



# CELEB

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## Introduction

Celeb Plus is a marketing platform where brands around the world and celebs are connected directly.

Development of the Internet, popularization of smartphones, and expanding base of social media have brought dramatic changes in the marketing environment while making shifts in media strategies, from unidirectional provision of information through legacy media to bidirectional communication through social media.

Rise of celebs that have great influences in the Internet based on their numerous subscribers made brands keep their eyes on their channels.

That is because consumers tend to trust products or services that celebs have experienced and recommended.

For that reason, many brands are conducting joint marketing campaigns with celebs for the sake of promotion of their products and importance of such campaigns is constantly growing. Moreover, as 'celeb marketing' industry grows, various problems have risen in the market and the corresponding solutions have become necessary.

For an advertiser to conduct a brand campaign, considerable amount of time and human resource are spent for recruitment of the celeb and management of advertising execution.

Although MCNs (Multi-Channel Networks) that manages celebs or multiple marketing agencies have entered the market for the sake of efficiency, their entrance resulted in the current unreasonable expenditure structure with increased cost burden to the advertiser and decreased rewards for the celebs.

In addition, problem of absence of credible data on influence of a celeb for estimation of advertising fee has emerged.

In other words, rewarding criteria of a marketing campaign are currently based on the number of followers because of insufficiency of objective data to analyze the contribution to the campaign and effectiveness of the promotion. Along with such a problem, negative aspects of viral marketing, including fraudulent actions (fake likes,

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followers, and comments) that fabricates the campaign outcomes, have raised doubts on the credibility.

In short, “cost burden because of excessive intermediation fee, problems in efficient profit sharing because of absence of credible data, and verification of effectiveness of the marketing campaign” are the problems lying ahead.

To solve those problems, Celeb Plus aims at a decentralized platform that enables reasonable consensus on rewards by directly connecting the members of the ecosystem, brands and celebs, through the blockchain technology and maximizes the efficiency to allow for reasonable spending of advertising expenses by recording activity data on the blocks and measuring contributions of each actor based on the credible data.





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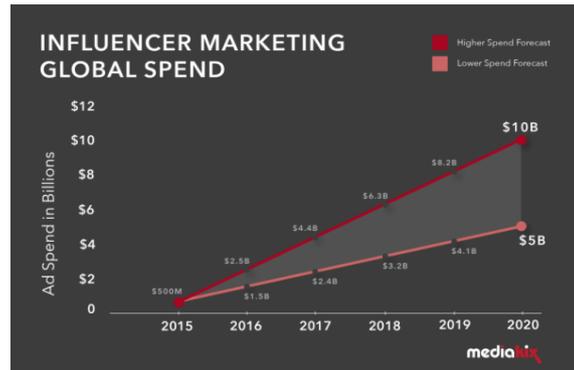
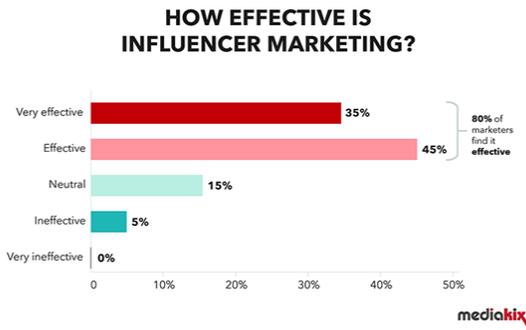
# 1. Market Insight

We used to acquire information from TV, radio, and newspaper and visit offline store to purchase products. However, as the Internet became popularized because of advances in technology, we can now acquire information needed to purchase products from advertisements in PC and mobile environment and purchase products around the world at online stores. Furthermore, various O2O services linked with both offline environment and online environment has brought the paradigm shift from offline market to online market, allowing for purchasing products anywhere, anytime.

Media environment has evolved from unidirectional provision of information through legacy media represented by TV and newspaper to active acquisition of information through portals and meta search services and invigorated bidirectional communication through dispatch of various information by individuals and online comments on social media and visual media. As information celebs or influencers that have influence in the Internet provide by delivering reviews and information on products in consumers' perspectives became more influential than the viral marketing through legacy media, many marketing campaigns are using multi-channel methods and gravity of information providing through celebs to acquire consumers' trust is rapidly increasing.

According to Mediakix, the influencer advertising market is expected to grow from KRW 5 trillion as of 2017 to KRW 10 trillion in 2020, and approximately 60% of marketing officers of brands have answered that they are increasing the budget for influencer marketing compared to the last business year. We can see that marketing through celebs' recommendation is being spotlighted as the fastest customer securing strategy, and more than 80% of brand marketers answered that the influencer marketing is effective.

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<Cited from 2019 Mediakix>

A case is, a smartphone manufacturer has promoted its new smartphone, Galaxy Z Flip, launched in February 2020 through ITsub, a professional YouTuber, and executed the marketing campaign to promote its another new smartphone, S20, which will be soon launched, through reviews from six popular Instagram influencers.

Information, which used to be spread through digital device stores and TV advertisements, is now proliferated through experiential contents from the users. Such a trend indicates that popular influencers' sharing of user experiences has acquired credits from the consumers and exercises a great influence over their purchasing decisions.

