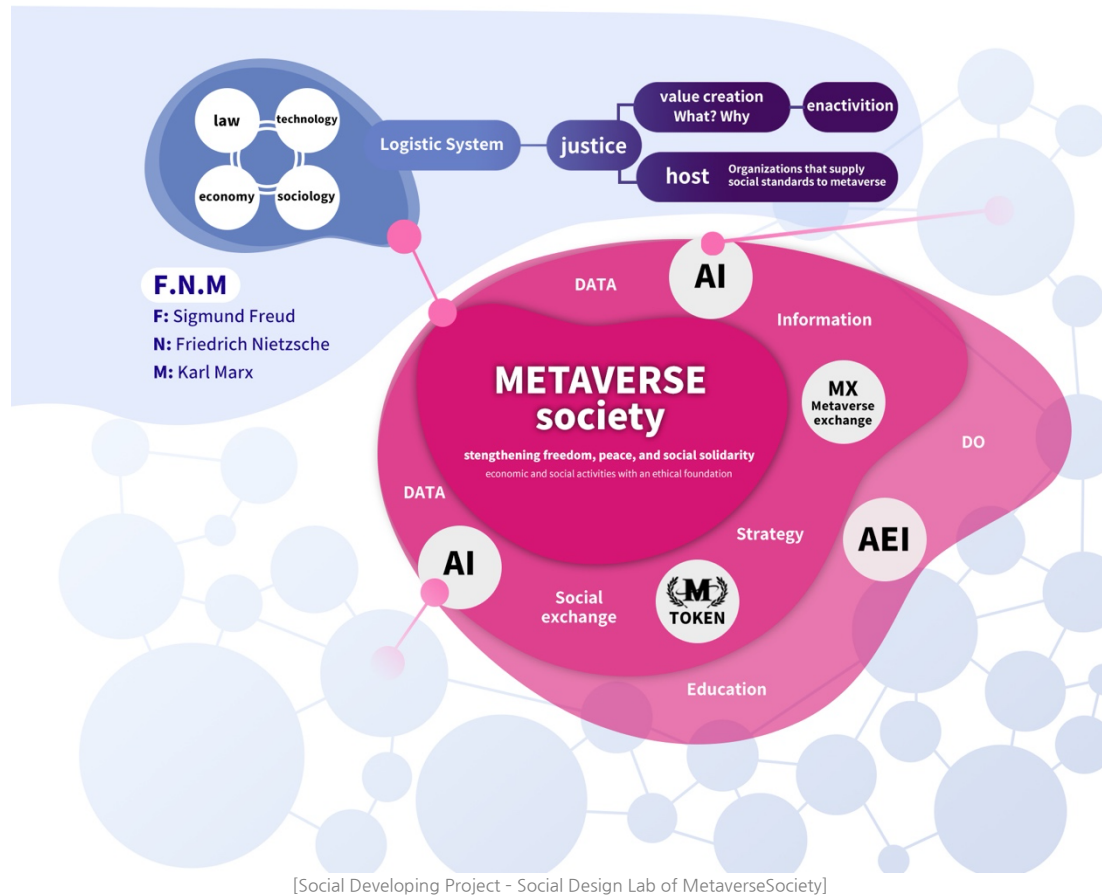


MarX DeFi–NFT Platform

MarX The First Project



"Supporting economic and social activities
with an ethical foundation"

"Digital value transformation platform for real assets"

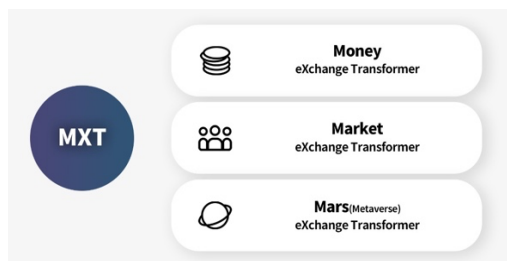
"Strengthening freedom, peace, and social solidarity"

January 19, 2021

1. Insight

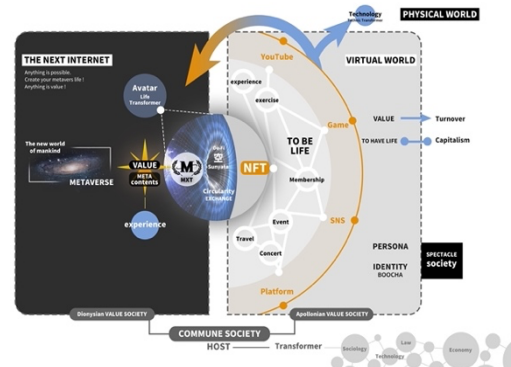
Envisioning World

We want to provide and share a support platform for technical asset management and operations for a better world where we can be our own master and improve the unfair economic treatment of those of us living in modern society. MarX Project is an effort to evolve into the universe we dream of together, to continue to participate on a technical base and ethical foundation, and to build a system that can properly hold and operate asset values that we have created ourselves. We want to leverage blockchain-based DeFi (Decentralized finance) tokens and Non-Fungible Token (NFT) to create new innovative transformations on existing social systems and share them together. To this end, we want to support economic and social activities with an ethical foundation and provide 'digital value transformation platform for real assets' to establish an ecosystem for strengthening freedom, peace, and social solidarity.



Value is the property of an object that can affect a human's behavior. It may be based on the objective economic value of the evaluated object itself, it may be regulated according to the subjective benefit in accordance with needs. However, the criterion of value is revaluated or changed depending on the doer of the creation or exchange. The reasonable value should reflect the doer's "willingness to affirmative power (the will of effort to overcome a given life for ascent of life)" These values cannot and should not be changed.

In order to do so, an interpretation of social consensus or judgment must exist. However, because consensus or interpretation of these values can sometimes be distorted, a new form of orgnized world is needed that can be agreed on by those who empower or those who create values, not those with social power. (**Metaverse¹**)



[Value Developing Project – Value Design Lab of MetaverseSociety]

Decisions on the exchange of social members require a system based on "justice" that can be universally accommodated by the exchange entity. In a system that can accommodate the credibility and verifiability of exchange values, each entity must freely evaluate the value of his or her life's actions, and in order to do so, he or she need a means to freely create and exchange his or her own value of conduct at any time. (**Blockchain**)

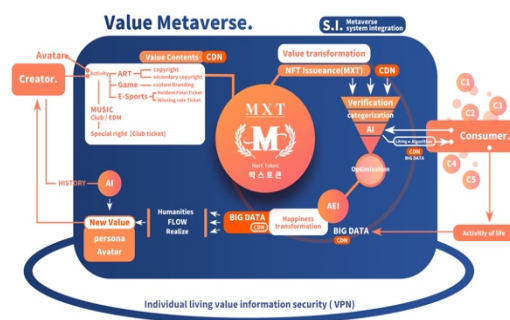
A mutually credible objective device should be premised on this exchange of values, and the entity that mediates this exchange of trust should not have power, and ultimately the entity should not exist. (**Smart Contract, DeFi**) In addition, social consensus should be made and the use of methods and systems for the evaluation and exchange of trusted values should be included. (**NFT**)

A designated percent of the created, exchanged, and ascended values should be fairly redistributed to members of the social community and supplied as a source of power to create new values. Through this, we must strive to create a virtuous ecosystem that can develop a healthy social foundation. (**Donation**)

¹ Kim Sang-bacterium, 'Metaverse, Digital Earth, The World of Floating Things', 2020 PlanBed design, 'Metaverse(Metaverse) is a world created by humans beyond the real world through digital technology. Digital smartphones, computers, internet, etc. A new world in the media, a digitized planet'. "If you're a corporate executive or policy decision-makers,

you're more isolated from the physical district. Not. Organizations and members with leaders who turn away from metaverses miss out on all the meaning, enjoyment, and economic benefits of the new world of metaverses."

Finally, MarX Project will provide a technique transformer for the solidarity of freedom, peace, and shared sharing between value creators and value consumers.



[Value Metaverse – Value Design Lab of MetaverseSociety]

MarX Project Declare

- MarX Project declares 'Monetary naturalism.

We give back the function of the money to voluntary exchangeability, value for the power of the natural generation of the value creator.

Replaces capital currency with NFT having the natural power of the money.

- MarX Project declares ‘The Price of the Prime convert to The Value of the Majority’.

