Meet Your Star

BERRY STORE

AUCTION PLATFROM DESIGNED FOR TRANSPARENT DONATIONS

✓ *Everything, celebrity's favorite belonging and talent, is available.*
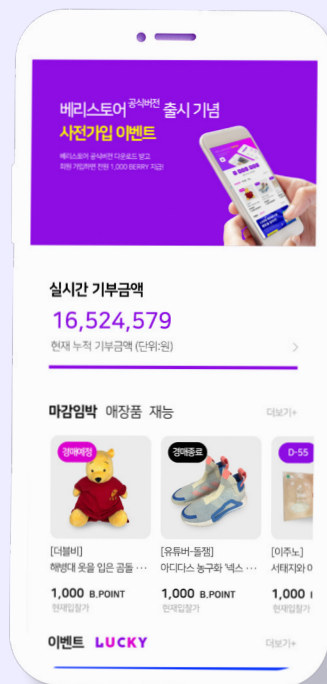
Enjoy shopping and donate meaningfully at the same time

CONTENTS

BERRY STORE,

An application where you can invite your favorite star to your place for an event and purchase celebrities' cherished items and meal tickets that you can have a meal with your favorite star.

Auctions off celebrities' items and talents that had been revalued as high value-added goods, created by fans' and celebrities' unique relationships.

Attracts many users with core public attraction factors: Celebrities, Athletes, and New Media stars (YouTubers, BJ, and Influencers.)

Induces voluntary and continuous participation of Berry Store users by pursuing their needs and practicing donation, a universal value.

Enables celebrities and fans to make trustworthy, transparent donations by solving overarching issues related to charity.

Only Berry Store's high value-added items,
Application of charity that induces continuous participation/usage,
Using blockchain technology to transparently discloses donation usage,

Berry Store introduces a new donation paradigm where donation takes place when Berry Store participants (celebrities and fans), seeking for different needs, pursue their interests in the application.

01 Project Background

1. Birth of High Value-added Items

Celebrities' cherished items and talents are treated as high value-added items to fans.

■ Auction cases of cherished items and talents for donation.

Cherished Item

BTS's Cherished item -'Dynamite' Music Video Outfit.
### Winning Bid = 162,500 USD (Approx. 181,510,000 Won)

Before the 63rd Annual Grammy Award, outfits that were used by BTS members in 'Dynamite' music video were auctioned off at Julien's Auctions on Jan 31th, 2021. The winning bid was eight times higher than expected bidding price.
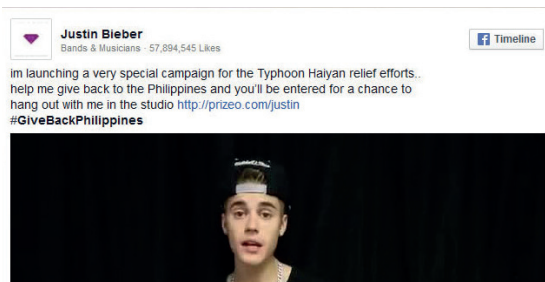
Talent

Ticket of Visiting Justin Bieber's Studio
Winning Bid: 1,000,000 USD

Prizeo auctioned off this ticket; Prizeo is an online charity auction website where celebrities plan for donation campaigns and select charity organizations to donate.
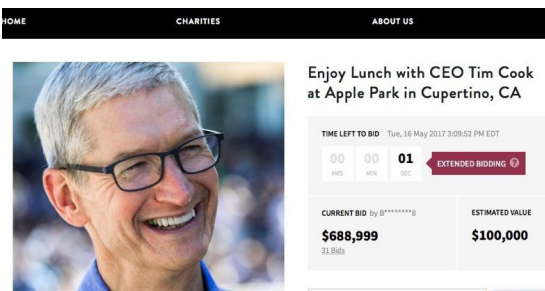
Talent

Lunch with Apple CEO, Tim Cook
Winning Bid: 100,000 USD

Charity Buzz auctioned off this ticket in 2017. Charity Buzz is an online charity auction website that auctions off video calling, music, meal ticket, etc.

Celebrity's cherished item is only one item available among fans; the price is not comparable to the market items. Mostly, meals and visiting tickets, tickets that fans get opportunity to meet their favorite celebrities, are prevalent and selling at an unexpected price. In the case of visiting Justin Bieber's studio, Justin Bieber spent two hours with the bidding winner; the expected net profit is up to 8 millions USD. The BTS's music video outfit sold 8 times higher than expected bidding price at Julien's Auction. Celebrities' cherished items and talents are high value-added items compared to the same or similar items selling in other markets.
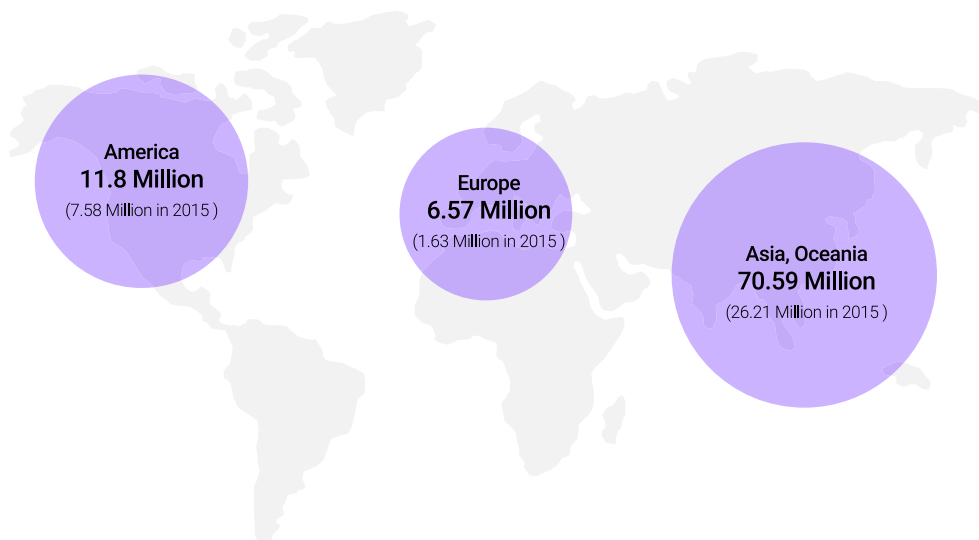
Berry Store mainly sells those celebrities' cherished items and talents ticket (singing at the fan's wedding and having meal with fan, etc.).

2. Marketability

K-Pop's popularity has been skyrocketing recently. Before BTS' track took the first place on the Billboard Chart, annual exports of K-pop goods already recorded twenty-trillion won.

■ K-pop Popularity Worldwide

The number of K-pop fans subscribed to the fan communities has reached 89 million across 113 countries in 2019. The number had grown 3 times more than that of 2016. All things (music streaming, drama, and K-pop contents' view or download) considered, the expected number of potential Berry Store users is over 0.2 billion.

