

AN VERSE



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Animation Theme Park

WHITE PAPER 1.0

1. At The Beginning

1.1 Introduction

[Project Introduction]

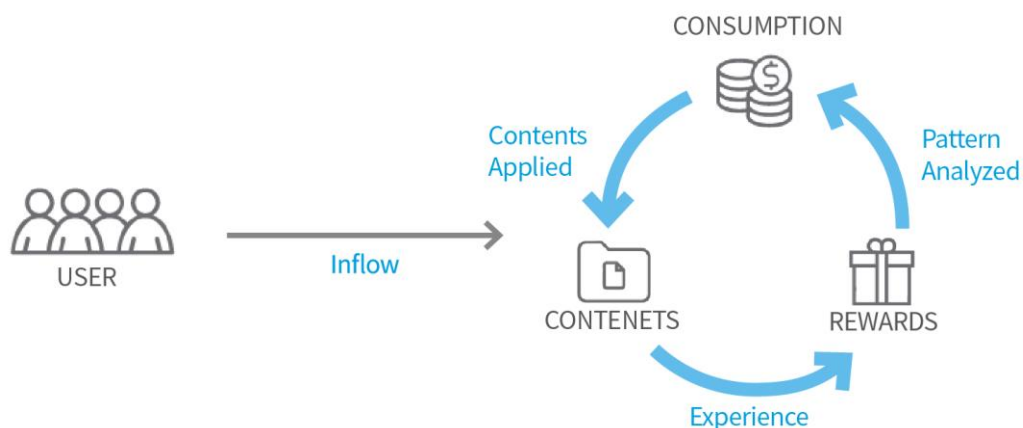
The iconic character 'Larva' which is positioned as a global animation IP, broadcasts its animation series to more than 190 countries. TubaN Co.,Ltd.,the production studio of Larva, has numerous 3D animation IPs. It is carrying out various business including planning to distribution all over the world. ANIVERSE project utilizes tubaN's years of animation IP business know-how and business networks around the world. ANIVERSE is an 'Animation Contents Storytelling Online Theme Park' platform enables the users to experience the contents and communicate with each other rather than simply deliver the contents to users.



The world wide famous IP Larva in ANIVERSE platform, combined by blockchain technology with various business of tubaN, invites a lot of users who love to communicate with users around the world various character content services, and makes users purchase and enjoy various services and products with rewarded coins in the ANIEVRSE platform.

[ANIVERSE Eco-system]

Users experience, receive, and consume various services within the ANIVERSE ecosystem



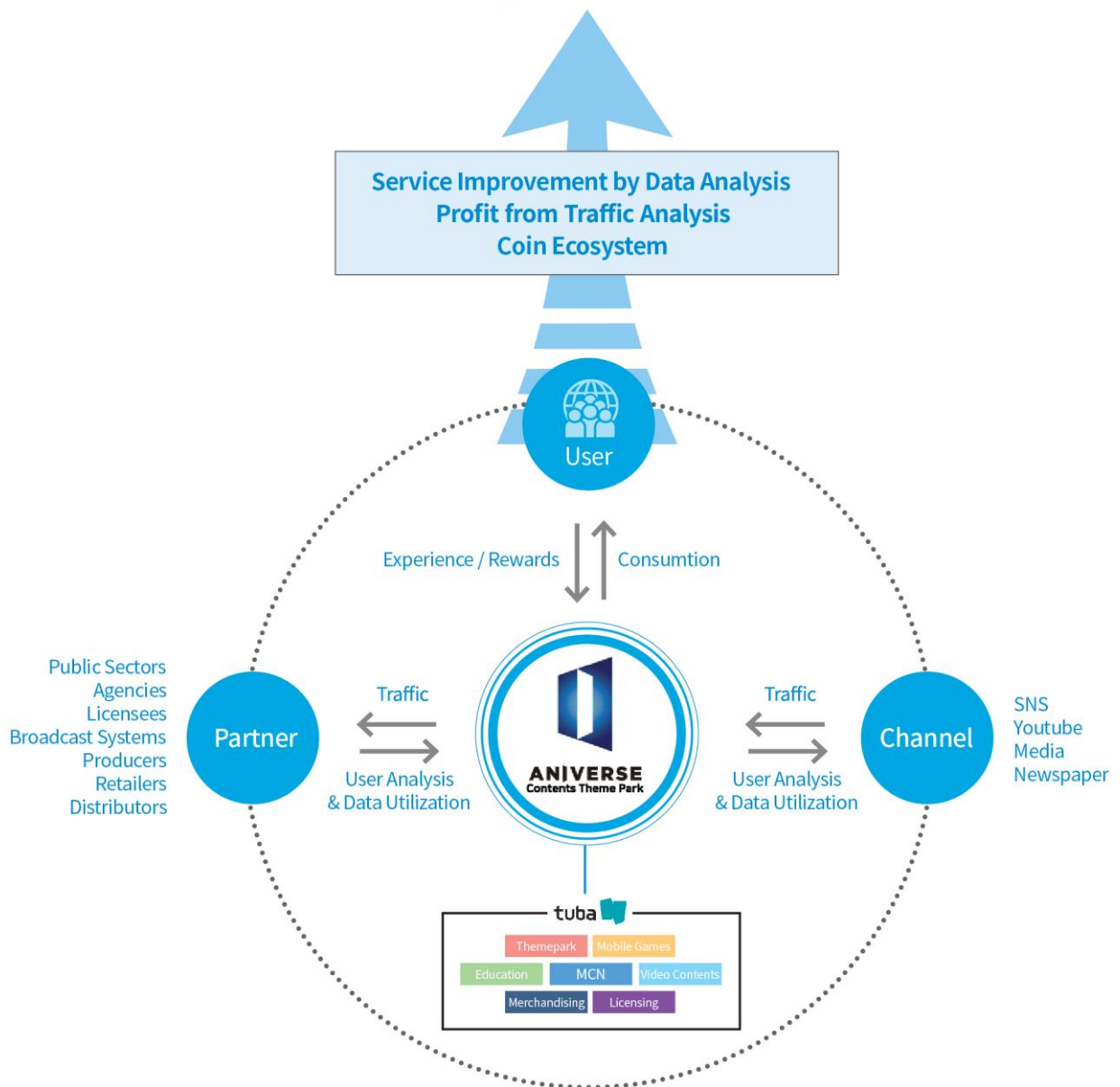
[ANIVERSE Platform]

Delivering Better Products and Services by Analysis and Control of User Traffic

Users can watch various animations and films at ANIVERSE theater, play mobile games in arcades, and shop in goods malls. They can access the animation theme park around the world and experience various contents for 24 hours within O2O service by ANIVERSE Platform.

Virtual mobile theme park platform analyzes users' traffic and reflects them in various contents and products in ANIVERSE ecosystem that rewards users with better services and leads to various content areas by traffic analysis and control.

IP Value Rise / Sales Maximization



2. Background

2.1 Market Share

The size of the global animation market is steadily growing.

The animation market shows the rapid growth of the digital distribution worldwide through the proliferation of online video services. With the worldwide spread of animation contents, various additional businesses of the animation IP are accompanied, and various products and services are pouring out in combination with the character market.

Global Character/Animation Market Size and Prospect (2011-2020)

[Unit: Million USD, %]

Index	2011	2012	2013	2014	2015p	2016	2017	2018	2019	2020	2015-20 CAGR
Character Licensing	150,800	153,205	155,832	161,456	170,238	178,692	187,117	195,491	203,569	211,549	4.4

*ref: PWC(2016), EPM(2014), KOREA CREATIVE CONTENT AGENCY

The global character licensing market in 2015 was estimated to have increased by approximately 5.4 percent to 170,238 billion dollars compared to last year due to the economic recovery after the global economic crisis and the accompanying increase in consumer sentiment. Various products have been released due to the advance of Hollywood hero movies such as Marvel and DC Comics. It is analyzed that the purchase of IP (Intellectual Property) for comics, games, and animations has become active, showing a trend of growth. As a result, the global character licensing market is expected to grow by an average of 4.4 percent annually over the next five years and grow steadily to \$21.549 billion by 2020.

Global Character/Animation Market Size and Prospect (2011-2020)



*ref: PWC(2016), EPM(2014), KOREA CREATIVE CONTENT AGENCY

Currently, the animation market is producing various types of contents combined with ICT through the development of technology and new supplementary businesses. the market for animation and characters is expected to grow even bigger with the age of OTT, which consumes video contents anywhere and anytime.

2. Background

2.2 Market Trends

[Changes and Flows in Animation Technology]

The more the users enjoy the service, the more quality products and services are provided for their activities.

Looking at the changes in existing animations, animation market has been dramatically developed following the birth and development of computers with optical and image technology, and fusion technology progress based on the 4th industrial revolution. Over the years, the form of animation has evolved a lot. In computer graphics technology, where ordinary life becomes a reality, we are introduced by new animation production methods combining various technologies in the era of the 4th Industrial Revolution.

[Animation Combined with New Technology]

Various animations are coming out that combine with new technologies from other industrial fields. Among them, we use game engines to efficiently reduce the production time of animations that usually take 2-3 years through real-time rendering. In addition, we are introducing AI-based 3D character animation for intelligent content development centering on the implementation of super functional and hyper-connected society through the 4th convergence technology

[Distribution and Use As the Platform Changes]

The expense of global OTT platform influence

Behind the era of TV and cable broadcasting, we entered the age of OTT, which consumes videos are accessed anywhere and anytime. Starting with YouTube, OTT platforms have served and poured around the world, and competition for OTT platforms has intensified. The OTT Platform service is providing various contents to all ages and genders around the world, and it is focusing on discovering new contents and making investments directly because it is necessary to provide various contents covering all age groups.

In this way, various contents are needed to meet the needs of consumers, and consumption of animation is also steadily increasing in line with OTT growth.

The Number of Original Contents on Netflix

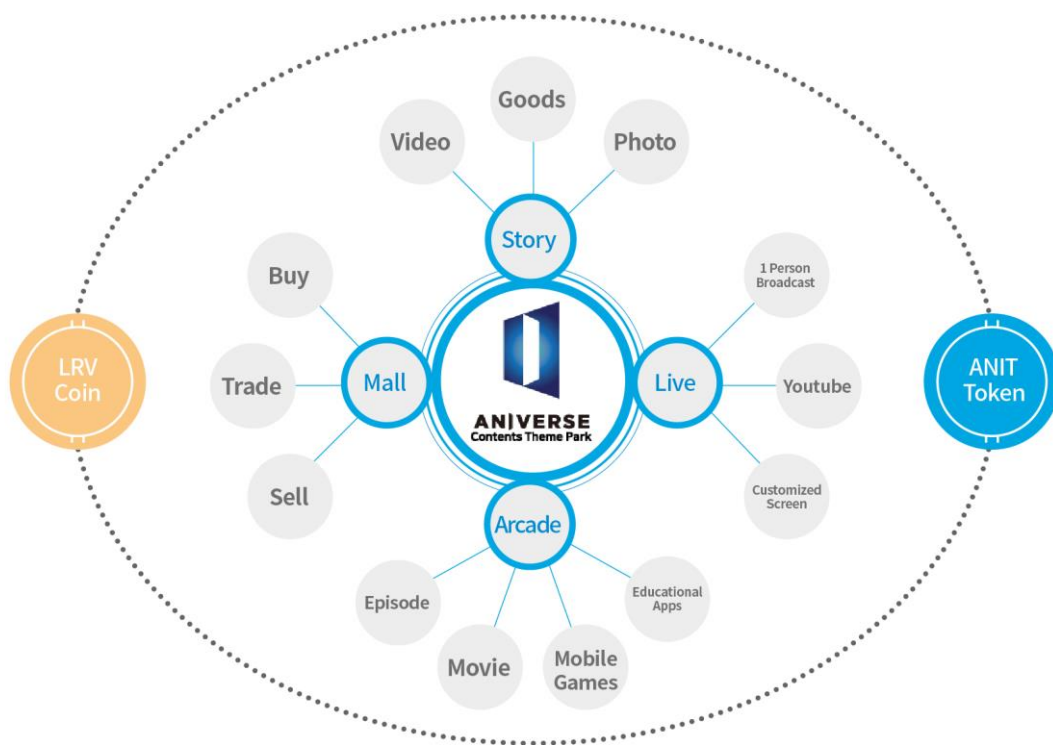
Genre	2013	2014	2015	2016	2017	2018	Total
Drama	15	8	32	53	66	8	182
Animation	4	7	15	20	20	8	74
Foreign language	0	0	1	3	6	0	10
Documentary	1	1	3	11	15	3	34
Comedy	4	8	17	30	75	11	145
Movies	1	7	9	48	80	13	158

*출처 : Netflix(2017), 정보통신산업진흥원(2017) 재인용

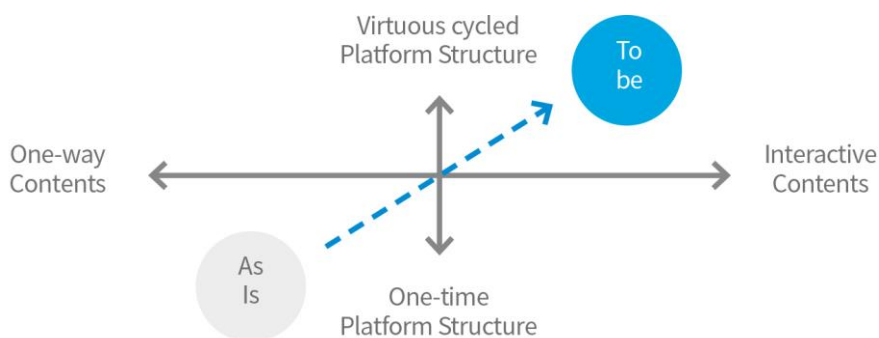
3. ANIVERSE Platform

3.1 What's is ANIVERSE Platform?

ANIVERSE Theme Park is an online theme park based on animated content, that is accessed by anyone in the world regardless of time and place, by ANIVERSE B2C platform building with blockchain technology and live broadcasting technology merged, which is all applied to various IP and projects of tubaN. ANIVERSE Theme Park invites users from all over the world who love tubaN' s representative IP Larva to create a community where users can enjoy, share and communicate with the content of tubaN, allowing them to enjoy, reward and use within the Lava coin ecosystem to maximize the activation of the platform.