Not as a capital currency as a means of power,
but as an NFT of the subject of those who
empower or those who create values

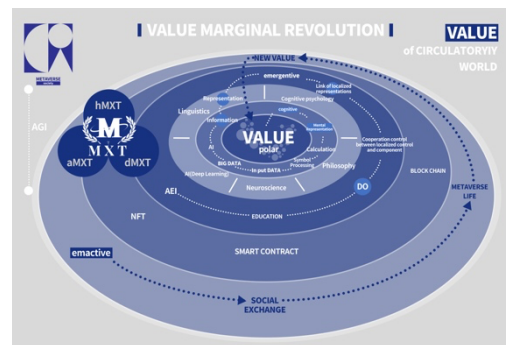
- MarX Project declares 'Value Marginal Revolution'.

Value is not determined by cost and labor, but by the utility of an individual's life.

Value is not a spectacle of an already completed desire for the capitalist world, but rather a desire and the world create together on the basis of various "history of act " carried out by one person in the capitalist world.

MarX Project Aphorism

Anything is possible!!
Create your metaverse life!!
Anything is value!!



[Value Marginal Revolution – Value Design Lab of MetaverseSociety]

2. Introduction

The MarX DeFi-NFT Platform is a blockchain-based metaverse infrastructure network that provides non-fungible token (NFT) users with convenience, privacy, and scalability.

Convenience

The MarX DeFi-NFT Platform creates and trades a wide range of new and exciting NFT while providing the convenience of using familiar programming languages and operating environments without a full understanding of blockchain developers and blockchain programming languages for building NFT DApps for specific use. In addition, a single authorization ID certificate provides users with data interoperability without additional sign-ups within the ecosystem, enabling them to execute all activities through a single subscription.

Privacy

To protect the data of the NFT creator, it supports tokenized data generation and supports the deployment of DApp, which can create a new type of NFT that rewards storing data. By making data calls through authorization to each of these apps, it provides business flexibility with absolute information protection.

Scalability

1. NFT transfer

It is possible to transfer NFT from another chain to the MarX DeFi-NFT Platform. Also, the MarX NFT can be tied up as collateral for the NFT issued by another chain.

2. Consignment of security

In situations where other chains lack security, such as proof of stake(PoS) based blockchain, but with a small number of network participants, NFTs can be utilized to make them rely on secure MarX security. However, security threats from other chains do not affect the NFT value of MarX.

3. Interoperability

By allowing multiple interoperable chains to process transactions in parallel, we can seek to increase the blockchain scalability of NFTs. Through the multi-chain multi-ledger blockchain system, inter-chain data can be handled without compromising the decentralization that occurs in notary scheme²

MarX DeFi-NFT Platform support users to focusing on innovation and business execution on new forms of NFT without building a blockchain-based NFT operating environment and spending extra money. MarX will build an NFT SwapDEX with auction capabilities for NFT real-time trading and P2P trading. In the future, MarX plans to build a blockchain-based easy payment system to keep pace with the expansion of its affiliate business. MarX will provide securitized services such as ABT(Asset Backed Token) and SCF(Supply Chain Factoring) based on Bonded-Token technology for the liquidization of NFT-based digital assets.

The Marx will build NFT Asset TERMINAL to support all NFT bridge and NFT issuance DApp development environment. PG TERMINAL will provide the bridge capabilities between the MarX DeFi-NFT platform and the utilized NFT issued by partner's DApp of the MarX NFT ecosystem. Banking TERMINAL will perform the bridge between NFT of the MarX ecosystem and cryptocurrency of DeFi blockchain platform (ex. Compound, DAI, AAVE, Uniswap, etc.)

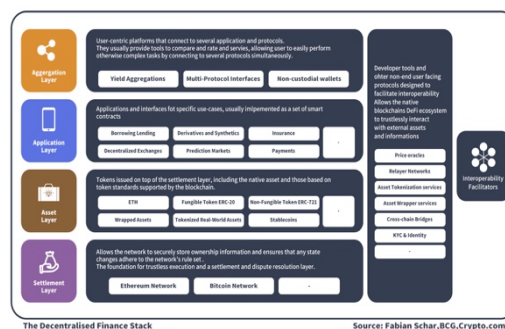
Marx's 'TERMINAL' is the concept of Marx performing ETH bridge function in a subject or system that performs NFT blockchain Interoperability.

3. DeFi-NFT Market Overview

What is DeFi?

DeFi is an approx decentralized finance term, which in a comprehensive sense means all blockchain-based decentralized financial services-related projects. At the end of 2018, it first gained attention for its term encompassing blockchain projects focused on the minimization or eradication of human or centralized agency interventions in financial services itself for fast and transparent financial services.

Technically, crypto-based financial products are designed directly on a decentralized system or protocol, and the role of financial institutions in need of absolute trust is implemented by leveraging the integrity and transparency of SmartContract and the blockchain itself.



Today, new decentralized financial innovation services are being developed in all areas related to finance, and are mainly used in the

² In order to handle the data of the side chain in the main chain, the side chain must be on-chain data in the main chain through any method

fields of stablecoins, deposits/loans, exchanges, derivatives, etc., which are digital versions of existing currencies.

The ideal form of DeFi is public blockchain-based infrastructure and services that make financial services (payments, remittances, deposits, loans, investments, etc.) available to everyone without the need for a bank or centralized financial institution or controlled institution (on intermediary). There are three main advantages to this DeFi.

[Minimize instability in centralized systems]

In the case of DeFi, there are no trust assurance agencies such as central banks/financial institutions/banks/securities companies /insurers, and software or code utilizing blockchain serves as the subject of trust, and the system is operated by a globally distributed node rather than a central entity's database, ensuring low risk of hacking or system shutdown and transparent operation.

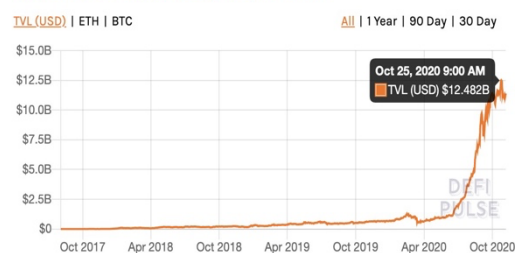
[Efficiency] DeFi financial services are more cost-effective than traditional financial institutions because blockchain technology solves all processes.

[Extensibility] High scalability enables more faster and effective financial services in areas with higher unbanked accounts, such as Africa, South America, and Southeast Asia.

DeFi Market

Interest in DeFi continues to grow and TVL(Total Value Locks) which are now a measure of DeFi market size is growing so fast that it reached \$124.82 billion on 25 October 2020 basis, more than 20 times from about \$600 million in October last year to a peak of \$124.82 billion in September this year.

Total Value Locked (USD) in DeFi



Non-Fungible Token

NFT is an alternative to the Non-Fungible Token, which means a token with unique characteristics that cannot be replaced by anything issued on the blockchain, and the opposite concept is a Fungible Token, such as tokens of Ethereum and ERC20 specifications.

- NFT – Examples of Non-Fungible goods
 - Game – Limited edition items, characters, achievements, etc.
 - Collectible – celebrity signs, artwork, artifacts, etc.
 - Real Estate Assets(Real Estate)
 - Bonds (Bond)
- FT – Examples of alternatives
 - Cryptocurrencies(ETH, ERC20, XRP, EOS)
 - Cash (legal currency)
 - Universal resources in the game (minerals, gold, etc.)

Fungibility is that each unit of a particular asset can be cross-replaced, which basically means that they are not separated from each other. For example, an nominal currency is replaceable, just as a dollar bill can be replaced by another dollar bill, which is essential for assets for which the medium of exchange is for purposes. Currencies with alternative properties can be exchanged freely, but because these attributes are different from items or assets worth collecting, they are non-fungible tokens that come from meeting demands other than digital currencies with alternative attributes.

Non-fungible tokens are already a key component of the new blockchain-based digital economy. Multiple projects will be experimenting with Non-Fungible tokens in a variety of areas, such as game, art, digital identity, licenses, and certificates, and will be able to purchase ownership of all or part of your real assets, such as expensive goods or real estate, as Non-Fungible tokens.

DeFi-NFT

For users who purchase NFT, they see the rarity of tokens or the possibility of long-term return on investment to make purchasing decisions, but NFT is, by its nature, less

transactional and less liquid than alternative tokens. If a user needs the cash that can be used due to a lack of liquidity in the short term, there is currently no alternative but to dispose of it. In reality, bonds or pawns can pay the agreed interest for a set period of time and gain temporary liquidity, but ironically, there is still no alternative in the digital asset field, which has the least transaction costs and is rich in liquidity. If you look at the value of these NFTs and develop smart contracts that can make loans with Peer to Peer by time and interest rate, it will not only make the NFT market more efficient, but it will also be the seed that can form a new NFT-specific DeFi ecosystem.

