



# The Global Practical Payment Platform

WhitePaper

The ASTA platform is designed as a virtual asset-based payment platform, can be used in the real life, to simplify the payment process and reduce costs by using blockchain technology overcome the limitations of the existing payment solutions system for virtual assets. Furthermore, by implementing various ecosystems such as online shopping, accommodatiion, medical care, tourism and by the business expansion, the business model of ASTA Platoform will be designed based on participants convenience and applicability. In the future, ASTA Platform strives to leap forward as a global platfrom company by actively enhancing the utility for more participants and easy access.

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## 1. Abstract

The economic definition of money is it is a type of commodity accepted as a medium of exchange, a unit of account, and a store of value. The legal tender issued by central banks people use today meets all these three requirements. Individuals use them to value and buy goods and start our own savings. However, traditional means of transacting fiat currency do not come without fault.

Even in the 5G era, overseas remittance would take at least two to three days through some payment platforms such as SWIFT. Furthermore, other services would require users to pay hefty compulsory transaction fees via credit cards or payment gateways when purchasing goods. These are just a few challenges that traditional payment systems face.

Now, blockchain technology looks to address such issues plaguing the sector. Powering the new asset class, cryptocurrency, blockchain ensures fast and secure transactions without the need for intermediaries. However, cryptocurrencies are exposed to price fluctuations. If the technology is to be applied in real life, a blockchain-based platform should overcome such limitations.

The business model employed by digital giants such as Google and Amazon is gaining more attention as it has allowed the two brands to dominate the market in various industries, such as the retail and wholesale, advertising, and content industries, among others. Notably, Amazon began operating as an e-commerce platform but has expanded its services across different fields. Meanwhile, Google, with its core business as an Internet search engine, has branched out to streaming services (YouTube) and mobile operating systems (Android), among other sectors. Like these successful companies, ASTA aims to expand its business and become a global interactive platform to cater to user needs.

Emboldened by this vision, ASTA was designed to disrupt the existing systems for virtual asset payments using advanced methods powered by blockchain technology. As a blockchain-based payment platform, ASTA also boosts the reliability of legacy methods, including cash and credit card payments.

The ASTA team is developing a multiplexed ecosystem by expanding its business to provide more than just marketing platforms to companies from various sectors, including hospitality, healthcare, retail, education, and more. By empowering enterprises with an efficient payment system that lowers fees for traditional payment methods, ASTA empowers businesses with market competitiveness. More than this, the team is working continuously on researching how to optimize the scalability of ASTA that should provide every user ease of access and use for daily living.

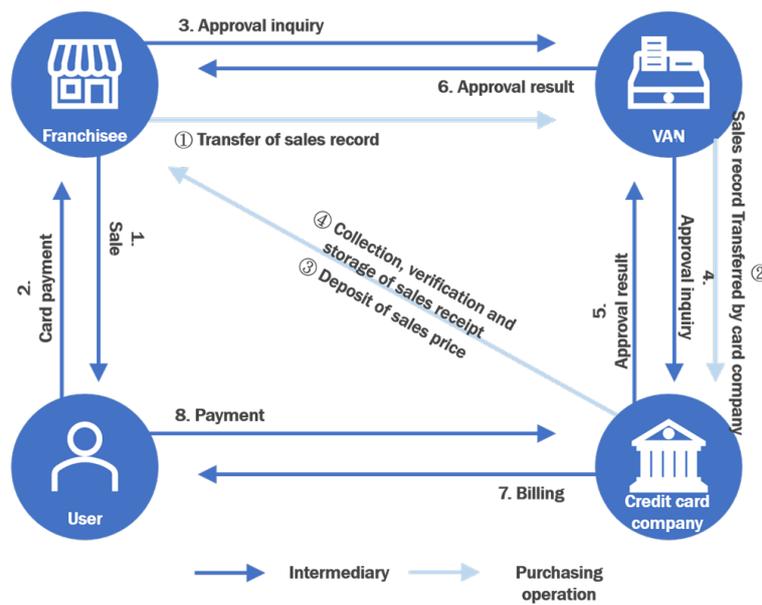
ASTA aims to become a global leader in digital asset payment services by honing and capitalizing on the network effect.

## 2. ASTA Model

### 2.1 Limitations of Traditional Payment Systems

There are different ways to perform a transaction, including paying through cash, credit card, or, recently, through mobile payment. However, all these transactions have to be performed under a trusted authority, and the fees charged per transaction are usually expensive since these fees cover the operation cost of the intermediate authority. This hurdle urged payment services to transform their existing systems to better consumer benefits—lowering transaction costs and increasing transaction speed and efficiency. The recent development of mobile and internet banking and the expansion of e-commerce have also accelerated the evolution of conventional payment methods. However, it has been found that the current fee rate collected through mobile payment is an average of 3.5%. This number is higher than the 2% charged by the majority of credit card companies. While modern-day payment methods have provided a more convenient payment alternative, the existence of an intermediate authority has inevitably taken a toll on users, especially when it comes to extra fees. The economic burden has switched to consumers, which goes against the initial objective of developing a payment method that is convenient for every user.

ASTA functions routinely without the existence of a central authority like banks and governments by applying blockchain technology, wherein every transaction is publicly shared and verified to reduce the overall costs. Hence, ASTA is an optimized platform for convenient payment and credit transactions. Moreover, ASTA provides a fast and reliable payment service for transactions involving digital assets, such as the ASTA cryptocurrency, at any time and anywhere. With the platform, the team sees an opportunity to empower enterprises from various sectors by expediting the development of economic systems compatibility.

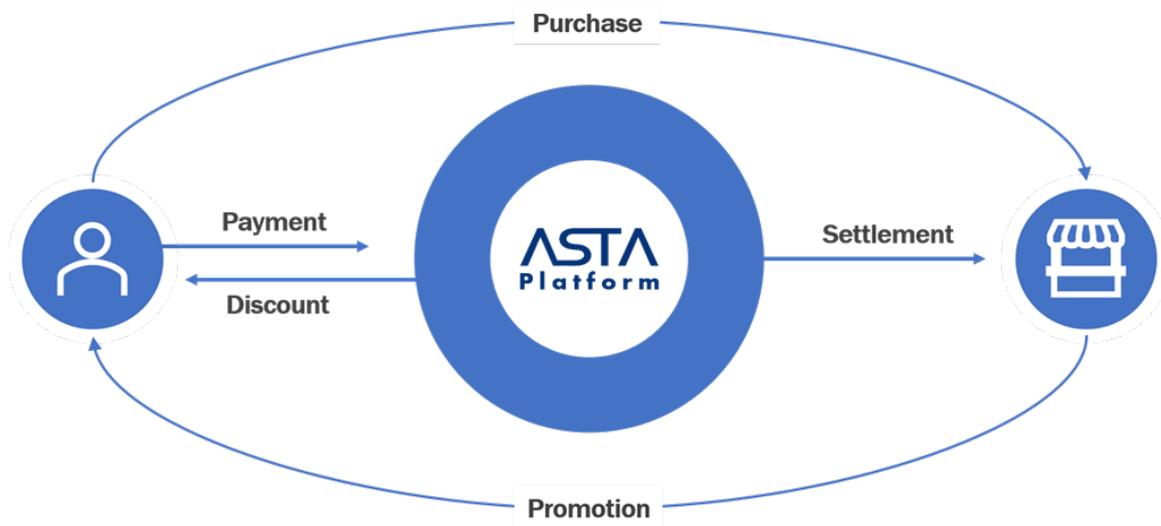


## 2.2 The ASTA Model

ASTA is a platform built for market expansion and everyday transactions, and it is being developed to become a service that caters to every user anywhere in the globe just by using the ASTA cryptocurrency.