## 2. Problems of the Celeb Marketing

### 2.1 Increase in Costs Following the Intervention of Multiple Intermediary

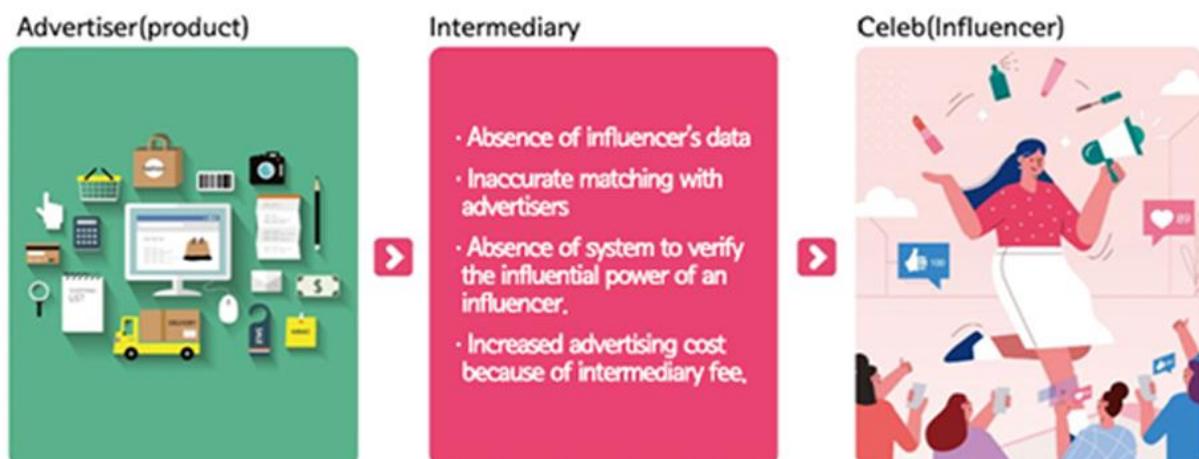
Brands are allocating a certain part of their budget for the newly emerging influencer marketing and the amount of the budget is constantly increasing every year.

Although advertisers wish to find celebs that suit their brands and celebs wants to be connected with brands, directly meeting each other is practically unavailable for physical reasons.

To execute a marketing campaign, micro-managements of the campaign, including searching for the proper celeb, contacting the celeb through direct messages, and consultations on the conditions are required, and much time and human resource are spent for the preparation and the actual execution. Hence, intermediary to connect advertisers and celebs became necessary and marketing agencies or MCNs collaborating with brands (Intermediary) took that role.

However, recruiting celebs often includes multiple layers of processes through MCNs and media that runs their own celeb communities for the work efficiency. "Intermediary" mentioned here refers to the structure where multiple interested parties are involved. Such a structure is increasing the campaign cost because of various fees, and rewards for celebs that includes those fees are often misunderstood to be overbillings.

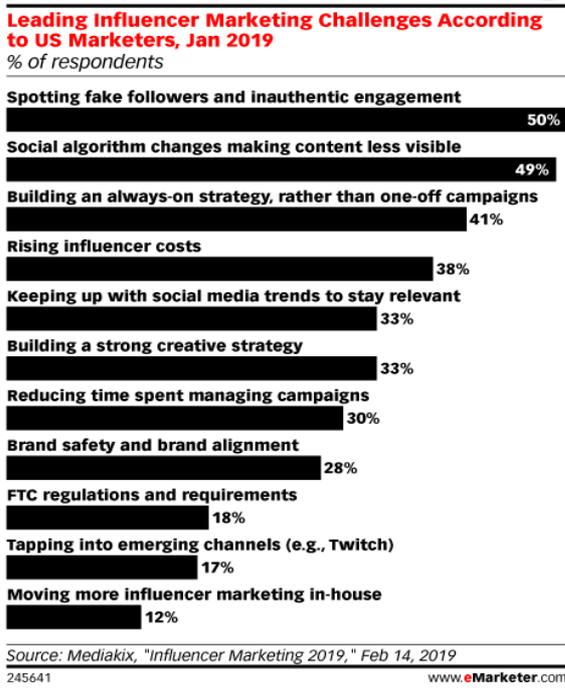
In that way, as the viral marketing market grows, the need for medium (platform) to directly connect celebs and advertisers has risen.



## 2.2 Limits in the Current Influence Measuring Method

Advertisers often believe that the number of social media followers has effects on the celeb's influence on the marketing campaign and therefore prefers celebs with more followers. Hence, celebs with more followers demand more economic reward and the number of followers has become a criterion in calculating the rewards.

The number of followers has become both criterion in selecting a celeb and the top priority of celebs.



As the number of followers has become the criterion of economic rewards, fraudulent actions such as "fake followers, accounts, comments, and likes" have emerged, and even famous celebs are exaggerating their followers with fake followers.

Advertisers often face difficulties in confirming the effectiveness of their promotion campaign because of limits in verifying the credibility of the number of followers of a celeb while they are paying considerable amount of rewards to the celebs.

Furthermore, as even websites that fabricates the number of followers emerge, questions about the authenticity of the number of celebs' followers are rising. Point North Group, an influencer marketing data company, estimated that approximately 14% of



The screenshot shows a website for 'Devumi' with the headline 'Buy Twitter Followers Now'. Below the headline is a table of pricing and delivery options:

500+ Followers	1,000+ Followers	2,500+ Followers	5,000+ Followers
\$10	\$17	\$29	\$49
Delivered in 1-2 Days	Delivered in 2-3 Days	Delivered in 5-7 Days	Delivered in 10-14 Day
Active & High Quality			
Order Now	Order Now	Order Now	Order Now

Below the table, there are logos for payment methods (VISA, Mastercard, etc.) and a '100% Risk-Free!' badge. At the bottom, it says 'Devumi 사이트 [사진= 데뷰미 사이트 캡처]'.