4. Architecture

The MarX DeFi-NFT Platform is a cross-chain, cross-e-commerce portal, cross-framework, global infrastructure network using a set of DeFi blockchain operating environment of MarX.

The MarX DeFi-NFT Platform is a infrastructure blockchain Platform introduced and operated through its Polkadot's framework Substrate, which is used to create distributed apps in the BSN(Blockchain-based Service Network)³ ecosystem. Polkadot's Substrate is suitable for MarX. Polkadot is an blockchain project that connects different blockchains, such as publicly licensed blockchains, and enables desired data transmission, and is used by developers around the world to build and operate innovative protocols and apps. Substrate consists of Relaychain and Parachain, which processes transaction collection to determine whether or not to trade.

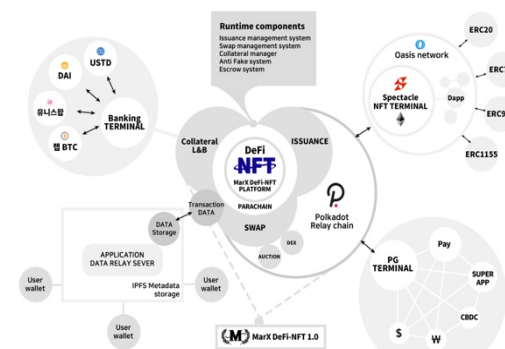
MarX will support the deployment of scalable NFT issuance and DApp, which has enhanced the private level through Oasis system in BSN ecosystem; privacy features allow you to create a new form of digital asset called tokenized data,

and users will be rewarded for providing NFT with control over the generated NFT.

MarX aims to build a system that can solve transaction fee problems for ERC-based NFTs. MarX will support the ecosystem utility NFT by building a hyperledger-based permissioned NFT issuance system and SwapDEX, which implements off-chain based auctionary functions.

MarX NFT asset TERMINAL will make it easier to cross-chain mobility of the ERC20 and NFT token (ERC721, ERC998, ERC1155). In transactions, PG TERMINAL provides UI/UX to enhance user access to cryptocurrencies, Pay, and digital currency. The MarX DeFi-NFT Platform serves as an intermediary where tokens issued on an Ethereum basis can be lent or borrowed to others through Banking TERMINAL.

With MarX DeFi-NFT Platform, there are three types of NFT service: issuance, swap, collateral L&B. The following diagrams and descriptions of the core components of the MarX DeFi-NFT Platform are described.



[MarX DeFi-NFT Platform Diagram – MetaverseSociety]

4.1. MarX's TERMINAL

Marx's TERMINAL, which performs parachain bridge functions, is based on the BSN infrastructure's multi-channel multi-ledger blockchain system and ARBAC(Application-Role-Based-Access-Control) management

³ Blockchain-based Service Network, The BSN is a one-stop shop for DApp developers to deploy and manage any permissioned or permissionless blockchain applications. We have built entire operating environments and shared nodes on BSN's public city nodes (PCN) around the world. Developers only need to choose which PCN to connect and upload smart contracts. (<https://bsnbase.io/>)

"China's (BSN) announced it would use the FISCO BCOS as the open-source protocol to build a national network for blockchain as a service. One of the

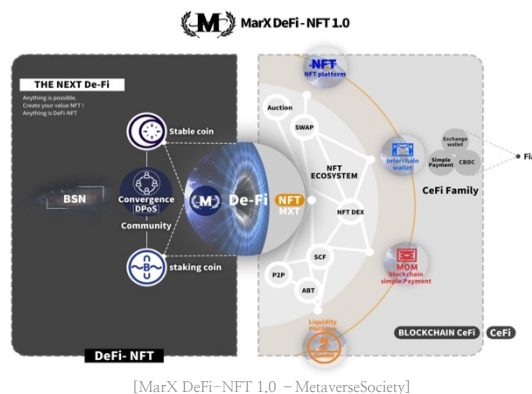
main aims of China's national blockchain infrastructure is to offer a low-cost way for SMEs to adopt blockchain. Additionally, the State Information Center (SIC), state-owned firms China UnionPay, China Mobile and three other organizations who initiated BSN have signed 'The Alliance Chain Framework Adaptation Agreement', establishing the BSN Development Alliance." (<https://www.ledgerinsights.com/chinas-national-blockchain-infrastructure-bsn/>)

The diagram illustrates the Relay Chain architecture. At the top, a 'Relay Chain' is shown as a ring of nodes with a 'polkadot' logo. Below it is a 'Parachain bridge' and a 'TERMINAL' block. The bottom section shows an 'APP' with a Bitcoin logo on the left and an 'APP' with a Metaverse Society logo on the right, connected by a double-headed arrow labeled 'Calling DATA'. Below this are two boxes: 'Multichain Multi ledger Blockchain System' and 'Application - Role Based Access'. At the very bottom is a box labeled 'Blockchain-based Service Network'.

MarX Project aims to build layer2 DeFi-NFT protocol that is focused on '**functionality escape velocity**' to address blockchain error correction issues that have hardforking difficulties at the time promised by governance network member consent and scalability issues that are difficult to increase scalability without undermining security and decentralization. We will use the BSN infrastructure to ensure the robust stability of Layer1. By leveraging infrastructure, we aim to achieve Simple Programing Language, Rich Statefulness, and Data availability to speed up functional escape.

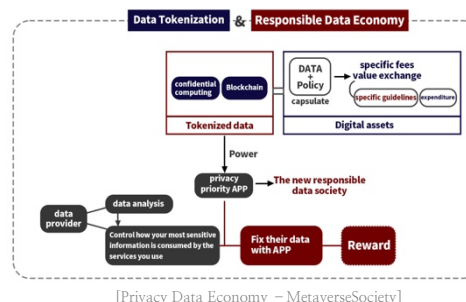
4 EOS.IO software utilizes the only known decentralized consensus algorithm proven capable of meeting the performance requirements of applications on the blockchain, Delegated Proof of Stake (DPoS). Under this algorithm, those who hold tokens on a blockchain adopting the EOS.IO software may select block producers through a continuous approval voting system. Anyone may choose to participate in block production and will be given an opportunity to produce blocks, provided they can persuade token holders to vote for them.

To perform this process, there are several key modules that underlie The MarX network.



MarX adopts the EOS consensus model, which is Delegated Proof of Stake (DPoS) model.

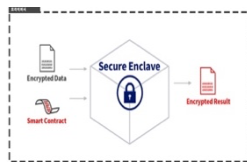
MarX Data Economy's Privacy for DeFi-NFT



Using the EOS.IO software, blocks are produced in rounds of 126 (6 blocks each, times 21 producers). At the start of each round 21 unique block producers are chosen by preference of votes cast by token holders. The selected producers are scheduled in an order agreed upon by 15 or more producers.

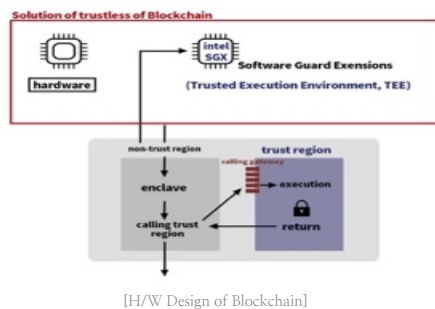
(<https://github.com/EOSIO/Documentation/blob/master/TechnicalWhitePaper.md>)

Marx Project will support the data tokenization and privacy of the Oasis network for private DeFi-NFT transaction. This allows users to create a new type of DeFi-NFT that allows them to control the generated data and gain rewards for storing the data with DApp. It will



also provide confidential Paratimes using data private Secure Enclaves and help anyone build DeFi-NFT issuance DApps that meet their specific needs.

Marx Project aims to pursue highly scalable blockchain networks by delegating blockchain protocol trust assumption issues to hardware.



Data Storage

HTTPS protocol file storage can be great in terms of speed and usability, but it is not the best option for storing NFT metadata with decentralized value. We have built our own Storage system unique to MarX, designed to decentralize the storage of metadata that has the fundamental value of NFT. Of course, you can also use systems such as traditional Protocol Labs, Infura, Pinata, and Arweave, but the way they provide them does not guarantee sufficient speed, the number of nodes is too small, or the network may be at risk of not being stable, which can affect not only NFT issuance, but also Swap and lending protocols. As a long-term, MarX will use the existing IPFS⁵ Fine-Tuning system to balance network speed with the number of nodes and

network reliability to reliably expand the ecosystem.

