other contents that one follows. The key difference is the IPFS bookmark doesn't end up being invalidated as general bookmarks used to be.

### 1.4Filecoin

Filecoin is an incentive layer on top of IPFS and builds a decentralised storage market on IPFS through the token incentive model (miners are encouraged to store content through token incentives). Anyone can contribute their own storage space and their own bandwidth network to obtain the incentives in (Filecoin) from the incentive layer.





### 1.5Ethereum Network

Ethereum is an open-source public blockchain platform with smart contract functionality, providing a decentralised virtual machine (Ethereum Virtual Machine) to handle point-to-point contracts through its dedicated cryptocurrency, Ether.



### Ethereum 網路及代幣的標誌

### 1.5.1

As a platform, Ethereum provides various modules for users to build applications. If the building an application can be compared to building a house, then Ethereum provides the wall, roof, floor and other modules. The user only needs to assemble the house using the building blocks provided. So, the cost and speed of building an application on the Ethereum network is greatly improved. Specifically, Ethereum applies a Turing-complete scripting language (Ethereum Virtual Machine code, short for EVM code) to build applications, which is similar to assembly language. As is known to all, it is very painful to program directly in assembly language. But the programming in the Ethereum does not need to use the EVM code directly, but uses high-level languages such as C language, Python, Lisp, etc. These languages are transformed into the



EVM code through the compiler.

### 1.5.2

In fact, the applications on the platform that are mentioned above are smart contracts, which form the core of Ethereum. The smart contract is an automated agent that exists within the Ethereum system and has its own Ethereum address. When a user sends a transaction to the contract address, the contract is activated. Then based on the additional information in the transaction, the smart contract runs its own code, and finally returns a result, which may be the sending of another transaction from the contract address. It should be pointed out that a transaction in Ethereum is not limited to the sending of Ether, a considerable amount of additional information can be embedded within the transaction as well. If a transaction is sent to a contract, this information is important because the contract will use it to complete its own business logic.

### 1.5.3

The businesses that contracts can provide are almost endless, and the boundaries are only limited by one's imagination, because Turing-complete language provides complete freedom for users to build applications. The white paper gives several examples, such as savings



accounts, user-defined sub-currencies, and so on.



### 2. About Blockchain Games

### 2.1 What Are Games?

A game references a kind of social behaviour which is based on the satisfaction of certain material needs and follows certain rules within a certain time and space to pursue the satisfaction of spiritual needs.

### 2.2 The Nature of Games

Now when it comes to games, it is natural to think of video games, such as Family Computers, PC games, mobile games, and console games. But in fact, the development of video games has only occured in recent decades. The scope of games is larger, and the concept of the game has a much longer history. So, the first step the team decided to take was one of jumping out of the perspective of games (video games), or even the stereotype of online games and rethink the nature of the game.

### These games are usually made up of the following parts:











**Props** 

**Props** 



### For example, a 3v3 basketball game on campus is like this:

Rules: Those who want to play agree to the rule that the team first scores 3 goals will win. The losing team will be replaced by a new team in the second half. There should be no fights and no intentional contact with the other team's hands.

Players: Each team contains three people. Those who want to play can form teams as they like. Props: The basketball, shoes, jerseys, wrists, baskets, etc. Field: campus basketball court. Organiser: There is no official organiser because anyone can invite a friend to participate.

These unofficial games have been played since hundreds or even thousands of years ago, and people still enjoy them today because they are really fun!

One thing these games have in common is that almost all of them are typical "decentralised game":

Rules are negotiated organically between all players.

Players monitor each other to ensure that the game is conducted in accordance with the rules.

All the props used in the game are owned by the individual players.

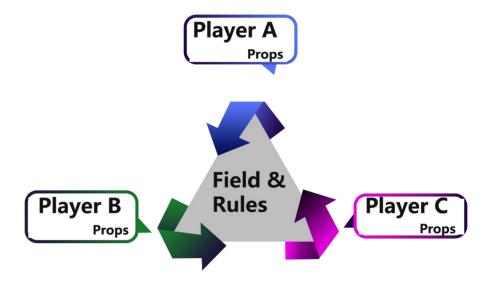
If someone breaks the rules or feel unsatisfied about the game, he or



she can leave directly without losing anything.

And the game itself does not have a central organiser.

The relationship matrix within a running instance of the game can be described through a figure as follows:



### 2.3What Are Blockchain Games?

The game's assets are intrinsic to the game itself. Player are free to direct their own actions and behaviour. Props are independent entities. The field is an independent entity. The organiser is an independent entity.

Online games that were developed in the past 20 years are based on the HTTP protocol. This protocol makes their decentralisation technically impossible. The emergence and continuous maturity of blockchain technology will make the decentralised storage of virtual assets and the



decentralised formulation of the game rules feasible from the technical perspective. Compared to the existing online games, blockchain games are supported by the decentralised technology, in which players will have full ownership of virtual assets and developers cannot arbitrarily change the game rules. Fundamental changes will occur in the relationship between game developers and players.

### The above words can be explained through the following chart:

Comparison	Existing Online Games	Blockchain Games
Rules	Customized by game manufacturers.	Written into smart contracts by developers.
	Manufacturers can change rules at any time.	Developers have no right to change rules.
	Stored in central servers.	Stored on the blockchain.
Field	Central servers of manufacturers.	Developed on the blockchain. Developers have no right to control.
AccountProps	Stored in central servers.	Stored on the blockchain.
	Manufacturers have the ownership.	Players have the ownership.
	Players have the right of use.	Players can transfer or sell them as they like.
	Players can be banned at any time.	Developers have no right to ban or restrict players.
	Props can be distributed excessively and changed.	Props can only be distributed according to the regulations of contracts.
	Prop transfers should be approved by manufacturers.	Players can transfer props as they like.

This also means that digital assets will become more similar to physical assets and can be owned by players/users. Also, purchases of digital assets by players will generate value and can be traded like agricultural products, handicrafts, and paintings in real life.

These changes make online games more like basketball or football games in real life. The game makers of basketball have only laid down the rules of the game. The original basketball, the court, sneakers, and



game props may have been created by the basketball inventor. But the subsequent development was accomplished entirely through players/communities. If players think basketball is fun, then they will follow the rules and buy game props to undertake the game by themselves. The game props can be sold at any time and players can also leave the game at any time without losing anything.