Devumi 사이트 [사진=데뷰미 사이트 캡처]  
Devumi Website [Image=Capture from Devumi Website]



budgets for Instagram influencers marketing campaigns conducted in the United States and Canada as of the last year have been spent for the fake followers.

According to the influencer marketing hub, 63% of marketing officers that responded to the survey answered that they have experienced fake numbers in information provided by influencers.

To solve those problems, transparent and credible verification of effectiveness of "celeb's influence" shall become available.



### 2.3 Absence of Credible Data

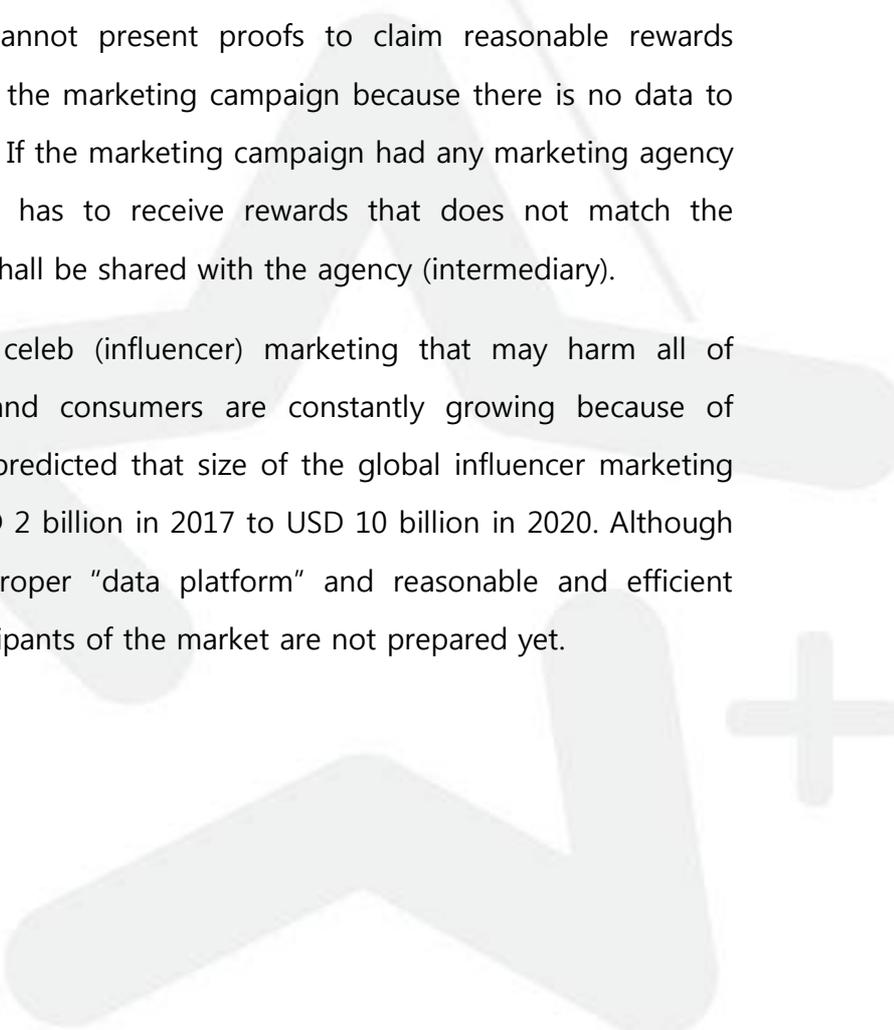
Advertisers contract celebs either directly or indirectly, through marketing agencies.

However, as there is no standard criterion to evaluate influential power of celebs, problems occur in assessing effectiveness of marketing campaigns. In other words, Because of absence of data to evaluate the influential power of celebs, marketing impact of marketing campaigns shall be evaluated based on data such as "the number of followers", "likes", and "comments."

Hence, cases in which a celeb that does not suit the product or purpose of the marketing campaign is allocated to an advertiser or the campaign fails in achieving outcomes below the expectation. In other words, an advertiser has to spend advertising fees with limited data while being unable to verify the celeb's influential power. If the advertiser has executed the marketing campaign through a marketing agency (intermediary), marketing agency (intermediary) fee is added.

On the other hand, the celeb cannot present proofs to claim reasonable rewards corresponding to the outcomes of the marketing campaign because there is no data to prove the celeb's influential power. If the marketing campaign had any marketing agency (intermediary) involved, the celeb has to receive rewards that does not match the contribution because the rewards shall be shared with the agency (intermediary).