4.3. Runtime Components

Issuance Management System

If an individual has to learn solidity and write their own smart contracts to publish an NFT, the public, not software engineers, will have difficulty commercializing it because it is difficult to use. In order for many people to enter the NFT ecosystem smoothly and expand the ecosystem, anyone must be able to easily issue real assets or digital assets to NFT.

The MarX NFT Issuance Management System provides a solution that makes it easy for anyone to publish NFT; for added accessibility and convenience, MarX can be instantly connected and used no matter what wallet you use using Wallet Connect, and all transaction history is stored on the Ethereum network via smart contracts in a decentralized method. Basically, the information that can be entered into the NFT through the MarX DeFi-NFT Platform is as follows (e.g., we will help you issue the NFT on your own by entering the information according to your needs).

[Input Data]

- Collection Type
- Symbol
- Title
- Description
- Resource File (Photo, GIF, Video, Audio, 3D File, Documents)
- Secret Data (Only visible to owner)
- Quantity
- Metadata
- Royalty

In particular, The Royalty is one of the problems that NFT and blockchain technology can solve, and it's a fair price to return to the creator. If the creator (publisher) enters and issues

⁵ IPFS (iPFS) is an "InterPlanetary File System" that stores data in distributed file systems and Protocols. Napster, Torrents (Torrent) etc. P2P to share large files and data. Existing HTTP The method was to find the address of where the data is located and import the desired content at once, but IPFS works by using a hash value that converts the contents of the data to find the content that is stored distributed on various computers around the world,

and then finely split the data into fragments, import it at a rapid rate, and then combine it into one. Hash tables store information in key/value pairs, which Node because they store that information, users can use IPFS to store and import data at a much faster rate than traditional HTTP. (<http://wiki.hash.kr/index.php/IPFS>)

royalties at a steady rate, a set percentage of royalties are paid to the creator through smart contracts each time the NFT is traded through Swap Management System.

Individuals as well as various business stakeholders will have a desire to actively combine NFT with their products or services to create additional value. To facilitate the use of NFT at the same time for business stakeholders who are important ecosystem participants, we will provide less than 10 lines of JavaScript in API and SDK formats for easy system integration.

Swap Management System

The transaction cost of digital assets not real assets or cryptocurrencies can only be platform-dependent, so transaction costs are relatively high. In comparison, decentralized NFT is very cheap to trade, but the NFT market also has some inefficiencies. NFT is a structure in which each of the unique characteristics of the token itself has relatively low volume, and the transaction period is long, which can lead to higher transaction costs. Swap Management System is a solution developed to address these structural defects. Swap Management System is basically a kind of NFT-only swap system where NFT can be swapped into alternative token such as Ethereum, Stablecoin, and ERC20. The main features of Swap Management System are as follows:

[Gasless listing]

You can list your own NFT on Swap Management System so that potential buyers can view or offer prices. Listing itself does not cost gas, only pays for gas when a transaction is made.

[Lightning Swap]

The Lightning swap function works automatically when the NFT owner selects the type and quantity of ETH or ERC20 tokens they wish to swap. If the buyer (the fungible token owner) signs in the wallet to match the type and quantity of tokens, the Lightning swap contract is immediately triggered and the swap proceeds between the two tokens.

[Price Offering]

Looking at the NFT listed in Swap Management System, the purchaser proposes the price itself can be a price offer without worrying about gas costs because it does not go up in the on-body data.

[Multiple auction styles]

Swap Management System offers three auction methods to enrich liquidity by offering a variety of trading solutions.

▪ English Auction (eBay Style):

This the most commonly used method of auctioning. After setting the period and minimum selling price, a swap takes place with the purchaser who has called the highest price within the period.

▪ Dutch Auction Declining-price listings:

An auction that starts at a high price and seeks out buyers by lowering the price as time progresses. After setting the start and end prices and durations, the price gradually goes down to the rate set by the seller, and swaps occur if the purchase wish appears before the end price.

▪ Private Auction:

A private auction is a special-purpose auction contract that trades only with an Ethereum address designated by the NFT owner. First of all, the NFT-owning party (seller) is supported by specifying the price to execute the swap contract, and if the purchaser does not like the price, the smart contract can be reissued after negotiating the price through a separate off-chain channel to be set in the Swap Management System.

[Bundle Sale]

The Bundle Sales feature allows you to sell multiple NFT's in one package. For example, there may be cases where a very rare collection exhibits more value when two associated collectibles are present in bundles. In this case, the seller will want to sell his or her NFT in bundles, but because the transaction will not be done if the bundle is not available, MarX will develop and support the bundle sales function as a contract, which will allow for transactions such as the sale of the artist's work in chronological order or the sale of concert tickets of famous rappers in large batches.

[Fractional Swap]

A Fractional Swap is a kind of derivative swap contract that allows owners to trade one NFT by splitting it into desired quantities. For easy accounting, let's say you split the ownership and distribution rights of commercial buildings in a

city center and publish and distribute them in NFT. The rent and value measured by floor will vary, and if you split it enough, you may benefit from NFT, but there may be many reasons why it will not. In this case, splitting and trading the issued NFT can be a means of amplifying value for both owners and market participants.

The advantages of the Fractional Swap contract areas follows:

- it can amplify liquidity and volume.
- Get real-time valuations and achieve high marketing benefits. (Especially for NFT, which is too expensive to own 100% or has fewer transactions)
- You can involve more people with less monetary burden. This will eventually expand the entire ecosystem and increase demand and prices.
- You can trade and collect a variety of them for less.
- A real decentralization of ownership takes place.
- Creators can transparently collect legitimate fees on the blockchain.

Anti Fake System

One of the most common problems with trading NFT is counterfeiting, as it is different from alternative tokens. MarX will build an Anti Fake System that integrates both on-chain and off-chain data to protect users, including information such as credit score, badge, and transaction record granted by ethereum address units, and all contracts of the NFT.

Collateral Manager

The unique nature of the NFT has limited liquidity. As a way to solve this problem, as important as the Fractional Swap contract is the possibility of collateralization and lending. NFT owners see and purchase the rarity and long-term value of tokens. However, we may face a lack of liquidity while living in the real world at any time, in which case there is currently no alternative but to sell, so we can only passively approach both those who wish to buy NFT or owners.

NFT Collateralized Lending is a set of smart contracts that collateralize low-liquidity NFT, such as sleeping mattress money, so that you can get a loan. Due to the nature of NFT, methods

such as Money Market Pool are highly risky and inefficient, so MarX connects creditors and debtors in the Peer to Peer format. NFT owners who wish to make a loan are free to collect a single or multiple NFT as collateral and set the amount, collateral ratio, interest rate, and loan term. Loan offers are automatically listed on Collateral Manager, and smart contracts are executed when someone who wants to lend money appears.

Escrow System

When a loan is executed, the NFT held by the creditor is escrowed on the smart contract until the loan is repaid, making it inaccessible. If the loan principle is not paid before the expiry date, the NFT will be automatically transferred to the creditor and the loan agreement will be terminated. Because NFT has unique characteristics and adheres to the escrow policy in the simplest and most obvious way, and is still lacking transaction frequency or data to apply conservative features such as Price Oracle, Over collateralized, and Stabilizing Lisk Management, we will gradually propose safeguards through governance. After all, all the processes are automatically conducted by smart contracts without anyone having to trust them through Ethereum smart contracts, so you can achieve high reliability, liquidity and cost efficiency. We expect NFT Collateral System to play an active and effective role in translating more real and digital assets into the MarX ecosystem.

5. Token Economy

Governance

Having MarX gives you the right to become a stakeholder in the MarX ecosystem and participate in the governance process.

MarX manages the on-chain voting process, where most of the tokens in the network determine the outcome of the network's critical decisions, using existing Democracy, Council, and Treasury Substrate financial frame pallets, similar to how the Polkadot relay chain is managed. Protocol or application changes, adjustments to key parameters such as fee rates, and community-based initiatives such as reward policy, new NFT

listings and NFT swap rate policy. The results of these decisions are presented in the form of stake-weighted votes on the proposed referendum.

Key components of this on-chain voting governance model include:

- **Council**

A group of elected individuals who have increased voting right. Council members can propose a referendum for the vote and reject the publicly-sourced referendum. There are ongoing elections for council members where MarX Token holders can vote for new or existing council members.

