

MABC

Ecosystem for art & content

Whitepaper Ver 1.1

By MABC PTE. LTD. | Jul, 2022

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1

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Disclaimer

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7

You will and shall at your own expense ensure compliance with all laws, regulatory requirements and restrictions applicable to you on the matters including but not limited to the exchangeability of [Coin] and taxation on the acquisition or sale of [Coin].

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Disclaimer

Investment risk

The [Company] notifies buyers of various kinds of risks, including the risk of [coin] loss of purchase price. All information in the Whitepaper is provided "as is", without any warranties of completeness, accuracy or timeliness. Purchasers' [coin] purchases imply that the user was aware of the risk of [coin] at the time of purchase.

1. Blockchain risk

Transactions may be delayed or not executed in times of high congestion of the blockchain or big volumes of confirmations. The smart contract governing the issuance and distribution of [coin] is based on the Ethereum and Polygon blockchain. At this time, various errors on Ethereum or Polygon protocols such as bugs that cause losses in [coin] may occur. Any purchaser of [Coin] must be aware that any material damage may arise.

2. Personal information risk

[Company] may request personal information for the security of users' electronic wallets. Users should be aware that personal information leakage due to personal negligence or security breaches of the [Company] may result in the loss of [coin] in electronic wallets.

3. Security risk

Like all other cryptocurrencies, [Coins] are vulnerable to mining attacks such as the "Double Spend" or "51% attacks." Any security threats or attacks including but not limited to the forementioned attacks may cause financial losses.

4. Crypto wallet compatibility

Users must ensure that the wallet of their choice is technically compatible with [Coin] for purchase and storage of [Coin]. If users use other wallets than notified in our list, the users must understand in advance that [Coin] purchased from [Company's Service] may not be available and that [Company] shall not be liable for this at all.

5. Force Majeure risk

The [Company's Services] are still under development, and [Company] will try to develop and maintain the services in accordance with what is written in the Whitepaper, but details are subject to change without notice. In no event shall the [Company] liable for liquidated damages or value reductions due to any force majeure factors affecting [Company's service]. These include but are not limited to:

- (1) Changes in regulations, licenses, and taxation policies related to [Coins]
- (2) Launch of platforms or related open sources to compete with [Company]
- (3) Lack of market interest in [Company's services] and [Coins]
- (4) Other unavoidable events that will cause losses to [Company]



01

Abstract

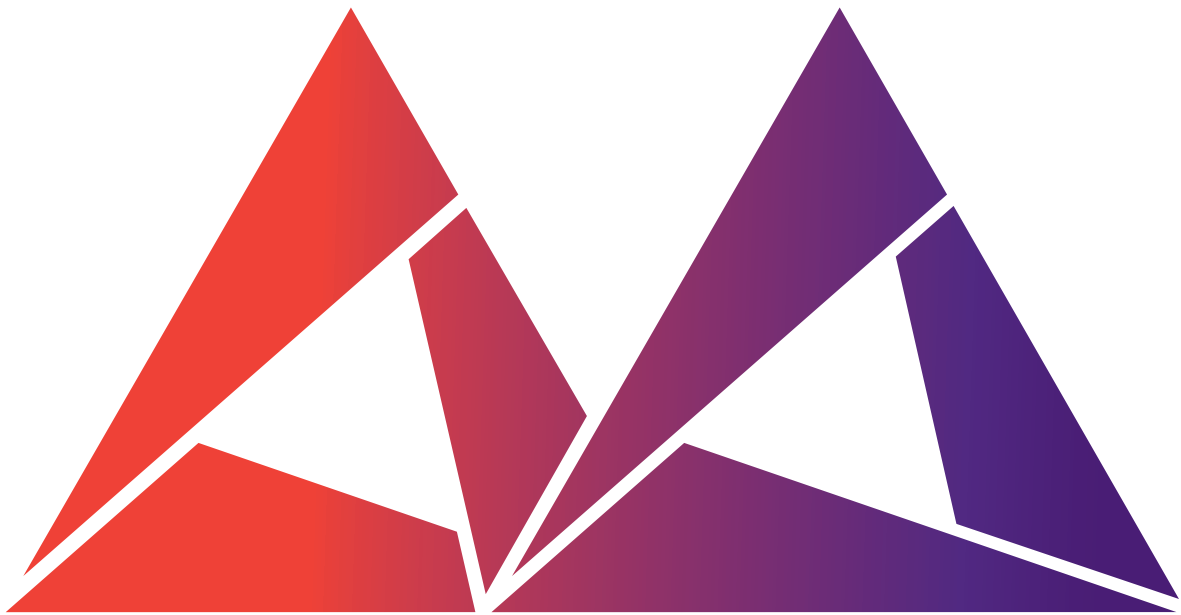
01

Abstract

“Despite the huge revenue streams of content, the vast majority of creators are even struggling to make ends meet.”

01

Abstrack



The 4th Industrial Revolution has innovated the way of utilizing contents such as video, music, and art. Nevertheless, most creators have difficulty making ends meet until their works become popular. Even with commercial success, the unfair distribution of revenues remains as a core issue among creators. Consumers spend money, allow advertisement exposure and consume secondary products for their favorite artworks and contents. However, it is hardly known how much of your consumption goes to the creators.

With utilizing metaverse and blockchain technology, the MABC project seeks to innovate the cultural content industry ecosystem to be centered on creators and consumers by introducing a transparent and fair implementation of the entire process from producing and consuming the contents to distributing revenues through NFTized content and smart contracts in real world and metaverse.

This document introduces the MABC Blockchain Platform (hereinafter referred to as "Company's Services") that utilizes blockchain technology on the cultural industry and explores how to innovate contents creation, ownership and utilization of contents.



02

Executive Summary

02

Executive Summary



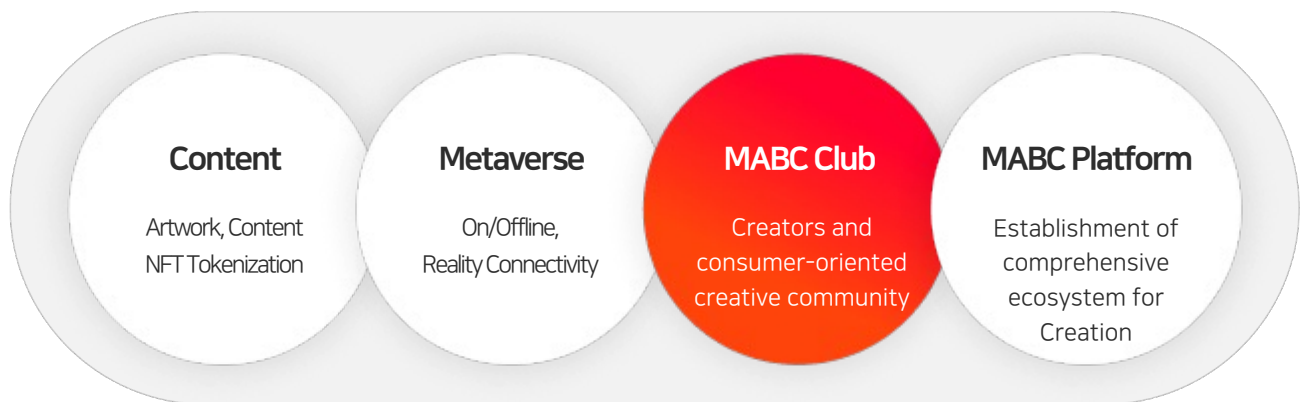
Art and content creation ecosystem

[Company's Services] seeks to create an innovative cultural platform ("MABC Club") by leveraging blockchain technology. The MABC Club allows you to support creative activities in a variety of ways including sponsorship, donation and investment, to transfer ownership, copyright, etc. of content, and to make transparent settlements of profits.