ANIVERSE Online Theme Park is not a one-way push of content, but an interactive virtuous platform that allows users to consume, process the various content and interact with animated content.



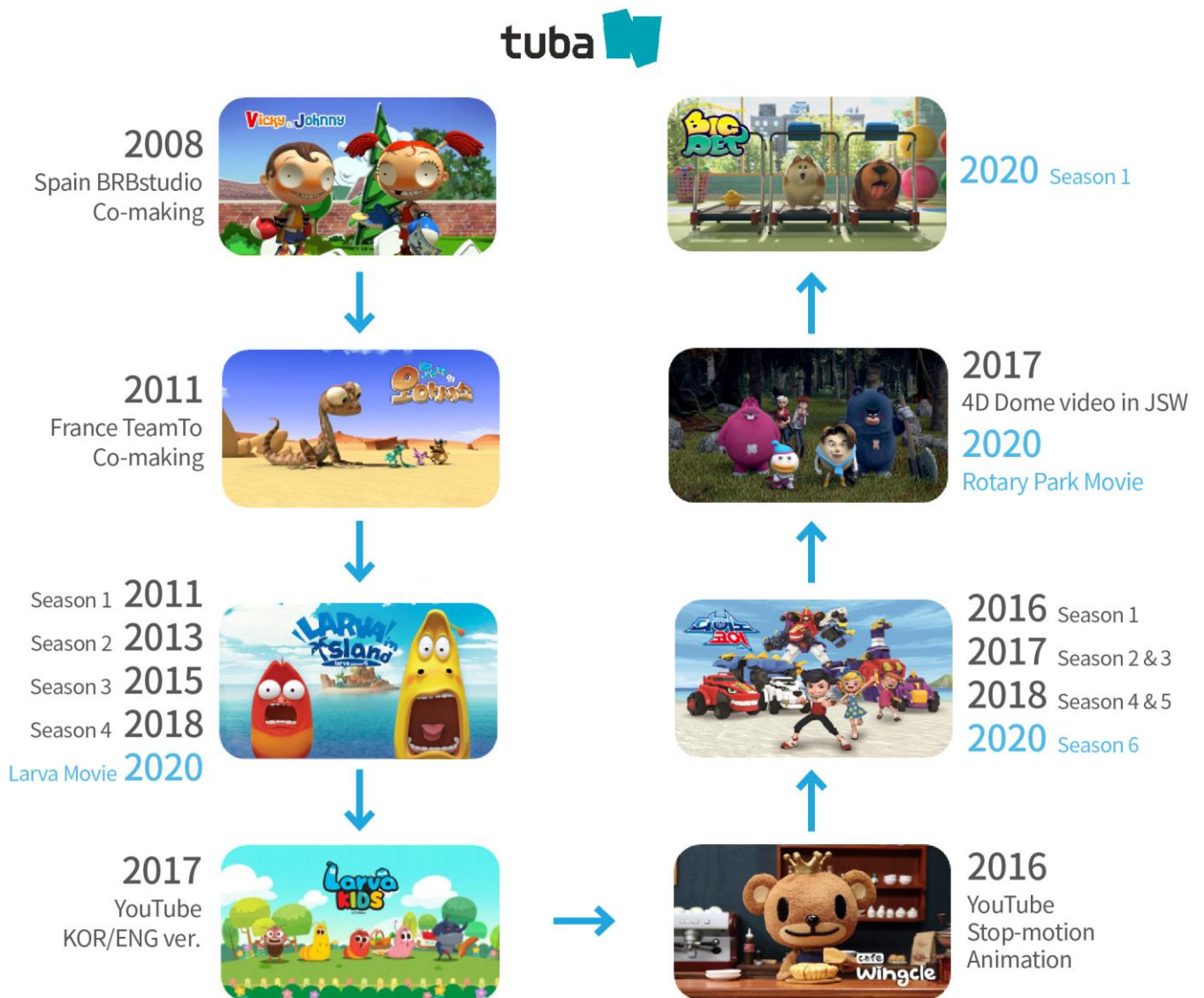
3. ANIVERSE Platform

3.2 ANIVERSE Contents and Business Applications

3.2.1 Contents Introduction and Main Business Areas

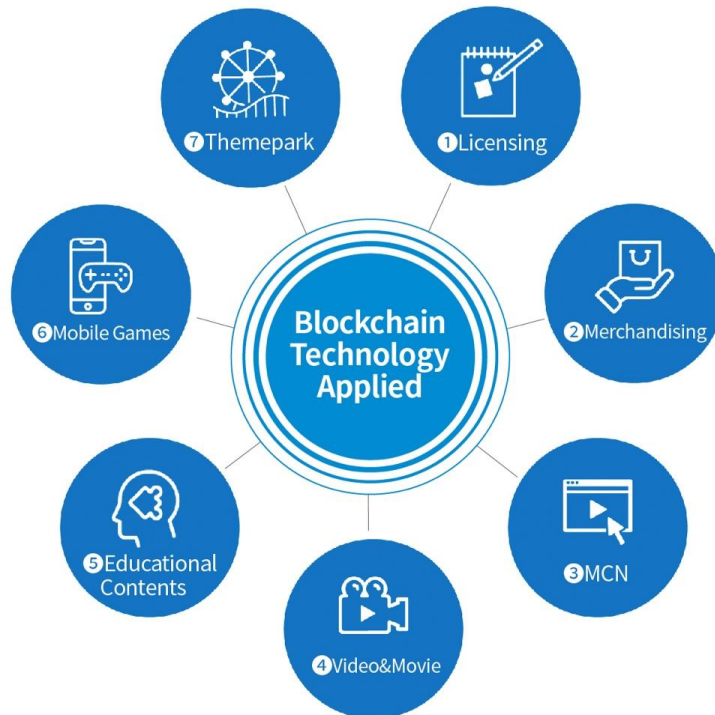
[ANIVERSE IP Status]

ANIVERSE has eight animations including 'Larva', 'Winkle Bear' and 'Dino Core', starting with 'Vicky and Johnny' in 2008, which are produced by tubaN, and ANIVERSE is an exclusive partner of the tubaN IP blockchain, developing various businesses worldwide using IP.



[Main Business Overview]

Animation content IP owned by ANIVERSE to proceed into 7 business areas



1 Licensing	ANIVERS applies tubaN IP to various fields such as games, merchandising, and content using animation IP to carry out loyalty business.
2	ANIVERSE expands many merchandising products, using animation IP. to global sales through online shopping malls.
3 MCN	ANIVERSE maximizes content and advertising revenue by planning and producing original or third-party’s editorial content in various IP and episodes.
4 Video & Movie	ANIVERSE creates revenues by the paid animation service, which is based on the excellent planning power and video technology of tubaN Studio with a lot of animation episode production know-how.
5 Educational Contents	ANIVERSE expands its educational content and platform with AI solutions using responsive voice recognition modules, which is motivated from all the tubaN’s IP.
6 Mobile Games	ANIVERS produces mobile games for various genres using IP based on animation storytelling to provide global IOS and AOS services.
7 Theme park	ANIVERSE applies blockchain technology to theme parks business and character shops using tubaN characters to link payment methods, admission tickets and additional facilities within the platform.

3. ANIVERSE Platform

3.2 ANIVERSE's Contents and Business Applications

3.2.2 Online&Offline Business Fields

[Characters Applied]

ANIVERSE applies its characters to global businesses in various forms.

Theme Park – Supply IP contents to the theme park using characters



Plans and Supplies of IP Contents for Unique Character Theme Park Formation in Korea

Theme Park – Theme Park with IP Characters



Theme Park View with Characters



Theme Culture Complex – Theme Culture Complex with Reality and Character Coexistence



Theme Building – 'Larva Town' Character Culture Site in Seoul Gwanghwamun



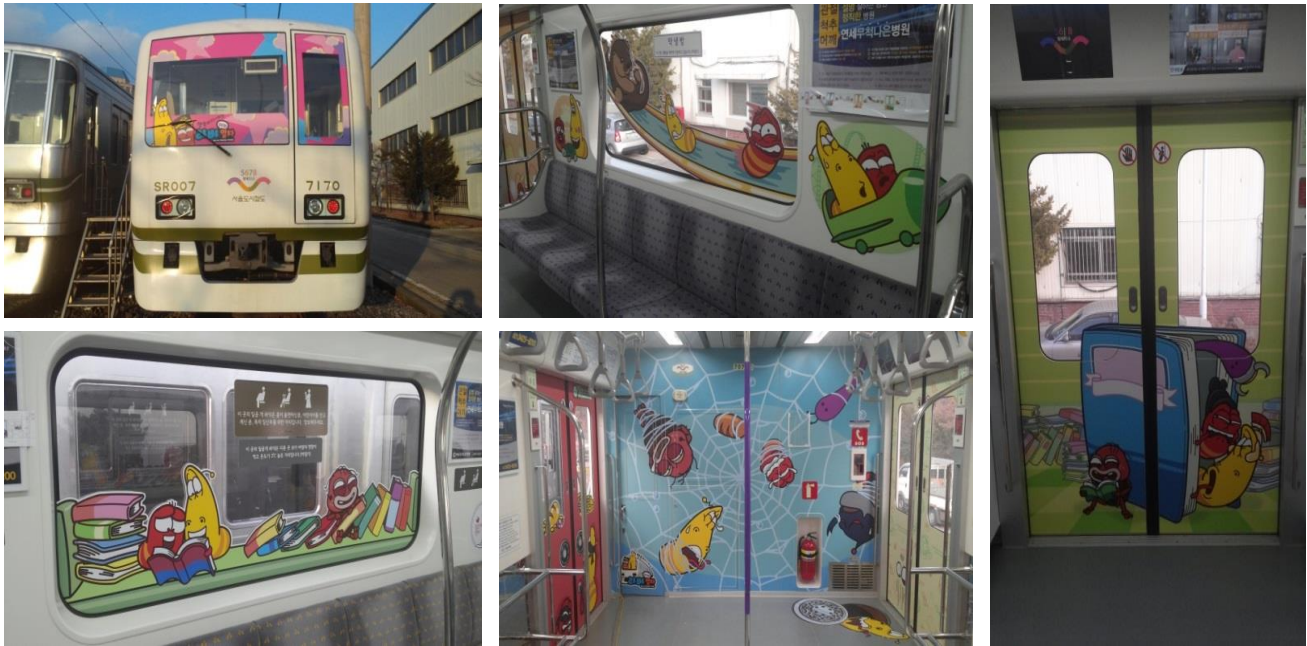
Direct Management Offline Store – 'tubaN goods'



Cafe – Place for Concert and Busking in Seoul Gwanghwamun



Seoul Metro Line 2 and 7 – Larva Themed Metro



15 # Seoul Metro Line 2 and 7 – Larva Themed Metro

Buses – Various Marketing and Public Service Activities Using Character Wrapping



Character Exterior Sculptures and Sign Design



Mobile Games– IP Applied Digital Content Game with Steady Downloads



3. ANIVERSE Platform

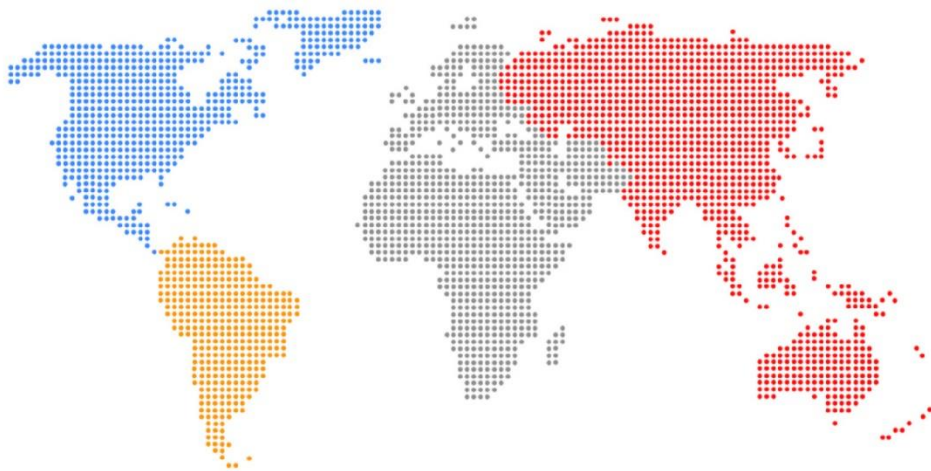
3.2 ANIVERSE's Contents and Business Fields

3.2.2 Global Network with Contents Business

[Worldwide Distribution and Airing Network]

Establishment of major country channels for global broadcasting and commercialization of contents (since 2004)

ANIVERSE content has been contracted for character merchandising in 25 major countries, and its animation is being aired in 190 countries around the world.