The platform is designed not only to enhance the convenience of the consumers but also to make sure that ASTA becomes a global currency. By using the platform’s multi-swap technology known as ASTA Bridge, ASTA can be exchanged not only for stablecoins relative to the world’s major fiat currency but also with top cryptocurrencies such as Bitcoin (BTC) and Ethereum (ETH).

Users can purchase and use the ASTA cryptocurrency to earn profits through investments and purchase various goods and services. In other words, ASTA can be regarded as a currency that can be used to pay and start saving funds.



## 2.3 ASTA Features

### Token Utility & Usability

Many cryptocurrencies have attempted to totally substitute fiat currency by implementing blockchain technology. However, to stand out from the crowd and be different from them, ASTA will focus on the actual usability of the ASTA token.

ASTA's ecosystem was built based on practicality and usability, guaranteeing the value of ASTA as an asset, like how gold maintains its value. Aside from ASTA's perceived usability for everyday life, the cryptocurrency will also serve as the ecosystem's utility token that will provide users of the ASTA platform with a wide variety of uses.

### Transparency, Dependability, & Security

The team considered users' reliance on a dependable, transparent, and secure payment service in developing the ASTA platform. In so doing, ASTA boasts a transparent and secure platform that ensures user trust in the service and safety of their assets.

ASTA stands as a reliable virtual asset payment service that ensures transactions can easily be traced. Likewise, secure gateways are more difficult to tamper with, providing an extra layer of security. Utilizing blockchain technology and all its benefits, consumers can have the confidence to use the ASTA platform and ASTA cryptocurrency.

### Expansion Flexibility

The characteristics of ASTA allow it to be applied to all platforms from different industries. From paying hotel bookings and hospital bills to paying music subscriptions and restaurant bills. The continuous extension of the business network of ASTA widens the scope of application of the platform infinitely.

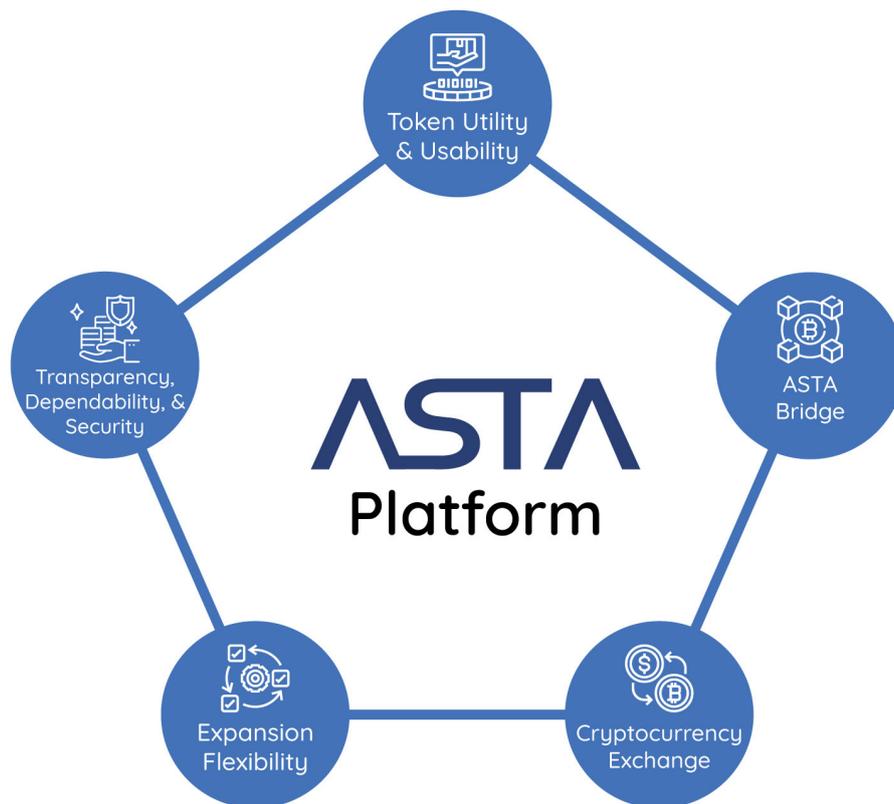
Meanwhile, the team sees the ASTA cryptocurrency as a safe asset for users who want to utilize a new asset class through continuous demand creation and value increments.

### Cryptocurrency Exchange

ASTA is more than just a virtual asset payment platform, having integrated a cryptocurrency exchange within the ecosystem. Through the platform, customers can buy and sell cryptocurrencies or digital currencies for other assets, including fiat money, stablecoins, and other digital currencies.

### ASTA Bridge

As previously mentioned in this whitepaper, ASTA offers a multi-swapping feature dubbed the ASTA Bridge. With ASTA Bridge, users can swap their ASTA cryptocurrencies with another cryptocurrency from one blockchain network to another. This is in line with ASTA's ability to improve interoperability.



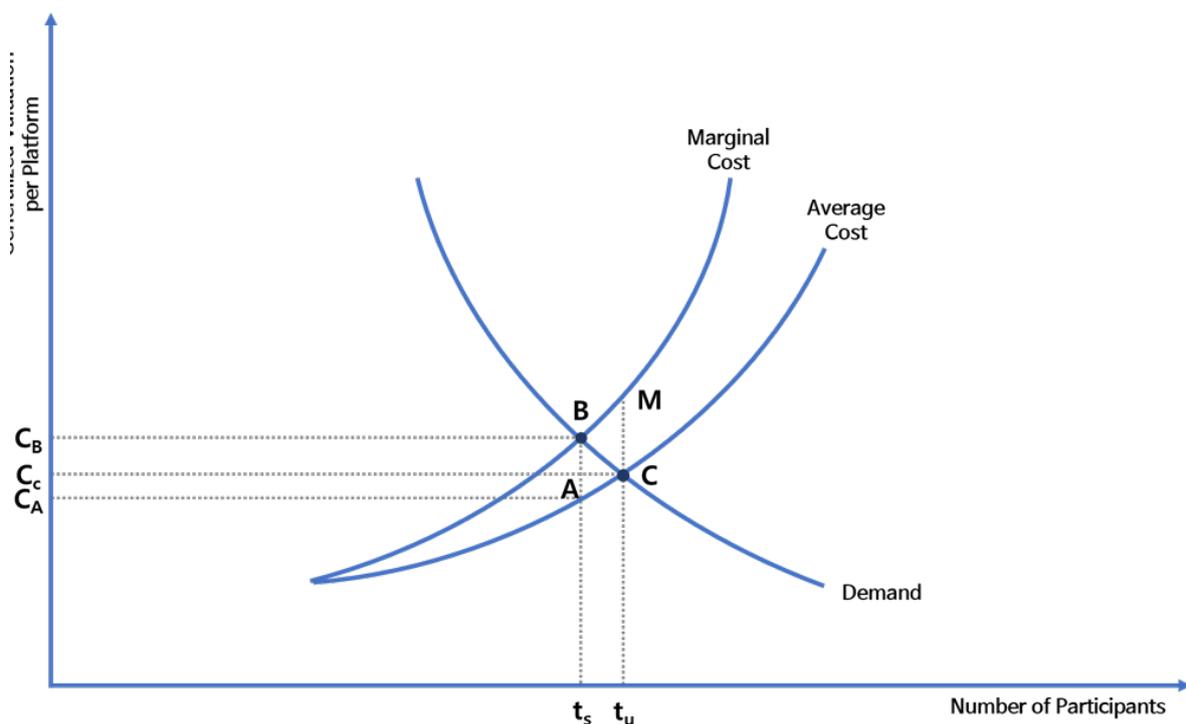
## 2.4 ASTA Multi-platform Expansion

A platform generally refers to the technology and framework that allows various activities to be carried out by different economic agents. According to Eisenmann et al., a platform business model is defined as a combination of infrastructures and rules to facilitate the exchange and interaction of the individuals within the network.[1] While Parker and Van Alstyne stated that a platform is a published standard, together with the operation method and rules.[2]

Building on this definition, a business model can be built by allowing the participation of a third party. Big enterprises such as Amazon and Google have dominated the market in different industries such as retail and wholesale, advertising, and content industries, among others. And they have become the major companies leading the global economy, benefiting from the ripple effect of social networking. The survey conducted by Statista in 2014 reported that nine out of the top ten startups with high evaluation are new platform businesses, including Uber and Airbnb. Meanwhile, Naver and Kakao are also very popular in Korean society. This reflects the great potential of platform business in the growing digital society.