The MABC Club is an open platform for anyone including creators, consumers, investors, technology providers, and content providers. The MABC Club avoids certain participants from dominating the platform with exerting so much influence on the platform. The Platform is designed to encourage participants to develop a transparent and fair ecosystem while supporting and checking in with each other. It implements a content ecosystem where everyone can cooperate by establishing a system where participants share the benefits generated through the platform and impose penalties for acts that harm the common interests of the platform and pursue only the interests of a particular subject.

02

Executive Summary



Innovative Content Services

MABC supports both online and offline content creation in a future metaverse environment where the boundaries between the real and the virtual worlds are blurred. MABC supports an integrated content environment in which one content is utilized not only in the real world, but also in a variety of digital media. Tracking consumption of digital content is relatively easy. In particular, blockchain technology enables a transparent tracking process of consumption of content and settlement of profits. On the other hand, tracking the content consumption and settling profits in the real world are way more difficult with digital technology alone. MABC implements and delivers its own technologies and systems to address this problem.



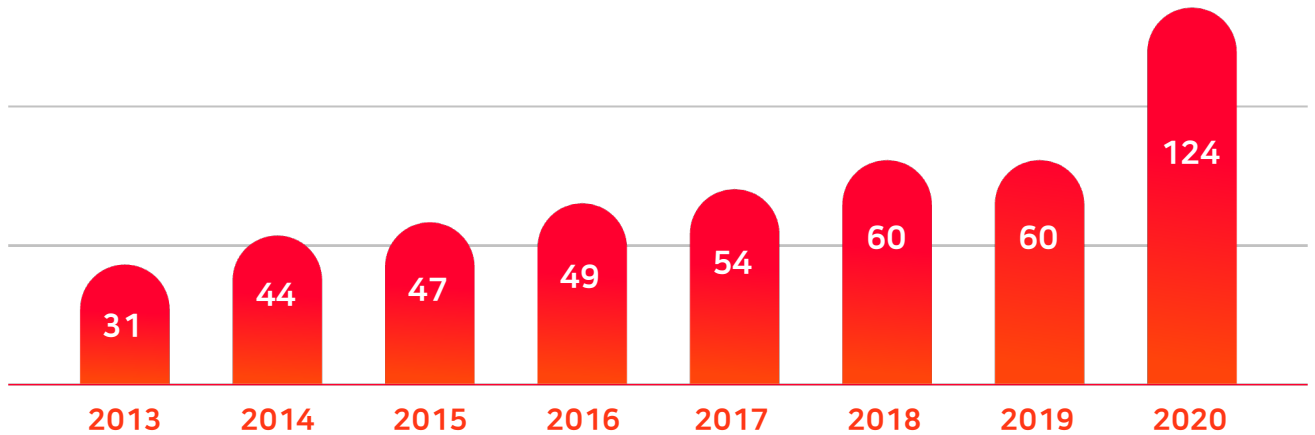
03

Market Overview

03 Market Overview

- Number of online art markets

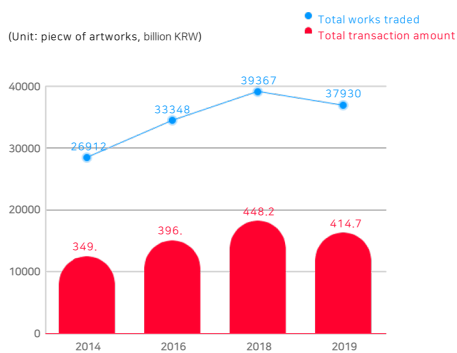
(unit : 100 million dollars)



1. ART Market

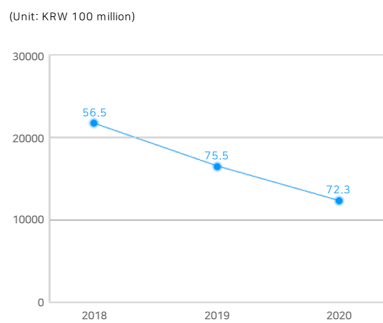
The number of art markets, whose growth slowed down in the last eight years, has recently increased significantly with significant public attention. Considering the rapid growth of the art investment using NFTs in 2020, the market is expected to grow even further.

Current state of art market in Korea



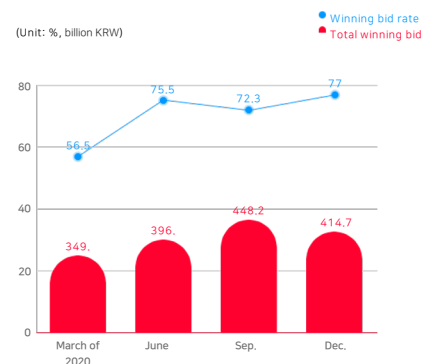
Source: Art Management Support Center

Sluggish auction market



Source: Total winning bid by the Korea Art Market Appraisal Association

Recent boom in auction market



Source: Art Management Support Center

2. Market Recovery

The art market, which had slowed down somewhat, is expected to recover after the COVID-19 pandemic, and this has been confirmed from the recent strong auction market.

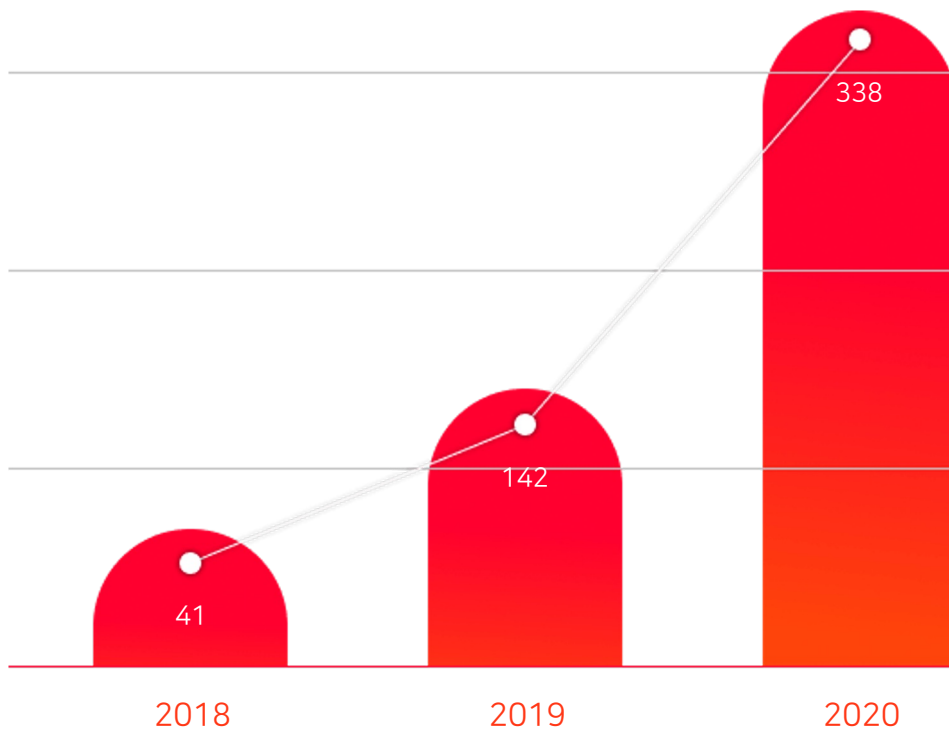
03 Market Overview

3. NFT Market

Due to the recent increase in new concept art technology products, such as selling copyrights as NFTs, the art auction market has attracted the attention of MZ generation and transactions have soared.