However, the developers of blockchain games will only set the rules of the game. The original props can be made by developers, but the subsequent development is likely to be accomplished mostly through players and communities. Blockchain players who don't want to play the games can quit the games at any time. Game accounts and props can be freely sold. Players also will not lose anything.



## 3.Prospects and Realities of Game Industry

### 3.1 Overview of the Game Industry

For the first time in 2016, the output value of global game industry surpassed the \$100 billion mark, exceeding the total of the movie and music industry. It is estimated that by 2020, the global game industry will be worth \$129 billion. Mobile games will account for 51% of the industry, outpacing the traditional gaming platforms such as PC games and video game consoles. The number of Chinese gamers reached 600 million in 2016, with a market size of \$24.6 billion, which surpassed the \$24.1 billion of the United States (the world's second largest). The Asia-pacific region accounts for 46% of the global gaming market and 24% each for North America and Europe. 93% of the spending by Chinese gamers goes to games developed by Chinese game development companies. In comparison, 56% of spending by US gamers is on US developed games, while 36% of spending by European gamers is on European developed games.

In addition, since 2015, 70% of acquisitions in the global game industry have been done by Chinese buyers. As a big player of mobile game industry, Chinese enterprises will inevitably take the leading role in the future development of the industry.



The emerging online gaming industry is one of the biggest flashpoints in the world, with a market size of at least \$600 billion a year. With the opening-up of the Internet and the popularity of Internet globalisation, the scale of online gaming by global Internet users and game enthusiasts is increasing year by year while offline casinos are also gradually transforming into online live gaming platforms, among which, Macau (China), Southeast Asia, the United States, and Europe have the most rapid development of online gaming platforms.

Huuuge Games, a Polish social and gaming company that raised \$50 million in round C in 2017 and had the revenue growth of 900% in 2016, plans to do an IPO in the future. The company launched a new brand in July 2018 which focuses on the release of F2P casual mobile games.



**Game introduction of Huuuge** 

### 3.2 Dilemma of the Traditional Game Industry



In the current game industry chain, the quality of games depends on the content developed by content providers and operational services provided by the publishers. However, the distribution and the payment channels account for the majority of profits made. Although publishers and content providers are at the source of the product, the revenue they can obtain is very limited and they need to bear the highest risks. This is the root reason why the game industry chain is unhealthy and incomplete. A lot of excellent games are hidden while the resources of content providers and publishers are wasted.



**Current game industry chain** 

### 3.3 Points of concern for the Game Industry

#### Resource Mismatch in the Game R&D

In the R&D of game research and development, on the one hand, small



and medium-sized CP are unable to achieve the improvement of game quality and the pursuit of IP because of the financial pressure. It is difficult to for them to realise a good idea, or they are forced to give up before the realisation of their project. On the other hand, a large number of small and medium-sized publishers run around to find a good game but cannot find them anywhere.

### Long Payback Periods

After the game is released, the payback period can be very long, which is usually 4-6 months or even a year, starting from the recharges of users to the collection of publishers. The capital occupation cycle of publishers and CP is too long. The development of quality games takes up to 1-2 years, and the recovery of funds can take up to 5-6 months after the games are launched.

### Game Tokens Are Not Exchangeable

Because the exchange among tokens of numerous game companies are unavailable, the recharged tokens cannot be used universally, which often causes wastage. Another result is that the secondary conversion of users is difficult: there is a huge barrier for users of one game to convert to another game.

#### Lack of IP Protection

Homogeneity and plagiarism of games are very common. After a



popular game is released, numerous identical games appear, which lower the development level of the entire game industry. These games tend to have uneven or poor qualities. In the absence of IP protection, there are various IP plagiarism cases and shoddy games.

### Chaotic Third-party Trading Platforms

With the development of game industry, the trading of game equipment, accounts, tokens etc. are in strong demand and the third-party trading market of virtual game contents has gradually developed. However, due to the lack of mature third-party trading platforms, such trading has always been completely independent of game systems. There are problems like high trading costs, difficult execution and disputes, etc.

Globally, there are 879 million game users. The SINOC team believes that the economic price of these problems is worth 45% of the industrial output. In a sense, problems in these key areas of concern for the industry restrict its further improvement and evolution. Meanwhile, recent developments in blockchain technology have brought about revolutionary opportunities for the industry. The SINOC Public Chain which combines blockchain technology and games was born in response to the needs of the times.



### 4.SINOC, Inc and the SINOC Public Chain

### 4.1 US SINOC, Inc

SINOC, Inc is a professional manufacturer of hard disk mining machines. All kinds of various hard disk mining machines it produced are specialised in IPFS network mining and hard disk mining projects. SINOC, Inc offers comprehensive features and professional support for the IPFS ecosystem including mining hardware, mining pool development, mine trusteeship, data settlement, etc.

SINOC, Inc also provides multidimensional and multi-angled services for different levels of participants to build IPFS and the ecosystem of hard-disk distributed storage applications. SINOC, Inc owns the most mature and complete supply chain system in the world. It can bring more and better services and experience of related industries to users, enterprises and blockchain development teams in the world, and create greater value for them.





Registration information of SINOC, Inc

### 4.2 What Is the SINOC Public Chain Network?

The SINOC (full name: Storage Internet Nova Optimum Chain) Public Chain is a public blockchain system of storage and the game industry focusing on the distributed storage and private cloud storage technologies. Its core technology is based on Ethereum smart contract blockchain technology plus IPFS standards, distributed storage system and PoC consensus. It creates decentralised data storage spaces and public blockchain products for DApp.

The SINOC Public Chain is secure, efficient, and stable. It is extremely convenient for DApp and game developers to deploy data storage in publishing relevant applications, etc. It develops a digital token settlement system and storage service platform that can be universally used in any games. It also connects user relationships between layers to



form a new blockchain community ecosystem and supports anyone publishing token assets and applications on their main net.



Sample logo of the SINOC Public Chain

The SINOC Public Chain is a decentralised sharing community based on the game and DAPP industry while its target groups are medium and small sized game and application developers, small and medium sized CP, game players, IP producers, distributors, collaborators and individual developers, etc. Together with the target groups, it builds a public chain ecosystem. At its core is a decentralised blockchain application settlement system based on Ethereum blockchain technology and POC consensus. The native digital cryptographically-secured utility token of the SINOC Public Chain (SINOC Token) is a major component of the ecosystem on the SINOC Public Chain, and is designed to be used solely as the primary token on the platform. SINOC Token is a non-refundable functional utility token which will be used as the unit of exchange



between participants on the SINOC Public Chain. The goal of introducing SINOC Token is to provide a convenient and secure mode of payment and settlement in the digital token settlement system and platform, that can be used in any game and application to connect users among various layers of the game industry. SINOC Token does not in any way represent any shareholding, participation, right, title, or interest in any entity, company, enterprise or undertaking, nor will SINOC Token entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. SINOC Token may only be utilised on the SINOC Public Chain, and ownership of SINOC Token carries no rights, express or implied, other than the right to use SINOC Token as a means to enable usage of and interaction within the SINOC Public Chain.



