

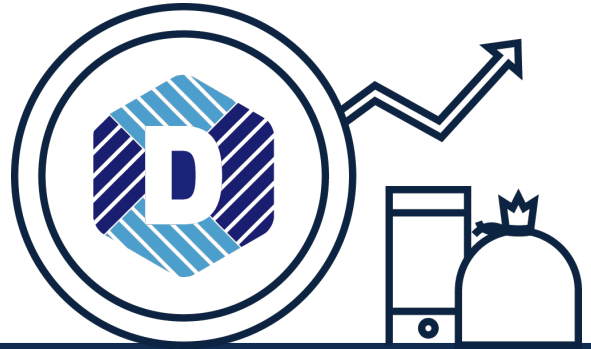
# DAIN TOKEN



You Are **Best Life Partner**



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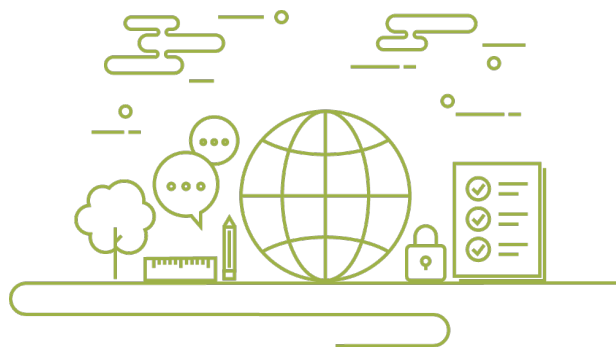
01

# DAIN Project



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# 01 DAIN Project



## DAIN TOKEN

We need something we can trust or lean on.

It can be done together in the most difficult, happiest,  
and most enjoyable moments!! It is DAIN.

The DAIN project is the only service we can provide when we need it most.

### 1-1. Introduction of Project

From the moment a person is born to the moment he dies, DAIN will be with you in all these moments. We want to provide all the services you need in your life, not just one business. With the idea of cradle to grave, we will create the best service that only DAIN can provide through cooperation with various funeral related companies and other various business partners.

Sang-jo is Korean word explaining everything related to Funeral business (Ex: funeral, grave, coffin, clothes, traditional ceremony, transportation, hosting, etc.). In response to the growth of the Sang-jo market and the changing culture, experts who are involved in life have been requested. We aim to become Korea's leading life service company that provides the ideal value and is always by your side at the essential moments of life.

Life Service is constantly striving to provide a variety of services necessary for life such as weddings and cruises as well as Sang-jo services.

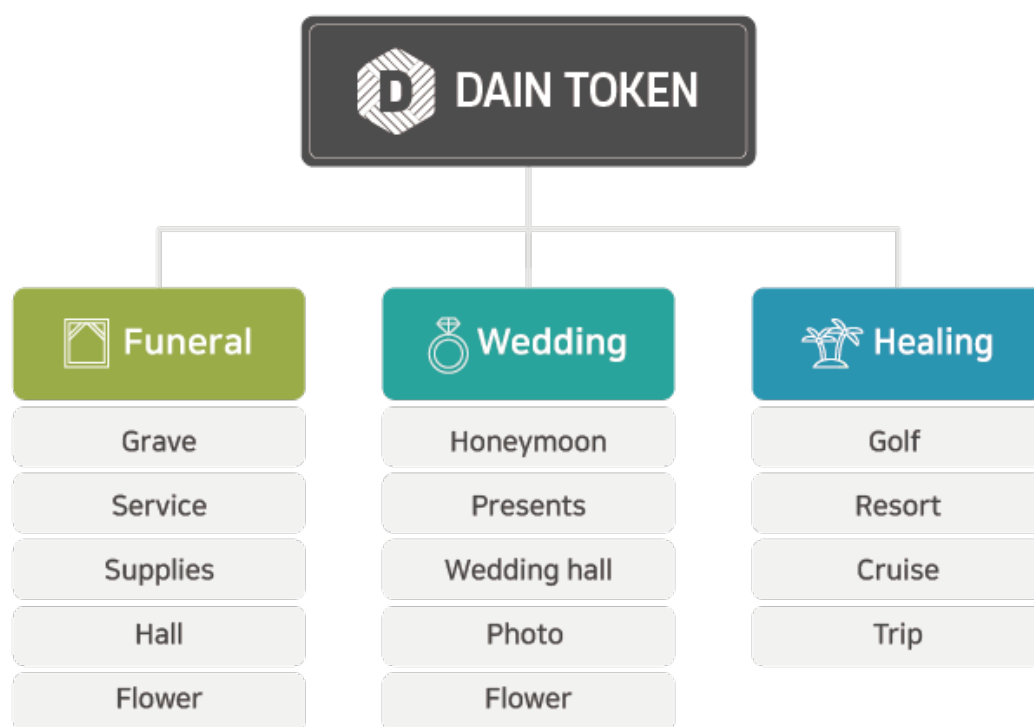
In order to provide Sang-jo services with DAINH Co., Ltd. and other suppliers, DAIN has built up cooperation as a partner first, and we will work with many other business investigations. We will do our best to derive the best results for our customers based on the know-how and creative mind that DAINH has accumulated so far.

By building a token economy for the total life service, life within the DAIN project will live with the ecosystem created by DAIN.



### 1-2. Background of Project

DAIN aims to provide total life services by building DAIN's own platform, not simply providing services through cooperation. We intend to provide profits to users and suppliers staying at the DAIN platform through a win-win relationship between users and service providers so that users can selectively search for information and receive high-quality services.





We intend to provide three services in priority to the DAIN platform.

The first is a funeral service, which provides the best service in Korea therefore, there is no moment of difficulty because users cannot easily know or do not have information through the funeral home, funeral supplies and total funeral service.



The second is a wedding service. We aim to provide a variety of services so that moments of joy can multiply by providing excellent services therefore, the most important moments in life, such as wedding halls, weddings, photo-shoot events, and honeymoons, can be remembered for the happiest and longest.



Third, as a healing service, we provide golf leisure, resort, and cruise travel, and provide the best service for users to heal their lives through travel.