Growth of the NFT Market

(Unit: million USD)



Source: : Nonfungible.com

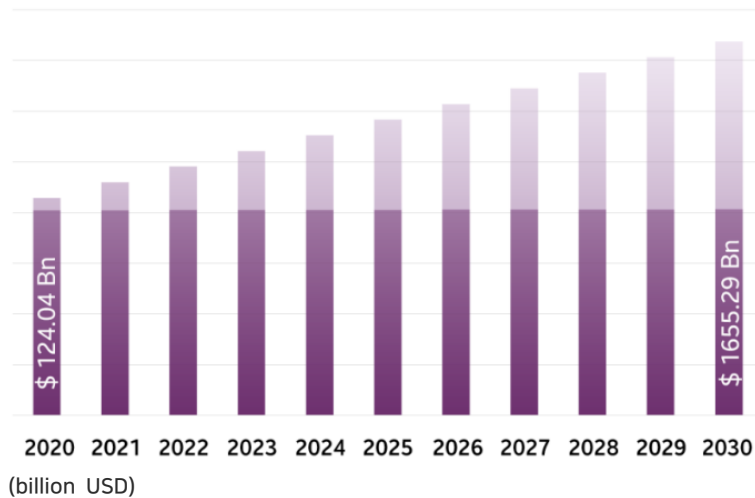
03 Market Overview

4. Metaverse Market

As the non-face-to-face culture has been introduced and spread due to the Pandemic situation, interest and participation in Metaverse have not cooled down. Commercial service and technology-based development by Big Tech operators continues, and specialized metaverse driven by small companies is also accelerating development and commercial services in each professional area.

Global Metaverse Market Forecasting

Market forecast to grow at a CAGR of 38.25%



<https://www.strategicmarketresearch.com/market-report/metaverse-market>



However, since games and social-based metaverse is still the major trend, the major revenue is generated from item sales and advertising, but it is expected to expand to profit models linked to real services as the business model expands.

In addition to the general metaverse profit model, [Company] wants to diversify its revenue streams by exhibiting, performing, and distributing revenue to participants through MABC Club.

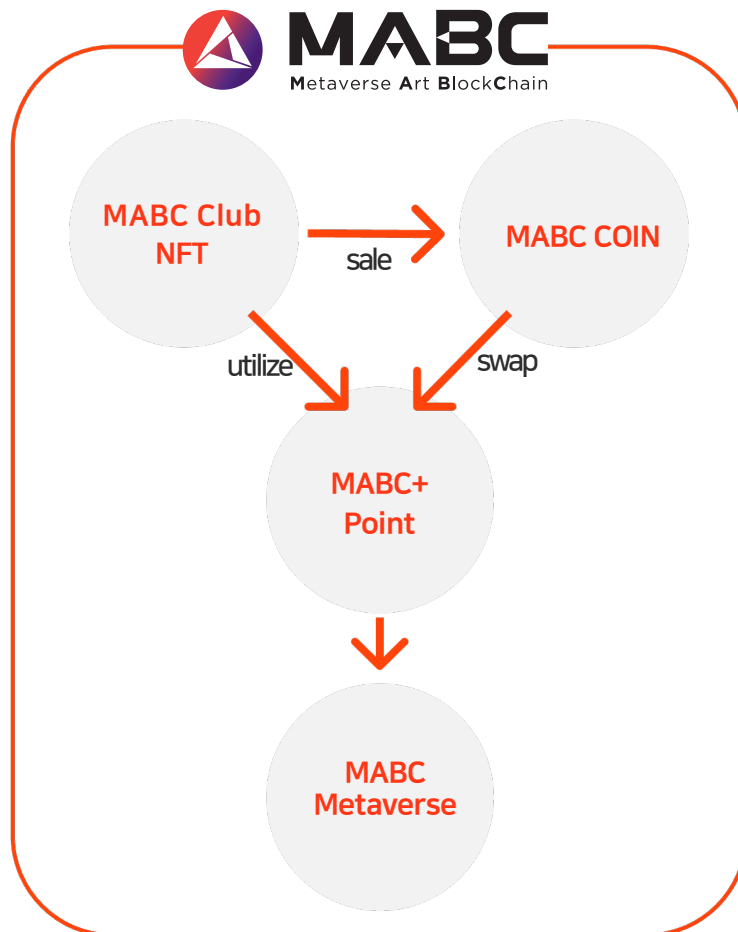


04

Business Model

04

Business Model & Logic

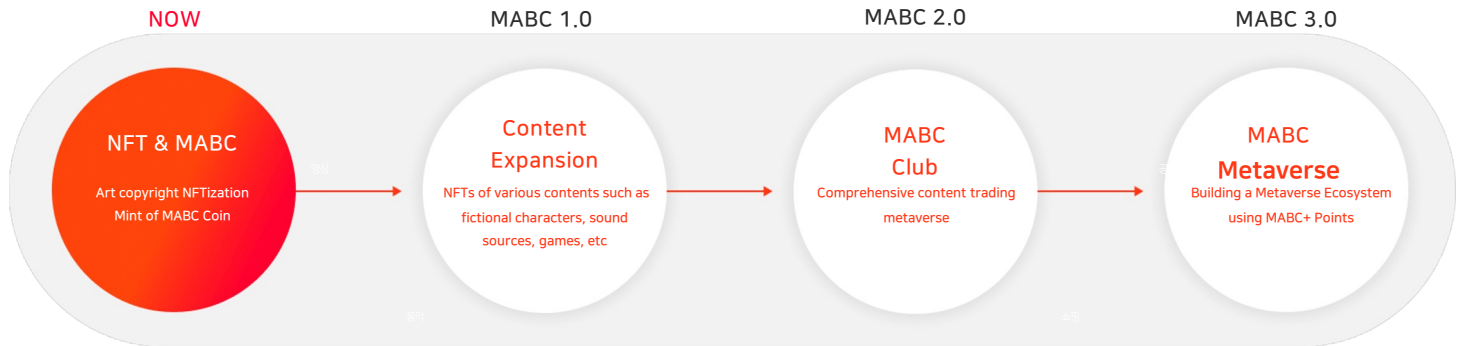


[Company's Services] is a comprehensive system for managing investments in each generation of content. For example, users can purchase ownership, copyright, etc. of content such as art, video, and sound source from MABC Club in the form of NFTs, and freely trade NFTs with Point Coins within the [company] system. In addition, users can swap MABC coins with MABC+ points to make other transactions or use services such as currency exchanges. Consumers should purchase MABC+ points in cash or purchase MABC coins and swap them with MABC+ points to purchase the content. Therefore, the entire process through which the content is created and consumed contributes to the increase in the value of MABC coins.

Since the MABC platform is an open platform, tokens and coins can be traded freely through external marketplaces or exchanges.

04

Business Model & Logic



The [Company] will open a new paradigm in cultural content business by leveraging blockchain and metaverse. Starting with minting the Namgwan's works as NFTs, the [Company] also issued the MABC Coin and list it on the external (scheduled) as well as its own exchanges to be traded. The next steps are as follows:

MABC 1.0 is an extension of NFT contents. Currently, the [Company] owns hundreds of copyrights on artworks, music and fictional characters. In addition to the assets we have, we will secure as much contents as possible and thus, showcase our platform as the most advanced and comprehensive exchange for content NFTs.