According to the World Economic Forum, the market capitalization of the top 242 digital platforms reached \$7.176 trillion by the end of 2018. All the while, experts predict that by 2025, the value generated by digital platforms would reach \$60 trillion (6,620 trillion KRW), accounting for 30% of the total global corporate sales. In addition, 60%-70% of the value of the digital economy generated in the next ten years would come from data-based digital networks and platforms. The development of the fourth industrial revolution technologies, including artificial intelligence (AI), Internet of Things (IoT), cloud computing, and 5G, will expectedly further increase the influence and dominance of the digital platform. Under this premise, ASTA strives to become the center of the platform economy. The platform and the team aim to increase the value of the ASTA cryptocurrency by increasing the number of users while expanding the ASTA business model and building an ecosystem by increasing the value of the ASTA platform.

The platform business model generates revenue by operating as a medium connecting the interested participants. Expanding the network of participants enables more collaboration opportunities and an increase in value. Hence, facilitating sustainable business growth. Also, profit will be generated through the interaction between the participants. Therefore, with the increase in the number of participants, the transaction and operation costs per person are reduced, and the interaction between the consumer and providers would be maximized, resulting in a utility increase.



The marginal cost in the equilibrium is generally higher than the average cost in the equilibrium shown in Figure 4. As the number of users at the equilibrium increases, an additional cost is required to increase the demand of the users of the ASTA platform.

Most companies adopt the conventional business system called “pipeline.” Different from platforms, pipeline firms create value by optimizing an entire chain of product activities through an established business process or flowchart. Producers would be at one end of the chain, designing products or services, manufacturing, and selling to the consumers on the other end. Due to the linear process, the pipeline business model is also called a linear value chain. While more and more companies are transitioning from pipeline to platform business models today, the relationship among the participants becomes more complicated, and more different forms of value are generated.

To optimize the ASTA platform, its professional team is going all-out to develop a strategy to increase the society equilibrium while minimizing the user equilibrium.

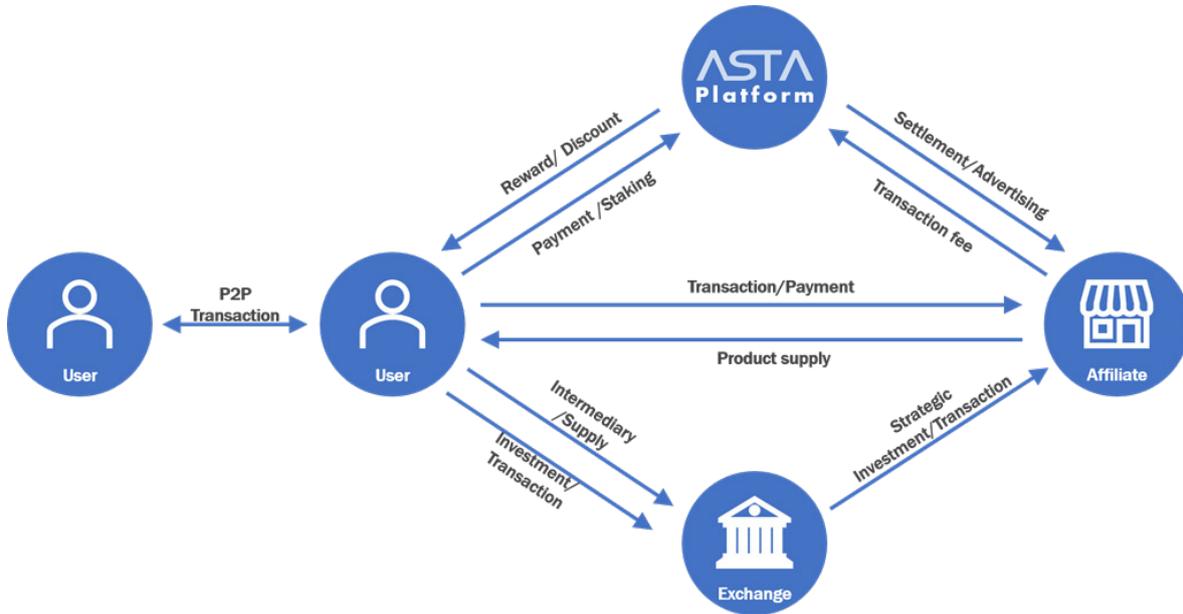
ASTA will create a social equilibrium so that it can be applied to various platforms that are not limited to travel, music, resort affiliate partnership, healthcare, payment, and global advertising.

The team plans to realize social equilibrium by using a positive policy by offering discounts within the platform so that participants who use ASTA can be given practical benefits. However, the ASTA cryptocurrency is still dependent on a country’s digital assets regulations like other cryptocurrencies.

To ensure that transaction processes are carried out properly, the ASTA platform is configured to increase the value of the ASTA cryptocurrency by rewarding ecosystem participants who contribute to the network’s integrity upkeep with the ASTA asset. Furthermore, the daily use of the ASTA cryptocurrency (i.e., paying ASTA for goods and services) can also increase the coin’s value.

Consequently, the ASTA platform grows and expands with the value increase of the ASTA cryptocurrency.

## 2.5 Eco-Economy



### Step 1: Growing the platform affiliate network

It is possible to have low to virtually no transaction costs within ASTA. If this scenario happens, ASTA’s affiliate partners could reduce their costs and increase their profits. The team will work tirelessly to build the ASTA ecosystem, enticing online and offline merchants to partner with ASTA and participate in the network. The more contributing merchants that will join, the more revenue they can be generated for the ASTA platform.

### Step 2: Growing the user base

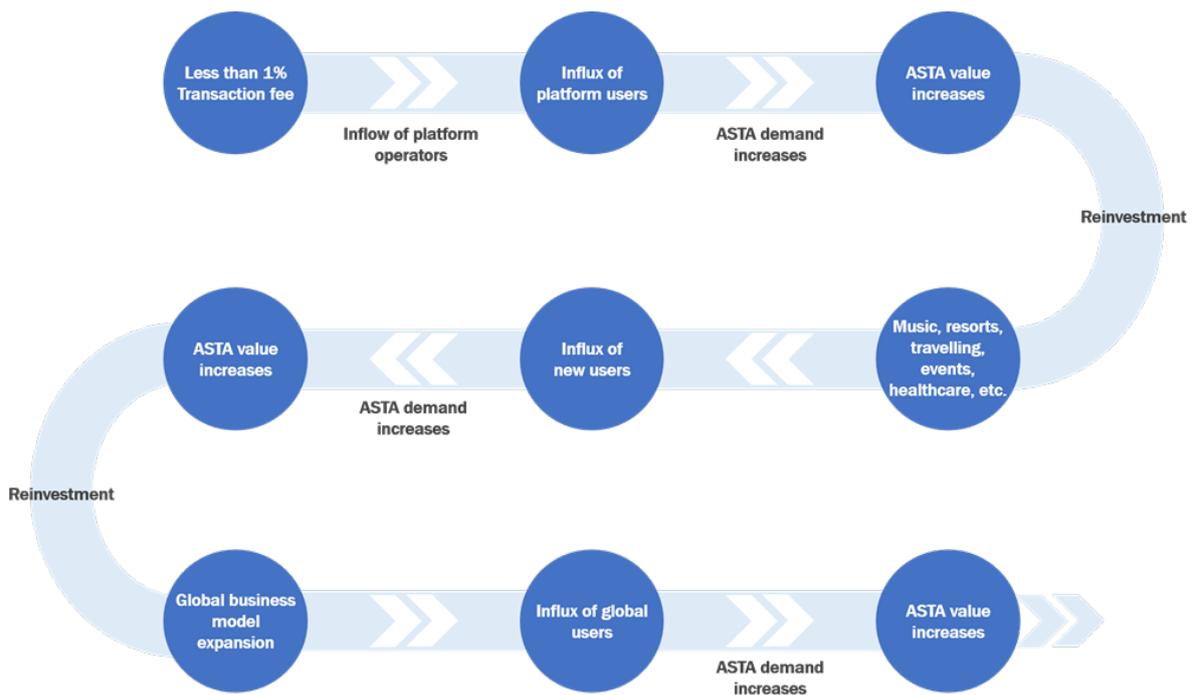
The ASTA team looks to capitalize on the network effect, in which the value of ASTA increases when the number of people who use the cryptocurrency increases. By partnering with more affiliate merchants, more users may purchase the asset so that they can use it to pay for the services of ASTA’s affiliate partners. ASTA will be employing different marketing strategies or reward events based on real studies to increase the platform and the coin’s user base. Aside from this, holders may be keen on investing in ASTA, resulting in the asset’s value increase.