America
11.8 Million
(7.58 Million in 2015)

Europe
6.57 Million
(1.63 Million in 2015)

Asia, Oceania
70.59 Million
(26.21 Million in 2015)

K-pop Effects in Industries

MD 38%
Contents 18%
Tour 17%
Value-added creation 27%

57 trillion Won
20 trillion Won
7 trillion Won
2010   2018   2020
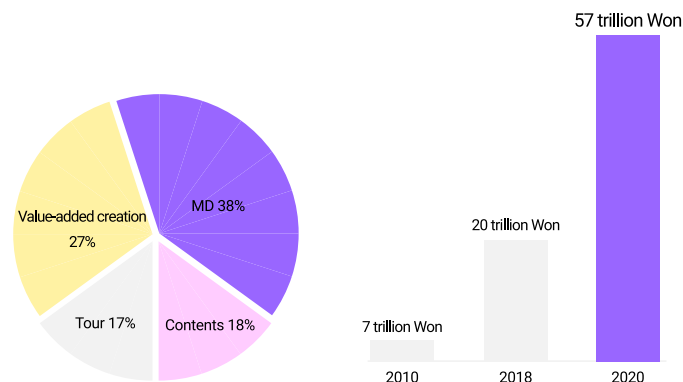
Berry Store, which sells celebrities' cherished items and talents, expands its business with our target users (celebrities and worldwide fandoms) that consume K-contents.

3. Something that celebrities want

Celebrities' continuous participation in the Berry Store is essential to draw more users and supply goods (auction items). Berry Store links celebrities' needs to its project to encourage celebrities' participation in the Berry Store application.

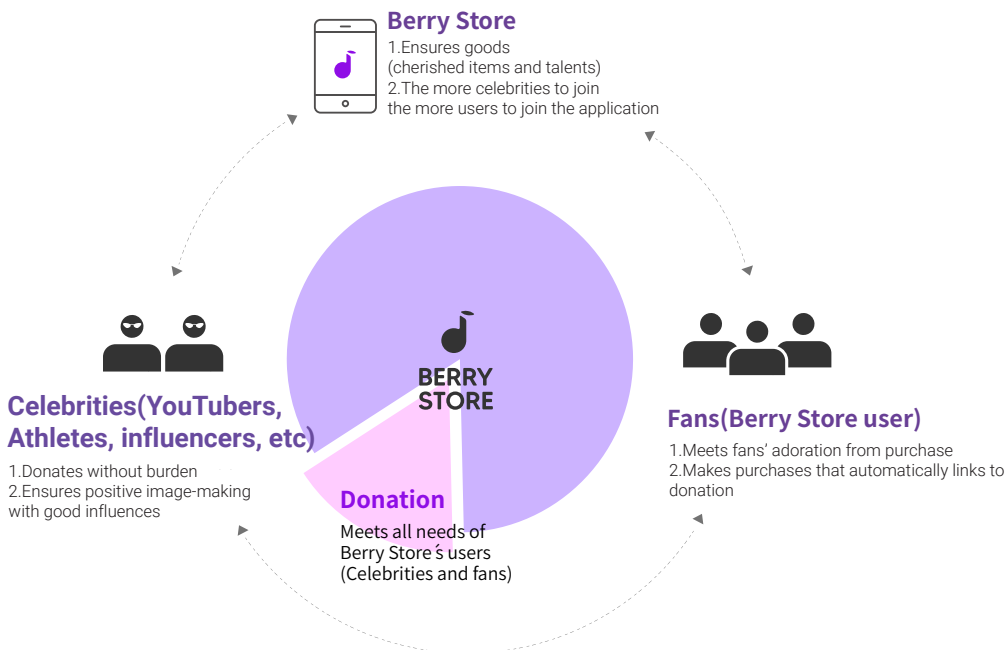## ■ Celebrities' needs: Donation

It is nearly impossible to make a revenue model of trading celebrities' cherished items and talents as expensive as the cost of a commercial shoot (between 100,000 USD ~ 1,000,000 USD). Berry Store lets celebrities pursue their interests in the application to replace the monetary payment and to draw more participation.

Meaning of donation to celebrities
Donation is a social responsibility, meanwhile, a prudent act for those public figures.
Donation is a good deed that they want to do without and with public notice.

Kang Daniel is one of the most representative donors among celebrities. He made the most contribution among idols. Although his entertainment company does not actively promote his donation to the public, Kang Daniel's contribution to the society has been kept informed. Lee Sieon is also one of the representative donors among actors. There is a case that he posted his donation on his Instagram with a hope of more people making donation. However, the public blamed him for making a 1 million won donation; he suffered from mean comments.

Berry Store
1.Ensures goods (cherished items and talents)
2.The more celebrities to join the more users to join the application

Celebrities(YouTubers, Athletes, influencers, etc)
1.Donates without burden
2.Ensures positive image-making with good influences

Donation
Meets all needs of Berry Store's users (Celebrities and fans)

Fans(Berry Store user)
1.Meets fans' adoration from purchase
2.Makes purchases that automatically links to donation

Berry Store encourages participation by benefiting all users (celebrities and fans) with donations.

4. Problems and Solutions of Korean Donation Culture

Korean donation culture stained by embezzlement
Reputation recovery is required by ensuring transparency on fund usage

▮ Celebrities who had donated became frauds

2016.05 New Hope Seed Case (Korean NGO) - Only 1.5 % of the total donation used for donation

Used 0.2 billion won out of 13 billion Won for donation. The President of New Hope Seed misused leftover 12.8 billion won to buy apartments and land for himself. He even siphoned off a donation in his personal account. He was sentenced to six years (2017).

12.8 billion Won out of 13 billion Won was embezzled
Operated a customer service center to collect donations systematically.
Induced more people to donate with stolen celebrities' images

As New Hope Seed, a Korean NGO, collapsed by embezzlement, corruption, and brides, celebrities who had donated through the New Hope Seed ended up losing their fame. New Hope Seed misused celebrities' fame to fundraise more; however many celebrities who were donors of New Hope Seed became fraud. The public blamed many celebrities by treating them as accomplices.

▮ Dropping Donation Rate

According to "Statistics Korea", the participation rate was 34.6% in 2013 and 29.9% in 2015, but it dropped to 25.6% in 2019. Although some other well-known embezzlement of the Korean NGO such as The House of Sharing and Justice for the Comfort women did not reflect on 2020 statistics data, the participation rate still has been dropping every year. Lack of social awareness toward donation will be one of the causes, but distrust toward donation mainly incurred this result.
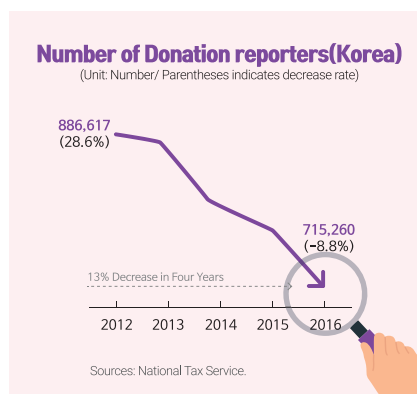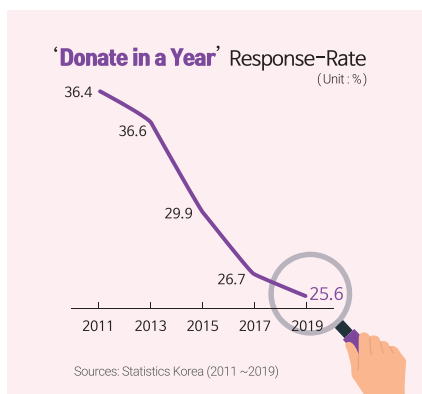
4. Problems and Solutions of Korean Donation Culture

Growing distrust of charity organizations.

Application of blockchain technology that guarantees transparency on donation.

■ Rising Blockchain-based Donation Platform

What is blockchain technology?

It is a public ledger with a credibility that all users share transferable data. It has distinctive features that everyone can check the transaction data; no one can revise it. Those features guarantee transparency.