- **Referendum**

A proposal for changes to the MarX DeFi-NFT platform including values for basic application and protocol parameters, code upgrades, feature requests, or treasury proposals.

- **Voting**

MarX token holders cast their votes based on stake weights. Passed votes have a fixed delay in enactment, which gives those who disagree with the direction of the decision time to leave the network if they want to.

- **Treasury**

A collection of MarX funds that can be used by submitting proposals with deposits. All spending proposals must be approved by Congress. Rejected offers lose the initial deposit of the proposer.

About MarX Token

Our final goal is to evolve the MarX to be operated by DAO(Decentralized Autonomous Organization) by continuously distributing MarX token as a reward for liquidity supply and participation to ecosystem participants.

MarX Token is basically an ERC20-based governance token, and MarX token holders have overall influence and control over the technical changes to the MarX, as well as through voting on operational regulations. If voting can determine and influence, there are no restrictions

except in legal cases such as ownership or distribution of profits to a company or foundation, and ultimate influence and control is with tokenholders and DAO⁶. MarX Token is used as a utility as a basic governance token and application token within the MarX DeFi-NFT Platform ecosystem. Before the completion and release of the MarX DeFi-NFT Platform parachain, MarX was issued as an ERC20 token on the Ethereum blockchain. Once MarX DeFi-NFT platform development is complete, MarX Token will be a standalone native token that can be easily transferred over the bridge between MarX and the Ethereum network.

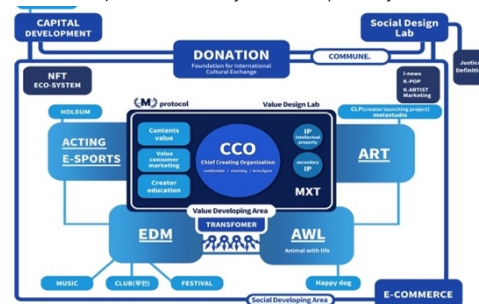
[Currently available categories]

- Modify the contract record of the MarX
- Issuance and burning of MarX Token
- Issuance Management System
- Data Storage modifications
- Swap Management System's fee scheme and method
- Whether NFT Collateral Manager applies fees and tokens
- Whether NFT Collateral Manager's securitized recognition applies Expansion/Reduction
- Works with external smart contract solutions

If a token holder presents an event that requires a vote through the community, or votes on the proposed event, the token will be locked into the voting contract during the voting period, and the lockup will be lifted after the voting period is achieved or after the voting period.

Ecosystem Domain

⇒ See also, Token Economy Partnership & Project



[Value Ecosystem of MarX Project - MetaverseSociety]

⁶ A decentralized autonomous organization (DAO), sometimes labeled a decentralized autonomous corporation (DAC), is an organization represented by rules encoded as a computer program that is transparent, controlled by the organization members and not influenced by a central

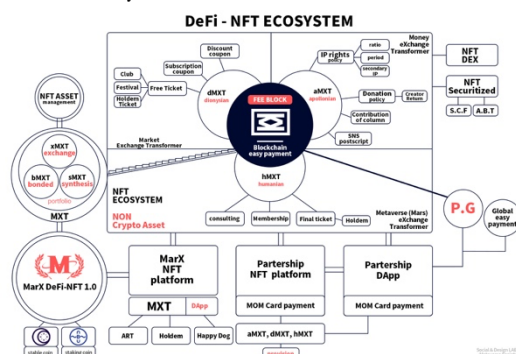
government.
(https://en.wikipedia.org/wiki/Decentralized_autonomous_organization#See_e_also)

- Donation
- Copyright of Arts : music/artwork, antiques, (celebrity) portrait rights, concert/activities/events, etc.
- RealEstate (Real Estate)
- Pet Economy
- PG(PaymentGateway), Blockchain Easy Payment
- Game, e-Sports, Brain Sports
- etc.

Ecosystem Biz Model with MarX

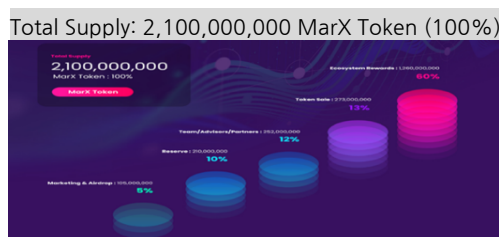
MarX DeFi-NFT platform users can get MarX Token through MarX's unique staking method through PG Terminal and Banking Terminal. In addition, MarX Token holders will also acquire MarX-ETH MLP (MarX Liquidity Providers Token) by supplying MarX and ETH pairs to the liquidity pool through Swap Dex in the AMM (Automated Market Making) method to create sustainable and monetary profits. MarX will support DApp construction to users who wish to issue NFTs in a unique and new market, and will implement an incentive system according to the expansion of the ecosystem. The incentive will pay MarX that can be used within the ecosystem.

MarX aims to further build a dedicated NFT issuance system and blockchain-based easy payment system to expand the business of ecosystem partners. MarX will serve as a governance token for NFT utilized within the MarX ecosystem.



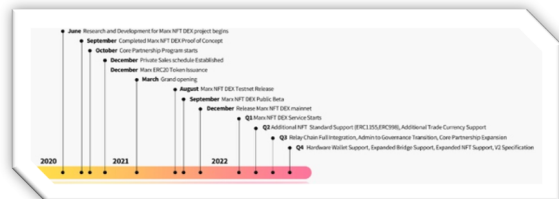
[DeFi-NFT ecosystem Biz Model - MetaverseSociety]

MarX Token Issuance and Offering



- Ecosystem Rewards : 1,260,000,000 (60%)
- Token Sale : 273,000,000 (13%)
- Marketing & Airdrop : 105,000,000 (5%)
- Reserve : 210,000,000 (10%)
- Team/Advisors/Partners: 252,000,000 (12%)

6. Roadmap



2021 1Q

Research and Development for MarX Project begins
Private Sales schedule Established
MarX ERC20 Token Issuance
Core Partnership Program starts

2021 2Q

Core partnership PG/global easy payment
Published Website & Governance Forum
Grand open MarX NFT Marketplace
Completed permissioned utility NFT Issuance Management System
Completed NFT SwapDEX

2021 3Q

Completed Data Storage System
Completed Swap Management System

2021 4Q

Built MarX TERMINAL
Support DAO Governance Framework
Built Anti Fake System
Completed NFT Collateral System
Support Liquidity Mining Program

2022 1Q

Support Custodial Version of MarX Project
Core Partnership Expansion

2022 2Q

Additional Trade Currency Support
Integrated with 3rd Party Platform

2022 3Q

Integrated with Worldwide Financial & Fintech Company
Smart Contract Expansion (Deposit Pool)

2022 4Q

Smart Contract Expansion (Option, Interest Rate Swap)
Launched MarX NFT Index

7. Team / Partner / Advisors

Jin Renyong/President/UniversalStar Limited



Served as CEO of Daqing Zhenhuan Fuel Oil Co., Ltd. (Sino-foreign Joint Venture), Harbin Jiayue Electronics (Sino-foreign Joint Venture) Co., Ltd.

Served as a trade representative of the Republic of Korea to the China-Arab Federation of Science and Technology (One Belt, One Road Project Group), etc.

Has conducted a number of business consulting and business in Korea and China, including a contract with UnionPay for “Korea-China B2B electronic trade secure settlement service”

David Kim/CEO/MetaverseSociety



Serve as CEO of Metaverse Society, IT consulting agency. Served as LG Group Webmaster Manager, etc.

He has been advising on a number of government agencies, including the Korean Broadcasting and Communication Standards Deliberation Committee, and has been consulting with public institutions such as Korea Tourism Organization, and KOTRA with large corporations such as Samsung Electronics, and Hyundai-Kia Motors since 1999, and China-related Unionpay. B2B electronic trade safe settlement agreement, nuclear safety technology transfer consulting, etc. He lectured at Kyungsung University. Graduated from the University of Seoul in Computational Statistics and completed the highest degree course at Sogang University Graduate School of Technology Management.

- Awarded, Minister of Foreign Affairs (2020)
- Awarded, Gyeonggi Governor Award (2020)
- Awarded, Minister of Public Administration and Security (2011)

Jay Baek/Technical Advisor/INBLOCK



He is currently vice president of INBLOCK, a Hyperledger blockchain specialty company. IBM global's Think2019 speaker. Hyperledger fabric specialist.

Speaker of ibm korea blockchain security conference. Served as a Network Engineer at '11th Street' Singapore.