### Step 3: Expanding the ASTA platform

The generated revenue will be used to expand ASTA. Notably, the platform’s business model aims to work with various companies such as online travel agencies, global music streaming platforms, medical technology companies, big data firms, crowdfunding, and peer-to-peer (P2P) platforms, as recommended by the 2020 industry analysis.

### Step 4: Platform Cycle

The ASTA team will also reinvest the generated income to build a limitless payment system and a new business platform. This will ultimately lead to the expansion of the ecosystem. With this new ecosystem, a system model generating profits can be built, attracting more users to join the platform. The growing demand will also increase the value of the ASTA. The team will gradually develop the ASTA Platform based on the cycle of user participation-inflow expansion.



## 3. ASTA Technical Architecture

### 3.1 Limitations of Traditional Payment Systems

Blockchain technology replicates and shares the transaction record with all users without any central institution or management using computer programs. Therefore, blockchain, also called Distributed Ledgers Technology, can monitor and prevent double currency spending.

Blockchain relies on an algorithm called “consensus” or “consensus algorithm” to achieve agreement from multiple participants. “Consensus” refers to how we verify and confirm the new block produced in the blockchain network.

When a new block is generated in the blockchain, it will connect to the previous block. The incoming block header will be examined, and the node will look for the previous block hash.

A new block will be created and added to the existing blockchain if the hash is generated successfully. However, generating a value equivalent to the new block’s hash is a complex process. It requires numerous attempts since the hash value of the new block should meet the criteria, which must be less than the target hash specified by the program.

For example, if the target hash value is 00ff32 and the hash value of the new block is 12fa3b, the block creation will fail because the value of the block (the block header) is larger than the target value. However, if the newly generated hash value is 00c3b1, the new block will be added to the chain successfully since the hash value found is smaller than the target one.

Although the previous block’s hash value has already been fixed, given that the nonce (number only used once) can be varied, the hash value generated will be changed according to the algorithm calculation.

The hash value will be different when the nonce changes. The nonce has to be changed, tested countless times, and input into the block. Only when the hash value of the new block is smaller than the target hash will a new block be added. This process is called Proof of Work (PoW) and is also adopted by the ASTA Platform. In addition, ASTA is a P2P platform with no central organization or institution required for the transaction process, record, and management. The data can be maintained by the collaboration of the participants in the network.

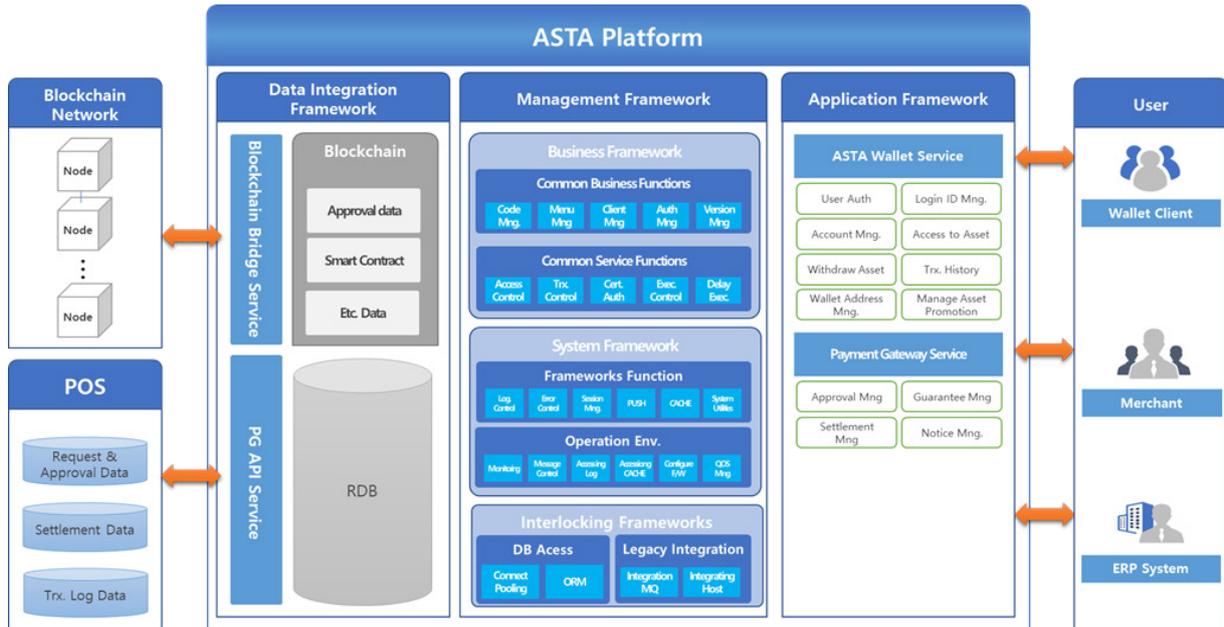
By applying blockchain technology, central authority is not necessary to manage the information in the ASTA Platform. All the transaction data will be distributed and shared by all the participants on the blockchain network. At the same time, it is also difficult to forge the data recorded on the blockchain by hackers.

The contents of the recorded blockchain data are converted by a hash function and stored in an encrypted form. If there is an internal or external hack to the system, and the hacker forges or alters the data, the corresponding block's hash value will also change.