Ongoing corruption and embezzlement of charity organizations created a donation phobia in Korean society. Blockchain technology that transparently discloses the donation usage and eliminates the possibility of manipulating data is necessary to solve this overarching issue. According to the "Ministry of Science and ICT's" plan of adopting blockchain technology, the donation is one of the significant seven areas to adopt blockchain technology. '(2020.06.24)'.

Hyper-Connected Non-Contact Trustworthy Society Korea Plans to Adopt Blockchain in Seven Sectors (2020.06.24)

Efficiency / Non-contact / Strengthen Credibility

Online voting — transparency and fairness on voting process

Donation — Transparency on collection and delivery of donation

Social welfare — Manage welfare fund to prevent overlapped payment

Manage Customers — Simple authentication service in courier business

Renewable Energy — Integrated management system of renewable energy certificate

Real Estate — Provide system that link contract to registration at once

Virtual Asset — Blockchain-based infrastructure in finance

1.Online voting : Blockchain-based online voting system that discloses the entire voting process (the voting process and vote counting) to the public.

2. Donation : All processes from collecting donations to the delivery of donation to a beneficiary are recorded in the public ledger under blockchain technology. The public can check this data through a mobile platform.

3. Welfare : Verified Blockchain technology validated the effectiveness of prevention of taking more welfare benefits with blockchain technology.

4. Renewable Energy : A series of energy-related transaction process becomes transparent with blockchain technology.

5. Finance : Apply digital token step by step in areas where there is no token regulation.

6. Real Estate : Automated process of real estate contract and registration without modulation with blockchain technology.

7.Courier : Build up a blockchain technology-based integrated system in the courier industry related to mail, deposit, and insurance.

Blockchain-based platform, Berry Store uses crypto berry to store donation data whenever it delivers a donation.
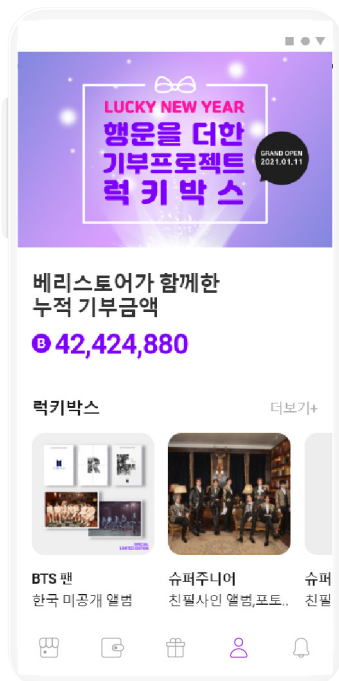
02 BERRY STORE

1. About BERRY STORE

Berry Store is a platform that ensures transparency on donation usage and links K-Entertainment to celebrities' influences; stars to fans; donation, a universal value, to celebrities and fans' needs.

What is Berry Store Project?

Funation that you can enjoy shopping for stars' items and donation at once
Fun shopping & auction system that meets all celebrities and fans' needs.

1.Ensures goods
(cherished items and talents)
2.The more celebrities to join
the more users to join the application

BERRY STORE

Celebrities

Fans

1.Donates without burden
2.Ensures positive image-making
with good influences

1.Meets fans' adoration from purchase
2.Makes purchases that automatically links to
donation

Donation

Meets all needs of Berry Store's users
(Celebrities and fans)

LUCKY NEW YEAR
행운을 더한
기부프로젝트
럭 키 박 스

베리스토어가 함께한
누적 기부금액
₿ 42,424,880

럭키박스   더보기+

BTS 팬   슈퍼주니어   슈퍼
한국 미공개 앨범   친필사인 앨범,포토..   친필

Berry Store generates revenue and fundraises simultaneously by auctioning off high value- added items and talents of celebrities.

Service Status (2021.05.31)

of Berry Store Users : 120,000
DAU & MAU : 20,000 & 70,000
# of Wallets : 110,000
# of Celebrities : 120
BERRY (Raised for Donation) : 3,495,261 BERRY

■ Business Area

Berry Store (Online)

Lucky Box, platform service (Application and Website) that sells celebrities' cherished items and talents.

Berry TV (YouTube Channel)

More: Management – Network Agency (YouTuber, BJ, Influencer, and other New Media Star)

Cryptocurrency Berry
Listed on Probit Korea
2020.11.30
Listed on Gopax Exchange
2021.02.18

One of Berry Store's currencies used with B.point.
B.Point can be charged with a credit card or cash
Effect 1 Get rid of distrust toward donations.
Effect 2 Gains easier accessibility of international users.
(We have plans to list on many global exchanges)
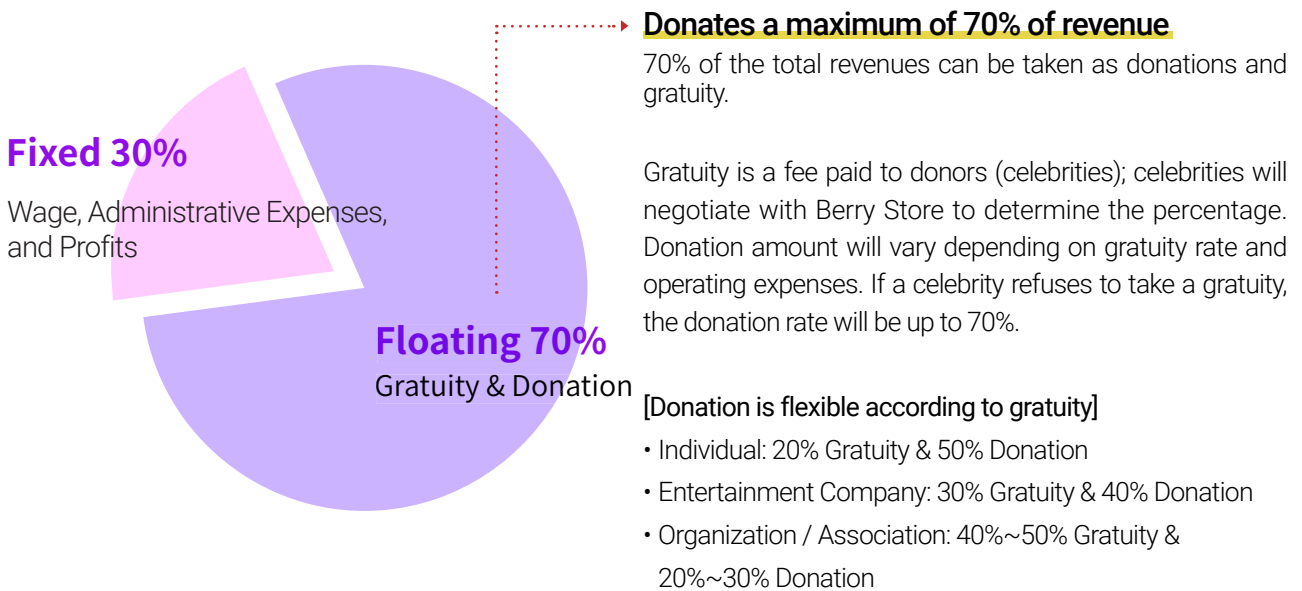
Official Website | 1. www.berrystore.co.kr

Application | 1. Search "Berry Store" on Playstore (Android).
                             2. Berry Store for "App Store" is upcoming (Iphone).

■ Features

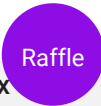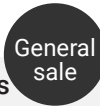Berry store does not ask for a mandatory donation with no payback.

Berry Store fundraises donation from the sale of celebrities' cherished items and talents.

Fixed 30%
Wage, Administrative Expenses,
and Profits

Floating 70%
Gratuity & Donation

Donates a maximum of 70% of revenue
70% of the total revenues can be taken as donations and gratuity.