Louis Kim/PG Affiliate Partner/FORSPAY



Support various cross-border payment solutions in global payment ecosystem by collaborating and alliance with overseas PSP partners as well as Card Brands, local card companies and main PG (PSP) companies in Korea.

Current:

– Director of FORSPAY Co., Ltd

Provide consultation to domestic PG(PSP)'s on overseas payment business projects and offer overseas payment solutions to local companies.

– Director of Singapore PSP's Korea branch.

Samsung Card – Product Development and FDS.

GalaxiaMoneytree – Overseas/domestic Card business PM.

InfoBan – General Manager of Payment Gateway department.

NHN KCP – Overseas & Domestic Corporation Business manager.

Cyrexpay – General Manager of Payment Gateway department.

YiChul Sheen /Art Affiliate Partner/SEOUL13



Hongik University Graduate School, MFA, PhD University of Washington, School of Art, MFA Assistant Professor, Seoul National University of Science & Technology

Vice-Director, Hongik University Ceramics Research Center Adjunct Professor, Hongik University Part-time instructor, Ewha Womans Univ. Solo Exhibition 21 times, Invitation Exhibition 52 times, Group Exhibition 11 times

MuLim Park/Art Affiliate Partner/SEOUL13



California Institute of the Arts, Art program, MFA, BFA Steering committee member of The Seoul Foundation for Arts and Culture(SFAC) Director of

Alternative Space Jungdabang Project Non-Executive Board Member of Chungmu Arts Center Member of committee of Mullae Art Space

SangKi Gwak/Affiliate Partner/HappyDOG



CEO kenny & co., Ltd.
Advisor, Korea Content
Promotion Agency, Evaluation
Committee Member, Korea
Development Association

ZDF Enterprises GmbH Korea Representative,
Disney Educational Productions Asia 7 countries
Representative, Warner Bros. International
Television Distribution Korea Representative

- KBS "1 VS 100" Format Consultant 10 years
- SBS "Law of the Jungle" Plan
- Format planning and production of SBS "Kim Yeon-a's Kiss & Cry"
- 2002 Minister of Culture and Tourism Award
- 2015 Minister of Science and Future Creation Award

Eddi Kim/Advisor for Global Expansion/ICCF



Director of ICCF (International
Cross Culture Foundation)
UIA (Union of International
Associations) International
Activities at Korea Headquarters

President, Korean Academy of Clinical Health,
Korean Institute of Clinical Health, Director of
International Cross Culture Foundation, USA
Professor of Philosophy, Carline University, USA
U.S. International Licensing Research Solutions,
LLC FDA Research Representative
Chairman of A.S. Group Co., Ltd., Chairman of
Global Global Daily Press
Member of the Government Commendation
Committee of the Organizing Committee of the
Korea Social Contribution Awards

Lai Dung Jing /Advisor for China Expansion



He is serving as the governor of
Beijing Zhongzheng Excellence
Management Advisory Co., Ltd.,
and provides financial settlement
services to 360 companies, Sichuan
Changhong Group (四川长虹集团), Chinese
architecture, etc.

As a listing advisory service, we provide advisory
services for listing in Hong Kong by helping
political real estate and heavy real estate
(中梁地产). Major partners include Goldman

Sachs, Citi Universal Finance, Deutsche Bank,
Standard Chartered Bank, Black Stone Fund,
Tiger Securities, Kuneun International, Nongun
International, Haitong International, Daedang
Finance, Young Hwang Finance, and Bugang
Finance 富强金融) and Hoten Jaekyung
(浩天财经). He served as Vice President of China
Petroleum Network (China 石油生活网), Vice
President of Zhengsang Bank, and Vice President
of Shin Heung Universal Group (新兴环球集团).

JungBaek Kim/Advisor for Communication & Development/Namdollbo TV



Served as CEO of Namdollbo TV
and CEO of JTYContac
Served as a journalist at KBC
(Gwangju Broadcasting Corp.)
through the Gwangju Broadcasting
Corporation in 1988, and served as a weekend
news anchor, Blue House/National Assembly
entry reporter, press director, and managing
director

ByungSung Lim/Advisor for Finance/Seocho



Representative Tax Accountant,
Seocho Tax Firm
As a member of the Korean Youth
Committee of the National
Assembly, a village tax accountant
in Banpo-gu, Seoul, Seocho Chamber of
Commerce, Seoul Chamber of Commerce and
Industry, an officer of the tax accountant
examination committee, a tax accountant at the
Seoul Local Taxation Association, and an
executive of the Korean Youth Taxation
Association, Dctom entertainment CFO, Woori
Card Headquarters Tax Advisory

Katherine Kim/Manager/MetaverseSociety



She has experience in planning and
operating electronic payment agent
(PG) domestic and foreign services
and easy payment projects at KG
Inicis, GalaxiaMoneytree,
WiseCare, CyrexPay, etc., and has work
experience in Samsung Card, Hyundai Card and
BC Card. Graduate School of Media Information,
Kyung Hee University

Jin Shixian/Manager/MetaverseSociety



Serve as general manager
MetaverseSocietyCompany
Served Global Trade Payments Co.,
Ltd. in charge of Korea-China B2B
electronic trade settlement service,

UnionPay contract. Has experience in China-
related, development related, and PG-related
work at companies such as NeuSoft(China) and
MMCP

Graduated from Kwangwoon University,
Department of Business Administration, Korea,
Graduated from Shenyang Normal University,
China

8. LEGAL NOTICE

MarX tokens (hereinafter referred to as "MarX")
issued by UNIVERSAL STAR LIMITED are not
intended to constitute securities or grant of any
ownership rights, units in a business trust, or units
in a collective investment scheme, or any other
regulated products in any jurisdiction.

This Whitepaper is meant to provide more
information on the MarX Token Economy and
functions of MarX and does not constitute a
prospectus or offer document of any sort.

This Whitepaper does not constitute or form part
of any opinion or any advice to sell, or any
recommendation or solicitation of any offer to
purchase MarX nor shall it or any part of it or the
fact of its presentation form the basis of, or be
relied upon in connection with, any contract or
investment decision.

No person is bound to enter into any contract or
binding legal commitment in relation to the sale
and purchase of MarX and no digital tokens or
other form of payment is to be accepted on the
basis of this Whitepaper.

Any agreement between UNIVERSAL STAR
LIMITED and you as a recipient or purchaser, and
in relation to any airdrop, sale or purchase of
MarX is to be governed by a separate document

setting out the terms and conditions (the "T&Cs")
of such agreement and no other document. In the
event of any inconsistencies between the T&Cs
and this Whitepaper, the T&Cs shall prevail.

Your eligibility to receive, purchase or sell MarX
on digital token exchanges, is subject to your
compliance with their respective terms and
conditions.

No regulatory authority has examined or
approved any of the information set out in this
Whitepaper.

No such action has been or will be taken under
the laws, regulatory requirements or rules of any
jurisdiction. The publication, distribution or
dissemination of this Whitepaper does not imply
that the applicable laws, regulatory requirements
or rules have been complied with.

This Whitepaper, any part thereof and any copy
thereof must not be taken or transmitted to any
country where distribution or dissemination of
this Whitepaper is prohibited or restricted.

Disclaimer of Liability

To the maximum extent permitted by the
applicable laws, regulations and rules,
UNIVERSAL STAR LIMITED shall not be liable
for any indirect, special, incidental, consequential
or other losses of any kind, in tort, contract or
otherwise (including but not limited to loss of
revenue, income or profits, and loss of use or data),
arising out of or in connection with any
acceptance of or reliance on this Whitepaper or
any part thereof by you.

No representations and warranties by UNIVERSAL STAR LIMITED

UNIVERSAL STAR LIMITED does not make or
purport to make, and hereby disclaims, any
representation, warranty or undertaking in any
form whatsoever to any entity or person,
including any representation, warranty or
undertaking in relation to the truth, accuracy and

completeness of any of the information set out in this Whitepaper.