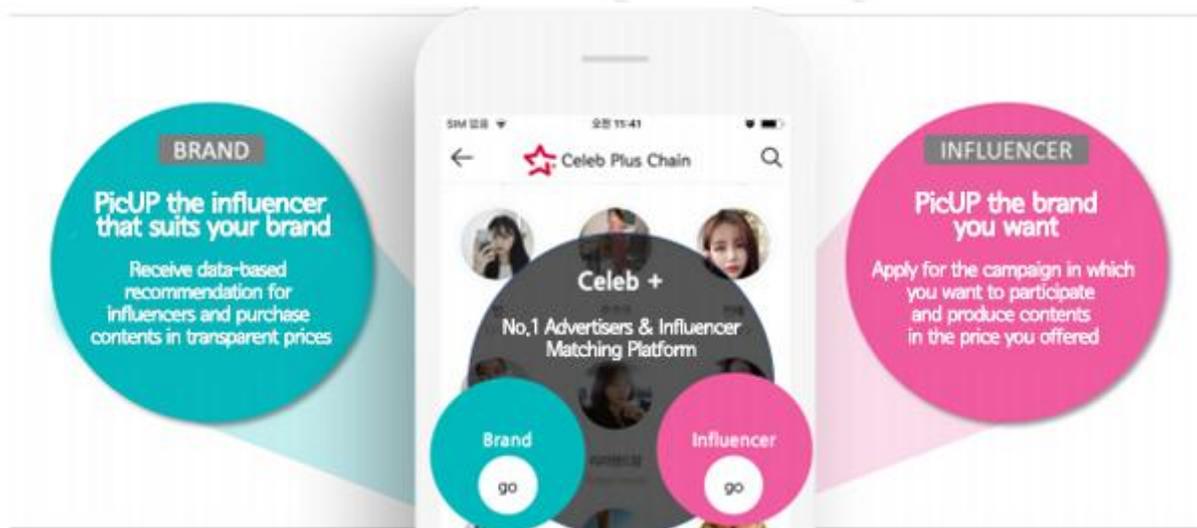
Negative aspects in the current celeb (influencer) marketing that may harm all of advertisers, celebs (influencers), and consumers are constantly growing because of absence of credible data. KOTRA predicted that size of the global influencer marketing market will grow fivefold from USD 2 billion in 2017 to USD 10 billion in 2020. Although the market is rapidly growing, proper "data platform" and reasonable and efficient "communication" among the participants of the market are not prepared yet.



### 3. Celeb Plus Solution

Celeb Plus is a decentralized marketing platform for advertisers and celebs.

Through Celeb Plus Platform, advertisers around the world can directly contact celebs with social media influence and order them brand marketing campaigns. Rewards agreed in advance are provided when the predetermined conditions are fulfilled. A characteristic of the Platform is that rewarding system is based on activity performances and advertising fees are spent based on credible results based on tracking data on records of implementing marketing campaigns.



<Celeb Plus Platform >

- Celeb Member

:Definition- Celeb member is a member that works with his/her awareness acquired through various contents on social media as his/her asset. The term "celeb member" includes all of entertainer, influencer, YouTuber, creator, and Instagramer.

- To participate in an marketing campaign, the person shall join Celeb Plus as a celeb member and link his/her social media account.

- A celeb member can either find a campaign to participate from the campaign list and apply for the open recruiting or receive a suggestion from a brand directly. The celeb



member can accept or decline (yield to other celeb) the suggestion.

- The celeb participating in the campaign receives and experiences a sample product and carries out the marketing campaign mission.

- The celeb receives the base reward and bonus differentially depending on the contribution to the campaign.

- If a celeb's accumulated contribution to campaigns is high enough, the Platform may recommend the celeb to brands based on the contract.

- Advertiser Member

:Definition- Advertiser member is a corporate or individual member that owns a brand or business license. Eligibility of the advertiser member includes all the companies considering the brand marketing.

- A brand advertiser shall register as a corporate member and acquire the approval from the Platform.

- An advertiser member can register campaign details on the dashboard.

- The advertiser member shall enter the base reward and bonus reward and must hold the sufficient Tokens.

- The advertiser may recruit a celeb through an open application or request participation in the campaign from a celeb in a selective manner.

- Consumer

:Definition- The Platform is a marketing platform to connect brands and celebs, which is a B2B business. Consumers cannot sign up for the Platform, and shall be defined as persons receiving information through celebs' social media. The term consumer shall include person responding to marketing campaign postings published by celebs with comments, visit to the website, and purchase.

- Celeb Plus

:Definition- Celeb Plus is the name of the marketing platform service and, at the same time, the entity that develops and operates the Platform.