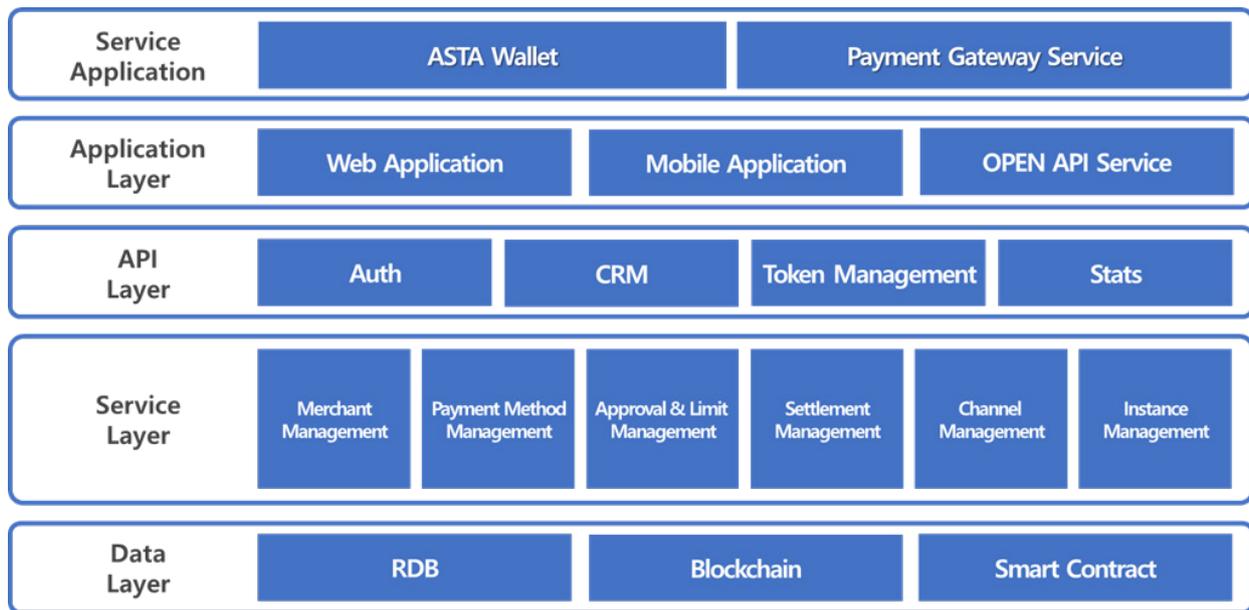
A completely different hash value is generated in the blockchain system, even if one Korean character is changed. Therefore, it is almost impossible to change, delete, or add data without the knowledge of others. Moreover, since the data is managed in a hash tree structure, it is possible to identify which data has been forged or altered in any location.

In addition, the user must complete the verification through the protocol wallet app (iOS and Android) to use the ASTA service. The user must also provide additional information according to international Know-Your-Customer (KYC) identity verification and Anti-Money Laundering (AML) compliance. Through this process, any malicious users can be tracked and detected immediately.

The ASTA Platform aims to build a platform with reliable technology based on the abovementioned technical security measures.



### 3.2 ASTA Technology



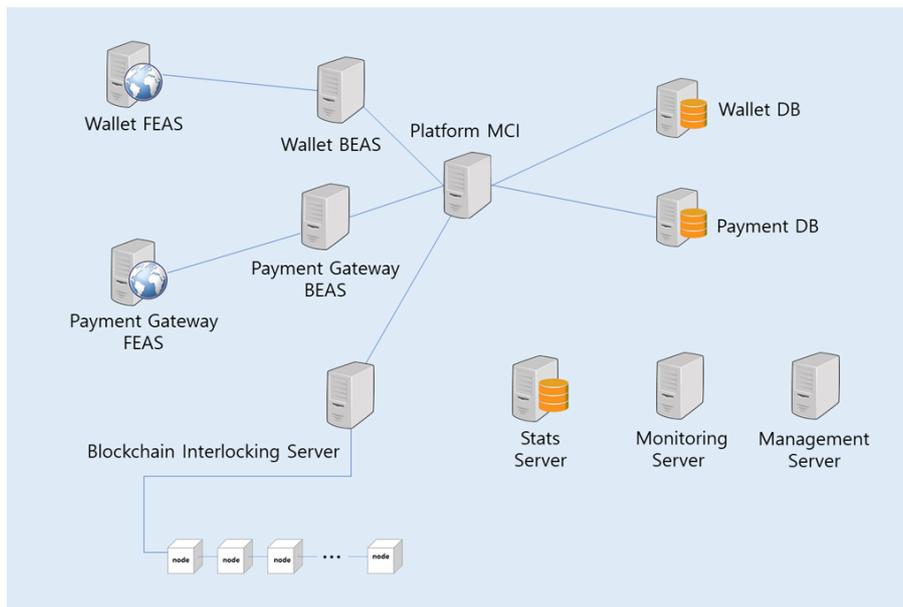
#### Hyper-Converged Infrastructure (HCI)

ASTA is configured to have a greater ability to scale. Therefore, the platform deploys the unified and integrated infrastructure Hyper-Converged Infrastructure (HCI) to increase scalability without compromising the stability of the system

## Front Grid Backend Multi Flexing (FGBMF)

Using a single node in the blockchain network would have limitations on the processing operation and transaction speed, resulting in a transaction delay and higher network fees.

FGBMF applied to the ASTA platform is a technology that allows an intuitive approach to be accessed from the outside and connected flexibly to a multiplexing system inside to ensure stable and accurate processing of blockchain technology and security enhancement.



## ASTA Bridge

One of the most important things in a multi-blockchain environment is the data exchange technology between blockchains. Most blockchain-based platforms are developed without considering the interworking between multiple blockchains, and it becomes a problem when the blockchain expands to other areas. Considering the transaction type and convenience for ASTA users, the team launched a mutual exchange and utilization of the major coins (BTC, ETH, stablecoins, etc.) with the virtual assets owned in the ASTA platform without going through the exchanges.

## Semi-Private Blockchain

ASTA will never disclose users' personal information without the request of the government or the internal decision of the company. This ensures the security of the personal asset and the asset used in users' daily life. Integrating a semi-private blockchain, ASTA prevents any misappropriation of personal data.



### 3.3 Increasing the Value of the ASTA Cryptocurrency with the ASTA Platform Expansion

The ecosystem of the ASTA platform was built to provide various benefits based on the token economy to the participants who pay with the ASTA cryptocurrency on different affiliate platforms, such as travel, music, resort affiliate partnership, healthcare, payment, and global advertising. Notably, the affiliate programs will also aid in earning and building customer loyalty to ASTA.

In other words, ASTA is a revenue and business sharing ecosystem converging not only various services

applying different business models but also the users of the ASTA Platform and ASTA coin holders.

The more services provided by ASTA, the more participants will join the ecosystem, coordinately increasing the value and revenue of the ecosystem. This is similar to the theory of platform business models, which create value by facilitating exchanges between more participants.

$$F_{Asta} = f_1x_1 + f_2x_2 + f_3x_3 + \dots + f_nx_n = \sum_{i=1}^n f_i x_i$$

$$f_1 + f_2 + f_3 + \dots + f_n = \sum_{i=1}^n f_i$$

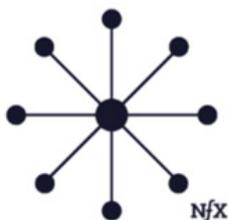
$$\sum_{i=1}^n f_i x_i = m \sum_{i=1}^n f_i$$

$$F = \sum_{i=1}^n f_i x_i = m \sum_{i=1}^n f_i$$

$f_n$  refers to the individual platform where participants can use the ASTA cryptocurrency for traveling, music streaming subscriptions, resort reservations, healthcare services, and more. Meanwhile,  $x_n$  refers to the participants of the ecosystem. Assuming  $f_1 x_1$  is a travel platform and  $f_2 x_2$  is a music streaming platform,  $f_n x_n$  represents various platforms. In simpler terms, the value of the ASTA platform will increase in parallel to the increase of users of the service. Subsequently, the more users join the ecosystem, an increase in value created by the platform-based company is expected.

### 3.4 Strategies To Increase the Value of ASTA

#### Sarnoff's Law



$$V = n$$

The value of the network (V) increases in direct proportion to the size of the network(n).