Representations and warranties by you

By accessing and/or accepting possession of any information in this Whitepaper or such part thereof (as the case may be), you represent and warrant to UNIVERSAL STAR LIMITED as follows:

- You agree and acknowledge that MarX does not constitute securities, units in a business trust, or units in a collective investment scheme, or any other regulated products in any jurisdiction;
- You agree and acknowledge that this Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities, units in a business trust, or units in a collective investment scheme in any jurisdiction or a recommendation or solicitation for investment and you are not bound to enter into any contract or binding legal commitment and no digital token or other form of payment is to be accepted on the basis of this Whitepaper;
- You agree and acknowledge that MarX shall not be construed, interpreted, classified or treated as enabling, or according any opportunity to, recipients or purchasers to participate in, or receive profits, income, or other payments or returns arising from or in connection with MarX, or to receive sums paid out of such profits, income, or other payments or returns;
- You agree and acknowledge that no regulatory authority has examined or approved of the information set out in this Whitepaper, no action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this Whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- You agree and acknowledge that this Whitepaper, the undertaking and/or the completion of listing of MarX, or future trading of MarX on digital token exchanges, shall not be construed, interpreted or deemed by you as an indication of the merits of MarX or the digital token exchanges;
- The distribution or dissemination of this Whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to MarX;
- You are fully aware of and understand that you are not eligible to purchase any MarX if you are a person from any restricted locations as set forth in the Terms of Service (or equivalent document) of the digital token exchanges where MarX is listed;
- You have a basic degree of understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of digital tokens, blockchain-based software systems, blockchain technology and smart contract technology;
- You are fully aware and understand that in the case where you wish to purchase any MarX, there are risks associated with digital token exchanges and their business and operations;
- You agree and acknowledge that MarX will not be liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or in connection with any acceptance of or reliance on this Whitepaper or any part thereof by you, including in relation to:
- Nothing contained in this Whitepaper is or may be relied upon as a promise, representation or undertaking as to the future performance or policies of UNIVERSAL STAR LIMITED or MarX .Please note that this Whitepaper is also only a work in progress

and the information in this Whitepaper is current only as of the date on the cover hereof. UNIVERSAL STAR LIMITED reserves the right to update the Whitepaper and the content therein from time to time.

No advice

No information in this Whitepaper should be considered to be business, legal, financial or tax advice regarding UNIVERSAL STAR LIMITED or MarX. You should consult your own legal, financial, tax or other professional adviser regarding their businesses and operations. You should be aware that you may be required to bear the financial risk of any purchase of MarX for an indefinite period of time.

Restrictions on distribution and dissemination

The distribution or dissemination of this Whitepaper or any part thereof may be prohibited or restricted by the laws, regulatory requirements and rules of any jurisdiction.

In the case where any restriction applies, you are to inform yourself about, and to observe, any restrictions which are applicable to your possession of this Whitepaper or such part thereof (as the case may be) at your own expense and without liability to UNIVERSAL STAR LIMITED.

Persons who have been provided access to this Whitepaper or to whom a copy of this Whitepaper has been distributed or disseminated or who otherwise have the White Paper in their possession shall not circulate it to any other persons, reproduce or otherwise distribute this Whitepaper or any information contained herein for any purpose whatsoever nor permit or cause the same to occur.

Risks and uncertainties

Prospective purchasers of MarX should carefully consider and evaluate all risks and uncertainties associated with MarX, and its businesses and operations, and all information set out in this

Whitepaper and the T&Cs, prior to any purchase of MarX.

THERE IS NO GUARANTEE THAT THE FUNCTIONALITIES OF MarX, OR THAT THE MarX TOKEN ECONOMY INFRASTRUCTURE, WILL BE DELIVERED OR REALISED.

IF ANY OF SUCH RISKS AND UNCERTAINTIES DEVELOPS INTO ACTUAL EVENTS, THE BUSINESS, FINANCIAL CONDITION, RESULTS OF OPERATIONS AND PROSPECTS COULD BE MATERIALLY AND ADVERSELY AFFECTED. IN SUCH CASES, YOU MAY LOSE ALL OR PART OF THE VALUE OF MarX. IN THE EVENT THAT YOU HAVE PURCHASED MarX, YOUR PURCHASE CANNOT BE REFUNDED OR EXCHANGED

9. Token Economy – Partnership

International Cross Culture Foundation (ICCF with UIA)

<http://www.iccf.co.kr/main>

ICCF, a member of UIA's international organization

is a designated donation-designated organization approved by the Ministry of Strategy and Finance. It provides donations of used medical devices and medical supplies to the poor countries free of charge through the Ministry of Foreign Affairs, embassies, and international relief organizations, and provides medical service and cultural exchange activities. Is a non-profit foundation.

Give hope through medical services to those who don't even have the right to treatment and those in the blind spots of medical housing due to lack of medical devices!

Where service and sharing become a small light to society, we sincerely respect people and take a step forward for them.



Overseas aid through domestic used medical device and pharmaceutical donations



Global public service through ICCF sponsorship donation

Non-profit organizations focusing on cultural exchange and service



14 branches overseas and 18 branches in Korea



JoyNews24(iNews24) <http://www.joynews24.com/>

– iRequest Platform <https://irequest.net/>

iREQUEST

The star and the world communicate

- Share artists with the world**
Introduce new projects from your artists to companies around the world, including concerts, albums, and drama/film productions, and engage them.
- Collaboration with Small Businesses/Startups**
Small and medium-sized businesses and startups struggling with star marketing due to cost. iRequest is a company that coordinates with companies at a reasonable cost.
- New Artist Marketing**
Introducing stars around the world who want to collaborate with businesses, iRequest presents new opportunities for new artists.

iREQUEST

Transforming corporate marketing

- Connect with stars quickly and easily**
Anyone can easily get in touch with the stars by looking at the profiles of the stars registered in iRequest.
- Easy Star Intellectual Property Collaboration**
The iREQUEST platform enables companies and individuals around the world to collaborate on star intellectual property.
- Two-Way Project (Funding)**
Businesses and individuals can propose projects, and stars can view and directly support their projects.

HappyDOG TV <http://happydogtv.com/>

IP TV & CATV

OTT & New Media

SNS

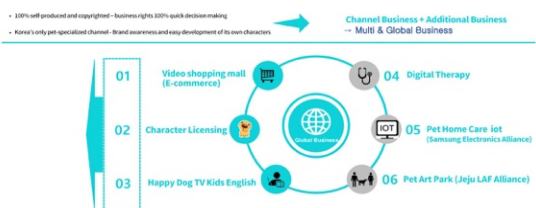
4th Glish TV No. 130: December 2015 - Real-time broadcasting starts
D-Net 120 Korea: 18th December 2014
Provided 4th No. 127: 3:30pm, June 2015
LG Uplus Home Channel: Multi-Channel Service, February 2014+

5th Live Plus: June 2017
SayLife UHD Android TV App: May 2017
SayLife TV 180: Multi-Channel Service, September 2017 - Current
Termination
World: KOD, February 2017
Happy Dog TV Set by Samsung Galaxy Tab: Multi-Channel TV September 2017
(Samsung Electronics collaboration product, TV set for dogs only)
LG Smart TV: Multi-Channel Service Launched September 2017
Samsung Smart TV: Multi-Channel Service Launched December 2017

YouTube - Promotion, Marketing KOD
Naver TV - Promotion, Marketing KOD
Kakao TV - Promotion, Marketing KOD



Happy Dog TV Channel Additional Business



DCTOM entertainment <https://dctom.lnk.to/take>

INTRODUCING
DCTOM ENTERTAINMENT

Dctom Entertainment is a company founded by experts in each field to show more creative and cool content in the artist agency and management, performance planning and production, and space design business based on electronic dance music. It is a company that studies play culture with novelty and fun as a motif, and above all, the goal of establishment is to provide pleasure and impression to consumers.

OUR VISION
CREATION & INNOVATION

The values we seek are creation and innovation. Korean electronic music will continue to serve as the vanguard of Korea's electronic dance music culture, further developing new and innovative content creation and further advancing it to overseas markets

BUSINESS
WHAT WE DO

D.C. Tom Entertainment is a new concept entertainment company that brings together professionals from all disciplines whose meaning is music and passion, and integrates each closely connected field more organically and efficiently based on a mid-to-wide infrastructure and a broad network.

Business field

Benue Consulting and BTL Planning and Operation
Paradise City Club Consulting/Banyan Tree Club & Spa Event/Club Benue Consulting, etc.

Festivals, performances - Planning and operation
Rainbow Festival/Summer Wave Festival/Supersonic/Global Gathering/ The Final Countdown/Stadium/Waterbomb, etc.

Club, Festival - Music Director and Director
World DJ Festival/Belly Rock Festival/Hyundai Card Underground/ Naver Designer Window Pop-up Day, etc.

EDM Club - Start-ups and Operations
Club Junkie/Club DA/Club Octagon/Club Base/Club Palace/Club MU-IN/ Club Techni, etc.