Gratuity is a fee paid to donors (celebrities); celebrities will negotiate with Berry Store to determine the percentage. Donation amount will vary depending on gratuity rate and operating expenses. If a celebrity refuses to take a gratuity, the donation rate will be up to 70%.

[Donation is flexible according to gratuity]

• Individual: 20% Gratuity & 50% Donation

• Entertainment Company: 30% Gratuity & 40% Donation

• Organization / Association: 40%~50% Gratuity &
   20%~30% Donation

2. Berry Store's goods

It consists of 4 types of goods: 1. Lucky Box 2. Cherished Items 3. Talents 4. Project's goods Those four types of goods are selling in different ways.
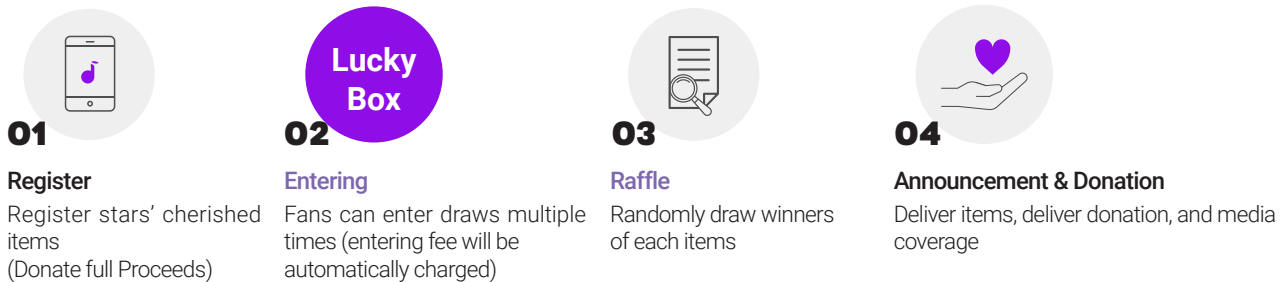
■ Product composition

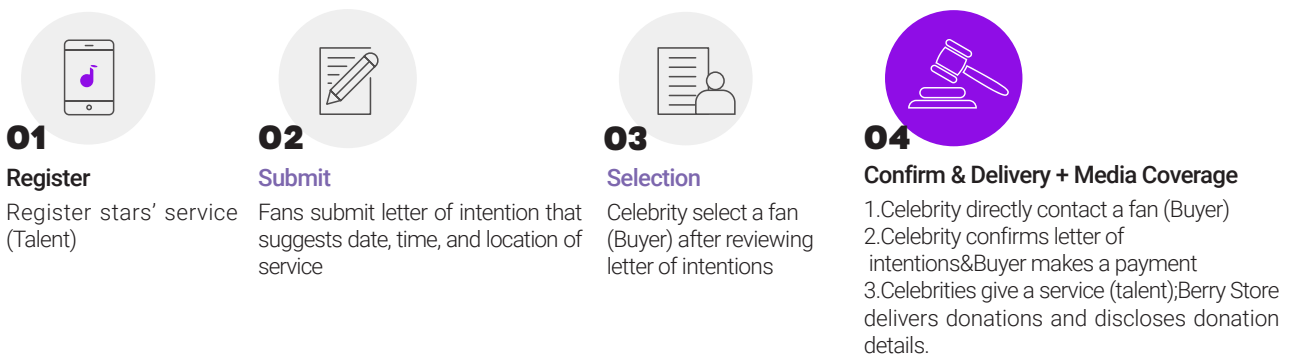| Type	Lucky Box (Raffle)	Talents (Selective sales)	Others (General sale)
Item	Cherished Items & talents from celebrities who refused to take gratuity. Sponsored goods from companies and association Berry Store's promotion goods & special goods	Wedding song MC Meal ticket Video Message / Producing Advertisement	Event goods (Promotional) - Goods that ensured by cash support such as donated and discounted items - Collaboration, self-produced items, and project items
Participation Method	Raffle	Confirm a buyer after reviewing Letter of Intentions and selection process	After Measuring market price, Selling on First-come, First-serve basis or Random draw

■ Process of selecting lucky box winner and purchasing talent

Berry Store raffles to select winners of each item in the Lucky Box. In case of talent, celebrities confirm the buyers since they have to work out to decide time and location for services (talent). In case of companies' goods, Berry Store selects winners by First-come, First-serve basis or raffling.
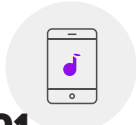
Lucky Box

01 Register
Register stars' cherished items
(Donate full Proceeds)

02 Entering (Lucky Box)
Fans can enter draws multiple times (entering fee will be automatically charged)

03 Raffle
Randomly draw winners of each items

04 Announcement & Donation
Deliver items, deliver donation, and media coverage

Talent

01 Register
Register stars' service
(Talent)

02 Submit
Fans submit letter of intention that suggests date, time, and location of service

03 Selection
Celebrity select a fan (Buyer) after reviewing letter of intentions

04 Confirm & Delivery + Media Coverage
1. Celebrity directly contact a fan (Buyer)
2. Celebrity confirms letter of intentions&Buyer makes a payment
3. Celebrities give a service (talent);Berry Store delivers donations and discloses donation details.

Company Good

01 Register
Register after measuring selling price

Lucky Box

02 Entering
Fans can enter draws multiple times (entering fee will be automatically charged)

03 Raffle
Select winners by first-come, first-served basis or raffling of each items

04 Announcement & Donation
Deliver items, deliver donation, and media coverage

If a celebrity cannot visit a fan at the date of service(talent), the celebrity should cancel the transaction and resell it to other fans. To prevent these circumstances, fans need to submit a letter of intention so that celebrities can review those letters of intentions and select the date, time, and price of their service.

Exclusive Contents

Berry Store provides its own exclusive contents to boost fandom's participation.
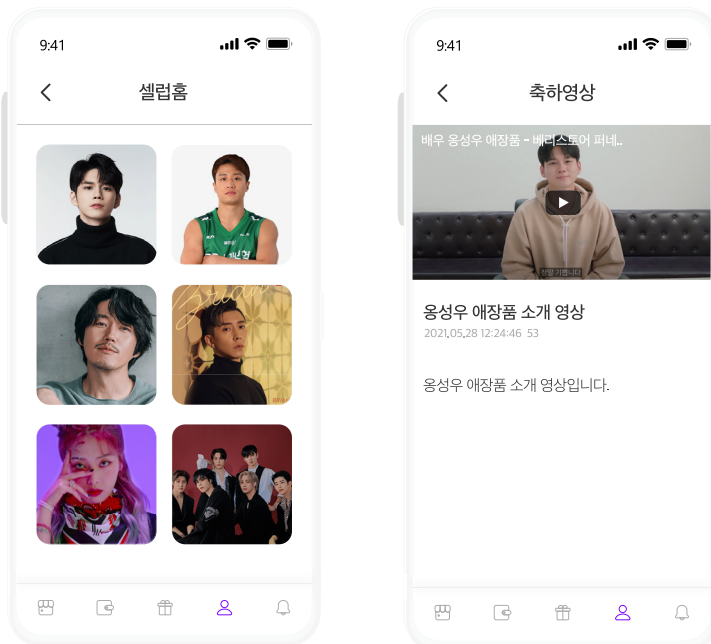
Our Celebrities

3. Marketing

■ Promotion Channel

Berry Culture have been actively marketing Berry Store with Berry Store official YouTube Channel, other channels (Blog, YouTube, SNS), Push notification, and press release.