- Celeb Plus develops and provides features to facilitate connection between

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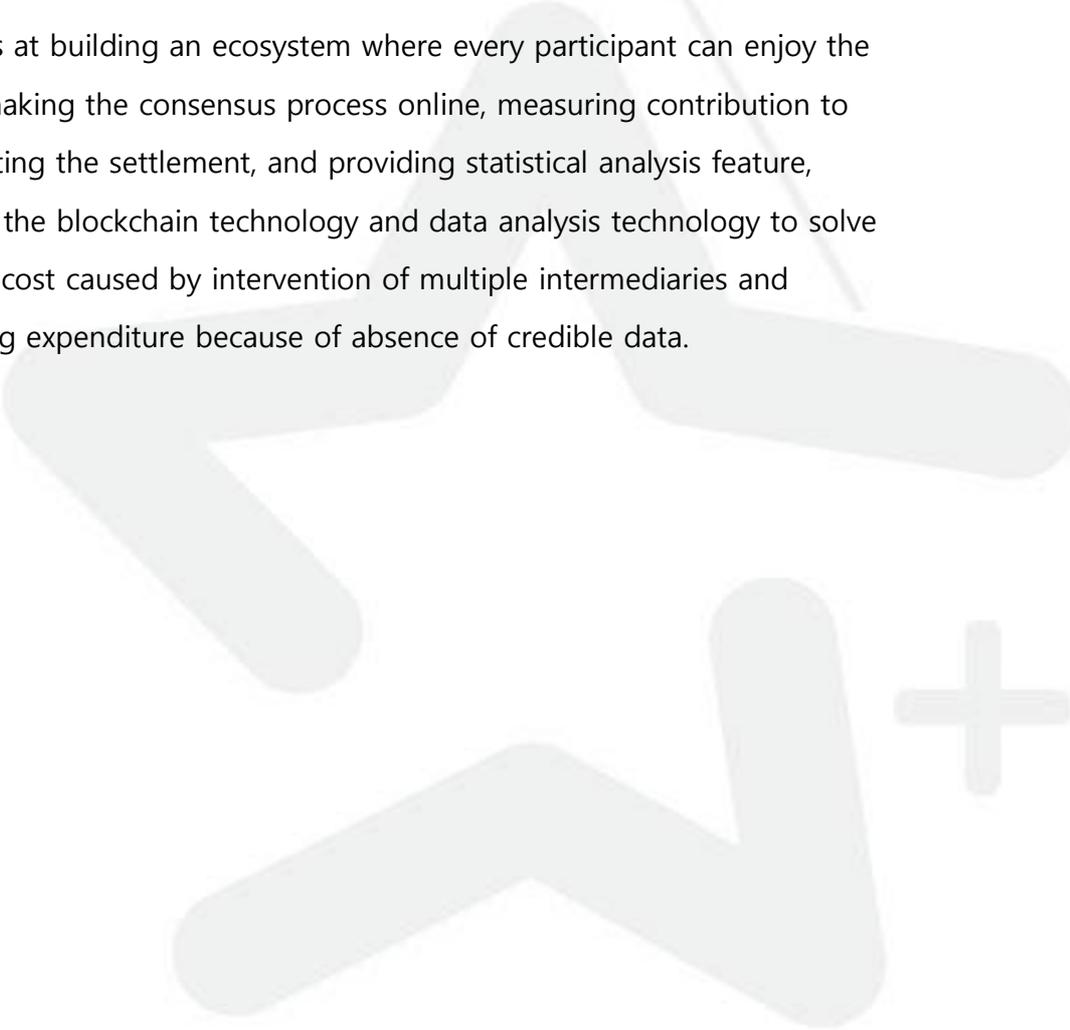
advertisers and celebs on the platform.

- Celeb Plus is in charge of management and backup of overall database of the Platform.
- Celeb Plus shall track, collect, analyze, and process data in order to provide credible data and provide them to its members.

Celeb Plus Platform provides features to support execution and management of marketing campaigns without necessity for multiple intermediaries. Such features allow users to save expense and time spent for marketing campaigns. With a unique rewarding system rule, advertising fees can be provided according to contribution to the campaign.

The bonus reward is calculated based on transactions and the system that automatically settle the rewards in the Token through smart contracts is provided. In other words, advertisers and celebs can make a consensus on the conditions about rewards based on objective data, and reports to monitor the progress of the campaign in real-time are provided.

Also, the Platform aims at building an ecosystem where every participant can enjoy the win-win structure by making the consensus process online, measuring contribution to the campaign, automating the settlement, and providing statistical analysis feature, through application of the blockchain technology and data analysis technology to solve problems of increased cost caused by intervention of multiple intermediaries and unreasonable marketing expenditure because of absence of credible data.



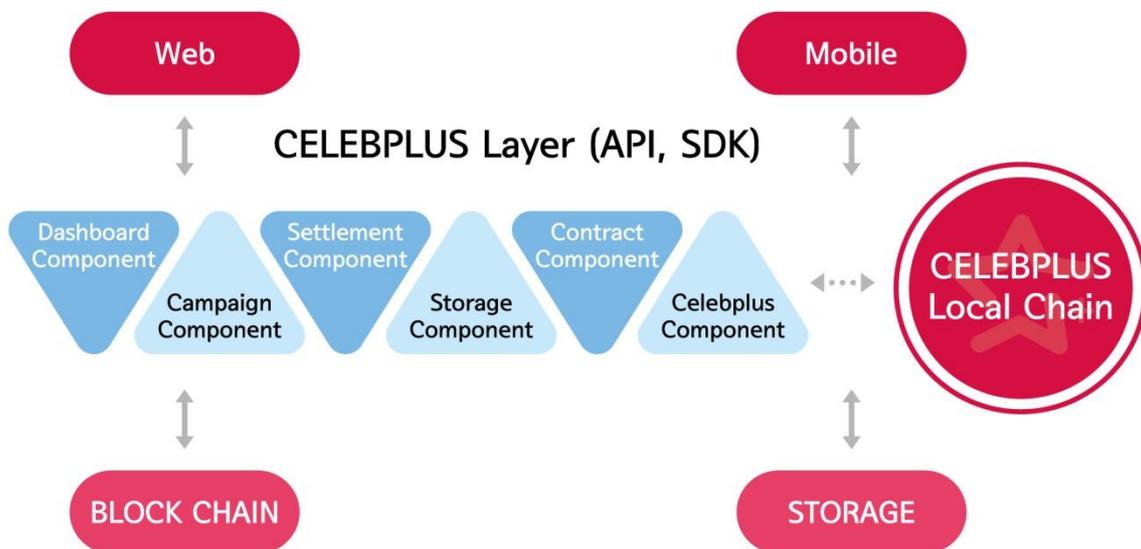
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## 3.1 Celeb Plus Dev.