MUSIC PRODUCTION
Music Production
album planning/production
A&R

ARTIST MANAGEMENT
Management/Agency
Discover/Posture Newcomers
Marketing Planning

CONCERT EVENT
Performance planning
Creating/Operating an Event
Event planning/agent

GLOBAL BUSINESS
overseas tour/performance
Global Agency
Overseas cooperation project

VENUE CONSULTING
Performance planning and operation
stage consulting
Design and video consulting

Investment
Production
Cost
Profits
Distribution
Performance
Composition Publishing
Performance marketing
Profit generation
Rising awareness

MU:IN https://www.instagram.com/muin_seoul/

Meet Unusual : Infinite Neo-oriental!

MUSIC PROJECT : Dancers
THE ONE AND ONLY VIBES OF MU:IN

LIVE STREAMING
YOUTUBE CONTENTS

MAPLI.

마플리(MAPLI) : My Playlist
EDM platform where artists and users meet online

- Mobile radio-style bi-directional communication, not just one-dimensional dj play
- dj live and recorded broadcasts in various locations
- Special lectures by top dj and producers in Korea
- Extended as a perform performance platform and used as offline performance contents
- Meeting with users through their own concerts and festivals

GOODS PROJECT : MU:IN x DO THE DANCE
THE ONE AND ONLY VIBES OF MU:IN

ILLWOL SUNSET BEACH

https://www.instagram.com/illwol_jeu/

Name 일월(日月) Sunset Beach

Location 56-1, Aeneoldukoro-gil, Aeneol-eup, Jeju-si, Jeju

Operating hours MON TO SUN 10:00-02:00

Theme Keywords Sunset, Aeneol, Beach, Cafe, Moody, Café, Coast, Trail, Scooter, Brunch, Hot Place, Landscape, Drive, Healing

SNS https://www.instagram.com/illwol_jeu/

OUR ILLWOL contents

01. Music
Top level trend music made by domestic and foreign artists with the size of the space to focus on the music. A place where everyone who wants to be free, enjoy, and feel new experiences.

02. Flagship Store & Lounge
Flagship Store & Lounge with theme, fun to visit

03. Music Curation
Mongpang's own music is organized and distributed so that all listeners can listen to live in any space. We hold a big party every month, produce content in real time, and continue viral marketing through SNS.

04. PUB
In addition to liquor sold at other restaurants in Jeju Island, signature liquor is provided to induce constant consumption.

SEOUL13

<https://www.3rdpl.co.kr/>

AO 서울 일월

OUR ILLWOL contents

01. Music
Top level trend music made by domestic and foreign artists with the size of the space to focus on the music. A place where everyone who wants to be free, enjoy, and feel new experiences.

02. Flagship Store & Lounge
Flagship Store & Lounge with theme, fun to visit


03. Music Curation
Mongpang's own music is organized and distributed so that all listeners can listen to live in any space. We hold a big party every month, produce content in real time, and continue viral marketing through SNS.

04. PUB
In addition to liquor sold at other restaurants in Jeju Island, signature liquor is provided to induce constant consumption.

Competence

Our experience as the first generation of a global payment field and outstanding expertise in e-payment industry can be described as we are well-prepared to provide our customers with an excellent and efficient payment service, being tailored to each need from them.

Core Competence

Offering Customized Payment Solution	<ul style="list-style-type: none"> Our payment solution which is qualified itself for customized system, and global PG experience as the first generation in global market will be a steppingstone for the next big push.
<ul style="list-style-type: none"> Cyrexpay offers self-developed software solution to our customers. This helps us to manage each system more intensively and keep it from any risk issues. 	Exceptional Software Development Technologies
	Experience in Global PG & MCA
	

Main Performance

The first generation of a global payment field
- Supplying payment solution itself to Japanese company
Build up Internal - External Firm-banking system
- Supplying to over 30 companies in insurance and card businesses
E-Finance solution development and operation
- Operating internal PG system and prepaid payment method
PG Customizing Service
- Offering customized online PG system
Development & Operation on total payment platform
- Payment platform for e-Wallet, restaurant reservation, delivery service
MCA, Alternative Payment
- Global payment business

We support SIMPLE, EASY and DIVERSE payment solution.

DOMESTIC		GLOBAL		
C3PAY	PAY2ME	Global Card Acquiring	Alternative Payment	Multi Currency Acquiring
<ul style="list-style-type: none"> Card payment service Covering K-local cards only Payment available via WEB / APP / API Integration 	<ul style="list-style-type: none"> Simple payment service (Application) Payment over link / QR 	<ul style="list-style-type: none"> Support Global Card MID issuing Mediate VOC Manage Chargeback 	<ul style="list-style-type: none"> Diverse alternative payment methods from worldwide Customer can make payment without card if the one has an account in supported alternative payment methods service 	<ul style="list-style-type: none"> Sell goods and services priced in various currencies, and receive funds settlement in their original sale currency Reduces shopper disputes over exchange rates

CyrexPay guarantees the greatest possible penetration of its payment services to the world beyond Korea.

Competitiveness

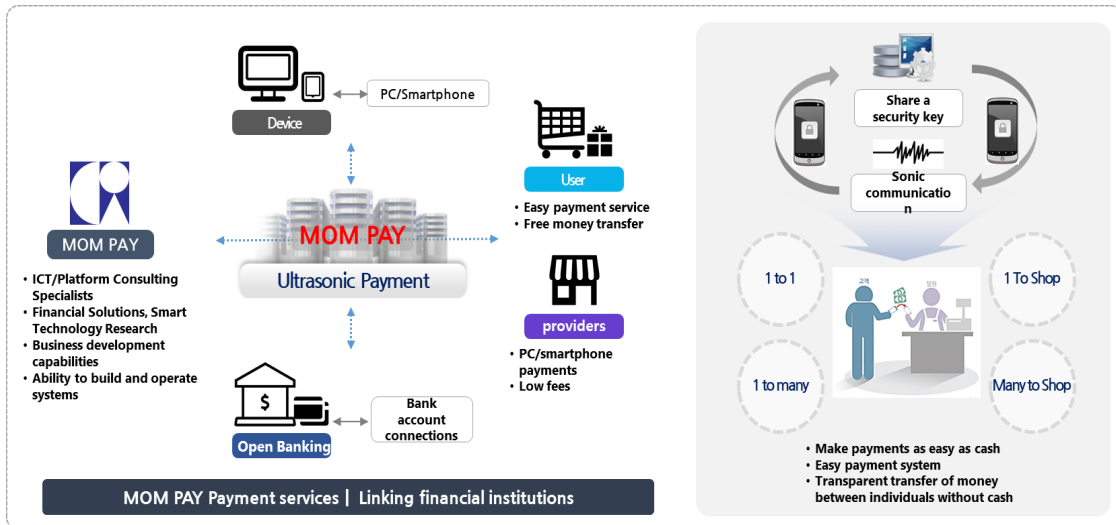
Customized Solution Development
Compete on customized service through 1:1 business consulting and offering the best payment solution on sales management
Global Payment Business Experience
Throughout the ages of Global Payment, we have been developing and offering competitive PG service and solution to overseas
Stable Sales Network
Securing an exclusive contract with enterprise and government agency to expand a stable sales network



Direction

Overall Payment Platform
Expanding a stable sales network and cultivating overall payment platform through customizing each merchant payment solution tactically
Domestic Targeting Niche Market
CyrexPay
Secure Blue Ocean Market Overseas
Global Payment Business
Constructing the optimal portfolio focusing on Blue Ocean payment market; business on MCA & Alternative payment service

10. Token Economy – Project : MOM Pay



Industrial Trends



Continued growth in non-cash payments

According to a recent report by Boston Consulting Group, the total number of transactions, transaction amounts, and transaction revenues of non-cash payments worldwide will more than double in 2020 to \$789.4 billion, \$782 trillion, and \$49.2 million, respectively.



Expanded non-face-to-face currency value movement market

With the impact of the spread of the new coronavirus and advances in fintech technology and cloud computing technology, we expect to gradually move to Unact, the Cashless Society, and "a society that moves and pays monetary value without cash."



Increased utilization of non-cash payment methods in South Korea

According to cashless payments (non-cash payments: credit cards, online payments, electronic money, etc.) payments in major countries surveyed by the Bank of Korea, Korea has a high non-cash payment ratio of 80.2% (as of 2018), and the use of non-cash payment methods is expected to gradually increase with the commonization of various mobile payment services and digital currencies.