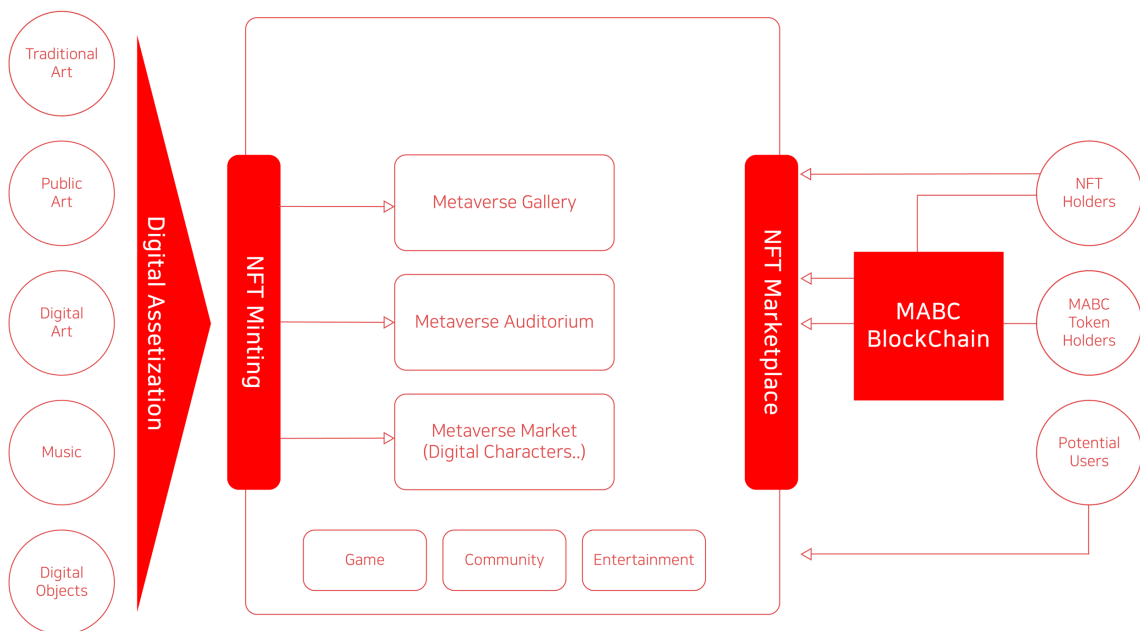
MABC 2.0 is the MABC Club, a comprehensive metaverse platform for trading the MABC contents. The [Company] has already secured the world's first VR technology for three-dimensional experience without using a separate wearable device. We are also developing a metaverse platform to utilize contents and technologies. At MABC Club, artists can create their own artworks at their individual exhibition halls, and the platform offers a variety of business models for profit generation through a square for advertisement, contents auctions, and pet shops. It also plans to provide immersive metaverse exhibition hall services that are different from other metaverse exhibition halls that can provide brand identity of MABC Club.

MABC 3.0 is a MABC metaverse that allows the MABC Club to provide a more extended user experience. MABC metaverse will attempt to connect and expand with various external metaverses as well as self-built metaverse. We will implement a metaverse ecosystem where new users can continue to flow into the MABC Club by providing various contents of the MABC Club to external metaverse. In addition, the scope of the service will be expanded to provide a variety of user experiences and implement an expanded profit model based on them. It will diversify its profits through various service models such as a plaza where advertisements can be posted, a content auction house, metaverse games, and concert-like NFT art shows.

04 Business Model & Logic

4. MABC NFT Platform Business Platform

The main business model of MABC NFT Platform is based on sales revenue generated from exhibiting and trading NFTs. NFTs minted from a wide range of Intellectual Properties including traditional works of art, popular works of art, digital art, sound source, copyright and etc. are displayed on a metaverse space and traded at the marketplace. By attracting more users to the platform through exhibitions, concerts and performances on metaverse, it lays a foundation to explore additional service models such as games, commerce, communities, and entertainment and to expand them into profitable businesses models.



01. NFTization and sales of platform-owned IPs such as copyrights of traditional/popular artworks, digital works, and sound sources
02. Additional services such as games, commerce, communities, and entertainment through the influx of users into the metaverse space
03. Fees for NFT sales and transactions through NFT Marketplace
04. Registration fee and transaction fee for NFT Minting

The platform earns fees from NFT minting and trading via an independent marketplace where creators can NFTize their work.

Due to the nature of artworks and music sources, secondary contents such as exhibitions and performances should be held to encourage users to enjoy and own the artworks, and MABC Metaverse serves as an important channel to attract potential buyers and investors. In addition, MABC Token, as a medium of exchange for NFTs in the metaverse, serves as an important asset in our Token Economy.



05

Ecosystem

05 Ecosystem



01 Creator

Creates and supplies works and content and receive royalties.

02 Investor

Invests NFTs and receive profit allocation.

03 Platform

Operates the MABC Club and Metaverse and receives platform usage fees.

04 Tech & Service Provider

Provides technology or services on MABC Club and metaverse and receive rewards.

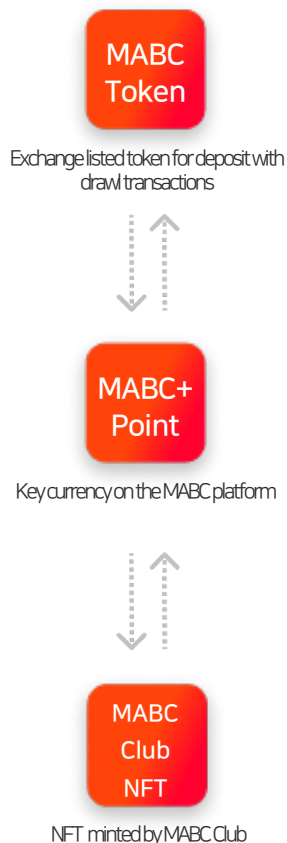
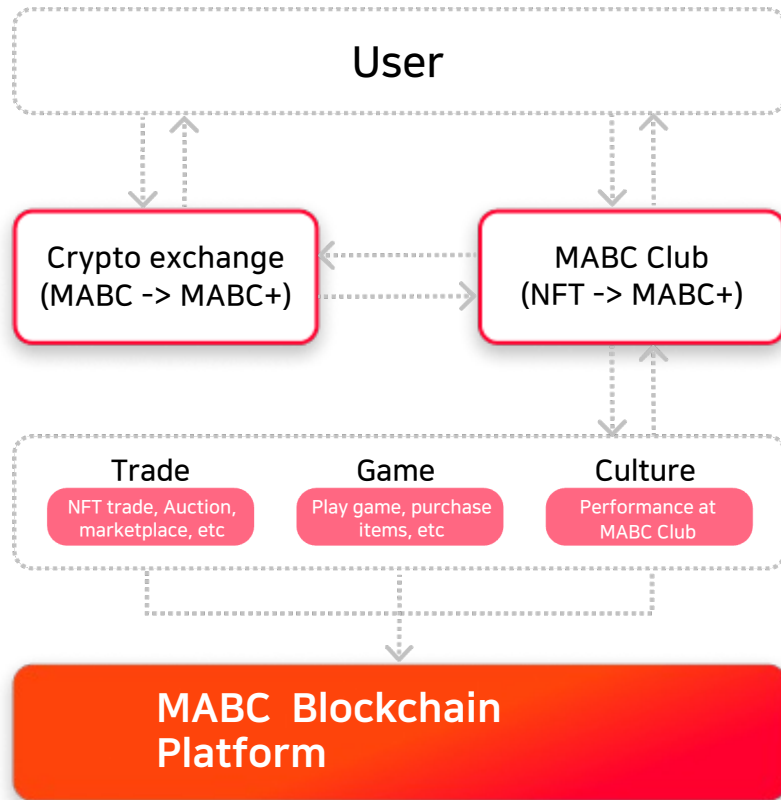
05 Oracle

Performs data verification to connect the metaverse to the real world and receives rewards.

06 Consumer

Brings cash into the ecosystem by spending on content, secondary products, advertising, etc.