External Viral (Blog) + Official Channels		
Viral		Viral Posting (Approx. 30 Blogs)
Official		https://www.facebook.com/ Berrystorenculture
		https://www.instagram.com/ berrystore.official/
		https://www.twitter.com/ BERRYSTORE4
		https://t.me/BerryOfficialCommunity_SBP
		https://www.youtube.com/channel/UCWCKqaOsUJ0OzjC01ATQmPA
App		Push Notification

4. Berry Store's Currency

For user's convenience and transparent donation, Berry Store uses both B.point, charged by credit card or cash, and crypto Berry.

▮ B.point (charging with a credit card and cash) and Crypto Berry

Cash/Credit Card/BERRY

BERRY STORE

USER / FAN

P B.POINT

Delivers Donation
BERRY

P B.POINT

NGO

Goods   Talent

■ Appreciation of Berry price with reward system, various usage, and burning policy.

Application of reward system to attract more new users and to promote crypto usage.

Limited time promotions and many games that users can get free Berry from inside & outside of the App. More reward opportunities to get free Berry such as goods sharing and friends invitation are available.

Prepares various Berry usage such as sponsoring NGO (2020. 12. 04) and celebrities (~2021. 01) with BERRY.

REWARD

- Sign up Offer: 100 Berry
- Friends Invitation: 5 Berry
- Goods Sharing: 1 Berry (Max. 5 times a day per ID)
- Finding hidden code in videos of Berry Store YouTube Channel: 5 Berry
- Other Promotions: Daily Login & Games
- More Promotions (Upcoming)

+α
BURNING DAY

Value appreciation of Berry

Appreciation of Berry Price > More participation to get reward

BERRY STORE
More users>
More coin usage

Fixed 30%
Wage, Administrative Expenses, and Profits

Floating 70%
Gratuity & Donation

BERRY STORE
More Auctions > More net revenue

Berry Store has been using Luniverse, one of the representatives of 3rd generation Baas. Around 700 companies have been using Luniverse's blockchain solution; Luniverse is known for fast transaction speed (2000 TPS) and high security.

4. Profit Distribution

Applying 30% of revenues as fixed maintenance fee and profits after taxes and the public utilities' charges had been deducted.
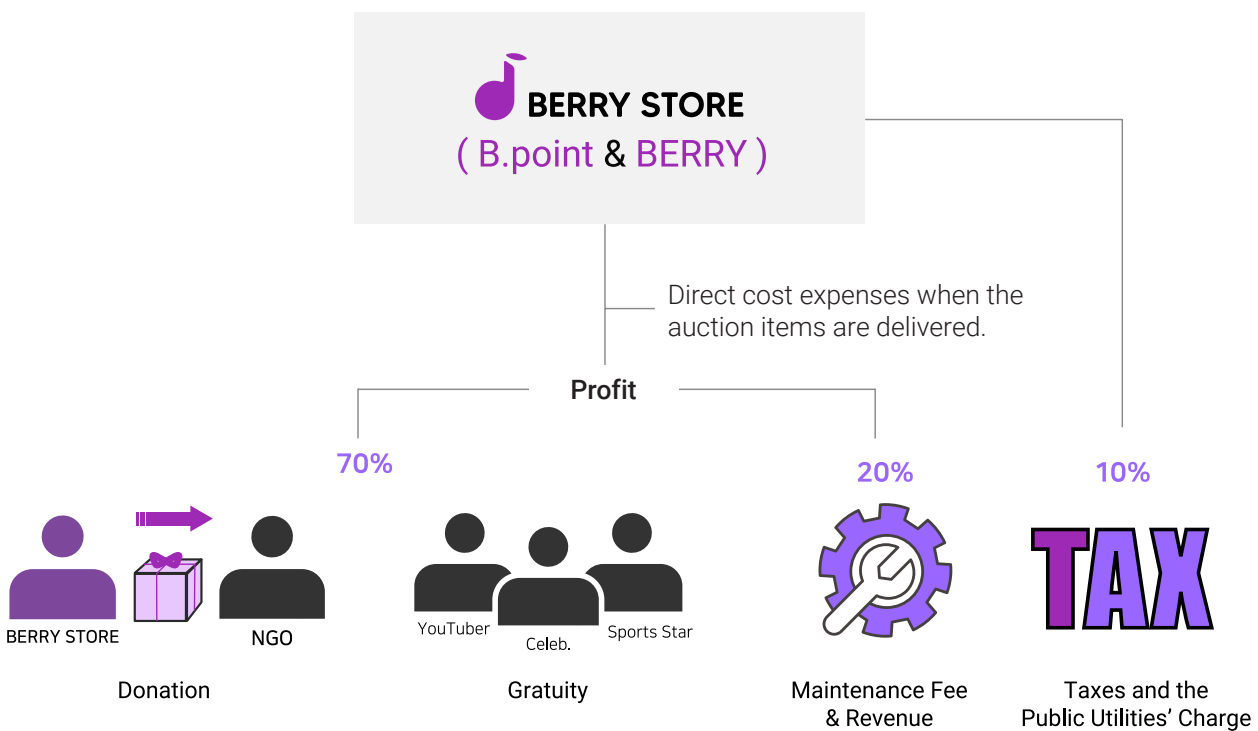
70% of revenues will be used as gratuity and donation. Donation amount will vary depending on the amount of gratuity.

Balance of profit and donation

Berry Store donates at least 20% and up to 70% of revenues when donors refuse to take gratuity. Berry Store reflected Financial Action Task Force (FATF)'s tax rate (around 10%) recommendation to fulfill crypto-asset entrepreneur duty and prevent money laundering. Berry Store prepared the revision of the Act on Reporting and Using Specific Financial Transaction Information on March 25th, 2021. Berry Store will use part of twenty percent of platform development & maintenance expenses for tax fees if the tax rate becomes higher than 10 percent after revision of the Act on Reporting and Using Specific Financial Transaction Information.

*Any expenses such as packing, delivery, and transportation expenses will be deducted from total revenues first. Gratuity and donation will be applied afterward.

6. Tech Stack

The Berry Store platform consists of four main layers. Information about token and token transactions (transfer, transmission) is recorded in all blockchains, but other information is managed through AWS.

Application Layer

Application layers refers to a front layer that allows users to directly participate in the platform. Berry Store is developed in IOS and AOS native languages. It provides mobile-specific UI/UX to provide high revisit rates and user experience.
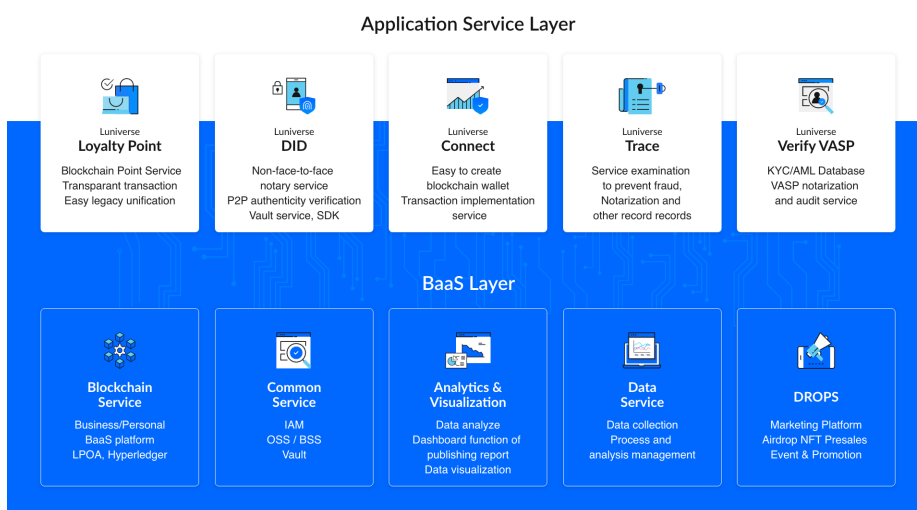
Blockchain Layer

BERRY is a token that runs on the Luniverse platform. Luniverse is a platform built on Ethereum. It works on a Proof of Authority (POA) basis, so it has fast speed and has a high level of security because unauthorized nodes can't be involved in recording blocks.