### Sample logo of SINOC token

SINOC Token will initially be issued as ERC-20 standard compliant digital tokens on the Ethereum blockchain. Following completion of the token sale, the issuer reserves the right to exchange and/or migrate all ERC-20



standard compliant digital tokens generated to another Ethereum smart contract or blockchain network protocol, should it determine, in its sole discretion, that doing so is necessary or useful for the operation of the SINOC Public Chain, legal compliance reasons or for the purposes of achieving technical and operational efficiencies. In such event, purchasers acknowledge that in order that they may continue to participate in the SINOC Public Chain or obtain future utility from SINOC Token, certain actions and efforts may be required from the purchaser in order for it to receive exchanged/migrated tokens.

SINOC Tokens follow the current standards of digital virtual currency with a total supply of 420 million and will not increase. The initial distribution of 10%, a total of 42 million tokens, is divided into 3 parts: pre-mining of initial participants of community, founding team holdings, and incentives for main net application developers and ecosystem builders. The rest 90% is distributed through the mining process after the main net is launched. Computational resources are required for running various applications and executing transactions on the SINOC Public Chain, as well as the validation and verification of additional blocks / information on the blockchain, thus providers of these services / resources would require payment for the consumption of these resources (i.e. "mining" on the SINOC Public Chain) to maintain network integrity, and SINOC Token will be used as the unit of exchange to



quantify and pay the costs of the consumed computational resources. Users of the SINOC Public Chain and/or holders of SINOC Token which did not actively participate will not receive any SINOC Token incentives. This "mining" feature allows developers to form a new blockchain community ecosystem with users and miners. The mining process will be performed over the next 20 years. All participating miners, community creators, application developers, and ecosystem builders would hold SINOC Tokens to have a stake in the SINOC Public Chain. SINOC Tokens will also be used as tokens for game platforms and gaming platforms worldwide.

As game tokens, SINOC Tokens will be circulated on its future public chain for transactions and the settlement within games.

The project team of SINOC public chain has a strong ability to conduct offline resource integration. In the first half year before launching the main net, it has merged and integrated the development team and community team of MChain which possess outstanding community capabilities.





SINOC, Inc Merged the Scientific & Research Foundation of MChain

### 4.3 Ecosystem Composition and Business Logic of the SINOC Public Chain

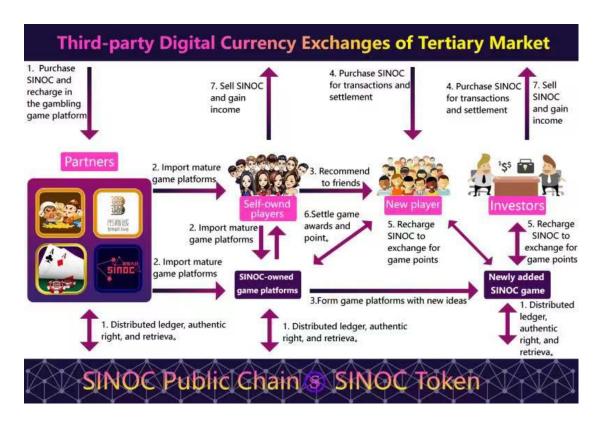
### 4.3.1 Overview:

The SINOC Public Chain encompasses numerous gaming and game players, operators of mature platforms, SINOC holders, and a huge amount of end user groups to integrate industry resources, transmit trust and value, and promote the evolution of industry. It enables players to safely recharge on transnational game platforms, safeguards their assets on game platforms and facilitates cross-country currency settlement. SINOC Public Chain Platform (hereafter as "the Platform") consists of an underlying blockchain ledger, SINOC Public Chain Product



Showcase (portal), SINOC Public Chain Game (gaming) Platform (primary market), self-owned game platforms that apply SINOC tokens (secondary market), SINOC Public Chain Asset Exchange (tertiary market), App, DApp, enterprise service middleware, SDK, API, etc.

### 4.3.2 Details of Business Logic



Business logic of SINOC public chain and sketch of SINOC application

1. The core component of the Platform is the underlying blockchain ledger, which undertakes the distributed ledger, authentication, and retrieval business of various gaming platforms and gaming asset exchanges, and the ecosystem partners. The underlying



blockchain ledger can prevent tampering with the transaction history and maintain the security and stability of all transaction records on the platform to clearly and accurately ensure the ownership of the goods or assets.

- 2. Achieving the goals of cross-border business, efficient trading and low-cost settlement, the ecosystem partners of the Platform can buy SINOC Tokens from a third-party trading platform or obtain SINOC Tokens through mining to establish an internal settlement system based on SINOC Tokens.
- 3. Through the connection of applications and game platforms in various countries cooperating with SINOC public chain, ecosystem partners can import existing high-frequency users or players, and mature games with market price endorsement into the Platform within a short period of time to the SINOC Public Chain Game Platform (hereafter known as "the Game Platform") product lineup.
- 4. Game operators within the Platform must contract with the Platform and promise to transform their own game platforms into games of the Platform under contract constraints. Then they can enter the circulation and application system of the Platform. Meanwhile, platform operators



with a certain number of players can strengthen their own game category and ideas to improve the activity of gamers and import their user groups and fan groups in the real life into the Platform. The Platform can also help the development teams on the Game Platform and upgrade their old games into new game applications. Their old games will be reintroduced integrating the system of the SINOC-owned games which can attract high-frequency customers to promote the circulation and transactions of SINOC Tokens.

- 5. No matter game players or platform operators, they would only be able to recharge in game and gaming platforms only if they hold certain amounts of SINOC Token. Main ways to acquire SINOC Token are third-party trading platforms and participation in mining on the Platform. The second way can only be applied by miners who own hard disk miners. As the development of the Platform and the increasing number of users and miners, the market demand of SINOC Token will be inevitably constant and active, which is expected to create a huge buyer market.
- 6. Operators of gaming platforms and players can use their held SINOC Token to purchase and recharge game points in global digital asset exchanges and SINOC public chain games. They can use them in



different games and gain benefits from in-game asset purchases in virtual worlds.