Celeb Plus is developed in hybrid structure based on the Ethereum blockchain platform. User interface and business logic are built in off-chain manner, and parts that require transparency, such as campaign and settlement logic, are built on-chain through Celeb Plus smart contract. The blockchain platform can be shifted to other platforms in the future depending on technical requirements of Celeb Plus.

### 1) Module Structure



Celeb Plus Platform is based on the blockchain and every process related to circulation of the Token is executed based on the smart contract through dashboard, campaign, settlement, storage component, and Celeb Plus contracts. Celeb Plus consists of modules, including API for linkage with other systems, including advertisement and e-commerce, tracking system to track the history from the registration of a campaign to the final settlement, SDK for invigoration of Celeb Plus, and wallet.

### 2) Architecture

Celeb Plus Platform largely consists of application layer that covers the user interface, distributed business layer that covers data processing and connection with the blockchain network, and core layer, which is the layer for data storage and blockchain.



## Application Layer



Advertiser



Celeb



Customer



Advertising Service Provider #1



Advertising Service Provider #2



## Tech Layer



Dealer



R/S System



Dash Board



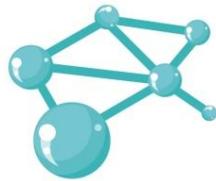
Reg/Auth



Data Router



## Core Layer



Blockchain



Distributed Data Repository



Transaction information & Smart Contract

Encrypted Reference Data

Data

Data

Data

Data





- Application Layer

Application layer is the layer to provide various data in Celeb Plus in visualized manner. Access to this layer is divided into groups such as influencer, advertiser, and administrator, and interfaces optimized for each group are provided.

Basic features, including member management, campaign registration and participation, influencer matching, viewing statistics analysis report, and settlement, are provided, and services from various service providers participating in the Celeb Plus ecosystem are provided in connection. Transaction and activity data generated in each service will be recorded on the storage and the blockchain network through the business layer. Furthermore, Celeb Plus team not only develops various services using Celeb Plus, including the wallet and Celeb Plus Data Explorer, but also supports API and SDK so that the participants can easily utilize the related services. Through those API and SDK, Celeb Plus ecosystem provides developers and its participants with access to Celeb Plus Data and opportunities to utilize those data to develop services that enrich Celeb Plus ecosystem.

- Distributed Business Layer

Distributed business layer processes various data on Celeb Plus Platform and connect them to the blockchain network. When the blockchain network of Celeb Plus is constructed in the future, this layer will efficiently control the network load of the blockchain network through transaction processing and data filtering. This layer also develops APIs to connect with various third party blockchain services and provide them in the form of SDK to support efficient development of various services in Celeb Plus ecosystem.

Major components that comprise the distributed business layer are as follows.

- Dashboard Component

This component visualizes data, including exposure of ongoing campaigns and campaign outcome analysis, to provide user interface intuitively.

- Campaign Component

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This component manages and records the entire lifecycle data on campaigns from advertiser's registration of a campaign and influencer's participation to users' response and the end of the campaign.

- Settlement Component

This component settles rewards according to the agreed ratio once a campaign end. The influencer that participated in the campaign and completed the missions receives the base reward in the fiat money. Bonus reward according to the result of campaign outcome analysis and contribution are provided in the Token. Later, Celeb Plus team will develop and run various rewarding system for encouragement of participation and invigoration of the ecosystem.

- Reg/Auth Component

This component processes the sign-ups of members wishing to participate in Celeb Plus. Especially, as for influencers, influential power index is calculated based on the registered social channel information and the registered information is verified if it matches the information online.

- Core Layer

Core layer records activity data and transaction data of Celeb Plus ecosystem participants. Participants' data, from generation of campaigns to information on deals between advertisers and influencers and influential power of influencers, are sensitive and important information, they shall be stored on the blockchain network to be protected from dangers of forgery or falsification and data loss from malfunction of the central server. Base data to maintain Celeb Plus ecosystem in its initial stage are recorded on the public network, but the goal of Celeb Plus is to manage those data on the exclusive Celeb Plus network by utilizing the sidechain.

## 3.2 About the Platform

### 1) Direct Connection between Advertisers and Celebs

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Advertiser(product)



Intermediary



Celeb(Influencer)



Celeb Plus is the Platform that has eliminated the intervention of intermediary and supports direct connection and contract between advertisers and celebs.

Celeb Plus executes marketing campaigns in largely two different manners.

The first is the open application campaign.

Once an advertiser post campaign details on the Platform, the campaign is exposed to celebs (first-come-first-served recruiting) after a brief review. The selected celebs shall produce contents according to the campaign missions and post the contents on their individual social media. Once the campaign period expires, the report is provided to the advertiser and celebs and settlement is executed based on the results on the report.