05 Ecosystem



- 1 The user base consists of artists and users interested in culture, art investment and entertainment
- 2 Get MABC Token listed on cryptocurrency exchange
- 3 Based on MABC+ point (key currency in the MABC platform) and MABC Club NFT, various services will be provided in DApp (NFT trading platform, artist auction and market, games, performance, and music businesses).
- 4 Data based services such as recommendations for customized contents or shopping will be enhanced and diversified through incorporating big data accumulated on the MABC platform into each service.



06

Technical overview

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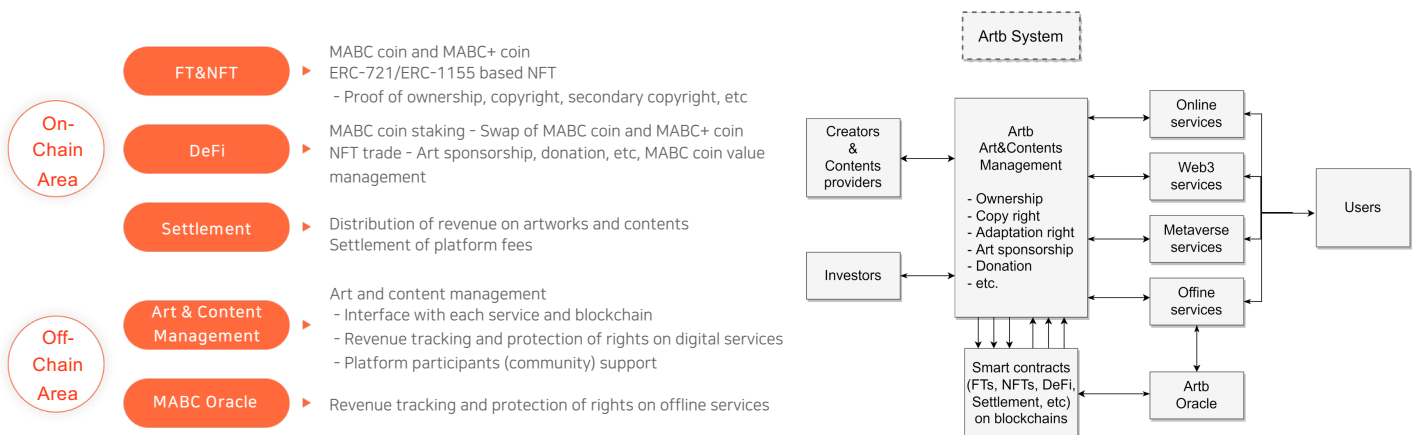
Technical overview

1. System structure of MABC Blockchain Platform

[Company] issues a certificate of ownership or copyright of an artwork and content as a non-fungible token (NFT) on the blockchain and supports transparent revenue settlements for platform participants via MABC Coin, MABC+ Coin and Revenue Settlement smart contracts. The MABC platform provides an interface between blockchain and external services and an integrated technology to protect profits and rights of platform participants.

The MABC platform provides the following key technologies:

01. Technology to protect and prove rights such as ownership and copyright of content
02. Technology that transparently and fairly tracks the flow of funds throughout the entire process of producing and consuming contents
03. Technology that supports contents to be used in conjunction with various online and offline media and services
04. Technology that enables convenient and safe consumption and investment of contents for platform participants



06

Technical overview

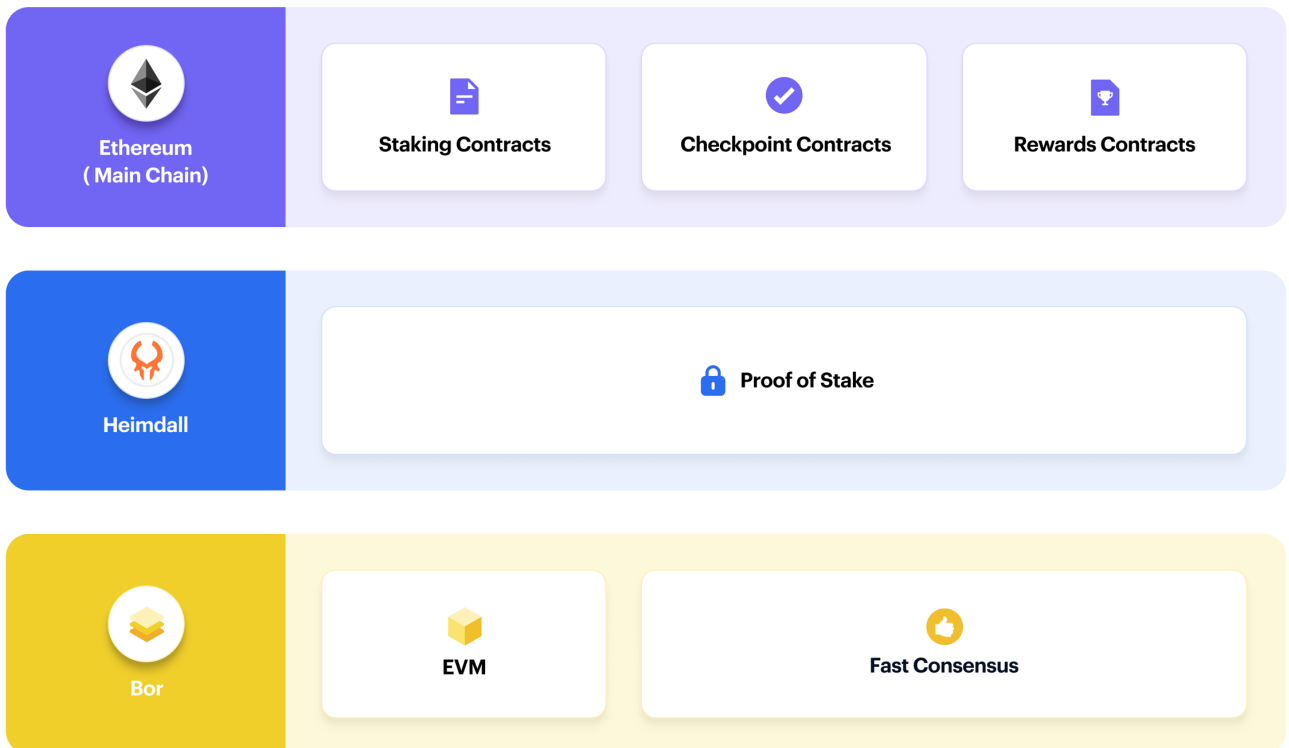
2. Mainnet for MABC Platform

The blockchain mainnet for [Company's service] is in a hybrid form of Ethereum and Polygon blockchains. The smart contracts on the MABC platform are implemented either in Ethereum and Polygon, sometimes in both or one of each based on needs.

Users can store and trade assets on Ethereum for security and compatibility with centralized exchanges. However, frequent transactions or latency-critical applications are implemented on Polygon for reducing gas fees and delays in transaction latency. Platform participants can store and trade assets on the blockchains of their choice, depending on their purposes or needs.

To ensure the scalability and openness of the MABC platform, we will review and apply various cross-chain solutions including not only Ethereum and polygon but third mainnets. As the blockchain markets and technologies evolve very rapidly, we will not depend on specific mainnets but continue our technological improvement and application.

In the long run, we will enhance the scalability and openness of our platform to be compatible with other art blockchain projects implemented on any mainnets.