- 7. Game operators or application developers can settle their own game vouchers and payments in the form of SINOC Token on the Platform according to smart contracts and convert this SINOC Token into other currencies via third-party trading platforms. Because SINOC Public Chain Product Showcase is a gaming portal structured to meet player needs, it is projected to become the main gateway for players that demand games. It also has operational value. Therefore, operators will be able to leverage in this value. They can also exchange SINOC Token for operating resources and carry out targeted marketing.
- **8.** All SINOC Token holders can rely on third-party digital currency exchanges to exchange SINOC Token for other currencies according to their needs.

#### **Overview**

The advantages of the SINOC Public Chain lie in its strong capabilities of offline resource integration and terminal customer acquisition, which ensure that gaming platforms develop the ecosystem in a short term. As the rapid development of platform services, a market of buyers around the SINOC Public Chain will be naturally established.



The team behind the SINOC Public Chain is made up of members with the experience in traditional game development, game operation, gaming applications, IPO, finance, sociology, digital currency, marketing etc. Overall, the team possesses valuable experience in operating financial products. Through balancing supply and demand between different stages, it ensures the healthy and sustainable development of the Platform's ecosystem and a potential reason for the confidence of early participants.



Advertising of SINOC, Inc



### 5. The Demand Calculation of the SINOC Public Chain Platform Ecosystem

The SINOC team pays close attention to the integration of the platform ecosystem. In the initial stage before the main net is launched, it has successfully completed the connection of the gaming platforms and DApp developed by developers in the community and built the ecosystem in advance.







Sample graphs of part of applications

"Currently collaborating applications and online gaming product publishers" promised to connect the core game businesses of into the Platform's ecosystem and replace their existing virtual currencies with



SINOC Token. Meanwhile, "Southeast Asian and European gaming application platforms" have introduced existing players and recharge transactions directly into the SINOC Public Chain and they will trade at third-party exchanges and the exclusive SINOC Exchange that will be launched later.

From the operational data of existing European and Southeast Asian games, one can draw expectations as follows:

### 1. More Players and Game Types

- "European gaming products" has been launched for 7 years with 4.1 million registered users of and over 300,000 VIP and above users.
- Apart from local users, "Southeast Asian gaming products" also have held promotions and campaigns in regions with large groups of players including Macao (China), HongKong (China), China Mainland, Taiwan (China), Japan, South Korea, the Philippines, Malaysia, etc. The current increased number of users in China Mainland is over 700,000. It is estimated that the number of new players each year will reach more than 300,000. The capital flow may amount to 5 billion USD.
- •The two platforms will have close to 7 million users by the end of 2017 and are expected to have more than 8 million users in 2018. The proportion of new users in China Mainland and Taiwan (China) will exceed 80%.
- •It is expected that, in the conditions of introducing relevant applications



at home and abroad, the number of game categories will reach 30+ by the end of 2019, and the number of games will reach 100+ by the end of 2020. The acceptable tokens used in the recharge, payment and settlement is expected to include 20-30 different types, among which, the ratio of Bitcoin, Ethereum, Litecoin, SINOC and other digital virtual currencies will be over 80%.

## 2.Attract and Precipitate a Large Number of New Users and VIP Users with the User Conduction Effect

- •It is expected that by the end of 2018, the number of new users driven by the User Conduction Effect will exceed 10%.
- •It is expected that by the end of 2019, the number of new users driven by the User Conduction Effect will exceed 20%.
- •It is expected that by the end of 2020, the number of new users driven by User Conduction Effect will exceed 40%.
- 3.The increase of a large number of players results in the increase in the quantity of recharge tokens sold, which develops a huge buyer market. The number of tokens circulating in the initial stage is very few, which makes the SINOC Token become a scarce resource in the circulation of the ecosystem.

Calculate according to the average consumption of 10,000 CNY per player and per year of the Southeast Asian gaming platforms and one can obtain the following table:



SINOC Token	2018	2019	2020	Total
Unit of recharge value: CNY	1 billion	2 billion	4 billion	7 billion
Equivalent SINOC Token	100 million	200 million	400 million	700 million
demand				

Note: In the above table, the unit of recharge amount is Chinese Yuan.

The SINOC Token price is the initial sale price of 10 CNY when the main net is launched.

## **6.Establishment of Future Ecosystem**

First, the SINOC Public Chain is a blockchain based set of underlying frameworks, so launching is one of its most basic missions and the purpose of launching is to build a decentralised ecosystem. Bringing valuable changes to the game industry and make the whole industry become more efficient, reasonable and prosperous based on such a decentralised ecosystem is the dream of the SINOC Public Chain!



### **6.1Basic Mechanism for Ecosystem Establishment**

The basic mechanism for establishing the ecosystem can be described in two levels: the technical level and the incentive level/value-driven level.

**At technical level**, it is mainly about the baseline and scalable capabilities. Such capabilities are achieved mainly through reliance on the APP access layer of the technical system; more specifically, there are two ways of achieving such capabilities.

- Firstly, through using the APP access module in the node client of the game platform.
- •Secondly, through independent APP access to SDK and API, which is a lighter method with services provided via certain specific nodes behind the scene.

Either means will provide powerful opening and scalable capabilities. Such capabilities are mainly based on the underlying blockchain, including data, transaction, wallet account service, smart contract and so on. Of course, because the SINOC Public Chain itself is specially designed for the game micro-transaction industry, these capabilities or services will also be designed under the expertise specific to the game micro-transaction industry, and a key step for SINOC in the industry is to open up the exchange and circulation between SINOC Token and other tokens in the APP based on main network in as practicable a manner as possible.



**At the incentive level**, it is mainly related to community incentives, mining incentives and APP development incentives. In the future, users can expect the docking of some early-stage token transaction APPs all of which are docked with the community ecosystem.

Among the tokens to be issued through the SINOC Public Chain, some tokens are reserved by the SINOC Public Chain to be used as mining incentives and development incentives. The SINOC Public Chain will use these tokens to help an incentivise excellent community APP providers, developers and original miners who buy mining machines to test mining.