02

## Sang-jo Market Division Problem



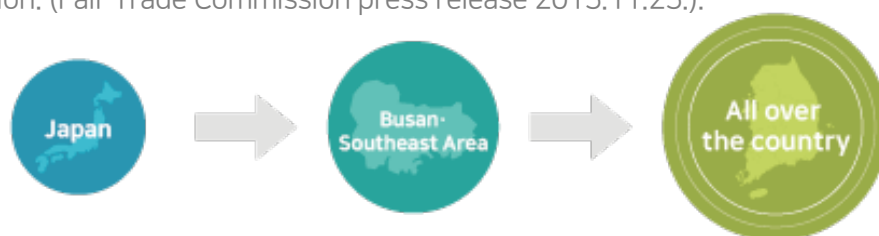
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## 02

# Sang-jo Market Division Problem



The Korean Sang-jo business was first introduced in Busan in 1982, modeled after the Japanese Mutual Aid Association, and has gradually expanded nationwide. As of March 2015, there are 243 Sang-jo companies registered with the Fair Trade Commission and operating normally, the number of subscribers is 4,400,000, and the total advance payments paid to the subscribers can be seen as KRW 3.5249 trillion. (Fair Trade Commission press release 2015.11.25.).



The culture that places importance on ceremonial occasions is still deeply rooted, but as it comes to modern society, relationships with families and neighbors are becoming scarce due to nuclear family, aging, apartment housing culture, and changes in social structure. In this trend of the times, it is a reality that there are difficulties in time and place (residence funeral), and how to proceed to prepare and hold a funeral in a traditional way. Therefore, people want to hold a funeral event through Sang-jo. In accordance with these changes, the Sang-jo Business is a service that understands the needs of consumers well by providing members with a service that has accumulated necessary goods and know-how at low cost and relieves the worries of large expenses incurred while preparing a funeral.

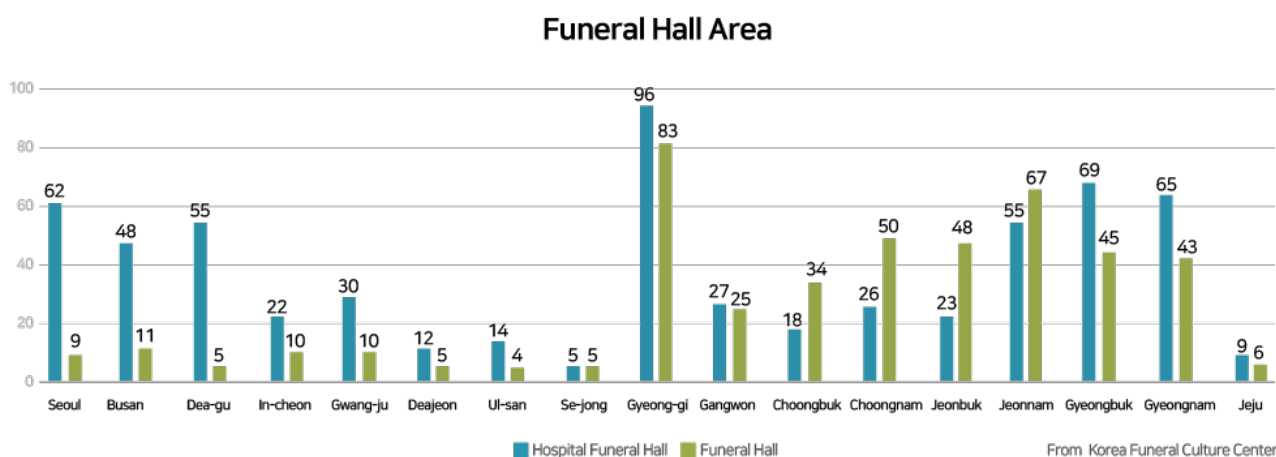
A Sang-jo company provides customers with advantages such as economy, convenience, and professionalism, but there are also risks that may be experienced from the customer's point of view. According to a press release of the Fair Trade Commission in 2015, there were 115 Sang-jo companies with less than 1,000 subscribers, which accounted for 51.6% of the total number of Sang-jo companies, but these companies had an advance fee of 54.2 billion won, which is only about 1.5% of the total advance payment. It has been announced that there is a lot of potential for cooperative companies, and that consumer damage is occurring in the process of acquiring members through contract transfer.

If so, the potential value of the Sang-jo Industry is beyond the 5 trillion-won funeral market, and the Sang-jo Industry, which is pioneering a new area centering on life total care services such as wedding, travel, and healthcare, has increased its market value by exceeding 6 million subscribers. As we enter an aging society, interest in well-dying and funeral culture continues to increase, and the status of the Sang-jo industry is expected to grow even more.



## 2-1. Sang-jo Market Division Problem

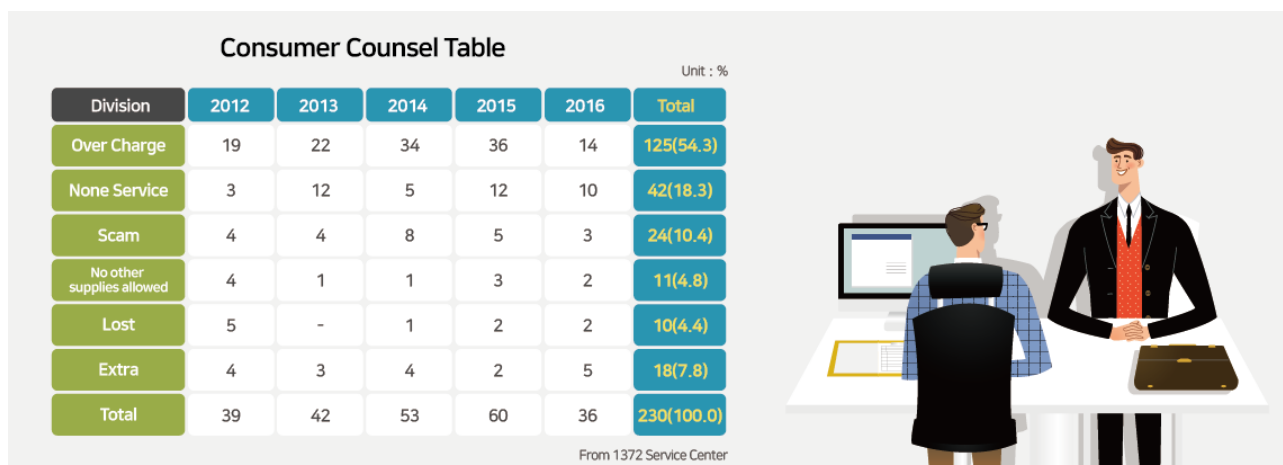
In the past, most of the funeral was held in the house where they lived, but due to the change in the type of residence and the change of perception, the funeral halls of major large hospitals and dedicated funeral halls are now widely used. When looking at the number of funeral homes nationwide, there are a total of 1,039 (as of 2017), of which 179 in Gyeonggi Province, 122 in Jeonnam, and 114 in Gyeongbuk, and Sejong City was the least with 10.