Currently, a BERRY token needs a gas cost (fee),LUK, to transfer its main token from the external exchange to BERRY Wallet or vice versa. However, the Luniverse sidechain is used to participate in all Berry Store contents such as lucky box, talent purchase, coupon exchange, donation, and reward system. However, there is no gas cost for sidechain token transmission; therefore, users can use services without paying any commission fee. In addition, all of the processes are recorded as transactions in blockchain blocks.

Luniverse is a next generation Blockchain as a Service (BaaS 2.0) that supports development environments. It supports high-quality development background and cloud-based reliable resource management by using a variety of development tools in a high-performance chain environment.

Luniverse Service is a service that makes it easy to implement various blockchain-based applications by utilizing the existing Luniverse BaaS stable blockchain infrastructure.

Luniverse 2.0 Architecture

Application Service Layer

Luniverse **Loyalty Point**	Luniverse **DID**	Luniverse **Connect**	Luniverse **Trace**	Luniverse **Verify VASP**
Blockchain Point Service Transparant transaction Easy legacy unification	Non-face-to-face notary service P2P authenticity verification Vault service, SDK	Easy to create blockchain wallet Transaction implementation service	Service examination to prevent fraud, Notarization and other record records	KYC/AML Database VASP notarization and audit service

BaaS Layer

Blockchain Service	**Common Service**	**Analytics & Visualization**	**Data Service**	**DROPS**
Business/Personal BaaS platform LPOA, Hyperledger	IAM OSS / BSS Vault	Data analyze Dashboard function of publishing report Data visualization	Data collection Process and analysis management	Marketing Platform Airdrop NFT Presales Event & Promotion

A Luniverse DApp (Decentralized Application) is a specific application (e.g., a web application, mobile application, or desktop application) in which APIs and resources required for developing various functions using contracts or tokens on blockchain are defined.

For example, when application A needs a feature to record and view data on the blockchain, it is possible to easily utilize the blockchain in the existing app by developing the needed feature as Luniverse DApp A via Luniverse Transaction API and using the DApp in the application. Transactions in Luniverse DApps may use Side Tokens as well as user contracts.

Luniverse Hyperledger Fabric 2.2 version is released. You can make your own independent fabric chain and deploy your chaincode and provide DApp service on it. Luniverse provides Hyperledger Fabric Free Trial on a shared fabric network for clients who have not used it before.
Let's take a look at Hyperledger Fabric Service briefly.

What is Hyperledger Fabric?

Linux corporation developed Hyperledger Fabric, which is called permissioned blockchain. Unlike block-chains like Bitcoin or Ethereum that all users can access data, in permissioned blockchain, only allowed users can access data in it. Many financial companies are using Hyperledger Fabric for the service requiring high level security.
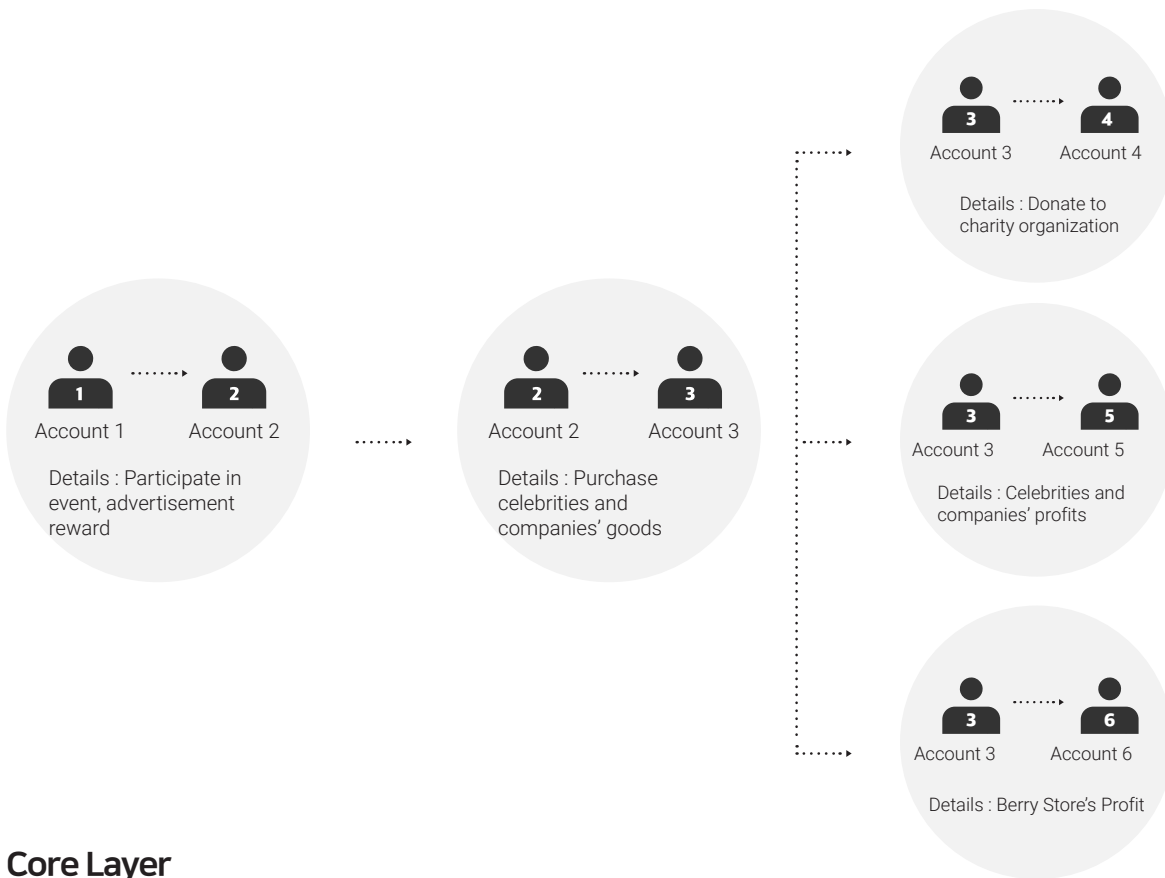
What does Luniverse provide?

Luniverse supports a blockchain service that can establish an independent Hyperledeger network set-tings. An official release version provides a feature to deploy a chaincode and develop DApps by quickly building Hyperledger Fabric settings. You can easily configure the settings on Luniverse console with just a few clicks. In addition, we provide various tools and monitoring features for users to ensure trouble-free performance.

1.Free Trial
· Product for users new to Hyperledger Fabric. The users can try some chain codes for free.
· All users will share a single network while using a Free Trial service, which might cause inconveniences and problems for your service when excessive traffic is concentrated on the network. Also, this version does not guarantee confidentiality since all data is shared.
· Free Trial supports only Hyperledger Fabric 1.4.2 version.