06

Technical overview

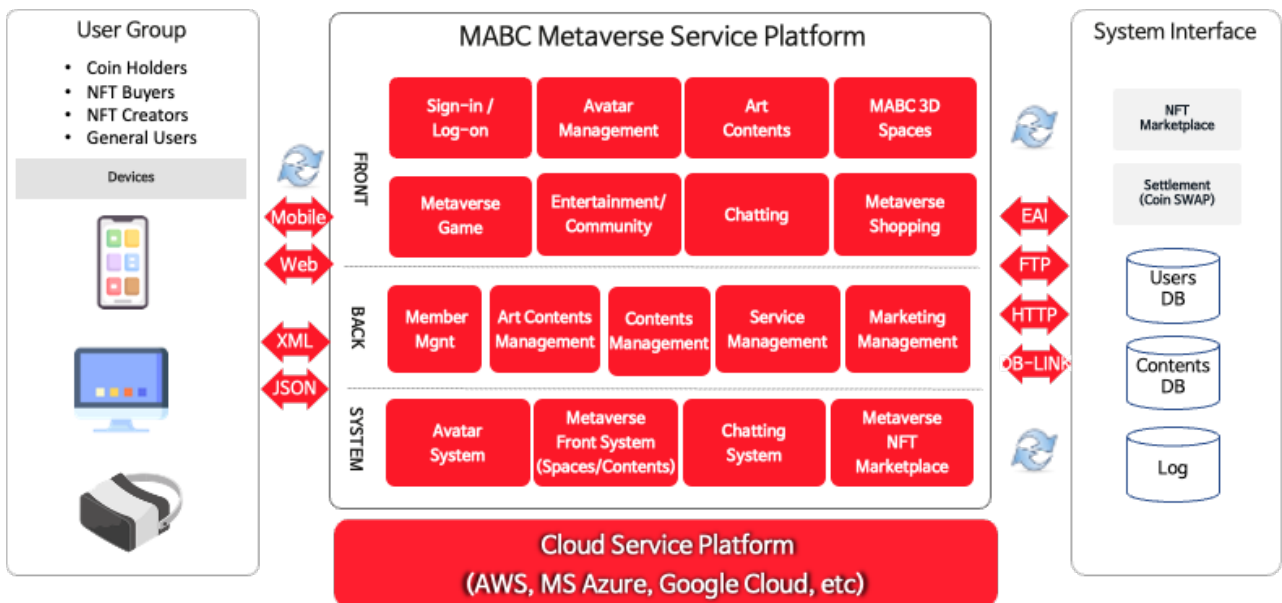
3. MABC Metaverse

[Company's Services] builds the MABC Metaverse Platform by phasing out the system for the basic components of the Metaverse service..

The first phase of the metaverse construction is the MABC 2.0 phase, and the system is established by applying front technology to implement metaverse space, avatar system, and 3D technology to implement immersive exhibition halls within the metaverse space. Each user will be able to configure their avatar upon membership and walk through the MABC metaverse space. Apart from regular users, NFT Art Creator can also post your work in its own creative space and invite a wide variety of users to the space. Through the 3D space configuration using Unity Solution, we are planning to implement the technology so that services can be made gradually in smartphones, PCs, and VR devices. It is also configured to link the process between the blockchain and the metaverse platform through a link between the NFT marketplace and the metaverse.

The second stage of the metaverse is MABC 3.0, which introduces a chat system for communication between avatars, avatars and NPCs. It will implement various metaverse services such as metaverse games, commerce services, performances, and community services for users and NFT creators.

MABC Art Metaverse System Architecture



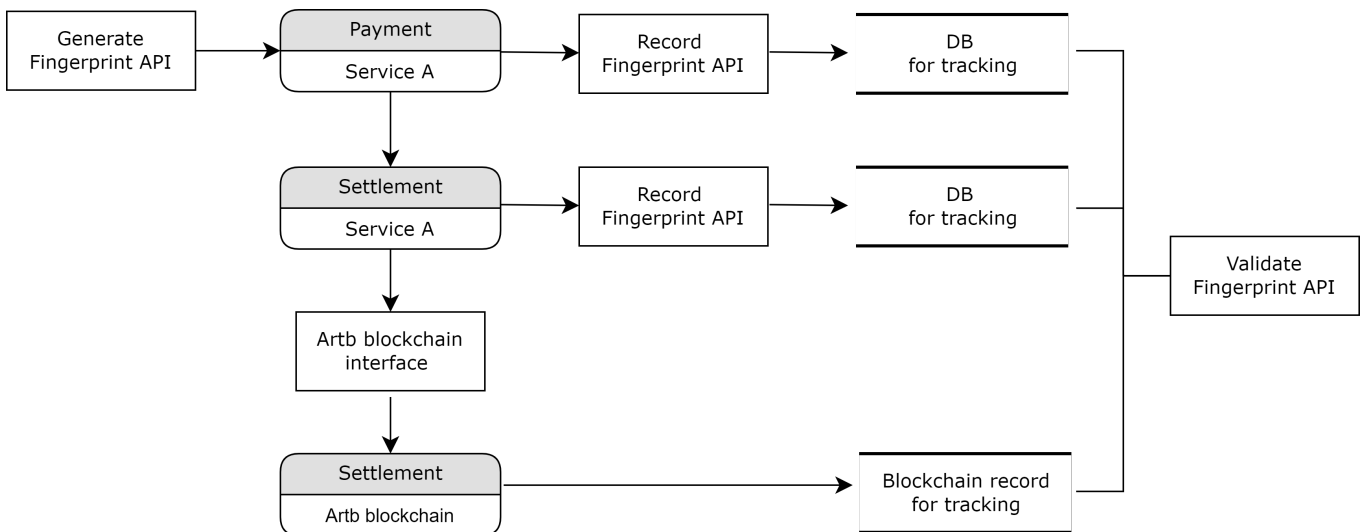
06

Technical overview

4. Settlement in MABC Blockchain Platform

NFT ownership will prove an ownership, copyright, secondary copyright, etc. of a work of art or content. Generated revenues will be automatically and transparently distributed to NFT owners through our revenue settlement smart contracts. However, for revenue settlements on the blockchain, the revenues generated from various digital and offline services operating outside of the blockchain system also need to be tracked transparently and accurately and converted into the blockchain in the form of coins or tokens. The MABC Blockchain platform provides a revenue settlement system that allows participants to transparently track and monitor revenues generated from various online, Web3, metaverse, and offline services linked to the platform.

Anyone can track the Fingerprint of their payments on services to verify that their payments are successfully recorded on the MABC blockchain and made to the correct rights holders through smart contracts. For example, consumers can monitor their payment history via Fingerprint to verify whether their payments for purchasing and consuming contents of the MABC platform have been made and settled successfully through the platform. The platform ensures the system is operating normally by providing huge rewards to the participants who find and report any unusual settlements in the platform. Checking settlements through this mutual validation is less expensive, more efficient, and induce participants' loyalty compared to systems that monitor and validate settlements separately.