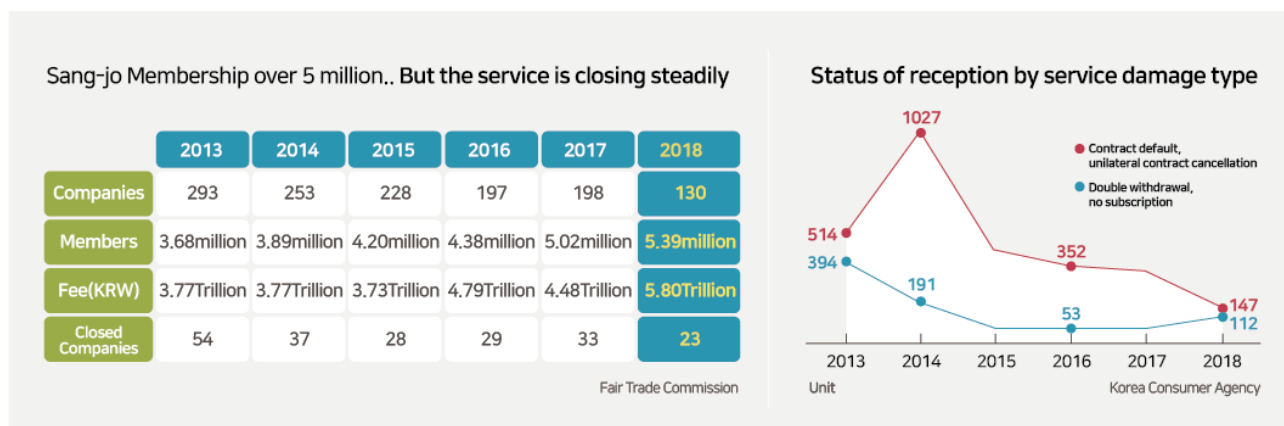
The market size of the funeral industry is estimated to be around 4~5 trillion won, and as of 2015, the cost per person was about 13 million won. When converting this into utilization rate and calculating the scale, the annual market size of the funeral home industry is estimated to be about 2~3 trillion won.

Funeral homes have the advantage of being able to conveniently use the funeral, but the consumers who use the funeral home have less interest in the funeral home and funeral goods and the opportunity to consume them due to the less frequent funeral experiences in their lifetime. Due to the lack of knowledge of information on the price and quality of the family, the loss of a family, courtesy of the deceased, and the reverence of the funeral ritual, the funeral home tends to be reluctant to negotiate the price and the funeral home. By exploiting this point, damages to consumers are increasing every year through abuses and touts to consumers.

Looking at the types of counseling received at the consumer counseling center, excessive price was the highest at 54.3%, followed by contract defaults (18.3%) and unfair behaviors (10.4%).



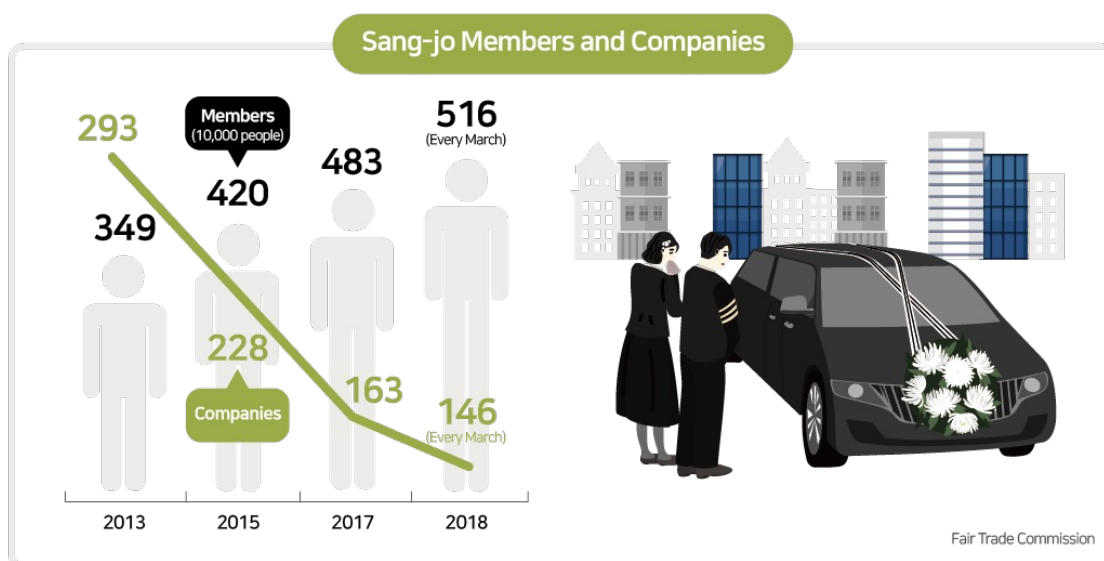
## 2-2. Problems in Sang-jo Market



As the Sang-jo market grows and competition intensifies, the development of the industry and the easy acquisition of information about the products of customers from the point of simply signing up products through sales representatives, companies abandoning the salespeople who had been struggling so far, and the trend is to transform into no marketing with salespeople.