North America	Europe	Asia / Oceania
<p>NETFLIX NETFLIX_(Global)</p> <p>twg TWG</p> <p>Commonwealth Commonwealth</p> <p>amazon Amazon</p>	<p>WildBrain WildBrain</p> <p>RIVERSIDE BRANDS Riverside Brands</p> <p>recreation re:creation</p> <p>The Entertainer The Entertainer</p> <p>SMYTHS Smyths</p> <p>nickelodeon Nickelodeon</p> <p>svt SVT</p> <p>S4C S4C</p> <p>CSC Media Group CSC Media Group</p> <p>CANAL+ Canal+</p>	<p>KBS Kids KBS Kids</p> <p>Daekyo Daekyo</p> <p>Tooniverse Tooniverse</p> <p>Animax Animax</p> <p>Disney Disney Taiwan / HK</p> <p>TV TOKYO TV Tokyo</p> <p>KT Olleh TV KT Olleh TV</p> <p>SK Broadband SK Broadband</p> <p>LG U+ TV LG U+ TV</p> <p>Sessom Asia Sessom Asia</p> <p>Mongol TV Mongol TV</p> <p>RCTI RCTI</p> <p>Cartoon Network Cartoon Network</p> <p>Tencent 腾讯视频</p> <p>LineTV LineTV</p>
Latin America		
<p>Disney XD Disney XD</p> <p>Cartoon Network Cartoon Network</p> <p>PANADERIA Panaderia</p> <p>Core Consulting Core Consulting</p> <p>AMV Licensing AMV Licensing</p> <p>IMC Licensing IMC Licensing</p> <p>Grupo Ruz Grupo Ruz</p> <p>Azteca Azteca</p> <p>TV Cultura TV Cultura</p>		

[Global Business Partners of ANIVERSE]

ANIVERSE will conduct business in various fields by utilizing global partners and network maintained by tubaN. ANIVERSE will continue to expand its global content business where both companies can win by maximizing content revenue and applying various services.



1 Platform Distribution and Content Co-Development

- Strengthen Netflix partnership and expand Business areas
- Raise revenue with joint development of follow-up Lava Island
- With OTT platforms such as Disney Plus, Apple TV and Amazon PrimePartnership, Produce original series for each platform

2 YouTube Channels

- Revenue stability through content diversification and channel expansion for each channel
 - Revenue expansion for one-person creators (domestic / global)
 - Enhancing brand image through collaboration with various celebs
 - Develop a variety of engaging content that fans can participate in (Production of various contents using IP)
- Brand and product promotion by promotional media

3 Merchandising Business

- Advance into global e-commerce through its own mall / Sales growth for Amazon and eBay
- Global launch of Larva / Larva Island products
- Expansion of global sales through contract with large retailers
- Increase sales by applying blockchain system with Chinese partners
- Increase sales by developing new merchandising products using existing IP

3. ANIVERSE Platform

3.3 ANIVERSE Service and Development

3.3.1 ANIVERSE Developing Environments and Directions

[ANIVERSE Developing Environments]

Traditional animation businesses have diversified thanks to one source multi-use (OSMU) and a number of IP-related derivatives have increased, but each business has been individually conducted without interconnection. A synergy-free business has been developed, and the integrated operation of the projects is urgently needed. In the integrated platform called ANIVERSE, various animation IP derivatives can solve the problems of existing business by integrating blockchain technology. While many users who love animation enjoy various services, a new concept of access that leads to sales is made possible by using the traffic obtained by collecting and analyzing customer behavior information.



[ANIVERSE Developing Directions]

ANIVERSE, an online theme park, is a playground that provides a variety of contents, and utilizes blockchain technology to enable more transparent and secure B2C and B2B IP businesses.

- **B2C**

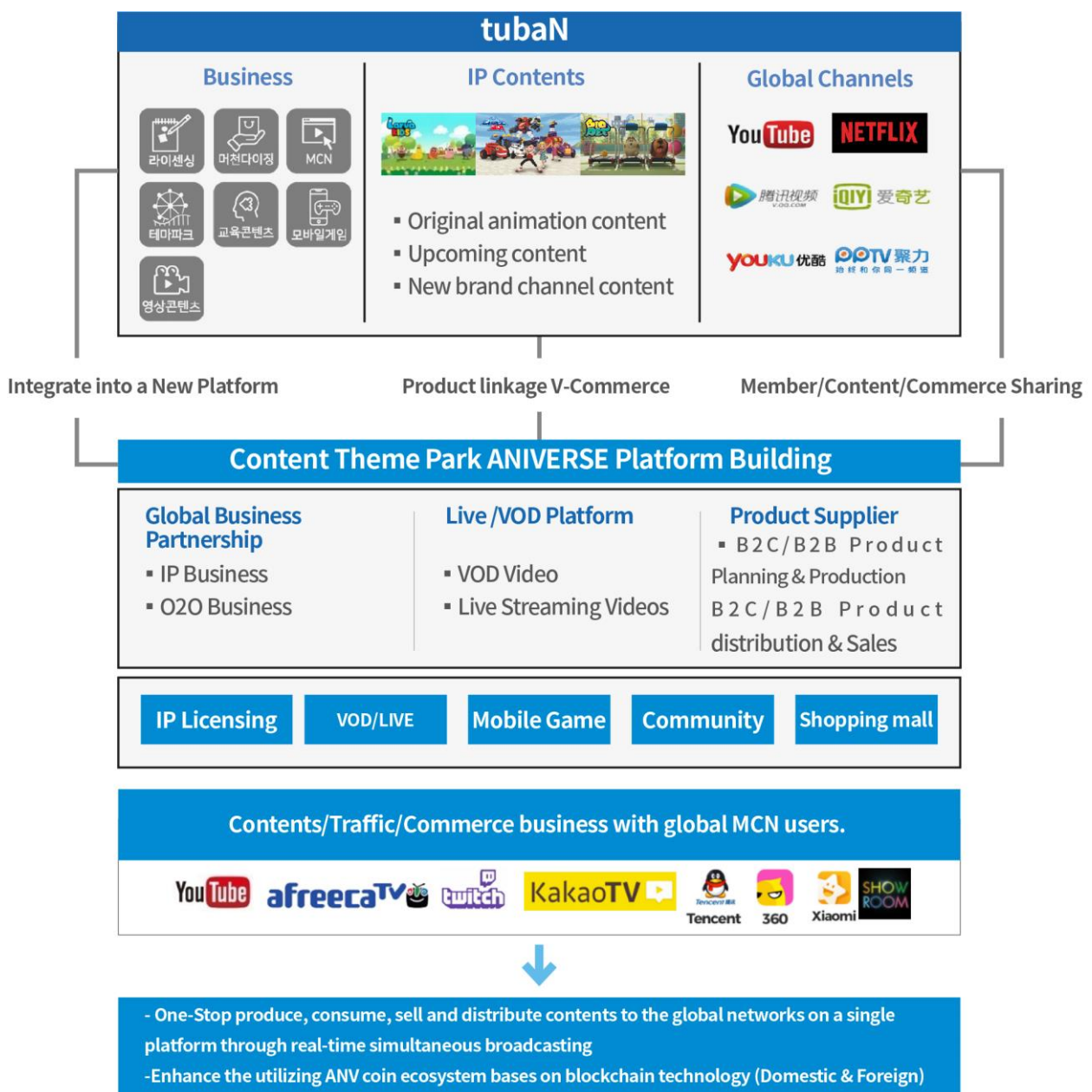
Users who love tubaN characters enjoy various services and share contents with each other. The users' community will be formed as a business hub where the participants can communicate with the characters.

- **B2B**

The transparency and decentralization of blockchain technology complement the weakness of the animation IP business. All the contracts and trades are guaranteed by the secure and transparent system. In addition, various necessary information is collected and utilized in decentralized ways to protect the stability and profitability not only for TubaN but also for other contents IP companies.

[ANIVERSE 개발의 개념]

ANIVERSE is built for anyone around the world to join in a single platform, intergrating various business such as video contents,mobile games,educational contents, shopping that have been distributed. ANIVERSE shares a variety of contents, applys blockchain technology,and add various functions such as simultaneous broadcasting and video commerce. We share ideas and contents with all users and create a community where everyone communicate with each other to invigorate coin ecosystems. Furthermore, ANIVERSE push ahead a healthy IP licenseing business environments and accerate the market growth through development of DApp with B2B services



3. ANIVERSE Platform

3.3 ANIVERSE Service and Development

3.3.2 ANIVERSE Developing Plans

[Developing Stages]

We will develop first in the ANIVERSE, an interactive content theme park with new perspectives, opportunities, and impacts. Gradually, the blockchain technology and live platform technology will be used for each stage to allow simultaneous interoperability and content transmission worldwide.

	Stage Titles	Applications	Benefit
Stage 1	<p>B2C Platform Building</p> <ul style="list-style-type: none"> - Online Theme Park - Traffic Inflow - User Activation <p>Coin Ecosystem Building</p>	<p>Priority Business</p> <ul style="list-style-type: none"> - Licensing - Merchandising (License/Toys) - MCN - Video Contents - Mobile Games <p>Next Step Business</p> <ul style="list-style-type: none"> - Theme Park Linkage - Other Offline Stores (Character Shop/Cafe) 	<p>Community Building</p> <ul style="list-style-type: none"> - Provide entertainment to animation character lovers - Create an environment to share and interact with IP - tubaN's unique and diverse multimedia content service construction <p>Coin Ecosystem Formation</p> <ul style="list-style-type: none"> - Build various reward-based platform generated by activities such as video / game / shopping - Build various coin payment systems online / offline within ANIVERSE - Expansion of various places of use such as theme parks, theme cities, malls contracted with tubaN - Expansion of on / offline usage through other partnerships
Stage 2	Global Expansion	Worldwide Service Expansion	Global Business Expansion
Stage 3	Other IP Business Linkage	B2B (Animation, Character)	NETWORK Business Expansion

3. ANIVERSE Platform

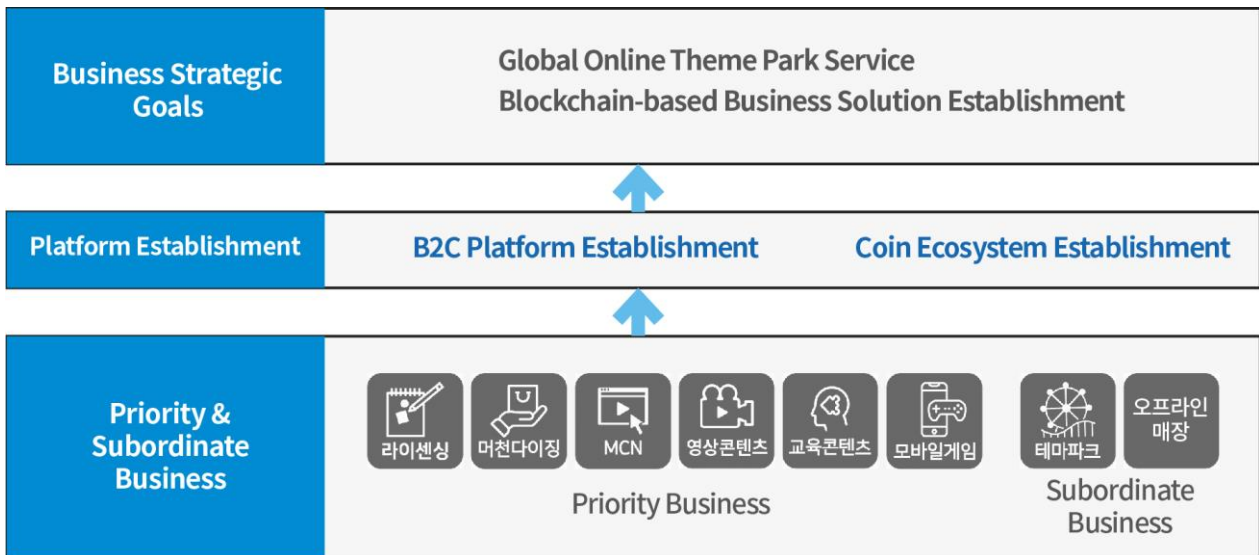
3.3 ANIVERSE Service and Development

3.3.2 ANIVERSE Developing Stages

[Stage 1]

Objectives

Opening the ANIVERSE B2C platform, we will service the online theme park and utilize the global business network to build a community, share and communicate the contents of tubaN by inviting users from Larva-loving channels around the world. In the established ANIVERSE theme park, we will maximize the activation of users around the world by enjoying, rewarding and using various contents in the Larva coin ecosystem.



Detailed Step Strategy

- Among the various projects of tubaN, we check the range that can be interlocked first, and then categorize, separate, and link the projects.
- The categorizing work is given the role of each service. MCN and mobile game play a role as a tool to utilize coin linkage to reward users by linking the platform and coin system. In addition, mobile games and educational content will put the role of attracting many users around the world first.
- The video content is mainly based on MCN business, and the video content business leads to the use of coins as a paid service.
- Licensing and toy business are divided into merchandising categories and proceeded to the distribution shopping.
- Several offline stores, such as theme parks and cafes, will be linked to purchase through the ANIVERSE platform.