#### Metcalf's Law



$$V = n^2$$

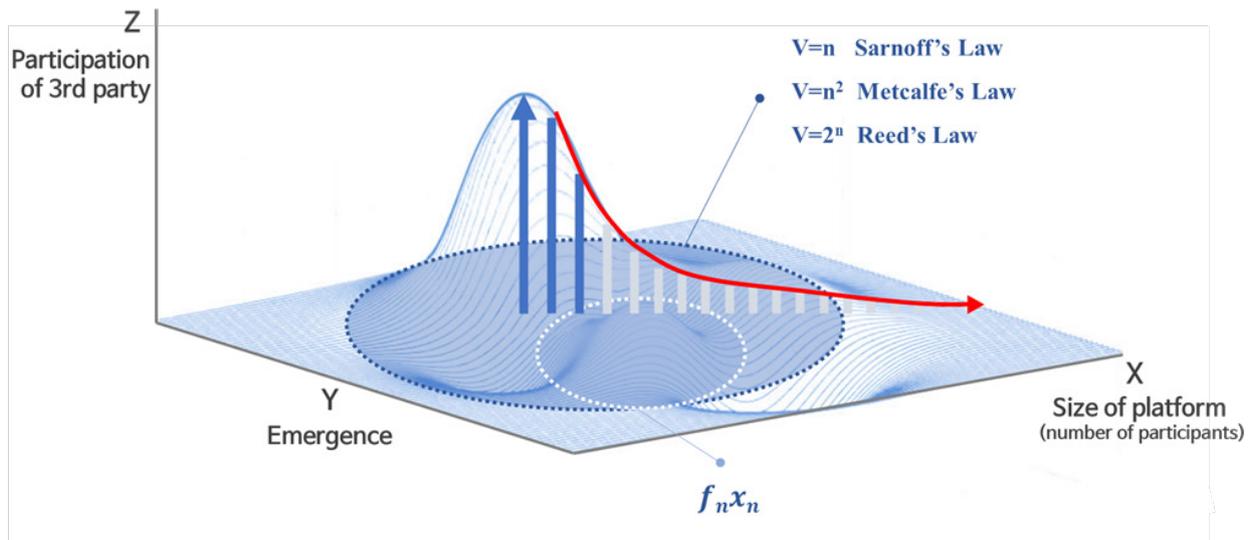
The value of the network Increases to the square of the number of users in the network.

#### Reed's Law



$$V = 2^n$$

Networks may grow proportionally to the network size but there are forming groups that scale faster in value than others (because of influence or interconnectedness).



The network effect plays a vital role in ASTA. The larger the network size, the higher the network value is created. The ASTA platform is expected to become more comprehensive if people use it for payments in their daily lives.

More people will be incentivized to adopt this payment system since the network will become more valuable over time. According to the theory of the Positive Feedback Effect, if ASTA can take the lead in the cryptocurrency payment service, it will have the edge over other companies in the industry.

There have been several attempts to increase the network value by using Sarnoff's Law, Metcalfe's Law, and Reed's Law.

In 2008, the Office of Strategic R&D Planning of Korea pointed out that the proportional relationship between the number of participants and the scalability of the platform exists on the big data-based platforms in the bio-health industry.

Sarnoff's Law suggests that the network value increases in direct proportion to the size of the network ( $V=n$ ). While Metcalfe's Law states the cost of the network grows linearly with the network size, the network value grows in proportion to the square of the number of users on the network ( $V=n^2$ ). A small change results in a vast difference. On the other hand, Reed's Law emphasizes the concept of 'group' and increases in value at a rate of  $2^n$ , where  $n$  is the total number of participants in the network. All three laws conclude that the growth of a network may exponentially increase its value. By applying these laws, ASTA aims to continuously increase its value by collaborating with various business models.

The actual value of the platform is determined by the size of the platform, its emergence, and the participation of the third party. The platform size depends on the number of participants in the ASTA ecosystem. Meanwhile, emergence is a concept of the formation of collective behaviors. For example, it is difficult for an individual alone to build a house while a self-organizing group of people can easily build a large house. Platforms such as Facebook and Google have successfully secured third parties and created values beyond expectations through emergence and self-organization. Similarly, the value of the ASTA Platform is expected to expand based on these three factors.

When ASTA can be used and applied on more platforms, the same-side network effect can occur. For instance, the more friends you have in your network, the more likely you are to expand your circle through your friend's connection. The cross-side effect occurs when more developers join the ASTA Platform, in return bolstering the benefits. Value creation and value capture can be both possible on the ASTA Platform by the network effect. As the number of users increases, the diversity of content also increases and attracts more users. Therefore, the ASTA platform is designed to achieve a strong network effect.

### 3.5 Business Model of ASTA Platform

With the network effect, even a small number of platform companies can receive most of the market revenue. Interestingly, most platform businesses display a “winner-takes-all” mentality.

Notably, the network effect is also referred to as the snowball effect, a phenomenon describing the multiplication effect, metaphorically rolling a snowball down a snow-covered hillside and gaining more mass. The attractiveness and strength of the platform increase as the number of participants increases. This effectively explains the characteristics of the rapid expansion of the platform by attracting other participants.

The platform’s ecosystem is constructed to provide various benefits based on the token economy to the participants who pay with the ASTA cryptocurrency on different affiliate platforms to build customer loyalty to the ASTA platform.

ASTA is designed in a way that users can benefit from the direct network effect and indirect network effect. The direct network effect refers to a phenomenon in which the value of the platform increases exponentially with the number of participants, regardless of producers or consumers. This means the strength of one side has an impact on its growth. For example, when the number of users and the benefit of the ASTA ecosystem increases, it is easier for the people outside the system to know about ASTA by recommendation from the connections. This increases the possibility of ASTA gaining more users.

On the other hand, the indirect network effect occurs between members of two or more user groups. The platform value increases when there is an increase on one side, either suppliers or consumers, and there will be an impact on the other side. For example, if ASTA collaborates with large companies with good reputations, then more users are willing to join the platform, which will attract more business partners to join us as well.

## 4. ASTA Bridge

### ASTA Bridge - ASTA's Multi-Swapping Feature

As the crypto market evolves, new projects appear with their own blockchains and tokens striving to achieve their respective goals. This diversity of options ultimately led to cryptocurrency holders needing to exchange one cryptocurrency for another—just as people would exchange dollars, euros, yen, and won.

Notably, initial blockchain platforms were plagued by the technology's inability to work with another platform. Despite being fluid and efficient in its own regard as a single entity, each blockchain is limited by the walls of its own domain. More often than not, this obstacle leads to high transaction costs and congestion.

ASTA looks to break this barrier by introducing its own multi-swapping service called the ASTA Bridge—a platform that will enable token transfers, smart contracts and data exchange, and other feedback and instructions between two independent blockchains.

ASTA Bridge is a swapping platform that enables users to send their ASTA tokens from one blockchain network to another. Notably, ASTA uses the Ethereum network since it is currently an ERC-20 token. ASTA Bridge enables ASTA holders to move their cryptocurrencies between Ethereum and Binance Smart Chain (BSC) and vice versa.

More than having the ability to transfer their ASTA from one blockchain to another, users are allowed to access the benefits of various blockchain technologies. Furthermore, ASTA Bridge removes the possible limitations that ASTA holders would face if they were restricted to the capabilities of one particular blockchain. In addition, ASTA holders would be able to enjoy the benefits of low transaction fees, and they can even complete on-chain transactions quickly without worrying about hefty fees.

Also, ASTA Bridge will greatly contribute to the ecosystem's scalability. In line with ASTA's goal to expand its platform across different industries, ASTA Bridge will provide a connection between the primary and secondary chains to distribute the transaction load across the ASTA ecosystem. This will lighten the load on the platform, especially when ASTA is dealing with large transaction volumes.

The ASTA team has prepared the ASTA Bridge User Manual to help users navigate through the swapping service. It is important to note that ASTA Bridge is available for MetaMask users only.

## 5. ASTA Platform Expansion



### Travel

ASTA plans to develop an online travel platform app that offers a range of travel services for consumers. The platform will provide various benefits to ASTA's affiliated partners, and other users can enjoy attractive discounts and rewards.