At the same time, many companies are selling products that customers can't refund the service. Home shopping is dazzled by excessive free gifts. If you sign up once, you will be deceived of such free gifts, and you will be asked to pay membership fees for more than 25 years. In case of intermediate cancellation, you will be canceled by improperly incurring a large amount of free gifts compared to the product cost. Since they are selling products in an unavoidable condition, the number and amount of damage to our customers is being overwhelmed.

According to data from the Consumer Protection Agency, the number of consultations related to Sang-jo service at 1372 consumer counseling centers declined from 17,083 in 2014 to 11,779 in 2015, 9,472 in 2016, and 8,021 in 2017, but is showing a growing trend again as of 2020. Not only the number of damages but also the amount of damage has increased a lot in the past, and it has been announced that consumers need attention. Even though the government is aware of this situation, it can be seen that it is watching the situation where it is selling these traps.



In this way, complaints about the funeral service are increasing and problems are increasing, but the funeral service market is one of the growing markets every year. As you can see in the picture above, the number of subscribers is increasing by 500,000 each year, but the number of Sang-jo companies is on a decrease every year. It is the current market where companies that have emerged rapidly those can't meet various government regulations and consumers' standard, and eventually go out of business and only excellent companies will not disappear.

In the past, there were many cases where when you signed up for the service, you could not get back the subscription amount or receive services. However, in order to prevent such ills, the deposits are kept through Sang-jo associations and banks so that even if the company is closed, the damage to the expenses paid by the users can be minimized. Also, there is prejudice damage so that other Sang-jo companies can take over the users.

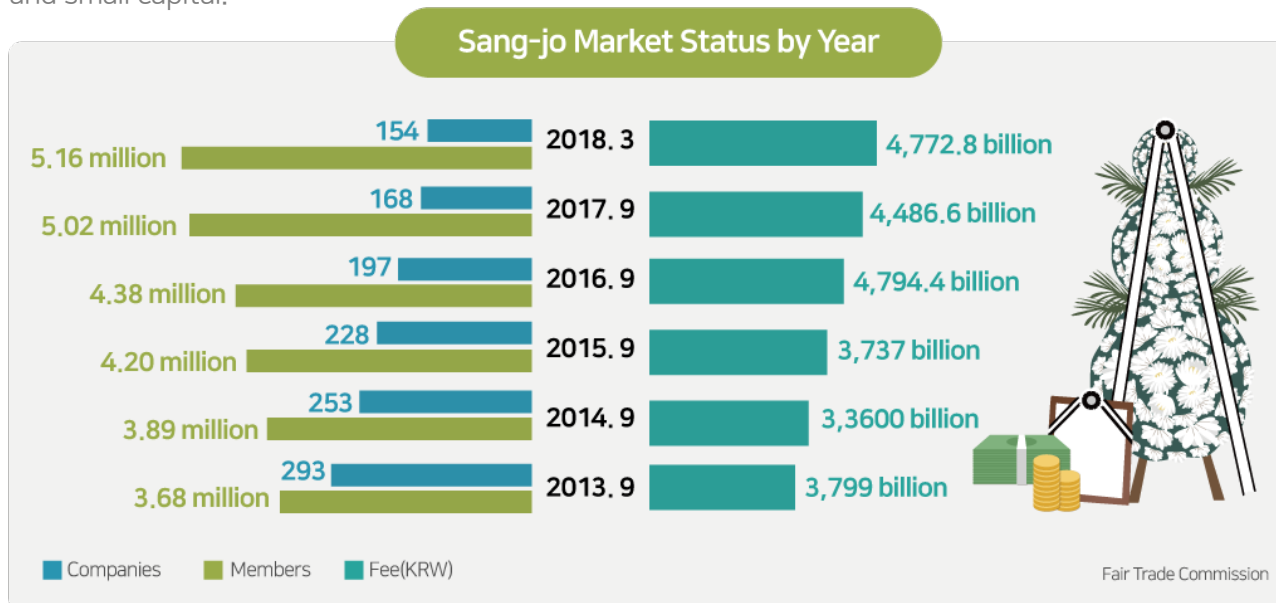


In the results of the 2012 Mbrain Trend Monitor's recognition of funeral and funeral services, the most common response was that the purpose of signing up for funeral services was 'for acting on behalf of an unknown funeral procedure' (21.29%), followed by 'funeral counseling and guidance service' (17.6%). These findings suggest that consumers increasingly need professional services for funeral ceremonies rather than economic reasons, and the market for funerals will continue to expand as the ceremonies become more complex in our society and the nuclear family and aging rapidly intensify. It can be seen as and be said that we have already reached that point.

Looking at the status of pre-owned companies by the size of advance payments among the contents reported to the consumer research issue, 50 companies with an advance fee of 10 billion won or more account for 22.4% of the total, but 93% of the total advance payment. The average advance payment per company was 65.56 billion won, which is 220 times that of companies with 290 million won or less than 1 billion won. Given this situation, companies with relatively small or small memberships and advance payments may become difficult to operate in the future, and in severe cases may go bankrupt.

Currently, the market for Sang-jo is expanding mainly in the metropolitan area and large-scale funeral companies. Consumers who subscribe to small funeral companies in the region are highly likely to receive services other than contracts. When the contract is terminated, payments are refused to be refunded, and the company defaults to other companies. It can be said that there is a high possibility of exposure to problems arising from mergers and acquisitions. Most of the consumer damages related to the help-related service were caused by small-sized co-operative

companies based in the region, and the small-sized co-operative companies have features such as sales activities focused on personal sales, excessive payment of operating allowances to salespeople, and small capital.



Corporate-sized Sang-jo companies have price competitiveness based on sales and financial power and are operating stably because they provide a certain level of service than other companies, but on the contrary, regionally-based Sang-jo companies, which are in a relatively weak position, go bankrupt due to unreasonable sales, etc. With problems such as selling, consumer damage is increasing.