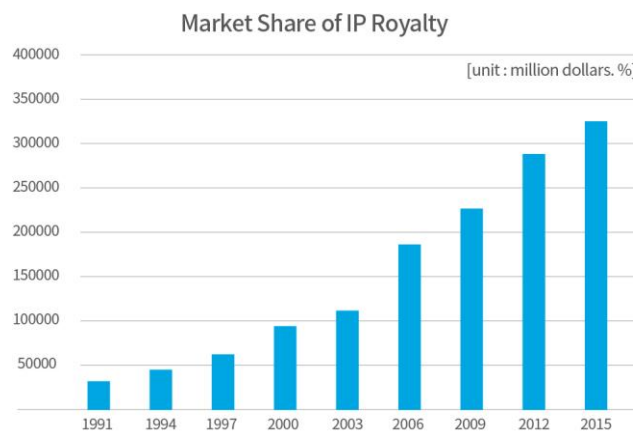
Licensing

1) IP Business

IP(Intellectual Property) : Intellectual Property

- IP refers to the rights to creations created with intellectual power and copyright, which is given to creations in the arts, music, movies, poetry, fiction, software, games, and other cultural and artistic fields. In particular, it includes all other rights issued by intellectual activities in the industrial, scientific, literary or artistic fields.

- The intellectual property royalty market in Korea was only \$ 10 billion until the mid-1980s, but is growing rapidly and reaching over \$ 300 billion in 2015



2)tubaN

ANIVERSE is under exclusive agreement with global animation company tubaN for monopoly IP.

tubaN is the original authoring company of the animation "Larva," which has more than 70 billion views in 190 countries around the world, and it has been producing various animations since 2003 working on various character businesses. The IP characters Larva, Winkle Bear, and Rotary Park are 100% owned by all tubaN. The main feature of tubaN animation Larva is a slapstick comedy that breaks the existing animation frame for children only, and can be enjoyed by anyone in the world without language barriers. The ANIVERSE project contracts the monopoly of the use tubaN IP to provide users and B2B operators more efficient and stable environment within the ANIVERSE ecosystem through blockchain technology. Anyone in the world can access and enjoy the online content theme parks, ANIVERSE.



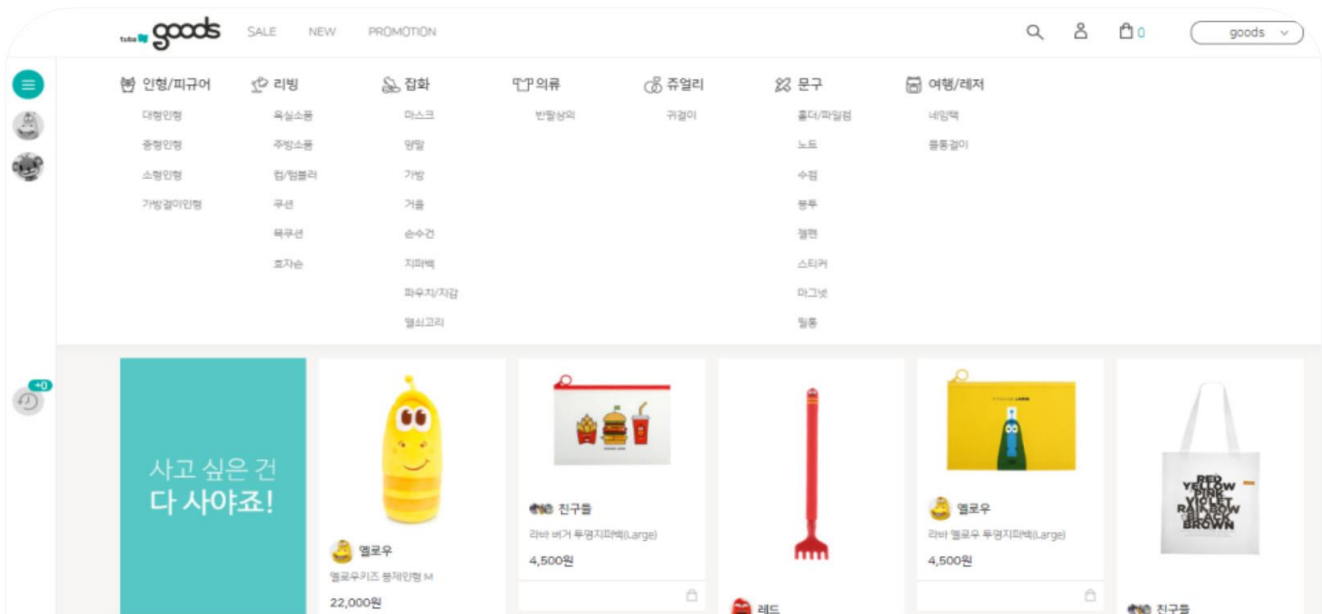
Merchandising

TubaN directly manages merchandising business from planning to production and distribution.

- The corporation ANIVERSE will categorize its own product business and toy business, which is produced by tubaN, and connect with ANIVERSE to expand into a new merchandising business.
- We provide worldwide sales services by linking the TUBA & GOODS offline retail store, which sells character products and toys manufactured by tubaN in the ANIVERSE platform.
- Merchandising serviced within the ANIVERSE platform combines MCN, educational contents, mobile games, live broadcasting, and community sectors with V-Commerce services.



Direct-operated Stores



Online Integrated Shopping Mall

MCN

Larva has 3 seasons with 260 episodes maintaining the record of over 50 billion views. (global, 2019)



- 1) Based on the stable profit structure of the Multi Channel Network (MCN) business, we expect growth to be the stage for Dino Core, Larva's new season TV series and Larva movies.
- 2) The MCN business utilizes the ANIVERSE platform and coins as a utilization tool, and prioritizes the role of attracting many people. Users are paid Larva coins as a viewing reward.
- 3) All IP content video services are provided by MCN business.
- 4) The video content is mainly for MCN business, and the movie business will be offered later.
- 5) Extends the shopping capabilities of tubaN's products by adding the mobile video commerce features to existing IP content.

MCN Action Plan ("ANIVERSE" Platform Linkage)

▶ Larva brand expansion and new content and channel development

- Larva TV : Episode, edited video, product introduction video, etc.
- Larva Kids : Providing educational content for preschoolers
- Larva Stris channel interviews hip-hopers

▶ Launching of TUBAn content in China










- Larva Season 4, Wingcle Bear, Larva Movie, etc.

▶ Facebook / Instagram

- Linked with TUBAn Merchandising business
- Use as a big issue communication channel (ex : Larva Movie Marketing)

Animation Video Contents

Boosting sales by constantly planning and producing new types of content such as movies and web dramas based on the infrastructure formed from existing animation series

 China Platform		 YouTube	
 腾讯视频 V.QQ.COM	23.9 billion	 Larva	3.6 billion
 爱奇艺	16.4 billion	 DinoCore	700 million
 优酷	3.2 billion	 Larva KIDS	500 million
 IPTV 聚力 始终和你同一频道	1.5 billion	others(UGC)	3 billion
others	2.8 billion		
▶ 50.0 billion Views in China		▶ 8 Billion Views/8.6 Million Subscribers	
		▶ Global 95.8% / Domestic 7.5% (Views)	

- 1) We partner with platform distributors to co-develop platform distribution and content.
 - We will continue our partnership with Netflix through joint development of Larva Island series and secure production costs.
 - In partnership with OTT platforms such as Disney Plus, Apple TV, and Amazon Prime, in addition to Netflix, we will promote the production of platform-specific original series around the world.
 - We plan to play animation movies in the ANIVERSE platform with the launch of BigPet to secure production costs and prepare for stable launches.
- 2) ANIVERSE platform provides video contents mainly for MCN business, and the film business will be provided as a paid service through the ANIVERSE platform and platform distributors.



Education Contents

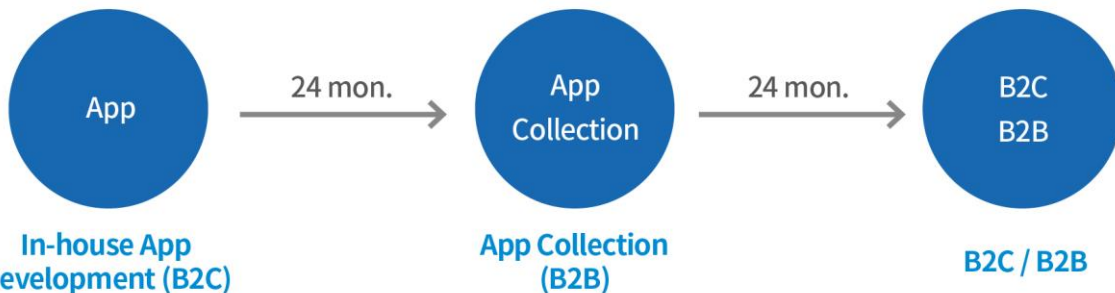
- 1) ANIVERSE's educational content is a platform that enables interactive learning with learners by combining animation deep learning-based phoneme recognition technology, which is the 4th industrial revolution new technology, with augmented reality, which is scored in real time.
- 2) Prioritize the role of attracting many people on the ANIVERSE platform, and reward the coin to activate the use of content.

Business Goal	Sales of educational apps for infants and children using Larva Kids IP
Concept	Development of children's cognitive ability and creativity needed for learning (Creativity: Imitation – Engagement – Creation)
Categories	Language, Math, Logic, Art, Science, Lifestyle
Components	Larva Kids Chants (English, Korean), AR solutions, AI solutions
Embodiments	Android App / IOS App / Video for Web
Plans	5 Apps Development per month, 300 Apps done in 5 years

Various Educational DAaps Planned



Business Plan



- Five monthly app developments
- Digital license business
- Parallel Global B2C Business
- YouTube marketing
- Government support project
- Larva Kids awareness lift

- 120 first-party apps
- Existing own app global localization app production
- Create educational programs for preschoolers After School Programs
- Convertible to digital license biz.

- 300 first-party apps
- Continued domestic B2C
- Continued overseas B2C
- Domestic B2B Expansion

Mobile Games



4.4
★★★★★
총 369,844건

Larva Heros
- Publisher : tubaN
- Genre : Action
- Downloads : +20,000,000



4.4
★★★★★
총 123,547건

Battle League
- Publisher : tubaN
- Genre : Action
- Downloads : +8,000,000



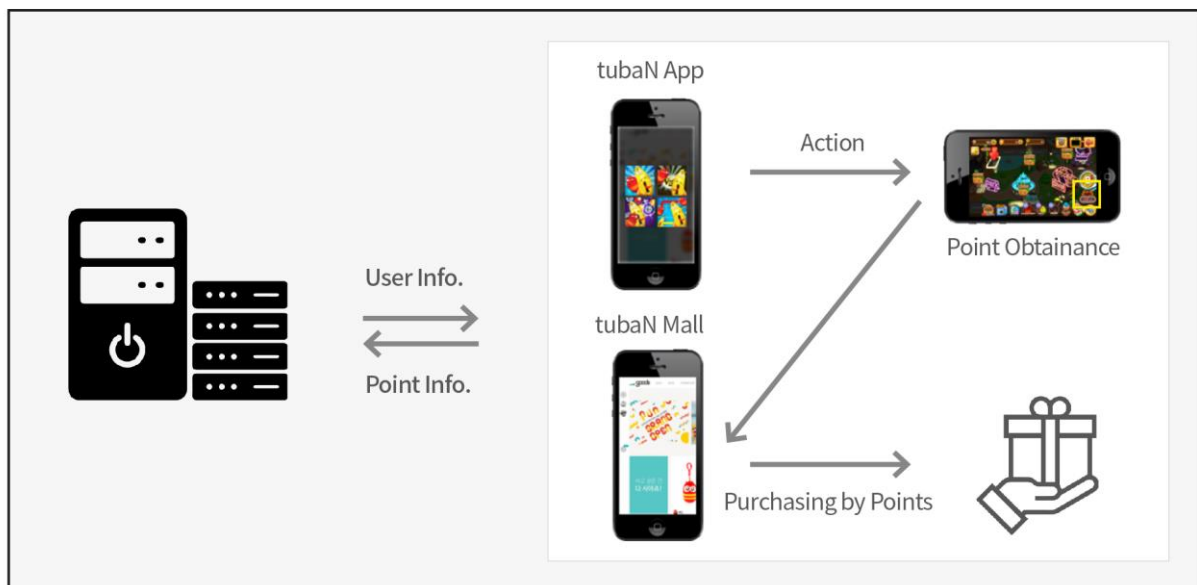
4.8
★★★★★
총 45건

Larva Drawing
- Publisher : tubaN
- Genre : Puzzle
- Downloads : +3,000 (new)



- 1) It is a digital content mobile game using IP, which constantly communicates with users, maintains a rating of 4 points in the Google Store, and shows steady downloads worldwide.
- 2) Turn all your content into apps, send traffic to main YouTube to share character and animation brand value, and reliably manage subscriptions and views through organic user inflows and traffic by country / content.
- 3) Initially, the ANIVERSE platform and download links are used, and the coin economy is shared later.
- 4) We plan to launch 10 game developments by the end of 2019 and 36 games by 2020.
(in possession, 6 in development)

tubaN Mobile Game Point Reward System



Theme Park Linkage

- 1) We will expand the use of various theme parks / theme towns / theme malls that have been contracted with tubaN.
- 2) In conjunction with the ANIVERSE platform, we will expand the usage through the coin ecosystem for online and offline usage through cooperation.