### **6.2Vision Probability**

- Data services based on the industry of SINOC Public Chain or specific vertical subdivision areas.
- •Game top-up transaction platform based on the APP of the SINOC Public Chain.
- •Advertising service platform, newly-developed game top-up asset agency service platform, new game derivatives and sales platform.
- •Game public service resource platform based on the industry of SINOC Public Chain.
- •Global digital asset exchange with the tokens issued through the APP of the SINOC Public Chain in circulation.



## 6.3 Community-User Relationship of the SINOC Public Chain

The community of the SINOC Public Chain is composed of development team, operators, channel developers, players, miners and partners. A repetitive-cycle game entertainment sharing community encompassing the entire industry chain is established around private contribution-raising, mining contribution-raising, development contribution-raising platform and settlement system. As a medium of circulation in the community, SINOC is used for game top-ups and may be used for staking within the SINOC public blockchain.

Game developers can raise contributions in the form of SINOC tokens through the community of the SINOC public blockchain or issue their own secondary tokens on the SINOC public blockchain to obtain digital assets for game development, and establish a fully-trusted payment-sharing mechanism with operators, channel builders, promotion teams, etc. Players can also enjoy many services within the ecosystem of the SINOC public blockchain after they become community users.

Uniform virtual tokens will be used to drive various related services and they can be directly used for games, live broadcasts, malls, DAPP APP derivatives, etc. At the same time, players can enjoy incentives after "sharing game". Users can use digital tokens for settlement in the



game. In addition to obtaining equivalent tokens, they can also obtain additional digital token incentives.



# 7. Technical Features of the SINOC Public Chain

### 1. High Concurrent Business Processing Capability

Because of its powerful business incubation capability and to-C-end business model of the SINOC Public Chain, the platform must have the processing ability to deal with concurrent requests from numerous users simultaneously; at the same time, game incentive asset transaction and token cash asset transaction on the platform also require the underlying accounting platform to quickly confirm transactions. Therefore, when designing the platform architecture of the SINOC Public Chain, the



usage requirements of various business scenarios are considered, with special optimisations made to fulfil the high concurrent access requirements of the system and the specially selected underlying blockchain technology. The preliminary plan is to take Ethereum as the underlying technology support of the SINOC Public Chain and make use of the POC consensus mechanism optimised by FS to solve the concurrency and storage pressures faced by the platform and to ensure the stability of the platform.

### 2. Open and Transparent Transaction Data

The SINOC Public Chain links different cooperating game platforms and its own development platforms. Transaction data should flow across different categories and platforms, and transparency and privacy for transacting users shall be maintained. Therefore, appropriate underlying technology to serve the needs of the public blockchain is selected to build the core private underlying accounting system for the decentralisation of the SINOC Public Chain. transaction history combined with Open a multi-signature-controlled access scheme for sensitive data makes transaction data transparent and accessible to transaction participants, and there is an exclusive block browser which can ensure the fairness of the platform and maintain the healthy development of the network ecosystem.

### 3. Compatible with Existing IT System of Various Game Platforms

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Because most of game platforms have inbuilt business systems or APP terminals, actual business scenarios must be considered during the design of the public blockchain platform, a standard interface and interaction protocol should be defined to maximise compatibility with the existing systems used by customer groups and reduce their migration costs and technical risk.

### 4. High Security

Due to the involvement of game token transaction and top-ups, the security requirement for the data of the SINOC Public Chain is very high. By virtue of the community team's years of experience in financial and game management industries, the security system is well designed and planned, incorporating the characteristics of blockchain technology such as asymmetric encryption mechanism, distributed data accounting, intelligent contracts and tamper-proofing. This high data security design is established integrating business management specifications with technical solutions and R&D separated from the production side.

### **5. Good Scalability**

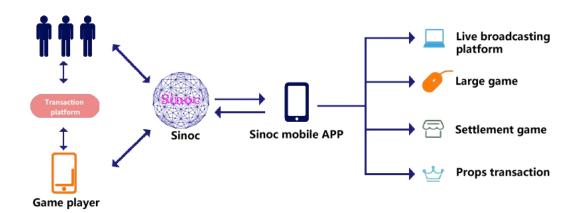
The development potential of the SINOC Public Chain in the future is based on projections and difficult to be grasped and judged accurately. In order to ensure that the APP platform of the SINOC Public Chain can always be compatible with the latest commercial APPs under

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development, a high scalability requirement is put forward for the platform of the SINOC Public Chain in the initial stage of its system design. The hierarchical encapsulation of functional modules and wide application of middleware make the system highly flexible and scalable.

### 6. Technical Details - SDK Design

In order to enable game developers and operating platforms to access the blockchain quickly, the SINOC Public Chain specially provides developers with SDK (software development kit) that supports both Android and IOS. The SDK provides such functions as decentralised account management, sharing incentives, settlement interface and wallet. The main body of the SDK of the SINOC Public Chain is a lightweight client. Game developers can develop games compatible with the SINOC Public Chain using their familiar programming language through the API. Through decentralised account management service and settlement interface, across-game one-click login is achieved and encrypted currency (SINOC) is accepted as a means for settlement.





## Docking Flow Diagram of Technical Application Part of the SINOC Public Chain

### 8. SINOC Governance Framework

#### 1. Joint Governance of the SINOC Public Chain by CMC and Its Fund

The SINOC Public Chain Community Operations CMC (hereinafter referred to as "CMC") is a management body established in the United States and it has shared governance responsibility with its fund. CMC and its fund are committed to the development, building and governance of the SINOC Public Chain in order to promote the establishment, evolution and formation of the community ecosystem.

In order to avoid any inconsistency in terms of direction and decision-making among community members and even the division of community, CMC and its fund help manage general affairs and privileged matters of the community via formulating a good governance structure. The governance structure of CMC and its fund is designed to maintain the sustainable development of the platform ecosystem, decision-making efficiency and token management compliance. CMC and its fund shall exercise their day to day authority power jointly.



In order to facilitate rapid execution and operation of the project, members of the first decision-making committee in the initial period of CMC will be composed of community members and representatives of early-stage collaborators and developers. Their term of office is two years and committee members will be reelected through community voting after the expiration of a two-year term. The decision-making committee consists of five members, including one team member, one early-stage collaborator member, one technology development member, one miner representative and one representative of the APP development team. All decisions are made based on 3/5 multi-signature system.

### 2. Commitment to Openness

CMC will release the latest progress on its official website regularly so that early-stage collaborators, ecosystem participants and end-users can understand the progress of various works.