Looking at the survey on the use situation of consumers related to the Sang-jo service, the survey result of the Korea Consumer Agency in 2000 found that most of the membership channels for the Sang-jo service were 'through the recommendation of family, relatives, and acquaintances (87%)', and the purpose of membership was to reduce the burden of funeral expenses for parents or family members (72.5%).

On the other hand, in the 2010 Consumer Satisfaction Survey of the Sang-jo Service of Korea Consumer Agency, 'through the recommendation of family, relatives, and acquaintances' (51%) occupied the largest percentage of the participation channel for the Sang-jo service, followed by 'through TV and newspaper advertisements'(26%). The purpose of signing up was 'to receive overall services related to the funeral process' (49%), indicating that the sign-up route and sign-up purpose for the Sang-jo service have changed a lot.

But now, there is a need to move away from simply relying on salespeople to increase subscribers or to subscribe to products that do not meet the needs of consumers by making only basic package products. There is a growing number of low-priced self-subscribers who design products they need when signing up for insurance and other services, as well as aid products, and learn about and subscribe to products themselves. It is the time when it is necessary for Sang-jo companies to keep pace with this and provide products and services that can follow the trend of the times.



03

## DAIN Token Activation



DAIN TOKEN

# 03

## DAIN Token Activation



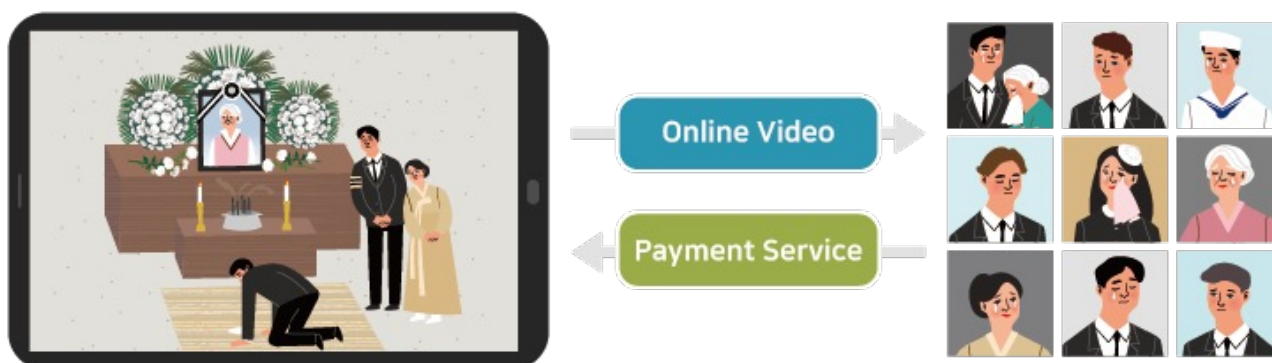
DAIN Token aims to lead the change in accordance with the trend of the times by reducing ills and problems in the existing premature market. We intend to provide new services to supplement and solve the problems of the existing Sang-jo service. As the DAIN platform is increasing non-face-to-face services due to Corona 19, funeral services are also supported by combining them. In addition, in order to sign up for the funeral service, we provide a service that allows you to select the desired product and sign up for the desired funeral service by compensating for the inconvenience of having to use the package service of only one funeral company.

### 3-1. Non Face to face Funeral Service

Corona 19, which blows around the world this year, is causing a lot of changes in our existing lives. Reflecting the social atmosphere of avoiding face-to-face contact, the non-face-to-face service has emerged as an important issue. In Japan, Internet funeral services and drive-through funeral services have been provided for three years, but there are few users, so the utilization rate is low. However, starting from the Corona 19 incident, the use of non-face-to-face funeral services has rapidly increased and is being refocused in the booming period.

In Korea, when there was a problem such as getting coronavirus after visiting the funeral, an atmosphere of reluctance to visit the funeral began to arise.

For this reason, DAIN wants people to attend a funeral according to the trend of the times, even it is far away or it is impossible to visit due to the spread of the virus or lack of time, etc. We plan to provide funeral transmission services and relief services through coins. In the future, the number of visitors will be reduced due to nuclear family, etc., and the funeral culture will be simplified, so we will provide services appropriate for this.



In addition, we plan to provide a fixed-term visit to the grave for those who cannot visit due to health, old age, and cost, not just a funeral service.

The grave visiting service is a service that provides a memorial basket, cleaning, and video transmission at the site therefore users can see it directly through the video, so that they can protect the courtesy of the deceased without visiting.

### 3-2. Optional Funeral Service

The optional funeral service is to sign up by selecting only the funeral service that consumers want away from the existing funeral service. There were complaints from consumers because they had to pay all the costs for the existing pre-paid products that were packaged.

However, by selecting only the service that suits you and signing up for the optional Sang-jo service, the cost burden will be reduced, and unnecessary services can be excluded, so the satisfaction of the service will increase.

Since the cost of funeral supplies and funeral services includes more than necessary operating expenses and labor costs, by reducing these expenses, consumers can receive free assistance services at low cost. For this, DAIN will expand the choice of consumers by launching a variety of low-cost and excellent Sang-jo services through partnerships with DAINH and Sejong Life as well as small and medium-sized Sang-jo companies.

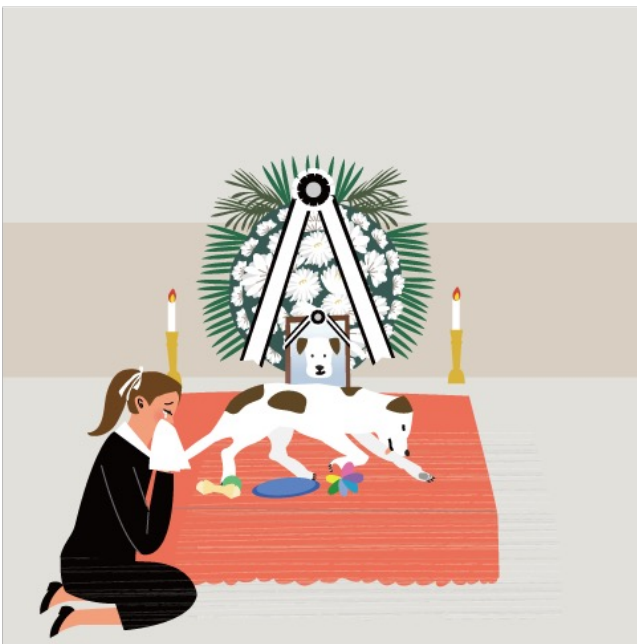


In addition, we are planning to launch overseas funeral services for immigrants, overseas Koreans, and overseas residents who want to receive domestic funeral services, and to advance overseas through market research and funeral culture in overseas countries. I think that Korea's high-quality Sang-jo service will also work in overseas markets.