Usage of Side Chain

Account 1 → Account 2
Details : Participate in event, advertisement reward

Account 2 → Account 3
Details : Purchase celebrities and companies' goods

Account 3 → Account 4
Details : Donate to charity organization

Account 3 → Account 5
Details : Celebrities and companies' profits

Account 3 → Account 6
Details : Berry Store's Profit

Core Layer

Core Layer handles requests from applications. It processes each request as necessary.

Compensation

BERRY token is paid as compensation after users participate in various events in the Berry Store application. It deals with sending Berry to the user's wallet according to the events that they had joined.

Advertisement

Users can watch advertisements provided by Buzzville and get free BERRY as much as they participate. It deals with charging the right amount of reward to users who watch the full length of advertisement.
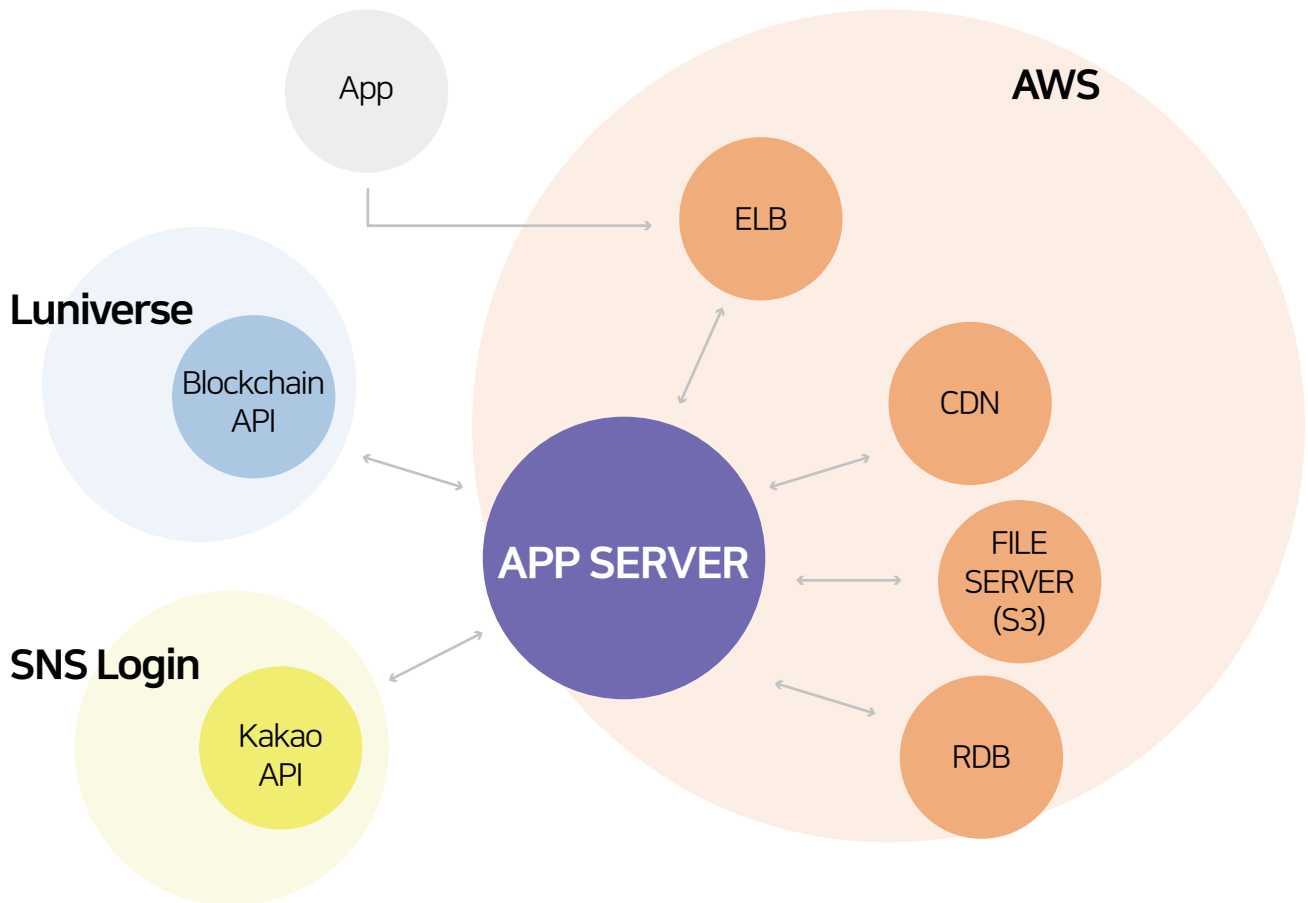
Data

Depending on the users' requests, it returns or processes the required data.

Data Layer

It is a layer that holds all information related to the Berry store services. All data is managed through AWS RDS service except transaction information of tokens recorded on the blockchain.

System Composition

Berry Store platform consists of as below.

6. Use Case

Berry Store delivered donations as crypto Berry and the charity organization exchanged crypto into cash to use. Berry Store disclosed all donations usage transparently with photos, news articles, and data.

Berry Store went through a beta test twice in between May and October 2020 and made several donation cases already. *Donor status is available on the Berry Store website
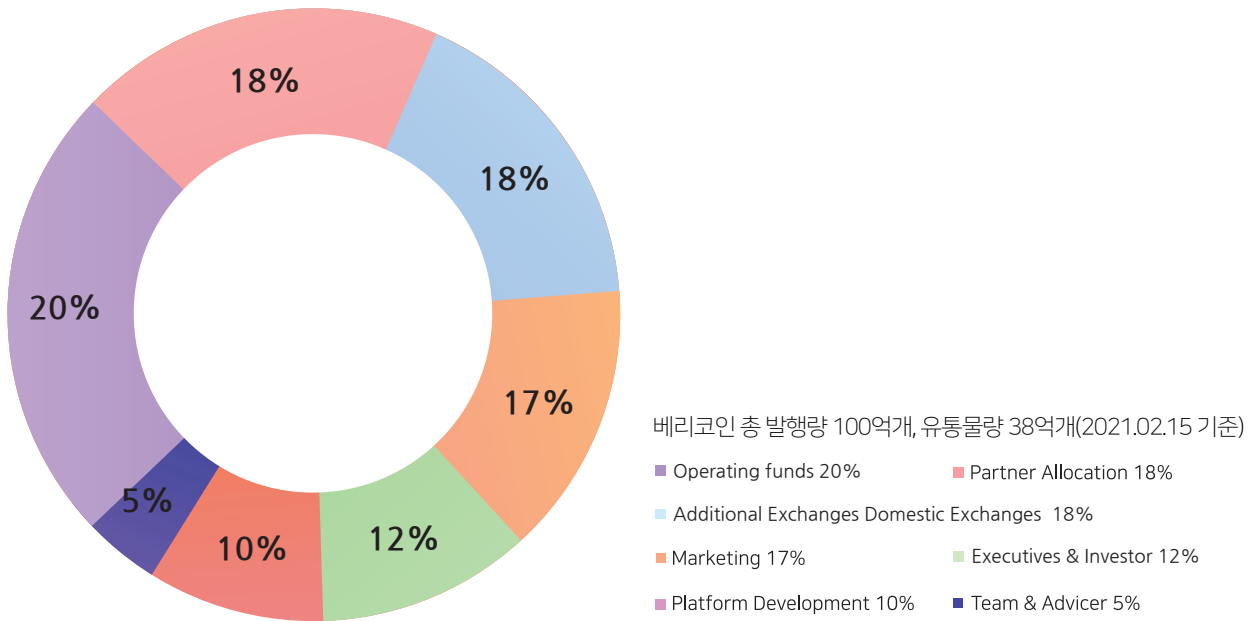
First Use Case
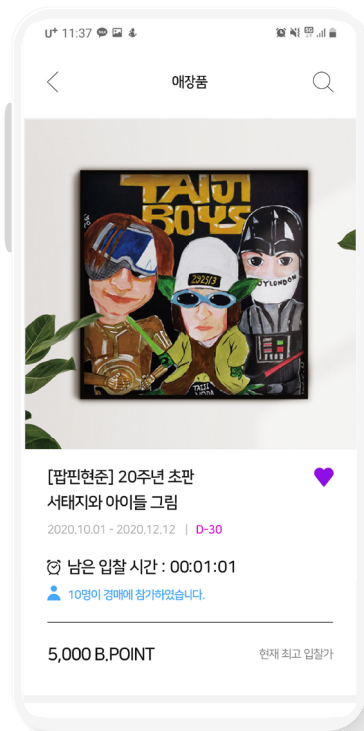
01) The first use case was from Poppin HyunJun, who was on a Korean KBS TV show "Housekeeping Men(살림하는 남자들)." Poppin Hyunjun donated his fanart-type 'Taiji Boys' painting to Berry Store. The Berry Store auctioned off this painting for a month, and the painting fetched 1.4 million won. 02) Berry Store delivered seventy percent of revenues, 997,500 Won worth of Berry, to Manan Welfare General Center on June 3rd, 2020. Manan Welfare General Center liquidated those crypto Berry through exchange and used this donation for food (bowl rice, noodle, and bread) to provide for 180 local low-income seniors.