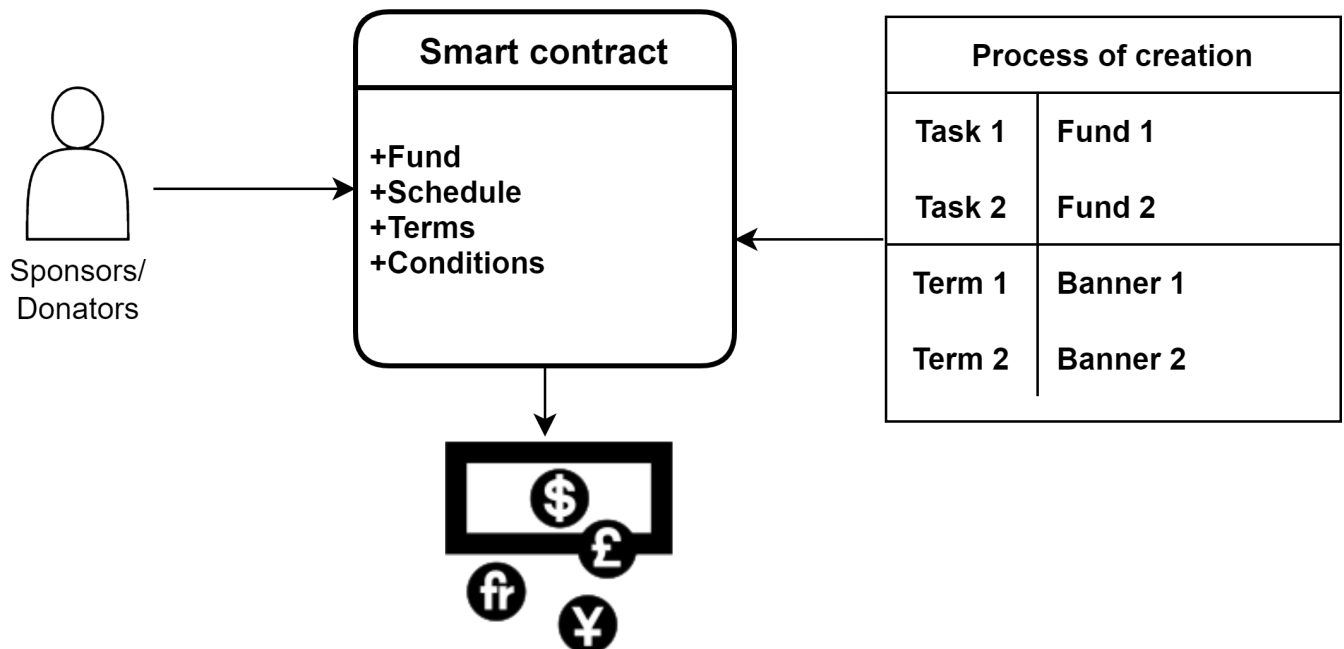
06

Technical overview

5. Sponsorship / Donation in MABC Blockchain Platform

Until the content or artwork creation is completed, it is hard to secure funds by minting NFT. For creators who lack funds for their creative activities before minting NFTs and monetizing them, the MABC platform supports the artists with art sponsorship or donation. In other words, a sponsorship and donation system of the MABC platform offers a technical alternative for creators to secure funds for their creative activities. The platform also provides a system for tracking and monitoring the funds from sponsorship and donations to be transparently used for creative activities.

For sponsors and donors, technical safety measures are provided to prevent any misuse or misappropriation of their precious donations. As shown in the figure below, the MABC platform allows the users to monitor creation process through smart contracts and to transfer funds to creators according to the creation process. These systems minimize risks related to moral hazards where creators receive donations at once but do not proceed with creation. Unlike donations, sponsorship sometimes involves mutually symbiotic relations. In other words, in the case of sponsorship for marketing purposes, the content itself or the performance or exhibition of the content should involve sponsor promotion. For example, when sponsoring an artist who exhibits digital art on a metaverse, you can install a promotional banner in the exhibition during the exhibition period.



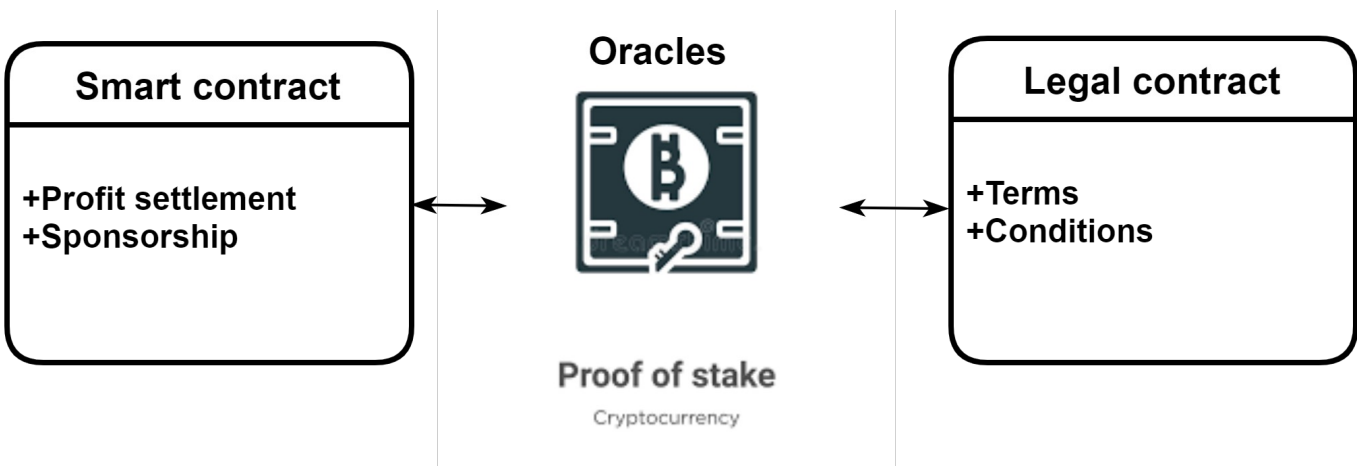
06

Technical overview

6. MABC Oracle

As elaborated earlier, digital services linked to the MABC platform can be tracked and settled transparently and safely through the fingerprint API and smart contracts provided by the platform. However, most of art projects and contents are consumed in the real world in an analog format, not digital. For example, the MABC blockchain platform ensures the fulfillment of contracts by allowing users to enter data even for the art marketing sponsorship agreement where advertising banners should be installed and exposed in a real-world exhibition not on a metaverse.

We call it the MABC Oracle which enables data recording and ensures reliability of data in the physical world that cannot be directly connected to the blockchain. The MABC Oracle consists of real-world legal safeguards and proof-of-stake (PoS) verification systems that allow for objective data collection and recoding onto the MABC platform. For data reliability, the MABC Oracle is designed to not only charge legal responsibility but incurs loss of MABC coins in the blockchain, to the users who falsify data. The MABC Oracle receives MABC coins from platform participants in return for data entry.





07

Roadmap

07 Roadmap

2021

2021.05

Whitepaper v0.1 Release

2021.06

Establishment of MABC Global Corporation

2021.11

Minting & Sales NFTs of Autumn Festival by Namgwan

2022

2022.05

Establishment of MABC Global in Singapore

White paper v1.0 Release

Launch NFT Marketplace

2022.06

Listing MABC coin in Lbank exchange

2022.07

MABC Homepage & Art shop Renewal

2022.09

Launch offline linked services

2022.12

Launch metaverse services

2023

2023.03

Extending metaverse services

2023.06

Launch MABC Oracle

2023.09

Extending international branch

2023.12

Extending mainnet support

2024

2024.03

Launch MABC metaverse



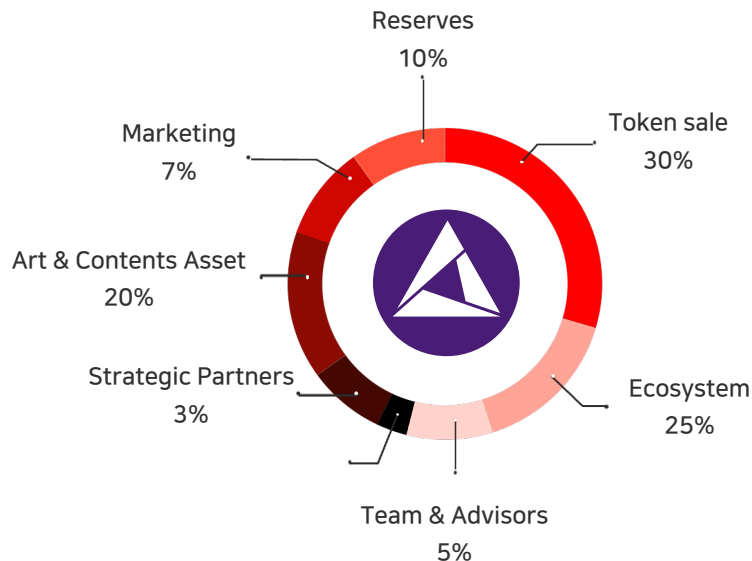
08

**Token Economics
& Fund**

08

Token Economics & Fund

TOKEN Allocation



Token Value

Initial circulation : 0.9 billion

Total circulation : 3 billion

Initial price : 0.88 USD

- **Token Sale**

30% of tokens are sold to the market.