### 3. Risk Management and Control

Transaction security: the SINOC Public Chain ensures the security of user accounts and interests through technologies such as the blockchain consensus and its tamper proofing and through means such as digital signatures and end-user cryptographic wallets; providing financial-level security services; integrated data storage, network and other resources



efficiently, and also the integration of data, APP and transactions into blockchain to establish a secure transaction network environment. Concurrently, there are a numerous other means to ensure the security and trustworthiness of the connected game platforms.

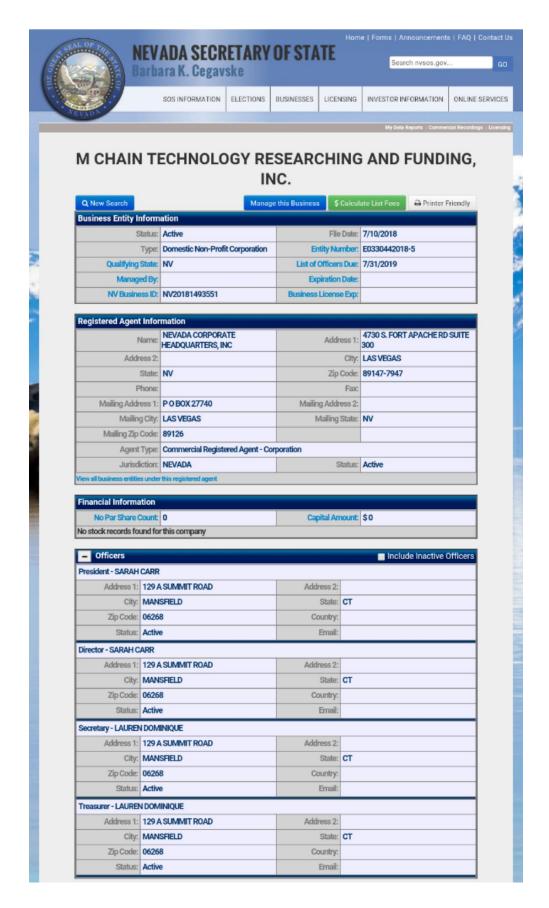
Audit: CMC must maintain high integrity standard and commercial behavioural standards; abide by the principles of industrial self-discipline; invite internationally renowned third-party auditors to audit and evaluate the token use, cost expenditure, payments distribution of CMC on annual basis; and disclose the evaluation and audit results of third-party organisation without any reservation.



# 9.TECHNOLOGY RESEARCHING AND FUNDING, INC.

Founded in the United States of America, MCHAIN TECHNOLOGY RESEARCHING AND FUNDING, INC. is a non-profit organisation independent of third parties. This fund is acquired and established by the project management team of the SINOC Public Chain. Based on management and operation of the SINOC Public Chain related projects, it supervises and manages technology R&D, APP R&D and market capitalisation operation in relation to the SINOC Public Chain. In the future, project development management and operation management of the SINOC Public Chain will be divided into MCHAIN TECHNOLOGY RESEARCHING AND FUNDING, INC. and SINOC CMC who will divide and coordinate their responsibilities to promote project development.





**Relevant Qualification File of** 



M CHAIN TECHNOLOGY RESEARCHING AND FUNDING, INC.

# 10. Introduction to Founding Team and CMC Members



**Sandesh Shrestha** 

Cloud API, event driven serverless computing and Amazon DynamoDB.

Graduated from University of Connecticut CSE department.



**Jose Toti Rodriguez** 



### Android software Engineer.



**Troy Ciesco** 

Troy is a front-end developer at SINOC. He is a dedicated problem-solver who has been building websites for over four years. His top skills include CSS (with SCSS), JavaScript (with React), and developing on the MERN stack.



### Leticia Riva

Economic development and behavioural economics consultant, Ph.D. Student.





Jose Hasemann

Social Science consultant, Ph. D Candidate.



### **MR.WEI WU**

Senior Software engineer. AWS, SQL/ Non-SQL database expert. 5+ years experience on software development and team management experience. Golang, JavaScript, MVC, Cloud API. M.S degree in Technology Management.



### 11. SINOC Allocation Plan

The total amount of SINOC Tokens for the SINOC Public Chain is 420 million pcs. Allocation forms are divided as follows:

### 1. 10% for pre-issuance (42 million SINOC)

Under the leadership of CMC and MCHAIN TECHNOLOGY RESEARCHING AND FUNDING, INC. of the SINOC Public Chain, a total of 10% of SINOC tokens will be pre-issued and allocated as follows before the main network is put into operation, including for founding team.

Allocation plan is as follows:

# (1) 2.5% (105 million SINOC) for early project contribution-raising (by method of contract hashrate):

Targeted at influential collaborators and strategic partners for the early-stage of community development and according to the project development progress requirement, part of the SINOC will be allocated to the community in batches through the means of selling hashrate and used for purchase or as an incentive for the contribution-raising related to early-stage contract hashrate so as to raise enough contributions to support project development and improve the available ecological cycle within the ecosystem .



- •In initial round, there shall be no more than 99 collaborating partners selected. Used for the original miners to rent contract hashrate for mining. The allocation ratio is 1% of total pre-issued amount, 420,000 SINOC in total. The minimum amount of every subscription is 1 ETH and the maximum amount is 50 SINOC. Mainly for early community collaborators, major participants, industrial partners, business customers. Allocation ratio is
- •In the first round, 4% of total pre-issued amount, 1.68million SINOC in total, mainly for early-stage miner collaborators inside the community and cooperative enterprises in the ecosystem joining during in early stage;
- •In the second round, 10% of the total pre-issued amount, 4.2 million SINOC in total, mainly for global market collaborators and miner collaborators.
- •In the third round, 10% of total pre-issued amount, 4.2 million SINOC in total, mainly for future ecosystem partners and subsequent miner collaborators.

## (2) 2.5% (10.5 million SINOC) as an incentive for the founding / development team

The founding team of the SINOC Public Chain has done a lot of work in various aspects such as project design, resource organisation, project development, mine building, early procurement and research of mining



machinery, early business environment incubation and so on. It has continuously made human, intellectual and material investment in shaping the ecological environment for the formation of the ecosystem. Therefore, as part of the token allocation plan made by CMC, a portion of SINOC amounting to of 2.5% of pre-issued amount (10.5 million SINOC) will be reserved as an incentive for the team. Applicable to this reserved portion of SINOC, 0.5% (2.1 million SINOC) will be free for usage initially and the remaining 2% (8.4 million SINOC) will be locked up for half a year after main network is put into operation and then released at the rate of 0.2% (840,000SINOC) per month and released completely within 10 months.