01) https://ccnews.lawissue.co.kr/view.php?ud=202005281534284380992c130dbe_12 (BIGDATAnews, 2020.06.24)
02) http://www.thepowernews.co.kr/view.php?ud=EF041646215917992c130dbe_40 (The Power, 2020.06.04)

03 BERRY

1. Distribution Chart

베리코인 총 발행량 100억개, 유통물량 38억개(2021.02.15 기준)

- Operating funds 20%
- Partner Allocation 18%
- Additional Exchanges Domestic Exchanges 18%
- Marketing 17%
- Executives & Investor 12%
- Platform Development 10%
- Team & Advicer 5%

Operating Funds 20% : Reserve for New Business Expansion

Partner Allocation 18% : Partnership with entertainment and MCN companies

Additional Exchanges Domestic Exchanges 18% : Reserves on domestic exchanges where BERRY is listed & reserves for additional exchanges

Marketing 17% : Blog, SNS, Airdrop, and Top tier airdrop marketing(exchanges)

Executives & Investor 12% : Amount that had distributed to investors and executives

Platform Development 10% : Reserves for Berry Store platform development

Team & Adviser 5% : Incentives for teams & entertainment ecosystem and law counseling

04 Roadmap

2020 3Q

Recruit Berry Store donors: celebrities, YouTubers, athletes, Influencers, etc.
Partnerships with MCN and entertainment companies.
Promotion before official launching (pre-sign up promotion)

2020 4Q

Berry Store official version launching (2020.09.13 PlayStore)
Press release & pre-marketing
YouTuber marketing

2021 1Q

Berry Store grand open
Berry Store official version launching (IOS)
YouTube AD, branding project with 1M subscribers
Youtube channel

2021 2Q

Attract many users with Cashwalk AD, Alzip Banner AD, Kakao for business AD, NAVER branding, and NAVER GFD AD.
Additional listing on domestic exchanges

2021 3Q

Berry Store V2.update : Add community and entertaining category for fandom
Berry Store global entry/launching : Asia & Worldwide
Auction System of Artists' Cherished Items : Artists introduce their items at the TV Show,
and run an auction right away. Run an online auction via Youtube channel.
Private Messaging Service (1:1 Chatting Service Platform): Artists and fans can text eachother. Multiple languages will be supported.

2021 4Q

Publishing NFT photo/digital card: Digitalization of NFT photo and card with artists' private images and videos in programs such as entertainment/drama/movies/songs rather than simple photo cards with artists' autographs. Collaboration with the agency to create contents containing different cultural moods. Usage of blockchain technology to create a digital contents market by allowing copyright management and transparent distribution structure. Online exhibition/concert: Online exhibition and concert which introduce artists' workpieces. Online exhibition and concert provide various images including individual cam views of each artist in the actual shows so that participants can feel the same way as they are watching their favorite artists at the site. A variety of multiple concerts rather than a one-time basis.

2022 1Q

Production of MCN's Intellectual Property (IP) and making sales in oversea (Asia and the
Middle East). Establishment of a comprehensive content IP production studio (MCN) and
YouTube channel contents to focus on strengthening local strategies. IP business such as
video, music, webtoons/webs, characters, etc. in local language.
Offline invitation events for global fans of each celebrity by collaboration with Korea Tourism
Organization and local programs. Various events such as showcases, group fan meetings,
and merchandise sales at MV, dramas, and movies' shooting place.

05 Disclaimer

01. This White Paper may not be distributed and copied for commercial use. Unauthorized reproduction of this White Paper can lead to civil and criminal measures.

02. This White Paper contains objective information about Berry Store, but this White Paper can be different from the existing Berry Store platform because of technical and other issues.

03. This White Paper is written under the assumption that the Berry Store application is operated well, but the White paper itself doesn't guarantee this assumption.

04. This White Paper doesn't contain any requirements and suggestions to purchase Berry.

05. Besides virtual currency, Crypto Berry is not related to any other assets such as legal tender, stock, bond, legal claim related to legal regulation, derivative, and security.

06. The roadmap of Berry Store specified in this White Paper can be changed depends on the business and institutional environment.

07. Crypto Berry will not be traded in other markets besides trading (purchase, sell, and withdraw) in crypto exchanges.

08. Crypto Berry is a utility token that its price always fluctuates. Berry Store is not responsible for any loss incurred from price fluctuation. Also, Berry Store does not guarantee for crypto Berry's permanent listing in crypto exchanges.

09. Unexpected hacking toward crypto Berry may occur in the application. Berry Store thoroughly prepares security solutions and measures to secure user's crypto Berry. However, crypto threat and operational disruption may still be happened by vulnerability and flaw of Blockchain technology.

10. Berry Store did not subscribe to any of the insurance related to asset risk. Berry Store will not compensate for any reasons related to the user's crypto Berry losses in and out of the application.

11. The risk from value depreciation and restriction of crypto Berry may occur anytime in operation. Berry Store application service can eventually stop its operation in the future.

12. Competition with similar platform services can incur a negative impact on the value of Crypto Berry.

13. Virtual assets' legal nature may always be changed by the Act on Reporting and Using Specific Financial Transaction Information in the future regarding anti-money laundry. Users are likely to file tax for Berry purchase, exchange into other currency, and transfer to another person's wallet in the future. Users need to seek expert advice personally about tax.

14. Users created Berry Store account may not find their account permanently if they lose their ID, password, wallet private key, storing crypto Berry.

15. Through Private Policy, Berry Store collects users' personal information as Berry Store complies with relevant laws, policies, and regulations.

16. With regard to international business, Berry Store complies with Blockchain and the virtual asset policies of each country. Growth of Berry Store and Value of Crypto Berry can be impacted by such regulation and other laws in different countries.

17. Operation of Berry Store and Crypto Berry may be no longer available once their operating expense exceeds to comply with government laws related to the virtual asset.

18. Berry Burning Policy may be changed by regulation of exchange, system environment, and policy.

BERRY STORE

Everything that has donated turns into a good.
Everything that has sold turns into a donation