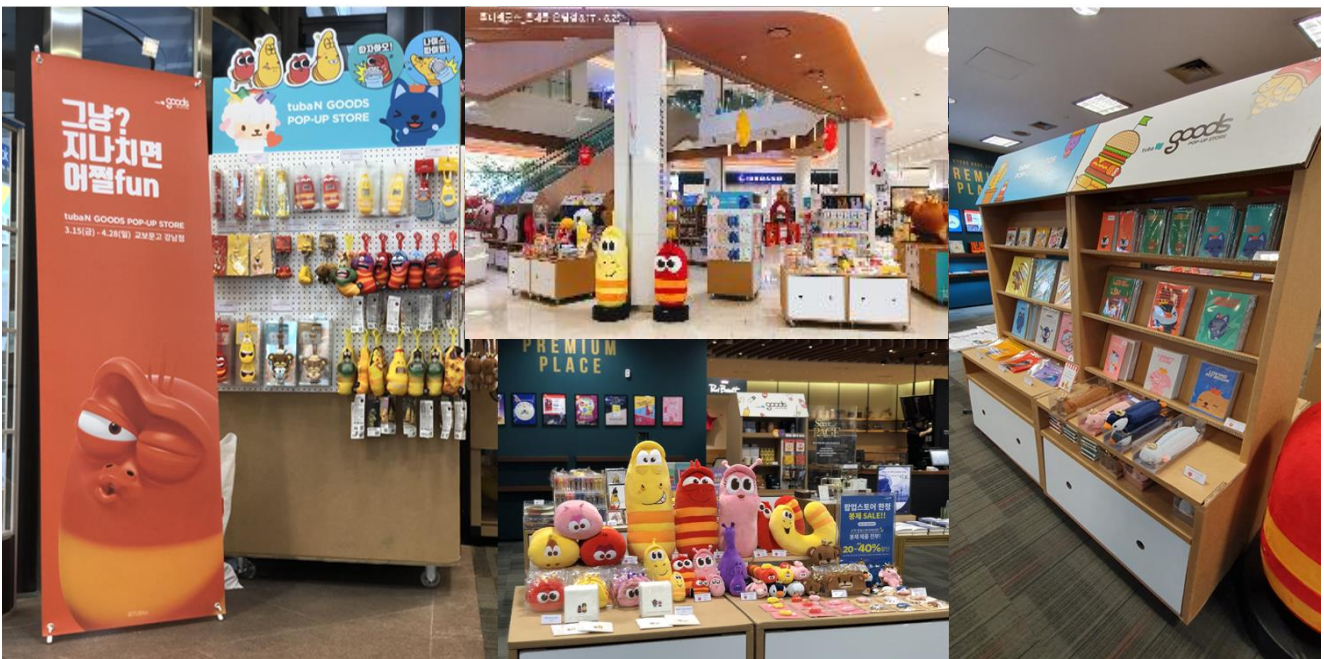


Other Offline Stores

1) In conjunction with the ANIVERSE platform and the merchandising shop in tubaN, we will expand the use of various coin payment systems through the coin ecosystem for offline use.



2) We are planning to build a system that can be used not only in the mall but also in domestic and overseas promotions, event sales booths and sales stores.



[Stage 2]

Analyze current global reach and network and expand to world wide service through ANIVERSE platform.

Goals

- We open the base of domestic ANIVERSE platform to global expansion.

Detailed step strategy

-Prioritizing global "ANIVERSE" platform service experience, build a language pack for each country and proceed global expansion step by step

- Platform Launching Steps

Step 1 : Accumulated operating experience by launching the "ANIVERSE" platform in Korea

Step 2 : Related country service by applying English / Chinese Language Pack

Step 3 : Worldwide service by applying local language pack to mainnet



[Stage 3]

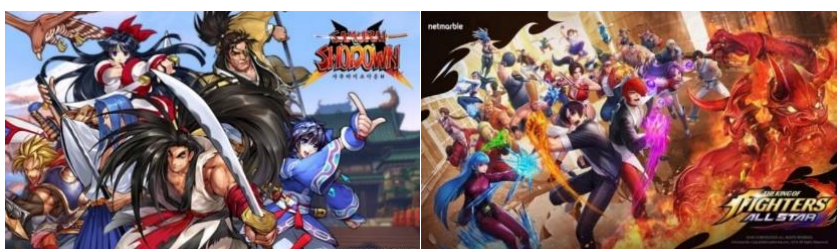
In order to expand NETWORK business through synergy of animation industry, strategic companies expand and add value by linking animation and characters to ANIVERSE platform by other companies and businesses that run IP business.

Goals

We expand the NETWORK business by linking to this project for each business of other companies doing IP business.

Detailed step strategy

- It is linked with other companies' B2B (animation and character) based on the ANIVERSE platform.



3. ANIVERSE Platform

3.3 ANIVERSE Service and Developments

3.3.4 Major Functions of ANIVERSE Platform

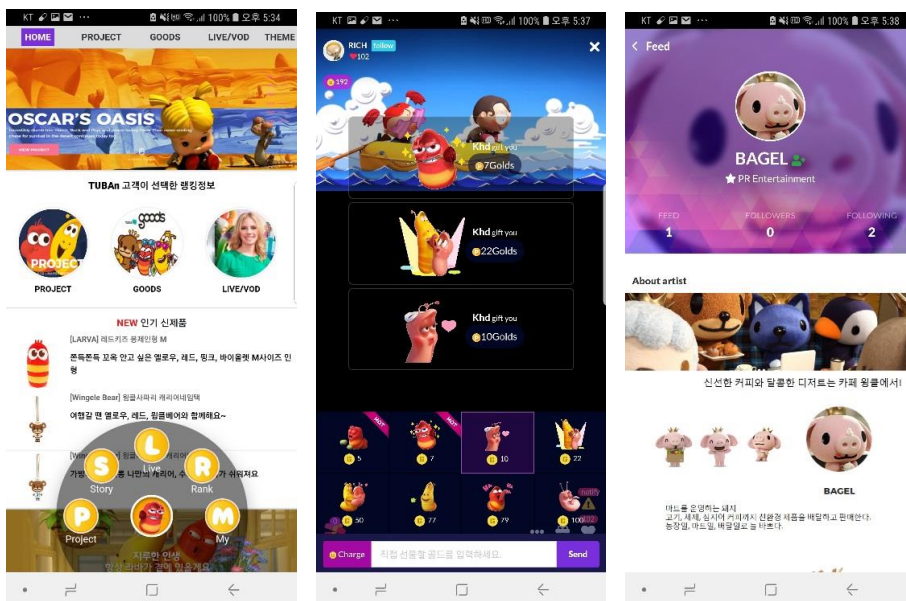
[The Major Menus of Solution and Introduction]

The main features of ANIVERSE

It's a Global platform based on blockchain technology dedicated to tubaN and live broadcasting technology.

Enjoy the various services of tubaN created to receive compensations, share your experience with the characters and interact with other users in Larva Society(B2B).

- Forge Ani Society(B2B) to accelerates market upgrowth and activate Animation IP business by developing various platforms for healthful licensing business.
- Identify all existing PR and broadcast networks and combine those of all major business segments of tubaN and realize them into a CLOUD platform for access of both domestic and overseas users.
- Combine to serve the existing contents distribution channels into "ANIVERSE"
- Apply Language Set Up to make it available in any countries.
- Service IP VOD contents, Live Broadcast/VOD Function to let both domestic and overseas Live platform operators, Shopping malls, and IPTV operators share their members, contents, and sales by connecting to the Video Commerce.



Simple & Easy User Interface

ANIVERSE provide the intuitive, easy-to-use UI by consideration of the Common Mobile Environment and User targeting

IP VOD Service

Combined Broadcast Services with competitive self-held IP contents own by tubaN

- Realize UI for users to easily navigate to the contents they want by enhancing the Search Capability since large amount of IP VOD contents.
- Configure UX for users to experience the Brand's story by adding contents, such as the introduction of the IP Brand, the individuality of each Character, and introduction of each series.
- Provide searchable service to domestic and overseas users for all consolidated contents within "ANIVERSE" Platform.(Under an option for Additional Service charge)

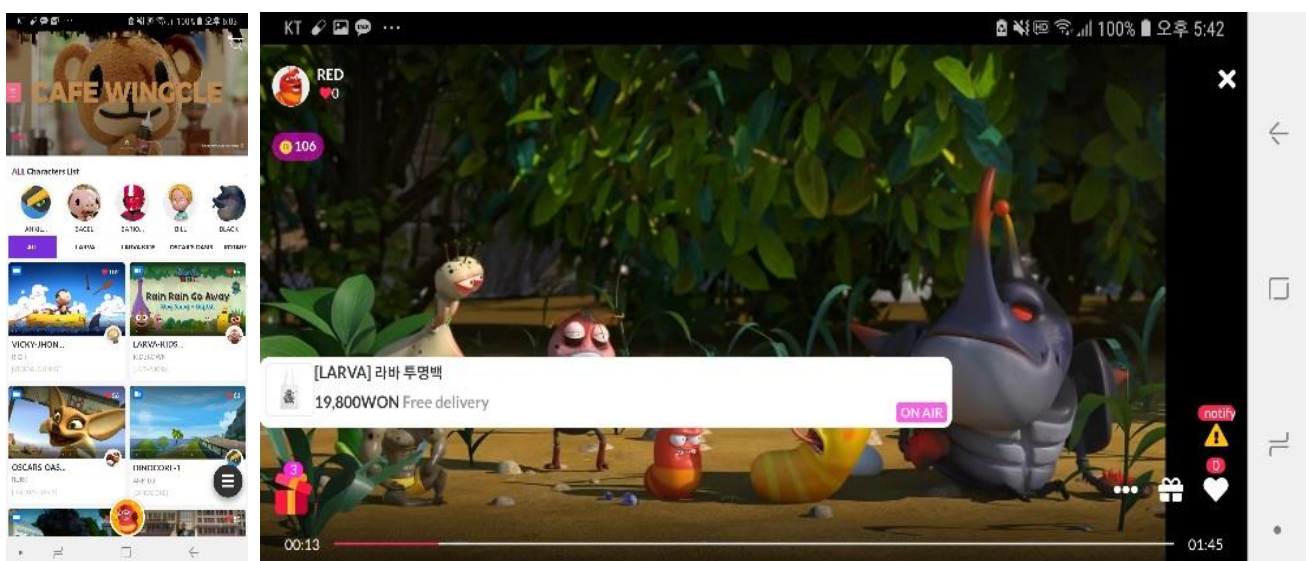
Video Commerce Function (PR and Sale Merchandise)

Expose simple specifications of related products with tubaN original animation VOD contents, connect them to the main product sales.

- Construct the UI of B2B Mall, which allows users to watch videos on "ANIVERSE" platform easy and natural for leading users to purchase exposed products.
- Provide a list to users and productions to select appropriate IP VOD contents on B2B Mall.
- Optimize the Timeline function to automatically expose related products for making users purchases when playing IP VOD contents.

Global Tying-Up Function

Tie up all the Global Live platform operators, Global shopping malls on online and Global broadcast channels to share members, contents, and Video Commerce for expansion of a Global business.



VOD Contents

LIVE Broadcast Streaming / VOD Service

A Real-Time live broadcasting enables you to promote and sell products and to communicate with users both domestic and abroad while the live streaming.

Interactive live broadcasting function allows communication between users as 1 to 1, even 1 to multiple users.

- The broadcaster can be anyone, including an user oneself, service providing companies, or the professional streamers.
- Maximize participation and communication of users through various services provided such as video, chatting, stickers and character-linked functions during the live broadcasting.
- All live streaming is automatically saved in VOD, and can be retrieved and used for later.

Video Commerce Function (PR and Sale Merchandise)

Products can be sold by using the convenient Video Commerce function while Real-Time live streaming.

- Apply products in B2B easily and conveniently to expose them and sell.
- Videos on YouTube can easily be imported into online shopping malls with URLs and uploaded as VODs, and possible to expose them in vertical as well as horizontal.

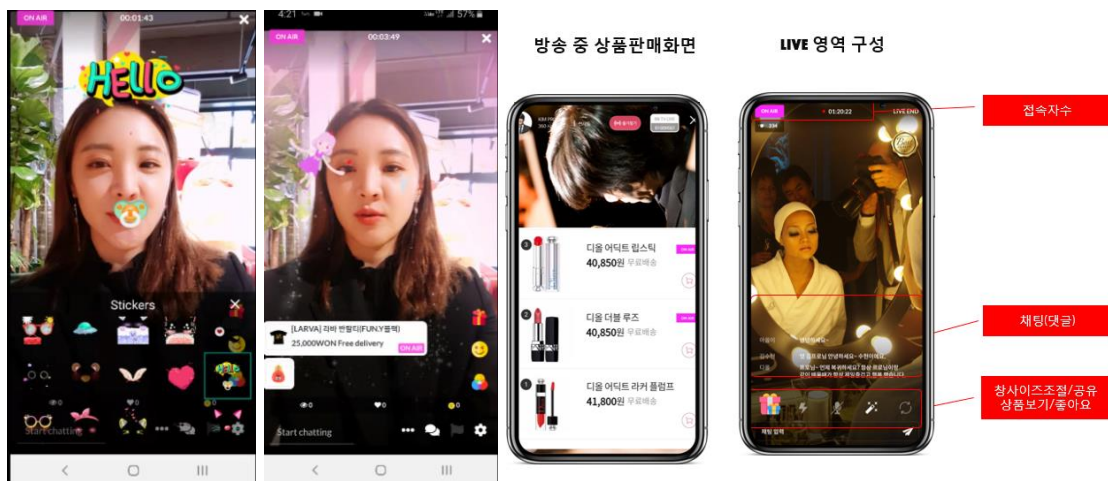
Global Link-Up Function

- Maximize the effectiveness of global public relations by Live broadcast system with real-time transmission function through both domestic and overseas countries' MCN networks.Global LIVE
- Expand our business by sharing contents and video commerce with global LIVE platform operators, global shopping malls, and global broadcasting channels

Utilization Fields

Used for a new launches and various promotions/marketing of the company.