### (3) 5% (21 million SINOC) for operation and ecosystem building

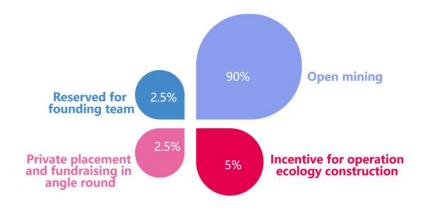
In order to maintain the rapid formation and subsequent healthy and sustainable development of the community and entire ecosystem environment, CMC and MCHAINTECHNOLOGY RESEARCHING AND FUNDING, INC. reserve 5% of pre-issued amount for ecosystem incubation, APP development incentive, market promotion, business development, legal compliance, future institutional collaborator participation and so on. In summary, overall allocation strategy is as shown below.

The ERC2.0 token that will be circulated in the early period after the main network is put into operation is convertible to SINOC



pre-issued by main network at the ratio of 100:1, and total conversion amount shall not exceed 10.5 million SINOC.

**Note:** This project does not support the participation of citizens from Mainland China, the United States and Singapore during the token sale period, and the citizens of relevant countries who have supervision over this project are also prohibited from participating.



#### SINOC Overall

## 90% (378 million SINOC) distributed through mining in the next years

One major characteristic of SINOC is that the mined SINOC is released on annual basis in the immature stage of APP market. The position of SINOC on APP market within the next 20 years determines the value released through its mining in future.

### 3. Note for token purchasers

In particular, it is highlighted that SINOC Token:



- (a) is non-refundable and cannot be exchanged for cash (or its equivalent value in any other virtual currency) or any payment obligation by any entity;
- (b) does not represent or confer on the token holder any right of any form with respect to any entity, or its revenues or assets, including without limitation any right to receive future dividends, revenue, shares, ownership right or stake, share or security, any voting, distribution, redemption, liquidation, proprietary (including all forms of intellectual property or licence rights), or other financial or legal rights or equivalent rights, or intellectual property rights or any other form of participation in or relating to the SINOC Public Chain or any entity;
- (c) is not intended to represent any rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
- (d) is not intended to be a representation of money (including electronic money), security, commodity, bond, debt instrument or any other kind of financial instrument or investment;
- (e) is not a loan to any entity, is not intended to represent a debt owed by any entity, and there is no expectation of profit; and
- (f) does not provide the token holder with any ownership or other interest in any entity.



Token purchasers will have no economic or legal right over or beneficial interest in the token sale proceeds or the assets of the entity holding the same after the token sale.

### The Allocation plan is as follows:

Mining amount reduces by half every two years and total mining will be completed within 20 years.

The first two years: estimated daily mining amount is 258,904 SINOC.

The second two years: estimated daily mining amount is 129,452 SINOC.

The third two years: estimated daily mining amount is 64,726 SINOC.

The fourth two years: estimated daily mining amount is 32,363 SINOC.

The fifth two years: estimated daily mining amount is 16,181 SINOC.

The sixth two years: estimated daily mining amount is 8,090 SINOC.

The seventh two years: estimated daily mining amount is 4,045 SINOC.

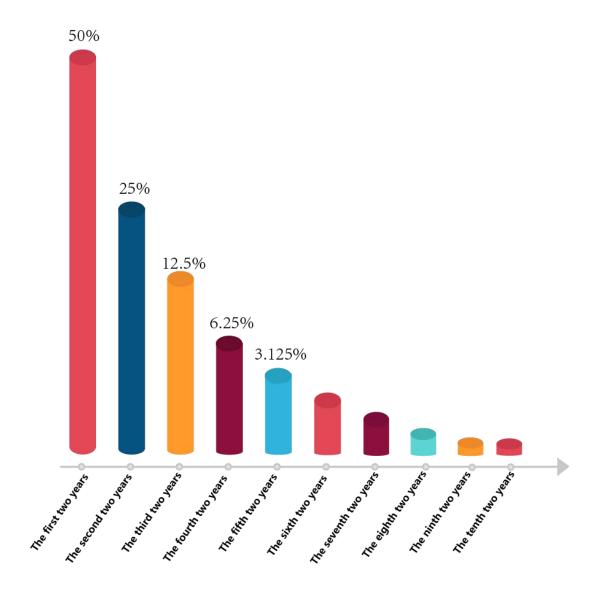
The eighth two years: estimated daily mining amount is 2,022 SINOC.

The ninth two years: estimated daily mining amount is 1,011 SINOC.

The tenth two years: estimated daily mining amount is 1,011 SINOC.

In summary, overall allocation strategy is as follows:





**Note:** Mining hashrate is determined by the total hashrate of the entire network and the proportion of pool hashrate, and PoC consensus is easily influenced by network environment. The mining hashrate of mining machines of the same configuration has certain discrepancy under different environments and different pools.



# 12.Introduction to SINOC Exclusive Mining Machine

The SINOC exclusive hard-disk mining machine is a second-generation IPFS intelligent contract mining equipment designed and developed by the America based SINOC. Inc. It has a first-generation IPFS hard-disk mining machine's function of mining for the IPFS network and it also has the ability to mine for projects with POC as their consensus mechanism.



**Effect Picture of Exclusive Edition of SINOC Mining Machine** 

SINOC intelligent IPFS mining machine supports the following currency:











### 13.SINOC pool

SINOC pool is a pool system exclusive to the tokens of the SINOC Public Chain. All mining machines capable of mining the tokens of SINOC main network can be connected with the SINOC exclusive pool. SINOC pool is open to global mining machines.



Sample Graph of SINOC Pool

# 14. Use Plan for Building EcosystemOperations

### 1. 40% for technology research and development

This part can be used for highly-concurrent, highly-available and highly-secure integrated commercial platforms that have many



specification requirements and are difficult to be implemented. In addition, it is necessary to minimise the technical use threshold of the system in order to promote the rapid formation of business ecological links and the development of a large number of middleware, interface, SDK, secondary development tool, APP and DAPP will also consume a lot of R&D power. Therefore, IPC will allocate a large amount of token sale proceeds for the development and formation of basic technology platform.

### 2. 15% for operation, maintenance and security

Both game top-up exchange and SINOC token asset exchange of the platform of the SINOC Public Chain have high security requirements. Hardware requirements and security requirements for the platform are very high. Therefore, targeted optimisation and resource allocation shall be performed, and a scientific management mechanism shall be established.