By leveraging blockchain technology, ASTA plans to establish a polished platform that provides enhanced features, such as ease of access, management transparency, customer infrastructure for affiliates, and a decentralized payment system

### Partnership with Music streaming platform

Users can use ASTA to purchase music or subscriptions to music streaming services. Once a purchase is completed with ASTA, users gain the copyright license.

### Resort

ASTA has partnered with local and foreign hotels and resorts to offer ASTA holders the same benefits and discounts similar to holding membership in a condo, golf course, hotel, and resort.

### Finance

The offline wallet payment system offers users to make payments in offline mode. Whether in a cafe, restaurant, salon, or laundromat, pay with ease without any hassle.

### Healthcare

ASTA has collaborated with Korean healthcare management platforms to offer users medical services that can be paid for with ASTA. Not to mention, this significantly decreases high exchange fees for users.

### Advertising

Advertisers can pay ASTA to advertise on major channels or social media. This helps to minimize handling fees.

ASTA aims to become the leading global advertising platform by providing its own browser or content platform. The advertiser and the user can charge and collect handling fees through the ASTA system.

The platform strives to lead the blockchain-based payment service and expand into further sectors.



## 6. ASTA Distribution

ASTA platform’s final goal is to develop an ecosystem based on ASTA and become a global payment service provider. Additionally, ASTA will also expand the ecosystem so that all users can benefit through participation.

Ultimately, ASTA aims to ensure that all participants including network users, platform users, and strategic alliance partners share more benefits.

Sort	Content
Project Name	ASTA
Symbol	ASTA
Volume	3,000,000,000 ASTA

ASTA platform has issued a total of 3,000,000,000 ASTA to be used in the platform, and it is unlocked in sequence according to the ASTA platform’s roadmap.

	Items	Percentage
1	Private Sale	15.00%
2	Managed by Foundation	20.00%
3	Marketing & User Incentive	30.00%
4	Team & Advisor	5.00%
5	Strategic Partnership	20.00%
6	Reserve Fund	10.00%

For the scalability of the ASTA, the appropriate quantity and duration must be unlocked. In addition, ASTA will be controlled timely depending on the market situation to prevent it from being distributed beyond necessity in the market and losing its value. The following is the plan for unlocking the quantity of ASTA that has been locked up for the purpose.

#### Managed by Foundation: 2-year Lockup

For the operation of ASTA Foundation with a compulsory lock-up period of 2 years.

It will be unlocked sequentially every month for 24 months after the lock-up period (2 years).

#### Team & Advisor: 2-year Lockup

For distribution to the ASTA Team, Founder and Advisor, etc. with a compulsory lock-up period of 2 years. It will be unlocked sequentially every month for 12 months after the lock-up period (2 years).

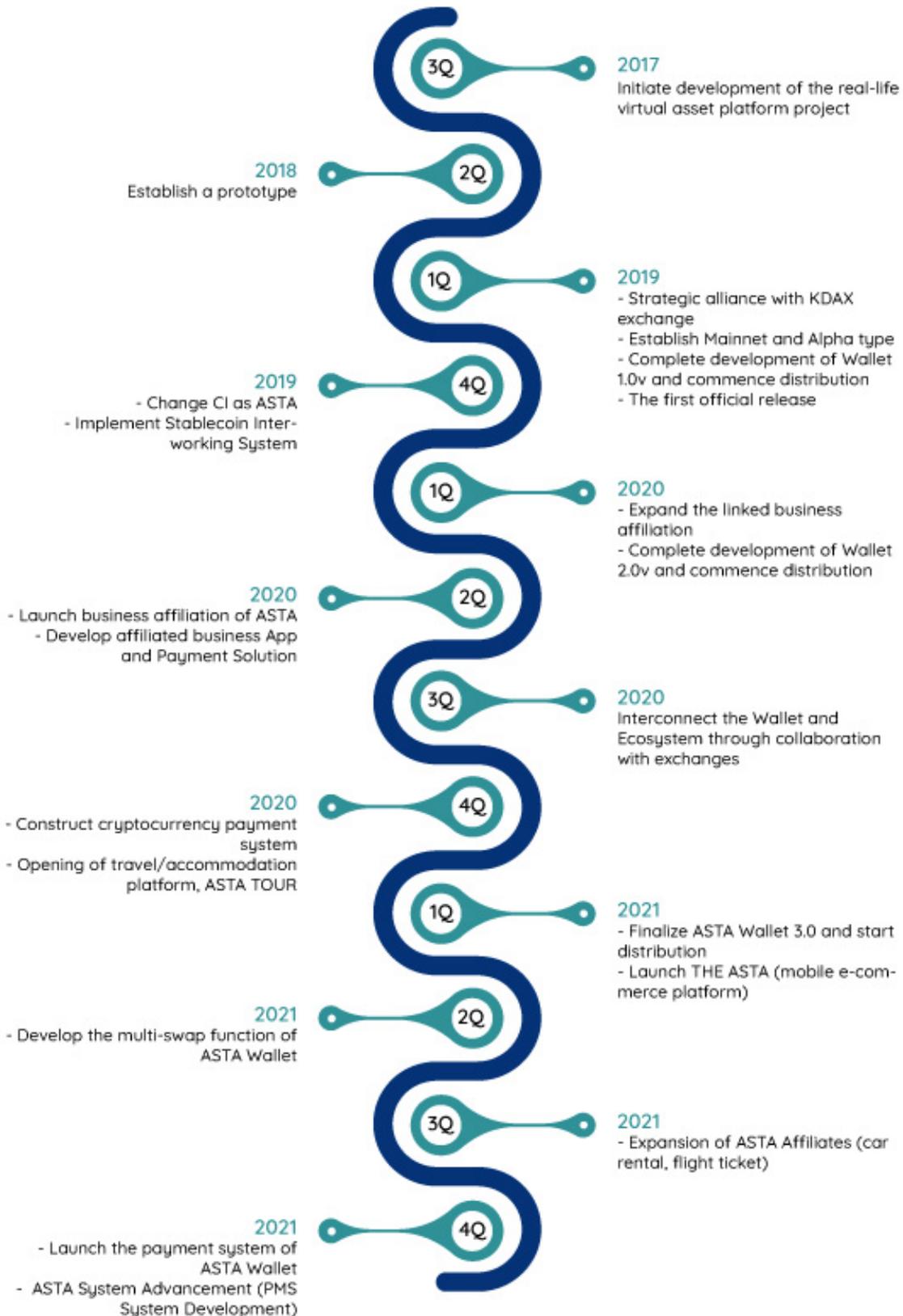
#### Strategic Partnership: 2-year Lockup

For distribution to the current ASTA affiliate partners or those joined in the future with a compulsory lockup period of 2 years.

It will be unlocked sequentially every month for 12 months after the lock-up period (2 years).

\* The lockup period and schedule for unlocking are prone to change or extend due to the market.

## 7. Roadmap



## 8. Conclusion

ASTA is a new virtual asset-based payment platform designed to overcome various limitations faced by virtual assets. ASTA also ensures reliability by applying blockchain technology to existing payment methods such as cash and credit card payments and payment gateways.

ASTA is developing a multiplexed ecosystem by expanding business sectors through the platform. To implement the ecosystem, ASTA is creating a platform that links industries, by joining hands with partners in various fields such as retail, healthcare, tourism, and more. Notably, ASTA is forming various marketing platforms that can be linked to the ASTA ecosystem. ASTA will connect convenience and application in the business model for a progressive and unlimited number of platform participants.

The goal of ASTA is to provide an opportunity by offering a payment system for its affiliates to gain market competitiveness by significantly lowering the fees of existing credit card issuers and payment gateway companies. In addition, ASTA creates an ecosystem that benefits users by providing virtual assets available to all merchants globally and eliminates inconvenience at exchange rates.