- Live broadcasts of Real-Time events in amusement parks, each various store and even live performances.
- K-Use for various ways of promoting/marketing/sales with broadcasting Korean celebrities(K-Stars) using the products.
- The broadcasters can be used by anyone, including companies, a person oneself, and professional streamers.
- The reasons of both domestic and overseas customers can be checked in a Real-Time.



Story (Feed) Service

The postings of products' reviews/introductions uploaded by social network creators in pictures or videos

- Easily post on Instagram connected in link, and display with matching items on users' screen.
- Enable to apply as various content events for fans to get participated with.
- Produce and use it for the brand marketing and as product promotion contents.
- The Story Service provides a familiar interface users have experienced in various forms of Social Medias allows them to feel free to get exposed with marketed products.
- The Story Service is organized with images or videos, short introductory messages, hashtags with seachable contents, comments from other users, bookmarks, uploaded contents of other creators, and even matching items as well.

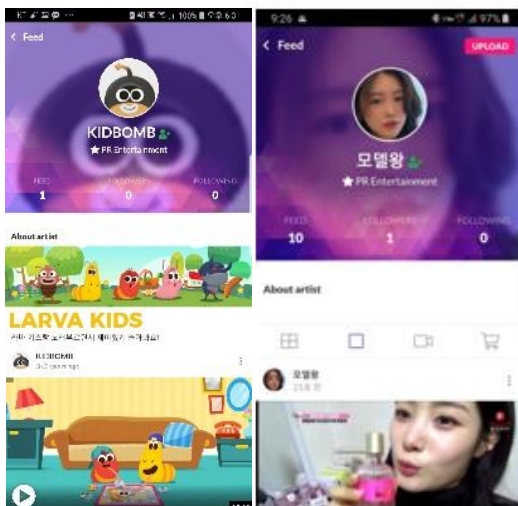
Video Commerce Interworking

- Innovative capability of the automatic matching function matches existing images or videos to related products and lead them to be sold at a time.
- New Contents will be always keep served by new Feeds uploaded by various creators.
- Posting a Story : Registering on B2B, registering its own products directly, importing from existing online shopping malls, Instagram and Youtube, all registration is available.
- Matching contents to related items is available with both VODs and images

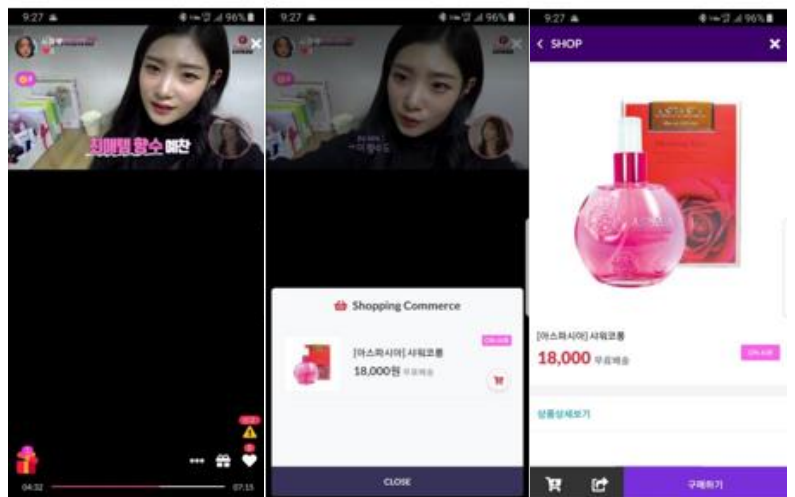
Global Link-Up

- Use it as a place for communicating with global users.
- Expand the sales on marketed contents and products through the Participation and communication of international fans and checking the customers' responses in Real-Time.

Story(Feed)

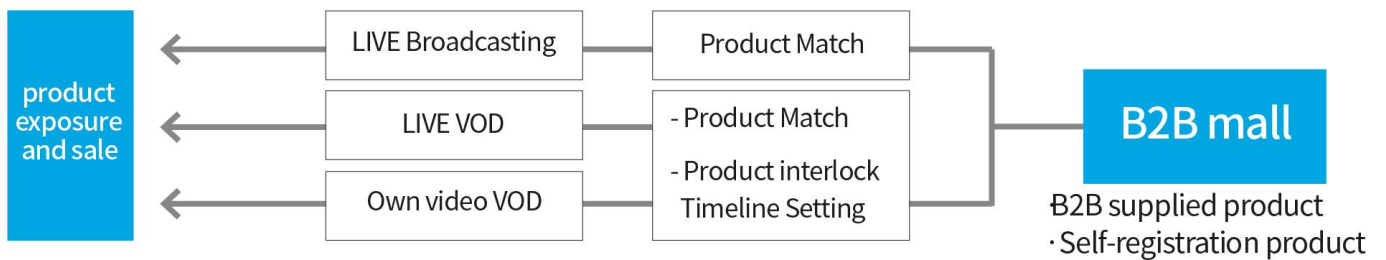


Video Commerce



Video Commerce Service

- Link up all sales products to related contents in B2B to be searched and purchased while a live broadcast streaming or watching the contents on IP VODs by users.
- Video Commerce products to be eligible for tubaN's self-manufactured products such as toys, stationery items for children, and items even in various categories as living, fashion, cosmetics, F&Bs and so on are produced based on tubaN's exclusive characters.
- Products providers can register and sell their items through B2B.
- Select items from products provided in B2B, and sell them as in B2C, or use the Timeline function to register the application time on existing IP VOD contents.



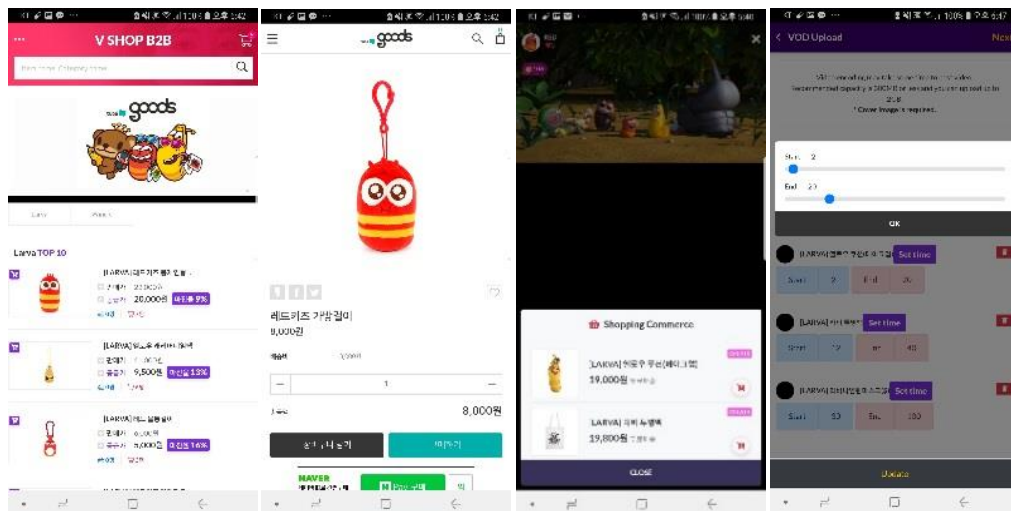
Application for Video Commerce TIMELINE

- Innovative capability that matches products to existing images or videos to be led for sales.
- New Contents will be always keep served by new Feeds uploaded by various creators.
- Posting a Story : Registering on B2B, registering its own products directly, importing from existing online shopping malls, Instagram and YouTube, all registration is available.
- Matching contents to related items is available with both VODs and images.

Global Link-up

- Tie up all the Global Live platform operators, Global shopping malls on online and Global broadcast channels to share members, contents, and Video Commerce for expansion of a Global business.

Character Goods (B2B)



3. ANIVERSE Platform

3.3 ANIVERSE Service and Developments

3.3.5 User Community Service

[ANIVERSE Online Theme Park]

Create an ANIVERSE Online Theme Park where users can play.

- Create a community where users visit and share contents on tubaN and communicate, and enjoy receiving compensations and use it for maximize users' activation in its coin ecosystem.
- Induce more traffic to activate users on tubaN.
- Users can enjoy the Theme Park(Amusement Park) online/offline and receive compensations of ANIVERSE's contents in its coin ecosystem.

The Main Themes of ANIVERSE Community

▪ FUN

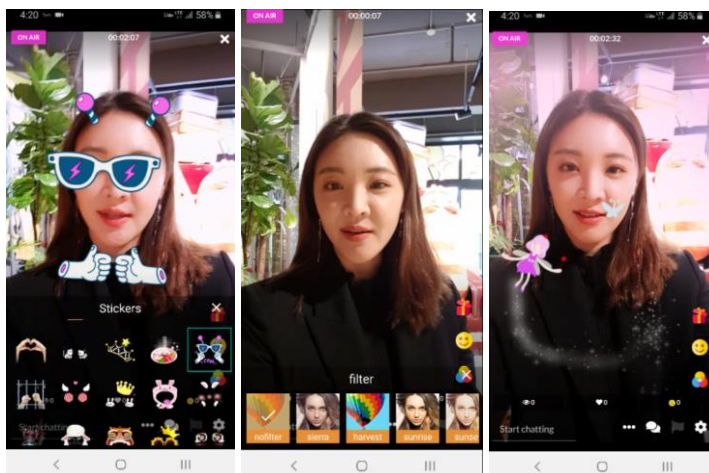
By Providing various elements that users can enjoy while using ANIVERSE, they enjoy various additional services such as Larva Characters applied videos, coin stickers, 3D-character stickers and decorative stickers for images.

▪ Rewards

Provide a number of benefits to users while using ANIVERSE platform.

- Reward users according to create contents and distribute by themselves.
- Rewards for using and distributing tubaN's contents, introduction, and inducing of new users.
- Rewards for participating with the Global Quizes in the ANIVERSE community among users.
- Rewards for participating on events and promotions of tubaN.

Sticker / Emoji



Sponsor / Character



3. ANIVERSE Platform

3.3 ANIVERSE Service and Development

3.3.6 ANIVERSE Platform Integration

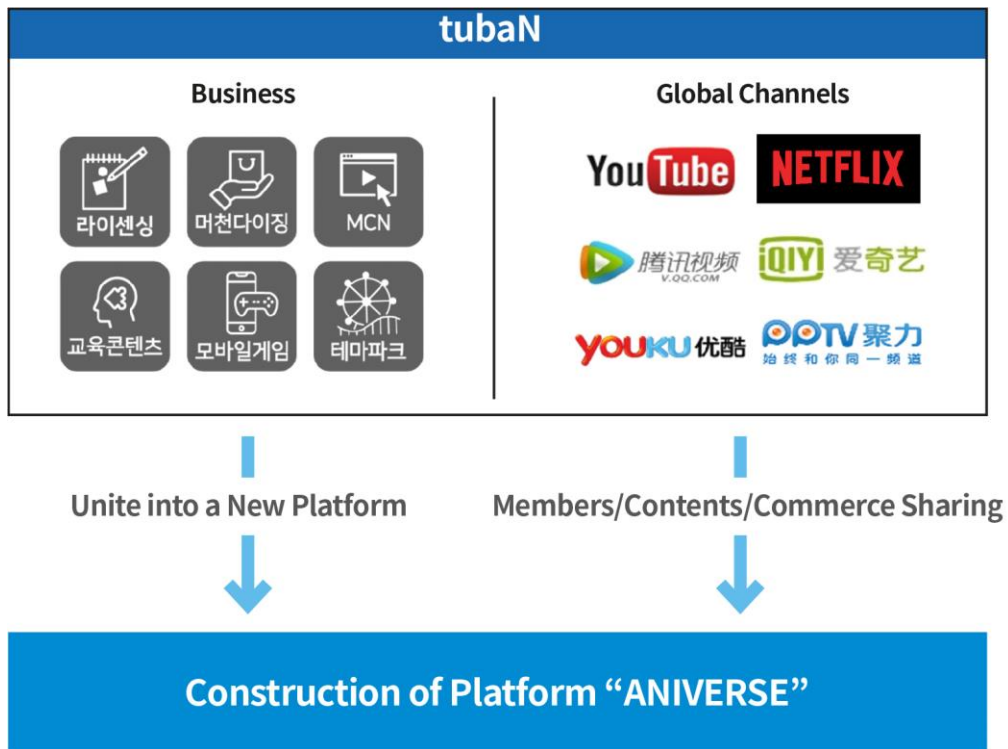
[Integration for Global Distribution Channels]

Inflow of various existing distributed channels into ANIVERSE as one.

- Inflate multiple channels distributed across various channels worldwide into ANIVERSE.
- The existing distributed channels will be managed in the original ways. New members and contents will be shared and integrated within the platform, drawing synergy effects for sales growth.
- Apply a simple and easy marketing plan for inviting new users from various channels into ANIVERSE platform.
- ANIVERSE can be actively promoted and utilized by Broadcasting on both home and allied abroad countires' major TV channels and social network channels in Real-Time.

Global Link-Up

- Tie up all the Global Live platform operators, Global shopping malls on online and Global broadcast channels to share members, contents, and Video Commerce for expansion of a Global business.