### 3. 35% for marketing and business operation

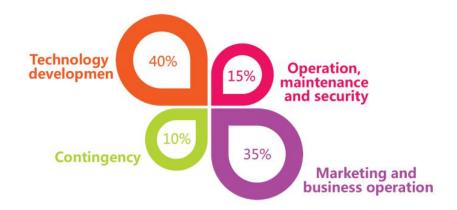
In order to build a platform-based ecosystem of certain scale and compatible with many payment scenarios of end-users within a relatively short public blockchain, a diversified strategic layout needs to be arranged for the SINOC Public Chain as it faces complex business scenarios and diverse roles. In order to promote the rapid formation of ecological environment and provide initial repetitive-cycle service



capability for end-users, a relatively large proportion of resources should be allocated into the design of overall publicity and promotion, business customer development and operational service capability.

### 4. 10% for contingency

A small amount of contributions is reserved for emergency management and other financial budgeting item expenditure except the above items. In summary, the plan for contribution usage is as follows:



**Fund use plan** 

# 15. Deployment Plan and Token Sale& Issuance Plan

•On June 5<sup>th</sup>, 2017, the project started and preliminary research, conceptual design, commercial resource development and necessary early-stage verification was initiated.



- •On August 16<sup>th</sup>, 2017, a project white paper was launched in the preliminary private placement phase.
- •On August 25<sup>th</sup>, 2017, the private placement of contract hashrate began and early project token was launched within one month after private placement;
- •On September 15<sup>th</sup>, 2017, global community market launched.
- •In February 2018, token in private placement stage was launched on international exchanges gradually.
- •In April 2018, the team contacted and discussed cooperation with major hard-disk mining machinery companies in the world and selected some global strategic partners.
- •In May 2018, global tour was launched and reported by NASDAQ and several overseas media.
- •In May 2018, merger and acquisition cooperation plan was initially reached with strategic partners, and cooperation negotiation was carried out.
- •In June 2018, the first batch of exclusive POC physical mining machine was put on advance sale.
- •In July 2018, MCHAIN TECHNOLOGY RESEARCHING AND FUNDING, INC. that had been in its application process for half a year was approved and established in the United States of America and it assumed responsibility for project development and management.



- •In August 2018, global super node community campaign was launched.
- •In September 2018, MCHAIN TECHNOLOGY RESEARCHING AND FUNDING, INC. was acquired and merged, and preparations for main network to be put into operation commenced.
- •In September 2018, global developer project conference was held in Macao, China, and operation time of main network and the plan before main network is put into operation were determined.
- •In November 2018, SINOC main network was put into operation and corresponding block browser, exclusive wallet, client and mining pool that matched the main network were launched.
- •In November 2018, SINOC main network began mining work for worldwide customers with hard-disk mining machines to mine on the main network and sold SINOC exclusive hard-disk mining machines worldwide.
- •In December 2018, the first batch of DAPP APPs based on SINOC main network will be launched.
- •In April 2019, exclusive international exchange based on SINOC as transaction pair will be launched
- •In June 2019, no less than 30 ecosystem APPs based on SINOC main network will be incubated and no less than 100 customers receive SINOC on main network.
- •In December 2019, no less than 30 ecosystem APPs based on SINOC



main network will be incubated and a complete the SINOC Public Chain ecosystem based on SINOC main network is basically established.

### **16.Project Risk Description**

Collaborators shall note that the project has the following risks:

### 1. Compliance and Operational Risk

Compliance and operational risks refer to the risk that the SINOC Public Chain violates local laws and regulations in the process of raising contributions or tokens and carrying out business, resulting in the failure to continue business.

Operation team adopts the following means to avoid compliance and operational risk:

- •Operation team and decision-making committee adopt a distributed operation model to eliminate single-point risk.
- •To employ professional lawyers in the local areas where business is carried out and to design the issuance and transaction of digital assets,



blockchain finance and application and other businesses under the local legal frameworks.

#### 2. Market Risk

Market risk refers the risk that the SINOC Public Chain is not accepted by the market, or there are not enough users to use it, therefore business development is stagnant and there are not enough payments to support its continuation.

Operation team adopts the following means to avoid market risk:

- •To identify and confirm key market concerns that exist objectively based on operational experience within the market spanning nearly one year.
- •To share the concept of the SINOC Public Chain with the industry, learn from the operation experience of similar products and optimise and improve the SINOC Public Chain;
- •To make use of the experience accumulated by the founding team in online gaming, entertainment, Internet and financial market service to incubate a platform ecosystem and quickly realise utility value.

#### 3. Technical Risk

Technical risk refers to the risk of underlying technology having significant inherent issues which lead to the failure of the SINOC Public Chain to achieve expected functions, for example, the tampering or loss of key data, etc.



Operation team adopts the following means of avoiding technical risk:

•To develop the SINOC Public Chain system within the framework that has been approved and verified by commercial customers and based on mature, open-source and secure blockchain technology.

•After collecting enough resources, the project team will absorb more high-end talents within the industry to join the development team, laying solid foundation, while enriching the strength of the team and learning from mature development experience.

#### 4. Contribution Risk

Contribution risk refers to the risk of major losses of project contributions, such as stolen contributions, loss of contributions, large depreciation of reserves, etc.

Operation team adopts the following means of avoiding contribution risk:

- •The reserve is jointly controlled and managed by a decision-making committee in the mode of multi-signature wallet + cold storage. In the mode of 5-7multi-signature, the reserve contributions face a real issue only when three directors are unable to trustworthily perform their duties at the same time;
- •The operational team has been serving the technology and financial industry for many years and has rich risk control experience. Liquidity may be lost only when market price fluctuates sharply (a decline of



more than 50%).

### 17. Disclaimer

This document is used only for the purpose of conveying information, and it does not constitute any professional opinion regarding the buying and selling of SINOC. The above information or analysis does not constitute or promote any investment decision, nor should it be relied on to make any investment decision. This document does not constitute any investment suggestion, investment intention or abetting of investment. This document does not constitute or cannot be understood as providing any act of purchase or sale or any invitation to buy or sell any form of securities, nor is it any form of contract or commitment.

Relevant intentional users are to clearly understand the risks of SINOC public blockchain/SINOC. A decision to participate in the SINOC project indicates that you understand and accept the risks of participation in the project.



### 18. Contact Information

Official website: http://SINOC.info

Official e-mail: info@SINOC.io