The professional project team is contemplating and researching a strategy to establish the ASTA ecosystem in various fields and maximize the platform's optimization. ASTA plans to lead the digital asset payment service industry and aims to accelerate the expansion of the platform by applying the Theory of Network Effect.

## 9. Legal Disclaimer

ASTA plans to implement services that could directly or indirectly affect people's lives. Therefore, this whitepaper is a reference for those who would express their interest and sympathy in these social issues.

The reason for writing this whitepaper is to share the goals and technical orientation of ASTA. This whitepaper DOES NOT PROMOTE INVESTMENT in the ASTA team, the ASTA platform, or ASTA cryptocurrency. Therefore, the information, including the business operation and financial status of Korfin Holdings Co., Ltd. (hereinafter "Company"), may be changed, and this whitepaper may be updated or deleted.

The content of this whitepaper DOES NOT RESTRICT the Company from operating on the ASTA platform and is subject to change in accordance with the ongoing research and development of the platform. This whitepaper DOES NOT INTEND TO PROVIDE ANY ADVICE ON INVESTMENT, LEGAL REGULATION, FINANCE, OR ACCOUNTING, nor does it indicate an intention to provide criteria for assessing virtual assets. It is also clear that THIS WHITE PAPER IS NOT A RECOMMENDATION FOR ASTA.

This whitepaper contains forward-looking information about future projects or future business prospects. These forward-looking statements are not historical facts and can be identified by words such as "will," "forecast," "expect," "plan," "predict," or similar. These progressive statements are also included in presentations, interviews, videos, and other publicly available materials.

This whitepaper includes the future, expected achievements, or achievements of the Company and its affiliates. The statement of future expectations includes a variety of risks and uncertainties. This statement does not guarantee future performance and SHOULD NOT BE OVER-DEPENDENT. The actual performance and progress of the Company or its affiliates may differ from the expectations set by the visionary statement.

CUSTOMER SHALL BE SOLELY RESPONSIBLE FOR ANY INVESTMENT THAT ARISES DURING THE ABSENCE OF A FORWARD-LOOKING STATEMENT OR BASED ON ANY FORWARD-LOOKING INFORMATION OBTAINED FROM the Company's or its affiliates' websites, or other materials produced by its affiliates.

Loss or damage of information related to a customer's wallet and platform ID may affect access to and storage of virtual assets.

There is a risk of permanent loss of access and ownership of virtual assets if the identity information, such as unique personal ID, biometric information generated on the platform, the essential private keys related to the purchaser's wallet, or storage space is lost by the mistake of the purchaser.

#### **ASTA DOES NOT GUARANTEE THE FOLLOWING STATEMENTS**

1. Whether the whitepaper is written based on legitimate rights and does not violate the rights of third parties;
2. Whether the whitepaper is commercially valuable or useful;
3. Whether the whitepaper is suitable for investors to achieve a specific purpose;
4. Whether there is any error in the contents of the whitepaper;
5. Whether ASTA was duly prepared and distributed under the laws of the countries of the world, and whether the contents violated the laws of the countries of the world;

In addition, the scope of the exemption from liability is not limited to the above examples.

The regulatory framework applied to blockchain technology, the provision of virtual assets, and the platform is uncertain. Any change in regulations or policies can have a significant impact on the platform development and utility of virtual assets. Any transaction of a virtual asset or failure of the Company, affiliate, or platform users to comply with laws, rules, and regulations (some of which do not yet exist, may be subject to interpretation, and may be subject to change) may result in various disadvantages to the company and its affiliates, including civil penalties and fines

Furthermore, the tax treatment for the acquisition or disposal of virtual assets and stablecoins may depend on what the virtual assets and stablecoins are classified as in the classification criteria of securities, assets, currencies, or other items. Currently, the tax characterization of virtual assets is uncertain, and customers should seek tax advice regarding the purchase, acquisition, or disposal of the assets (In particular, in Korea, note that income tax will be imposed on gains from the transfer of virtual assets from the second half of 2021 due to the revision of the Korean tax law in 2020, and various reporting obligations will be imposed in the future). In this regard, the customer may be required to pay or report taxes.

The business model using the blockchain faces uncertain regulatory environments in many countries. In the future, various jurisdictions may adopt laws, regulations, or guidance that could affect the platform, which may change the value of virtual assets.

In such cases, laws, regulations, or guidance may directly and negatively affect the operation of the Company and its affiliates. The effects of future regulatory changes are unpredictable, but they can be significant and have a real adverse effect on the development and growth of the platform, and the adoption and utility of virtual assets.

The Company and its affiliates may need to obtain licenses, permits, and/or approvals (collectively “regulatory approval”) to carry out the creation, development, and operation of virtual assets. Failure to obtain such permission concerning the platform or failure by the relevant authorities to renew or revoke regulatory approval for any reason may adversely affect the business of the company and its affiliates.

There is NO GUARANTEE in the future that the authorities will not impose strict requirements on the Company and its affiliates, or that the Company and its affiliates will be able to adapt in time to change the regulatory requirements. These strict regulations may limit the ability of the Company and its affiliates to operate their businesses, and if they do not comply with those requirements, they may be subject to nonconformity measures

Furthermore, if the costs (financial or other) to comply with the newly implemented regulations exceed certain criteria, platform maintenance can no longer be carried out commercially, and the Company and its affiliates can discontinue the platform and/or virtual assets. It is also unpredictable how governments or regulators will implement account distribution technologies, including platforms and virtual assets, and laws and regulations that affect the applications. The Company and its affiliates may require to discontinue operations in the jurisdictions, that make it commercially impossible or undesirable to obtain regulatory approval. Virtual assets may hold little, or no value under the circumstances described above.

There may be risks associated with natural disasters, wars, terrorist attacks, riots, widespread epidemics, and other events beyond the control of the Company and its affiliates. Sales of virtual assets and activities of the Company, its affiliates, and/or platforms may be suspended or delayed due to natural disasters, wars, terrorist attacks, riots, civil disturbances, widespread epidemics, and other reasons beyond the control of the Company and its affiliates. These events can also create uncertainty in the economic prospects of the global market, and there is no guarantee that such markets will not be affected, or that recovery from the global financial crisis will continue.

In such cases, it can have a significant impact on the business strategy, operational results, and prospects of the Company and its affiliates. These events can have a significant impact on the demand and use of virtual assets and platforms. In addition, infectious diseases or epidemics in the country where the Company, its affiliates, and platform participants operate in the future may be adversely affected by market sentiment, which could affect the platforms and communities.

There may be other risks related to the purchase, possession, and use of virtual assets, including those that cannot be expected other than those foreseen. These risks suggest that unexpected fluctuations or risks discussed in the text may appear complex.

No agency has officially reviewed or approved the information in this whitepaper, and no such action has yet been taken under any jurisdiction.

If any individuals, who read this whitepaper use it to make their own decisions and actions, and/or based on the judgment of the person, then the RESULT OF IT IS ENTIRELY ATTRIBUTED TO THE PERSON, REGARDLESS OF PROFIT OF LOSS, and the Company DOES NOT BEAR ANY RESPONSIBILITY.

Platforms and related services provided by the Company and its affiliates are provided in a usable state, but the Company and its affiliates do not guarantee the accessibility, quality, suitability, or completeness of the platform or any related services provided by the Company.

Executives and employees of the Company and its affiliates that operate the ASTA platform shall not claim or make any form of statements, warranties, or promises to any entities or individuals to maintain the integrity, accuracy, and completeness of all information presented in this white paper, including relevant statements, warranties, or promises.

To the maximum extent permitted by applicable laws and regulations, the Company and its affiliates shall not be liable for any unlawful acts, contracts, or other kinds of indirect, special, accidental, consequential, or other losses (loss of revenue, use, or loss of data). Therefore, even if damages, losses, liabilities, and other damages are caused by the use of this whitepaper, ASTA shall not bear any liability, compensation, or other liability.

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