3. ANIVERSE Platform

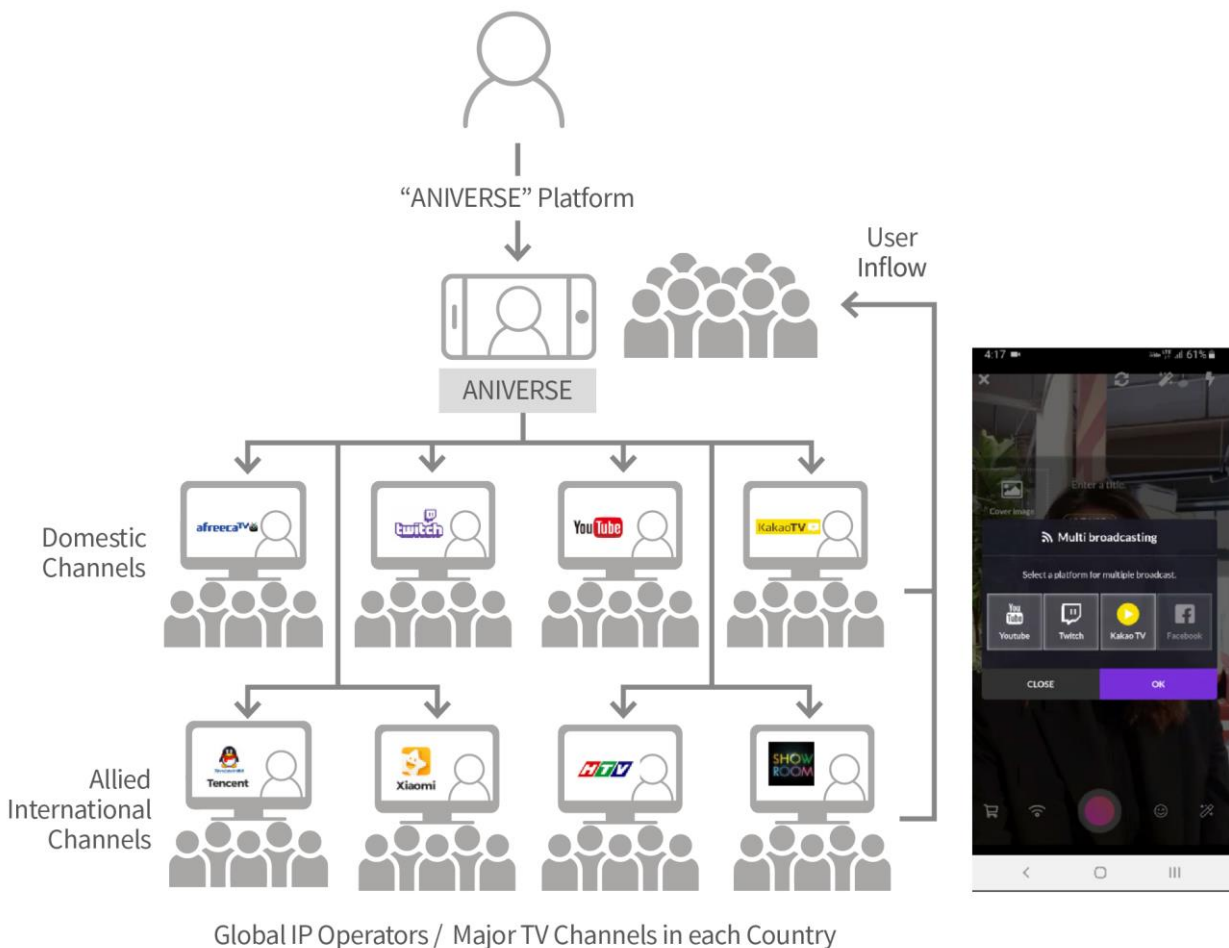
3.3 ANIVERSE Service and Development

3.3.7 Simultaneously Real-time Transmission

Support creators to simultaneous Real-Time transmission for their contents or streaming live shopping from ANIVERSE servers.

- Support sending the simultaneous Real-Time transmission to China, Vietnam, Thailand and many other countries through existing well-known channels such as YouTube, Instagram, facebook, Twitch
- By simultaneously sending a live streaming to multiple channels in one broadcasting, the marketing can be more easier with using existing social media accounts of Creators.

Unlimited Simultaneous Transmission via ANIVERSE



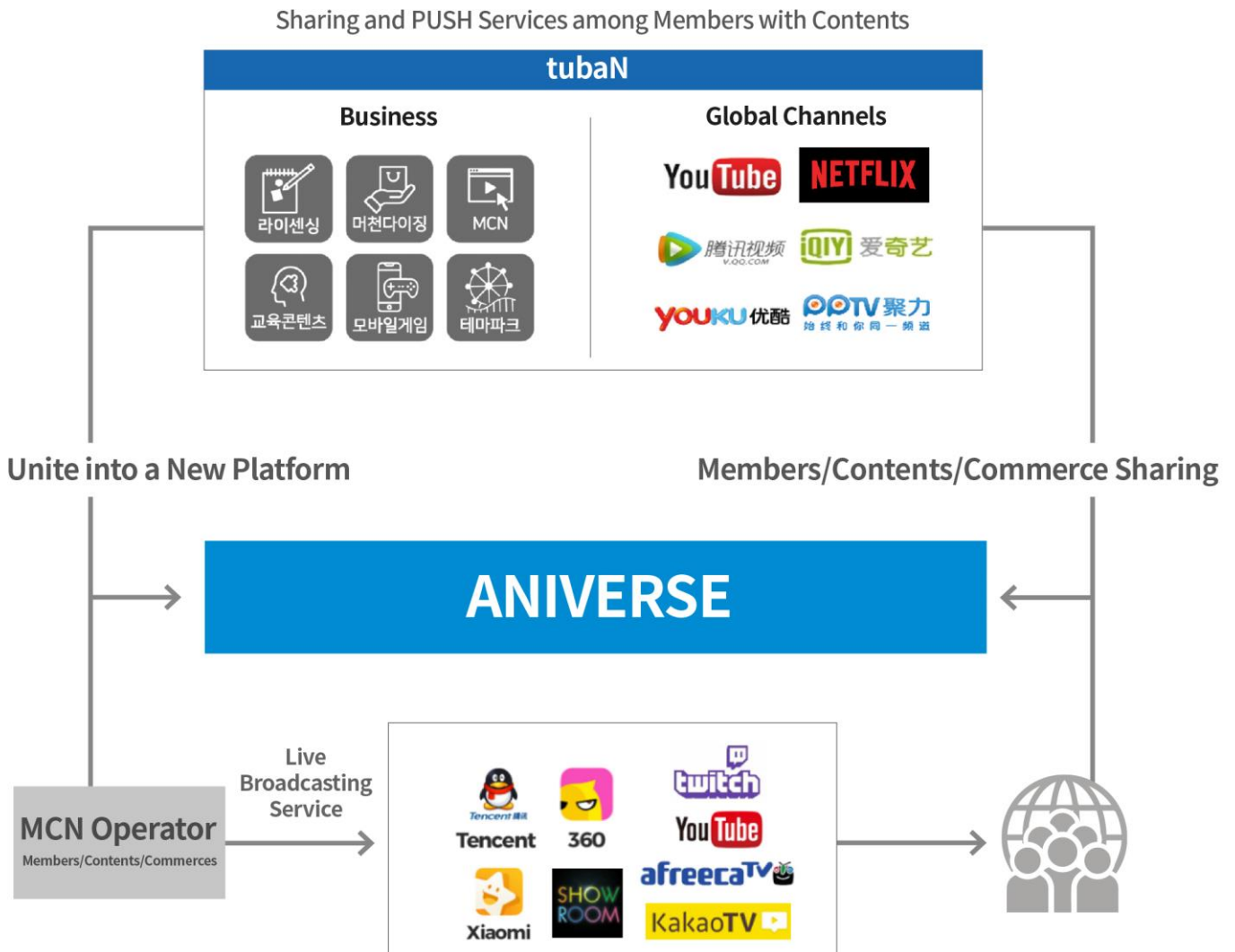
3. ANIVERSE Platform

3.3 ANIVERSE Service and Development

3.3.8 Sharing Contents and Members

Provide the PUSH Service, which helps sharing MCN from both home and abroad, Contents between IP Business Providers and members by using ANIVERSE Platform.

- The Global providing service channels of tubaN, such as Youtube, NETFLIX, a number of multiple Chinese platforms, and the major TV channels of international countries share their members, contents, and commerces with each other.
- Start up the PUSH Service to share members and contents through partnership between MCN operators, IP Business Providers in the country and abroad countries.



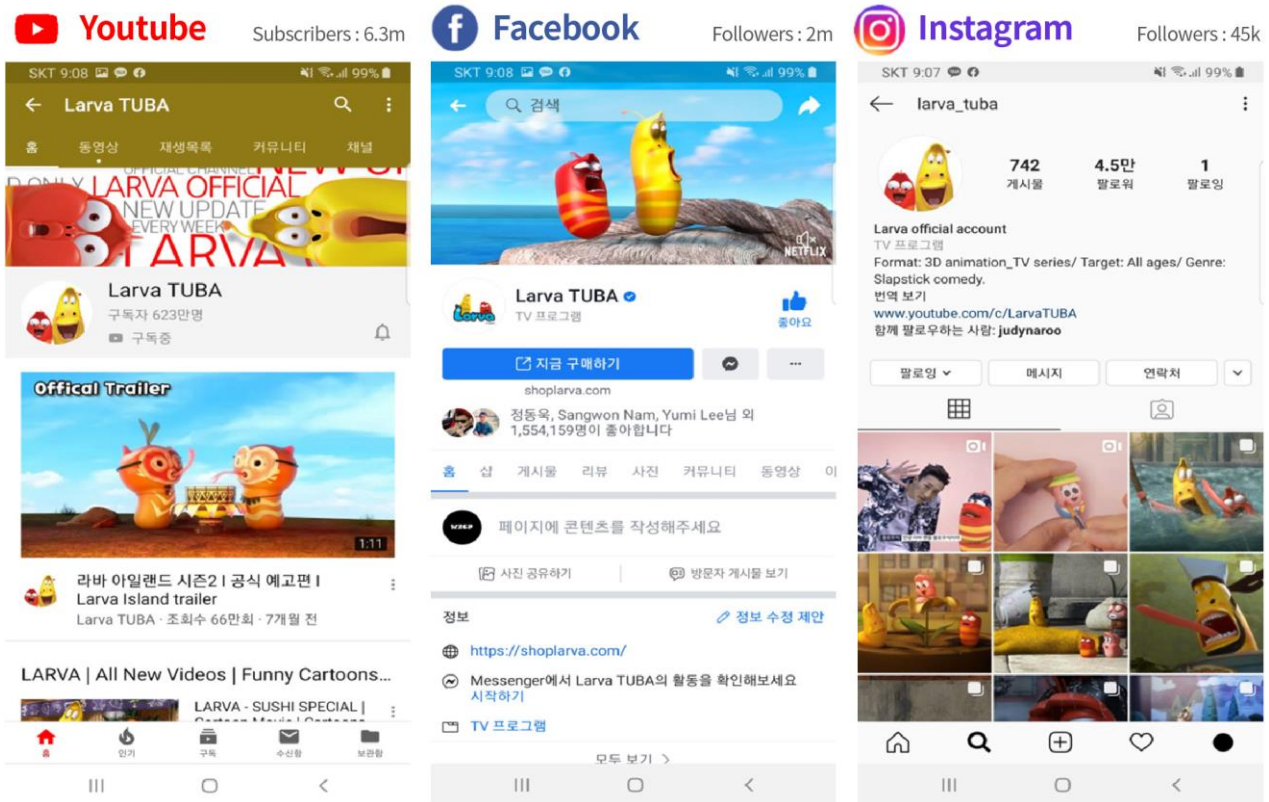
3. ANIVERSE Platform

3.3 ANIVERSE Service and Development

3.3.9 Sharing and Rewards

- **Sharing and Rewards**

To Receive the Creator's Rewards, Creators are supposed to post their accounts' URLs or Story Contents of their own, Live Streams, VOD contents, or share the specific pages of products.



There are certain types of Rewards such as product sales reward, Most-Liked reward, key wording inflow reward and so on, and those rewards can be used in anywhere in the ANIVERSE platform.

- [Sales] Reward : This is a partial reward for selling products.
- [Like] Reward : This is a reward for an user who has the most Likes, whenever the other users click the "Like" buttons on, the accumulated numbers of rewards are counted and received.
- [Inflow] Reward : This is a reward for incoming traffic occurred when the account owner promoted and marketed products on other social media or blog pages.



3. ANIVERSE Platform

3.3 ANIVERSE 서비스 및 개발

3.3.10 블록체인 기반 기술의 ANV 코인 활용

The current blockchain market is fastly growing industry but still immature so that to run an independent service from blockchain technology itself is not easy. The current blockchain utilizes mainstream technology and existing services, such as token economies and economic incentives in the blockchain, and transparent directors, to enable them to supplement the services in a variety of ways. ANIVERSE platform takes the blockchain technology and marketability into consideration, creating our ecosystem by utilizing the Ethereum network for smart contract and versatile application.



WHY BLOCKCHAIN



Reduce Content Distribution Costs

Reduce unnecessary contents distribution costs through PtoP transactions within ANIVERSE platform by leveraging the decentralization of blockchain.



Transparency of IP licensing business

Current existing IP business problems can be settled such as a nonfulfillment of a contract or unfair IP revenue share by utilizing the transparency of the blockchain.



Scalability for Global IP Sharing

Share and protect IP in an easier and more secure way by enabling anyone who joins the ANIVERSE network to build, connect and expand.



Currency integration for global business

Cryptocurrencies are traded in P2P and are not linked to specific legal currencies. It is easier to do global business without being influenced by foreign currency value fluctuation or remittance fee.

3. ANIVERSE Platform

3.3 ANIVERSE 서비스 및 개발

ANV 코인과 유저 보상



ANV COIN

ANV coin used in ANVERSE is issued as an Ethereum-based ERC-20. ANIVERSE provides the developers-friendly environments and easily managed-system for DAPP development through using various plugin. Therefore, ANIVERSE platform is able to provide a user-friendly interface by utilizing many infrastructure networks that are extended over the Ethereum network.