### 3-3. Pet Funeral Service

Korea has reached the age of 10 million companion animals, and the funeral culture for companion animals is being activated no differently from humans. In the past, when pets died, they were buried in nearby mountains. However, this is illegal under current law. There are two ways to handle pets: putting them in a trash bag, or putting them in a cremation facility registered as an 'animal nursery business'.

However, pets are like family members, so guardians want to be provided with better services. Accordingly, we plan to arrange for companion animals to receive high-quality funeral services through a funeral service specialized in companion animals.





04

# Token Economy



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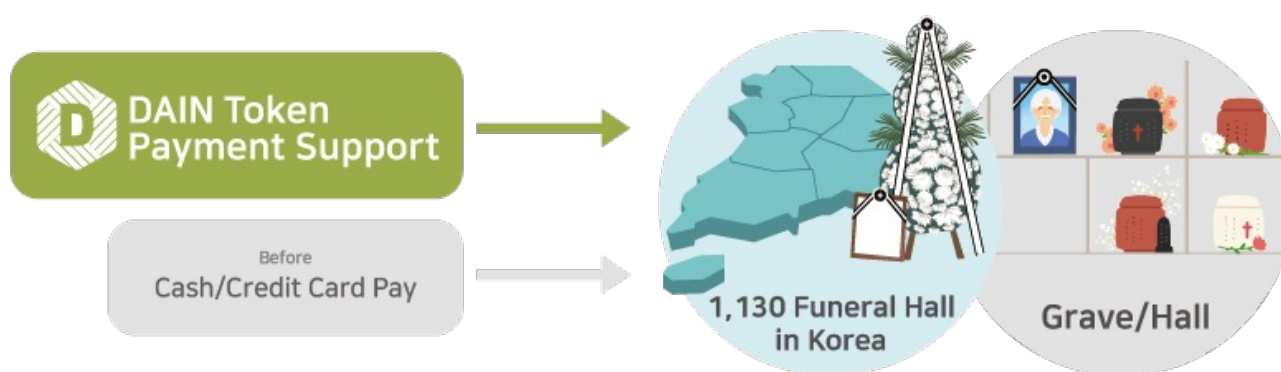
# 04 Token Economy



DAIN wants to provide a total life service. DAIN is working with companies in various fields. DAIN 's ecosystem will consist of users, DAIN tokens, partners, and DAIN platform. Users will always be able to select a variety of products from partners inexpensively and easily on the DAIN platform, and partners such as DAINH will be able to contact customers 24 hours a day, 365 days a year. In addition, services that Dain cannot provide will be provided to members by borrowing infrastructure from partners.

## 4-1. Use of DAIN Token

DAIN tokens will always be available on the DAIN platform. This does not mean that DAIN tokens can only be used on the DAIN platform. DAIN will have contracts with partners in various fields. DAIN will enable the use of DAIN token in the services of its partners. For example, more than 1130 funeral homes nationwide will support payment of not only cash and credit cards, but also DAIN token. Payments using DAIN token will also be possible in cemetery and crematorium.



## 4-2. Benefits of DAIN Token

If you use DAIN tokens on the DAIN platform, you will receive discounts and special product purchase qualifications. Special products exclusively for DAIN tokens can only be purchased with DAIN, and you will enjoy DAIN's premium services. In addition, if you stake a certain amount of DAIN tokens for a certain period of time, you can receive the same benefits when purchasing a credit card or cash. In particular, it is possible to purchase special products without DAIN token. These staking benefits will play a big role in controlling the circulation of DAIN token.