1. Register campaign information



2. Campaign Inspection and Approval



3. Campaign exposure (first-come-first-served)



4. delivery of goods



5. Content registration



6. Exit campaign and provide reports



7. calculate

<Open Application Marketing Campaign >

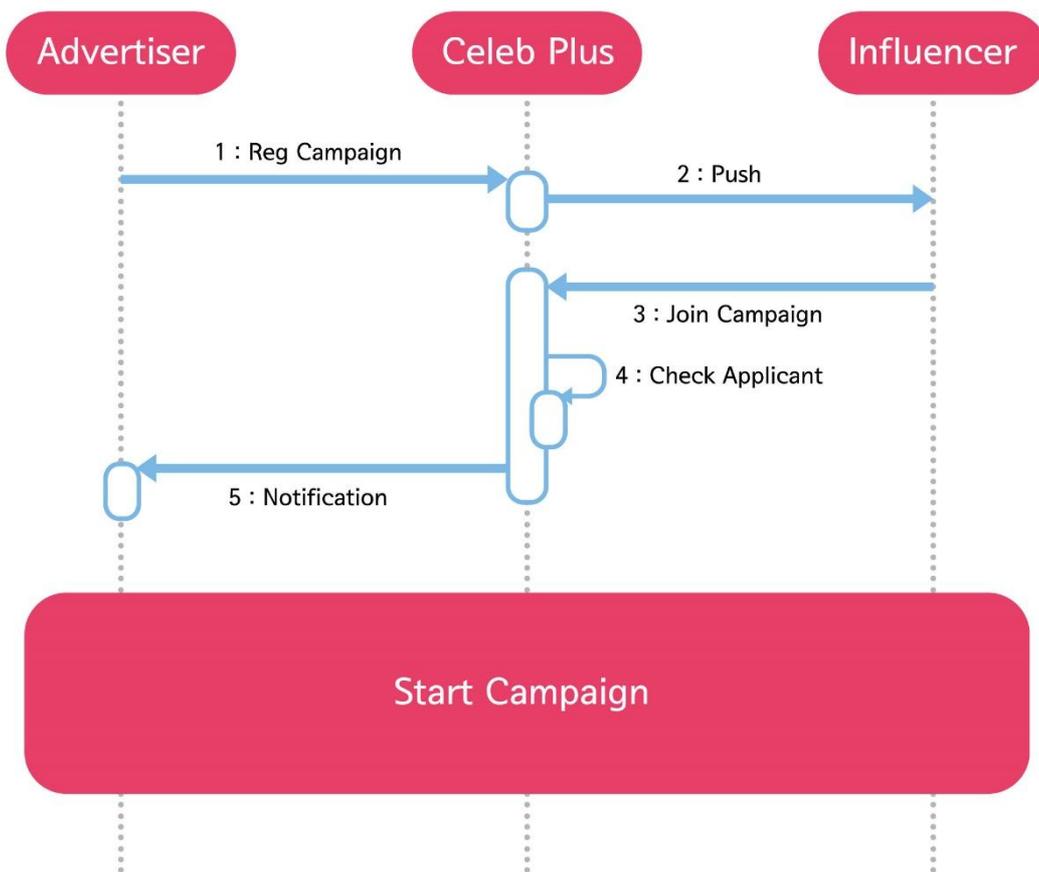


- Work Flow of an Open Application Marketing Campaign

Because an open application marketing campaign is executed on first-come-first-served basis, it features an advantage that matching with influencers can be so rapid that the matching is made as soon as the campaign is registered, but there is a chance of participation of a celeb that does not suit the characteristic of the campaign (brand, product, advertiser, etc.). Hence, this type of campaign is more suitable for the campaign that aims at promotion through participation of many influencers rather than the brand's image.

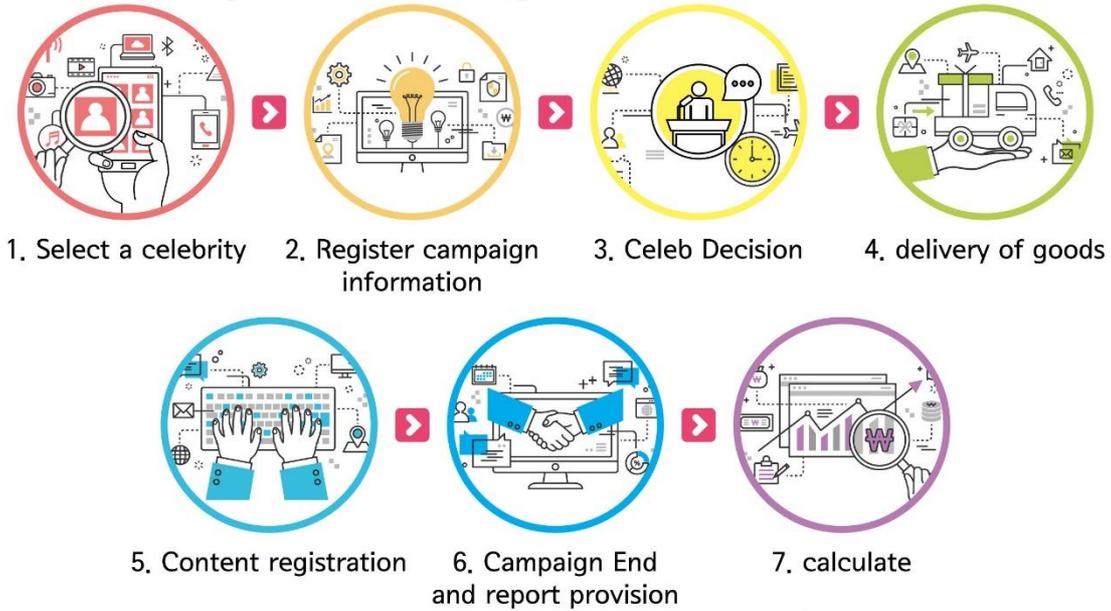
- 1) An advertiser registers an open application marketing campaign (first-come-first-served).
- 2) Push alarm that a new campaign is registered is sent to influencers.
- 3) Influencers check the brand and mission and apply for the campaign.
- 4) The Platform checks the number of participating influencers on the real-time basis.
- 5) Once the number of participating celebs reaches the preset number (additional recruiting is also possible), an alarm to inform the completion of recruiting is sent to the advertiser.