USER

Users will be rewarded for their participation in ANIVERSE theme park. Platform rewards are provided by the rank determined based on activity logs and participation logs. It can also be used in the ANIVERSE ecosystem.

6. Token Economy

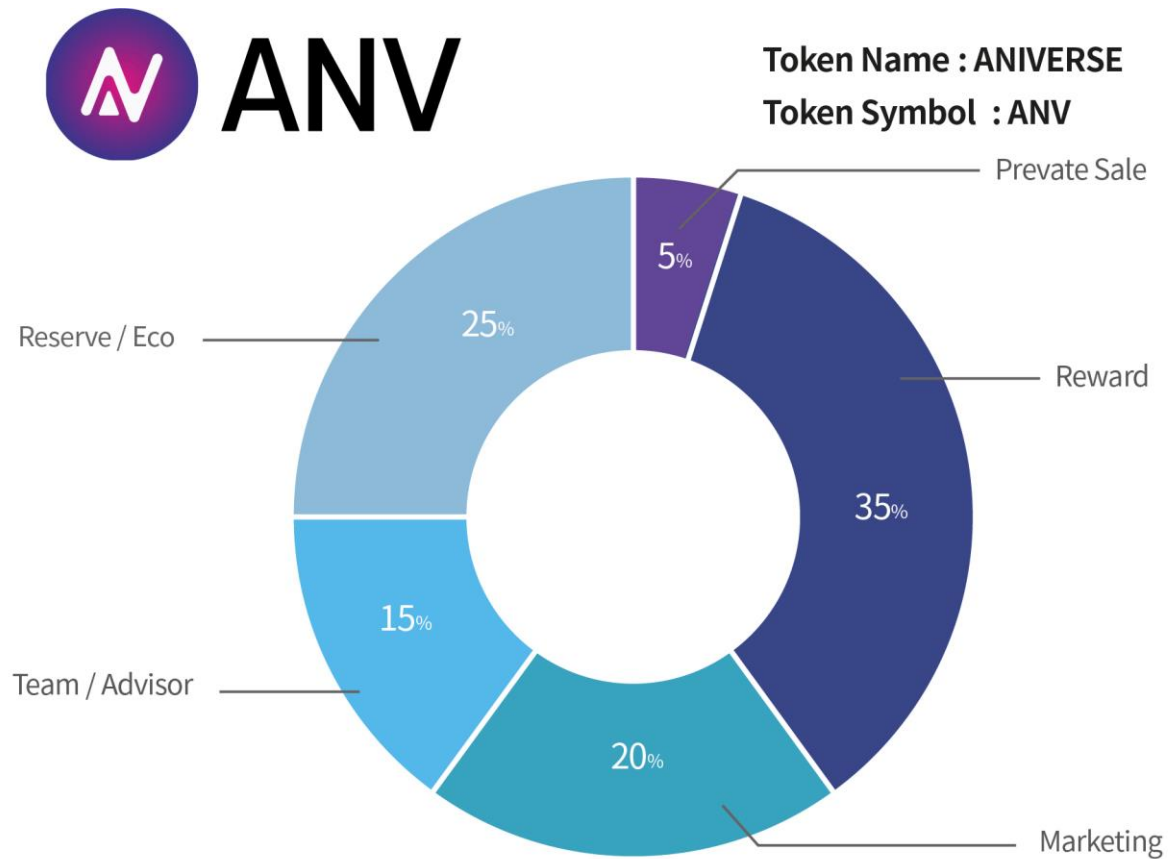
6.1 ANV Coin



Items	Description
Token Name	ANIVERSE
Token Symbol	ANV
Issue (Initial Supply)	3,000,000,000 ANV
Token for Public Sale (Crowdsale)	150,000,000 ANV

6. Token Economy

6.2 Token Allocation



Category	Percentage	Note
Private Sale	5%	Private Sales for Agency
Reward	35%	Rewards and Bonuses for Ecosystem participation
Marketing	20%	Promotion and Branding for Platform
Team / Advisor	15%	Sales for Adviser, Agent, Consulting Partner
Reserve / Eco	25%	Spare Quantity for System Reserve
Total	100%	

7. Roadmap

2019

Organize project team
ANIVERSE Solution ideation
ANIVERSE WHITE PAPER 1.0
ANIVERSE Website Construction

2020

ANIVERSE Coin development
ANIVERSE Dapp Alpha version
launching <ANIVERSE Ecosystem Establishment>
ANIVERSE Wallet function
implementation with API platform
<ANV&ANV Interworking function development through
internal Exchange>ANIVERSE Dapp IOS,AOS trial services
open(Korean, English Version) Blockchain Exchange Listing

2021

ANIVERSE Blockchain Dapp official open
ANIVERSE platform global version official open
(Korean, English, Chinese version)ANIVERSE platform
global expanded version official open
(Multi-language pack applied)ANIVERSE B2B service open

8. Team



Kyoungha Kim

ANIVERSE CEO
 Mag 1 Co.,Ltd. / CEO
 Autokhan Co.,Ltd. / CEO
 Johnson & Johnson, Anssen Korea / PM
 AMP at Korea University



Yongsun Kim

ANIVERSE CMO
 Knolworks Co.,Ltd. / CEO
 Korea Blockchain Contents Association / Vice President
 JN E-sports Association / Board of Director of Market Expansion TF
 EDRA Korea Co.,Ltd / COO
 Expert member of Gangwon ICT(Pyeongchang Olympic Public Relations)



Taehyun Kim

ANIVERSE CTO
 M95 Co.,Ltd / CEO
 Ideacomes Co.,Ltd. / CTO
 Author of SQL Server, OS. etc a wide range of technical books
 Head of Enet. NET Solutions Development Team
 Senior Researcher of the CBD Technology Team of Modern Information Technology
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Jiwoong Choi

ANIVERSE CSO
 TubaN Co.,Ltd. / General Manager
 Ferrari, Maserati, Mercedes-Benz, Lexus / Mobile Marketer
 Mobile Survey mResearch platform / Research & Planning
 Mobile Brochure mBrochure Platform / Research & Planning



Minju Chae

M95 Co.,Ltd. / Chief of Strategic Planning
 IDEACOMES Co.,Ltd / Chief of Strategic Planning
 Masterchain project / Planning and Management
 Practical Plan for Coin / Planning and Management
 Token Economy Planning
 Blockchain BM Consulting
 Yeoeui-do Fintech Blockchain Association / Executive member



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 B.A GwangWoon University



Yeseul Cho

ANIVERSE Manager
 PDX BD Manager
 CMBA Shanghai Jiaotong University



Sungyoon Choi

ANIVERSE Manager

TubaN Co.,Ltd. / Strategic Planning Manager

B.A Beijing University

9. Advisor



Kwangyong Kim

TubaN Co.,Ltd CEO

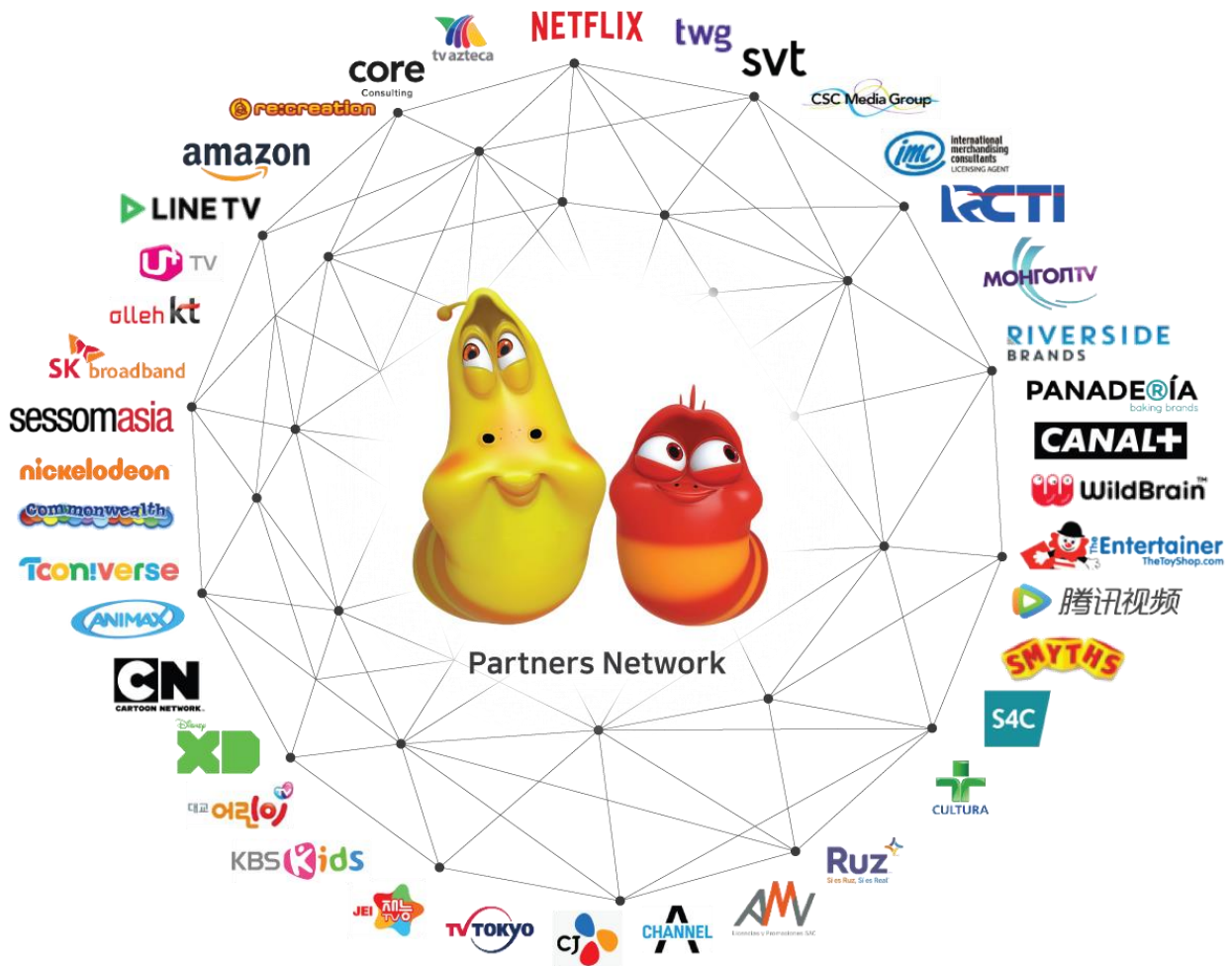
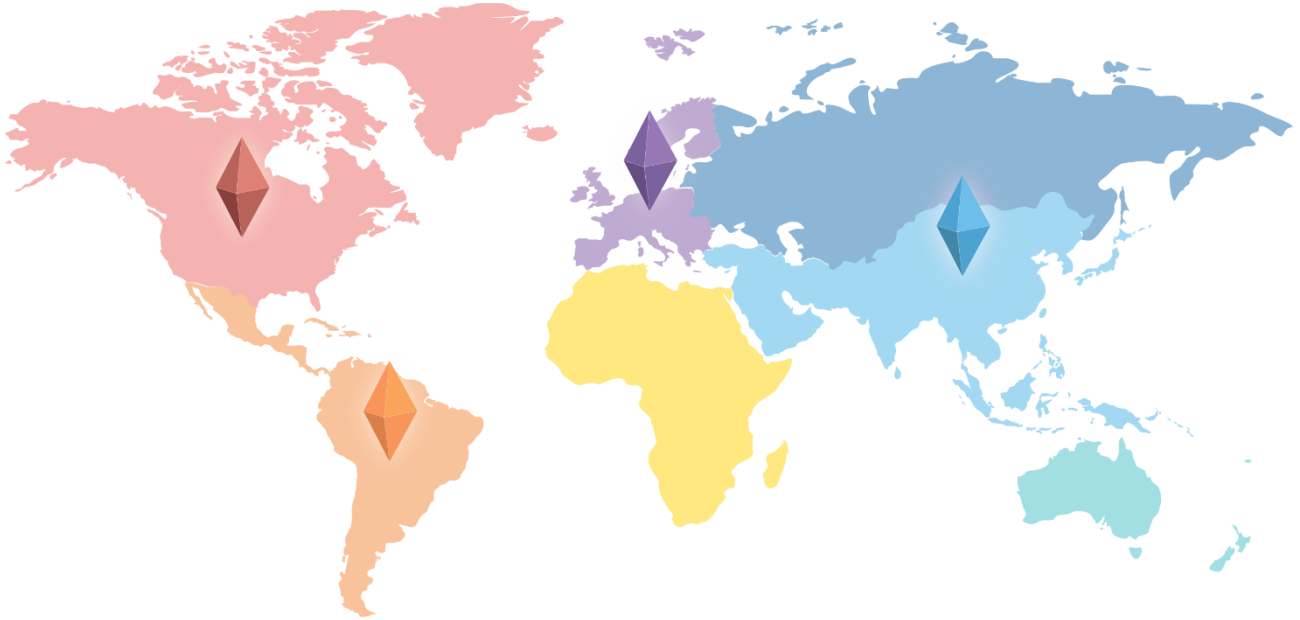
A.M.P at Korea University

Advanced Media Program at Korea University

A.M.P at Seoul National University

10. Partners

150 IP licensing partners in 25 countries worldwide



11. Disclaimer

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ANIMATION CONTENTS ONLINE THEME PARK