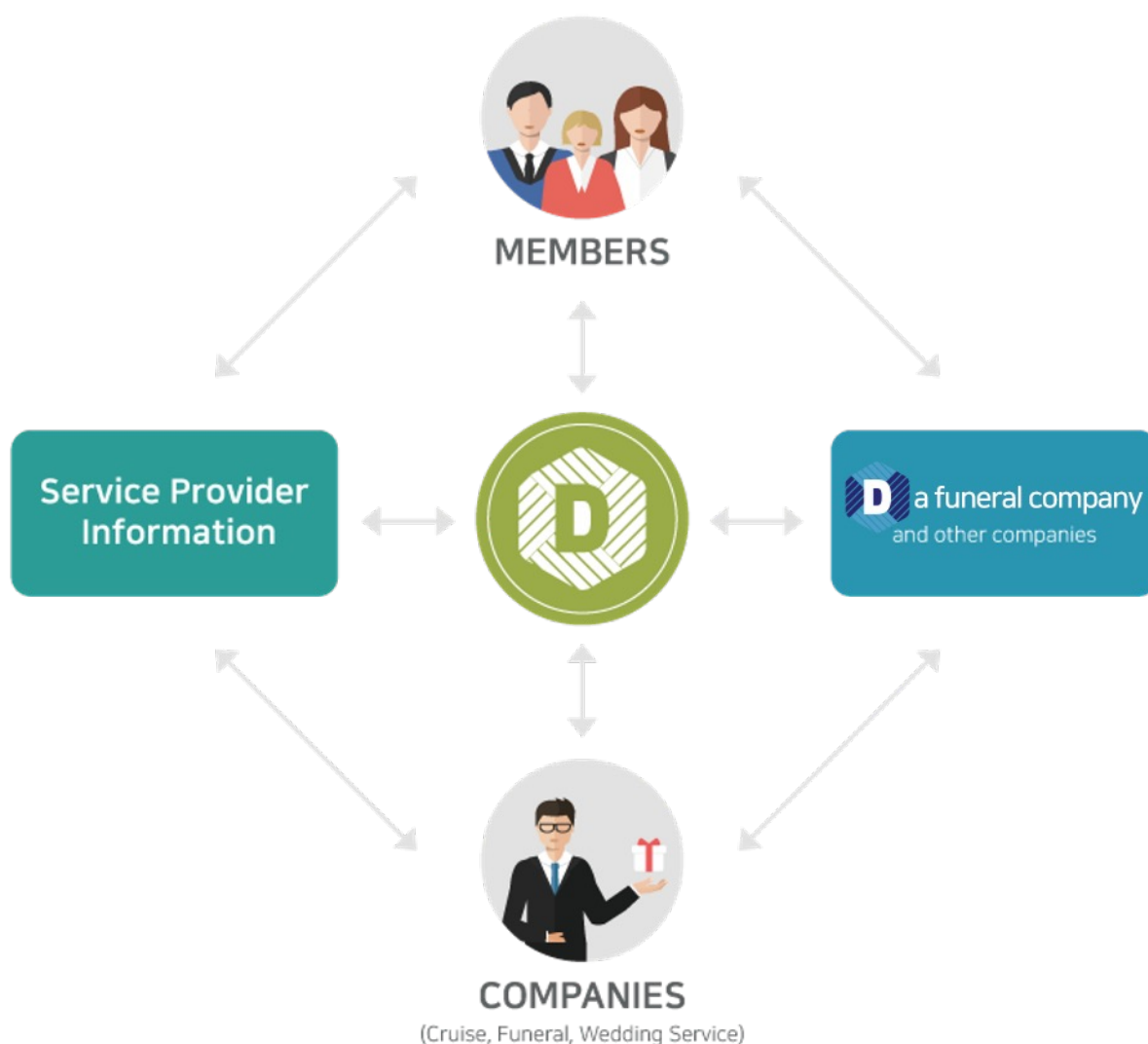
### 4-3. DAIN platform's entry and reward policy

The products of the DAIN platform consist of products of DAIN partners. Companies wishing to enter the store must stake DAIN tokens. While entering the store, you must stake a certain amount of DAIN tokens, and if you withdraw from the platform, the staking will be canceled. As the number of companies entering the DAIN platform increases, the staking of DAIN tokens will expand and the distribution volume will decrease.

Vendors will receive DAIN Token rewards separately from the payment amount when the product is sold. As companies entering the DAIN platform are an axis of the DAIN token ecosystem, the higher the price of DAIN token, the more benefits will be shared with DAIN token holders.

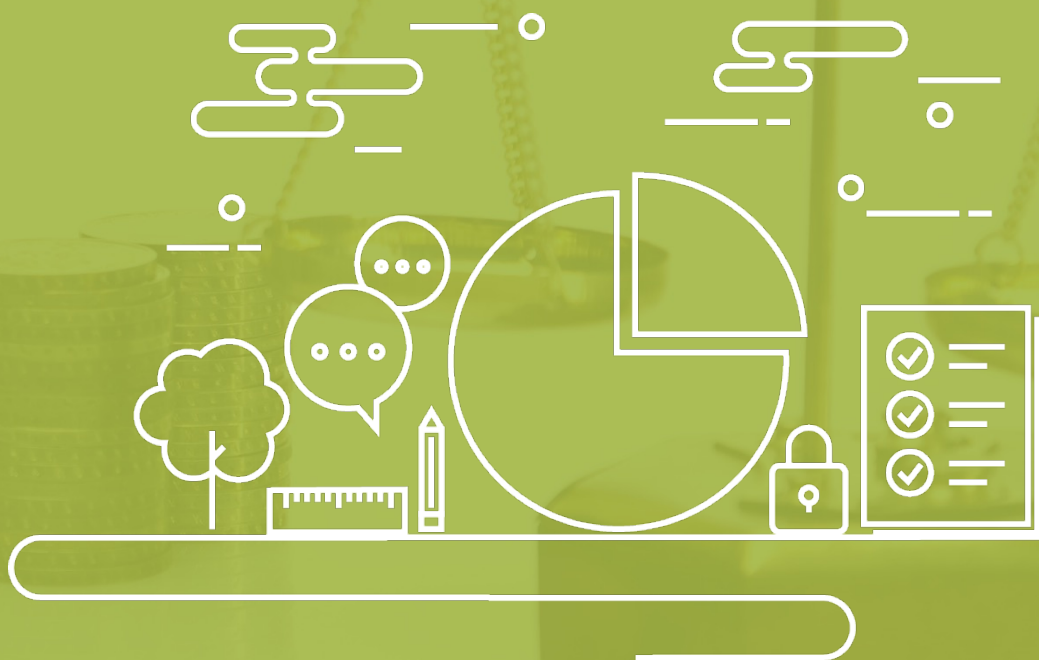
DAIN aims to provide total life service. If the DAIN holders use the DAIN platform, profits will increase to the companies entering the platform, and as the profits of the DAIN platform increase, the number of companies that want to enter the platform increases, which suppresses the distribution of DAIN tokens. It will cause the price of the token to rise.

The increase in the price of DAIN token will increase the profits of its holders, and the ecosystem of DAIN will grow in a virtuous cycle.