- **Team & Advisors**

We allocate 5% of tokens to the advisors and team members who are dedicated to the success of our project and work in their respective positions. The distribution of tokens is paid according to the contribution, and after the distribution date, each of them is vested in proportion to the period of 36 months from the date of receipt.

- **Art & Contents Asset**

We assign 20% of the tokens to acquire the underlying assets that will be utilized as the artwork and contents of the MABC project.

- **Strategic Partners**

In order for the MABC project to grow into an MABC Club, it is necessary to collaborate with companies in various fields and many countries. We allocate 3% to our strategic partners. The lockup period will be decided through consultation with the partner.

- **Marketing**

We conduct various global marketing campaigns to promote the MABC project. For this purpose, 10% of coins is allocated. The lockup period will be set separately for each marketing campaign.

- **Ecosystem**

25% of the tokens will be used as a user reward and will be used for development and investment needed for future ecosystem expansion.

- **Reserves**

10% of the tokens are reserved by the company. The company will manage to maintain 5-10% holdings.

- **Token Distribution**

The token distribution date is scheduled for 1Q 2022 (future notice), and all tokens will be sent after the distribution date.

08

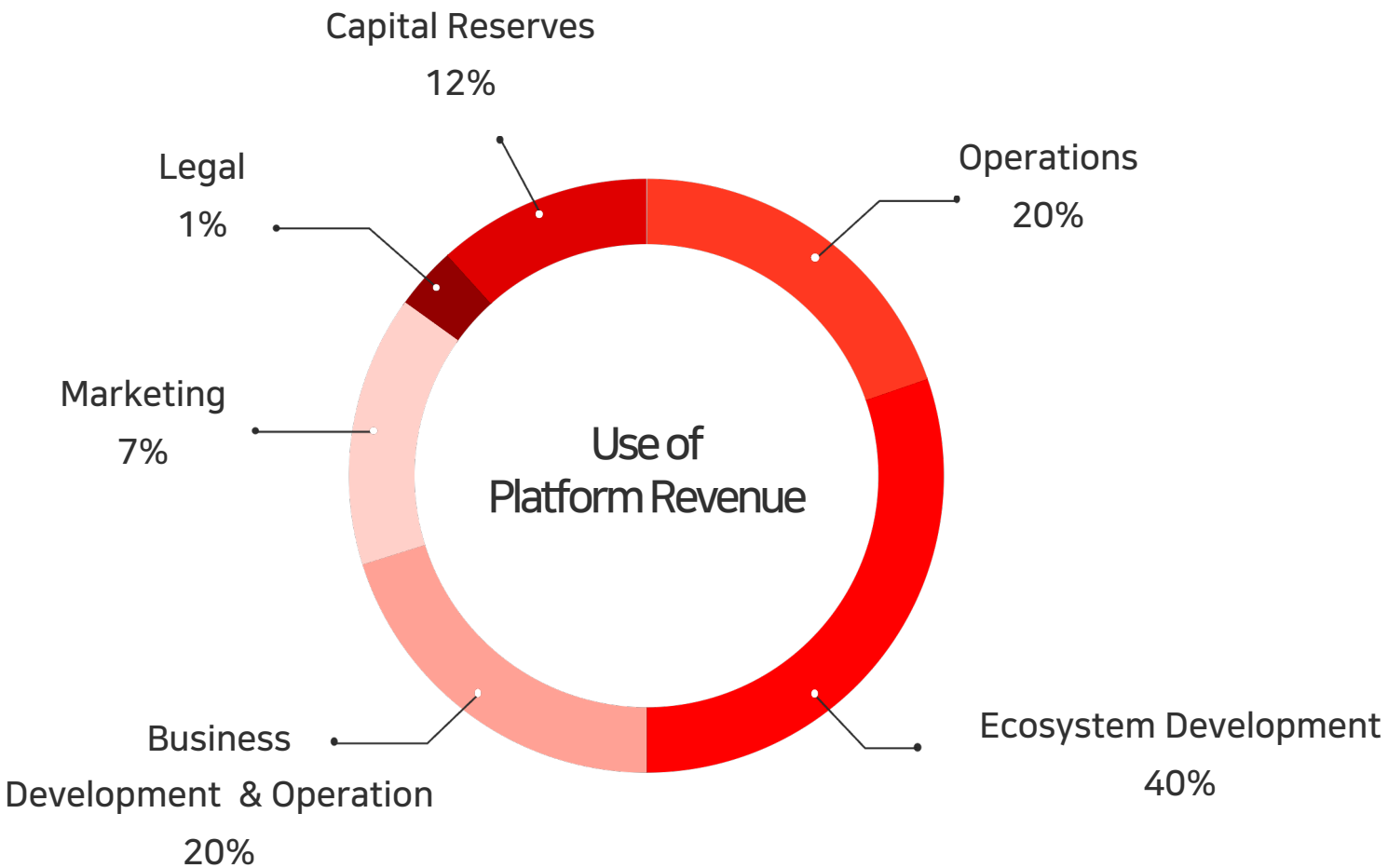
Token Economis & Fund

Use of Proceeds

When the fundraising is over, the funds are distributed and operated in the following way. If these operations do not meet the project objectives, we will readjust the allocation of funds.

Use of Platform Revenue

Revenue generated from [Company's Services] is used for technical support, promotion, and company, affiliate operations and financial management purposes, and is used occasionally to buy back and burn tokens to stabilize the value of MABC coins.





09

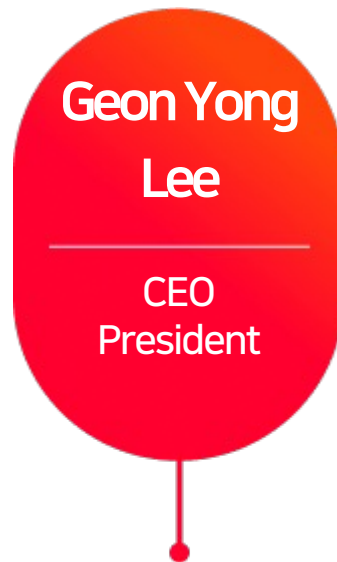
**Team, Advisors
and Partners**

09

Team, Advisors and Partners

Key Member

The people behind MABC provide users with world changing services with the team which has full of creative and innovative minds.



Former CEO of Ubank International

Former CEO of Ubank Networks

CEO of SI People Global

As CEO of MABC PTE. LTD.

based on various domestic and foreign business development experiences with SK Telecom, he is responsible for developing content platforms through the convergence of NFT and Metaverse based on blockchain

09

Team, Advisors and Partners

Key Member

The people behind MABC provide users with world changing services with the team which has full of creative and innovative minds.

CTO

Platform development
Platform operation
QA

Sung Soo Moon

CEO of ZZIET
Experience with over 30 web/app development projects
More than 50,000 experience in attracting content platform members

CMO

Chang Jin Jung

Korea national University of Arts traditional arts center
Participating England Edinburgh Fringe Festival as Korean Team
Participating UNESCO East Asian Youth Arts Festival as Korean Team
Direction and Planning of 'COEX Sound Curl' for Seoul Foundation

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