05

## Token Distribution



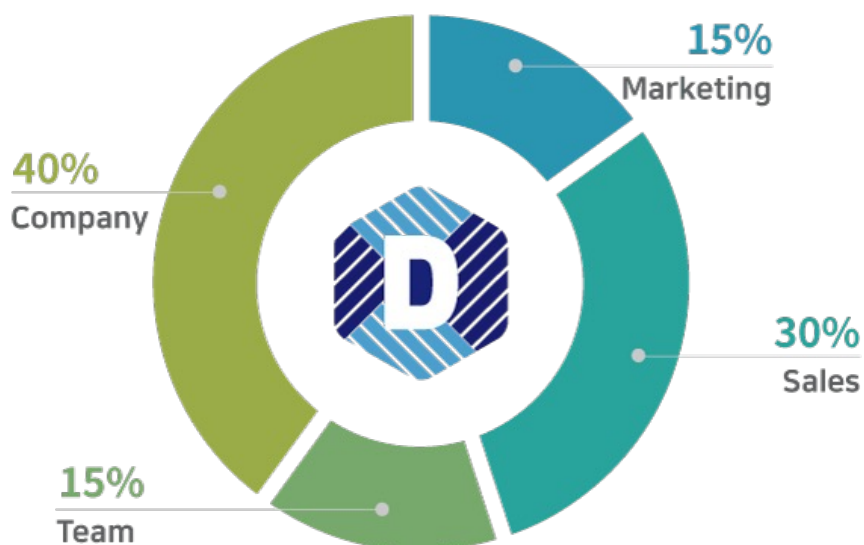
DAIN TOKEN



# 05 Token Distribution



DAIN is an ERC-20 series token on the Ethereum platform.  
With 5 billion issuances, sales will be allocated 30%, marketing 15%, team 15%,  
and DAIN POOL (company) 40%.



## ① Marketing 15% (750,000,000 DAIN)

- 15% of total issuance is DAIN Ecosystem Service activation and marketing (Service launch including bounty and airdrop programs, Used for publicity and listing)
- Lock UP for at least 1 to 3 years in large-scale distribution

## ② Sales 30% (1,500,000,000 DAIN)

- Sale volume which is 30% of the total issue volume
- For price stabilization, sales are conducted in consideration of monthly distribution volume and distribution deterrent

## ③ Company holding 40% (2,000,000,000 DAIN)

- Price stabilization through sequential sales after 3-year lock
- However, if there is a problem with price stabilization, the lock period is extended.

## ④ Team 15% (750,000,000 DAIN)

- 15% of the total issuance is distributed to the project team/advisors and shareholders
- An additional 1% lock is released every 6 months after 1% lock is released every month after 3 years
- Additional lock-up for team member quantity in case of price stabilization problem

06

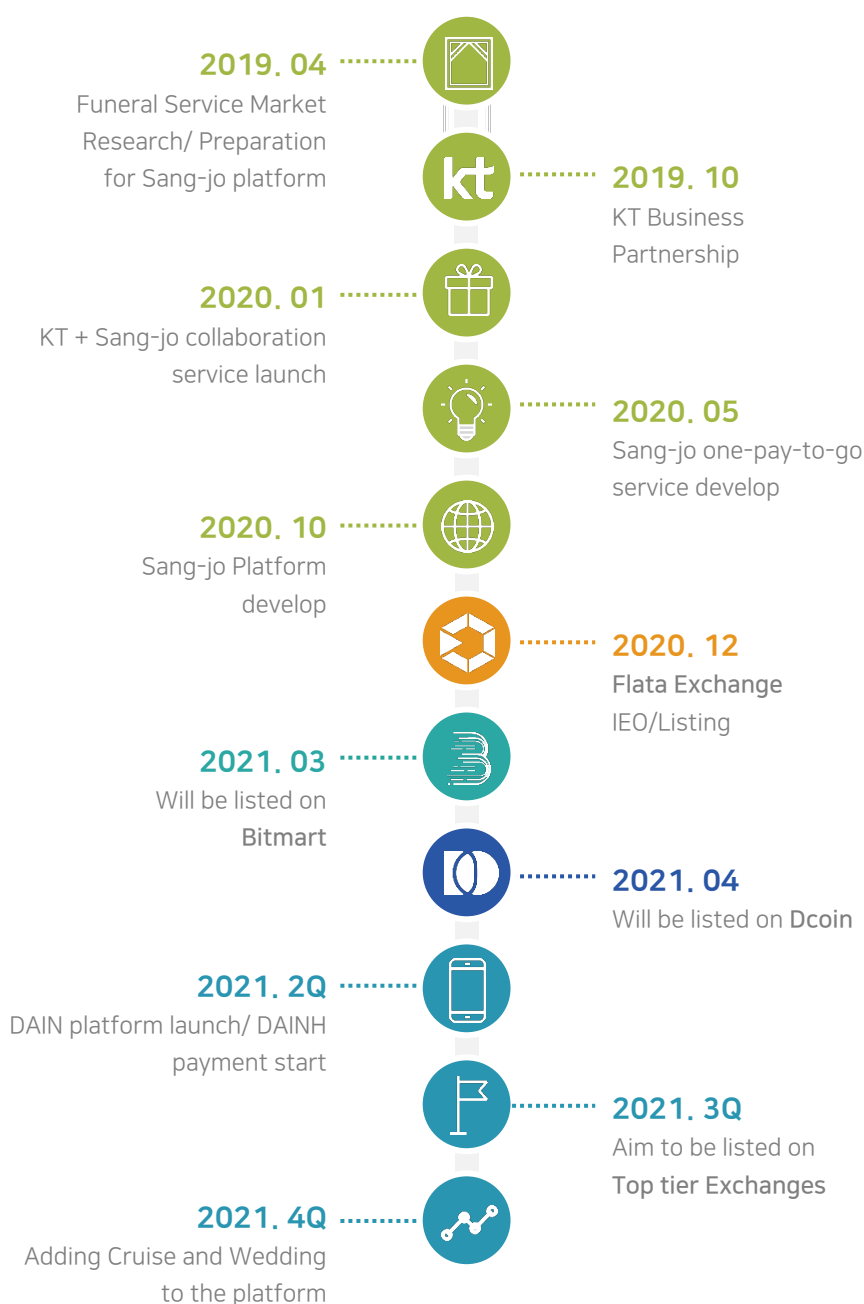
# Road Map



DAIN TOKEN

# 06

## Road Map



The roadmap above is subject to change due to business and other internal circumstances without prior notice.



07

## Consideration



DAIN TOKEN



# 07

## Consideration



The DAIN Token Business Model was created to provide specific information about the overall contents and roadmap of the project to those who are interested in the DAIN (DNT) project. This is not written for the purpose of soliciting investments, etc., and has nothing to do with it.

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