\* Later processes are as same as those of the other campaign type.



The second is the selective campaign.

As for the selective campaign, the advertiser registers details of the marketing campaign and selects desired celebs. The campaign begins when the selected celebs check the offer and click the "Accept" button that indicates the intention of the final decision for participation. The selected celebs shall produce contents according to the campaign missions and post the contents on their individual social media. Once the campaign period expires, the report is provided to the advertiser and celebs and settlement is executed based on the results on the report.



<Selective Marketing Campaign>

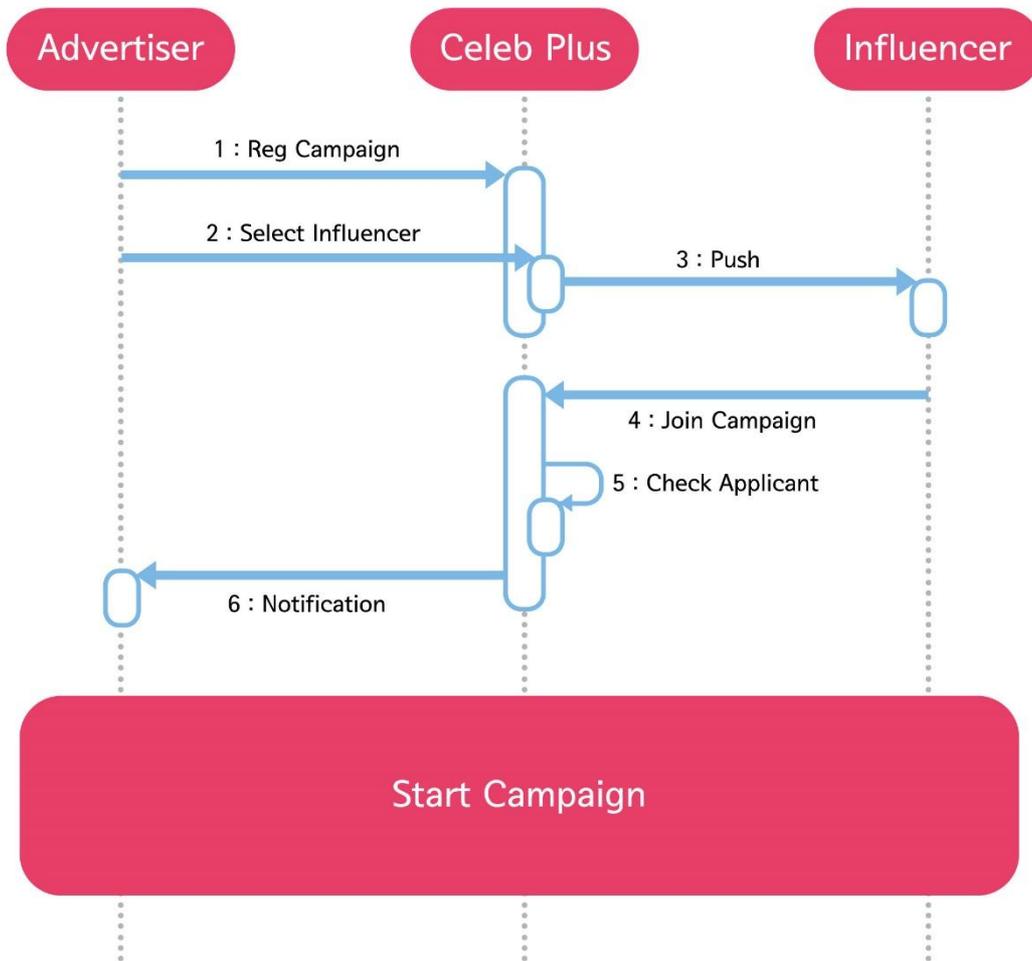
- Work Flow of a Selective Campaign

In a selective campaign, the advertiser chooses desired celebs considering the brand image and influential power of the celebs. Only celebs selected considering the celebs' influential power index in the category that matches the registered campaign can participate in the campaign.

- 1) An advertiser registers a selective campaign.
- 2) The advertiser can select celebs that match the campaign's image (brand, product, company, etc.).
- 3) A push alarm that the celeb is selected is sent to the selected celebs.
- 4) Influencers indicate their intention of participation in the campaign.
- 5) The Platform checks the number of participating celebs on the real-time basis.
- 6) Once the selected celebs finalize the participation, an alarm to inform the completion of recruiting is sent to the advertiser.

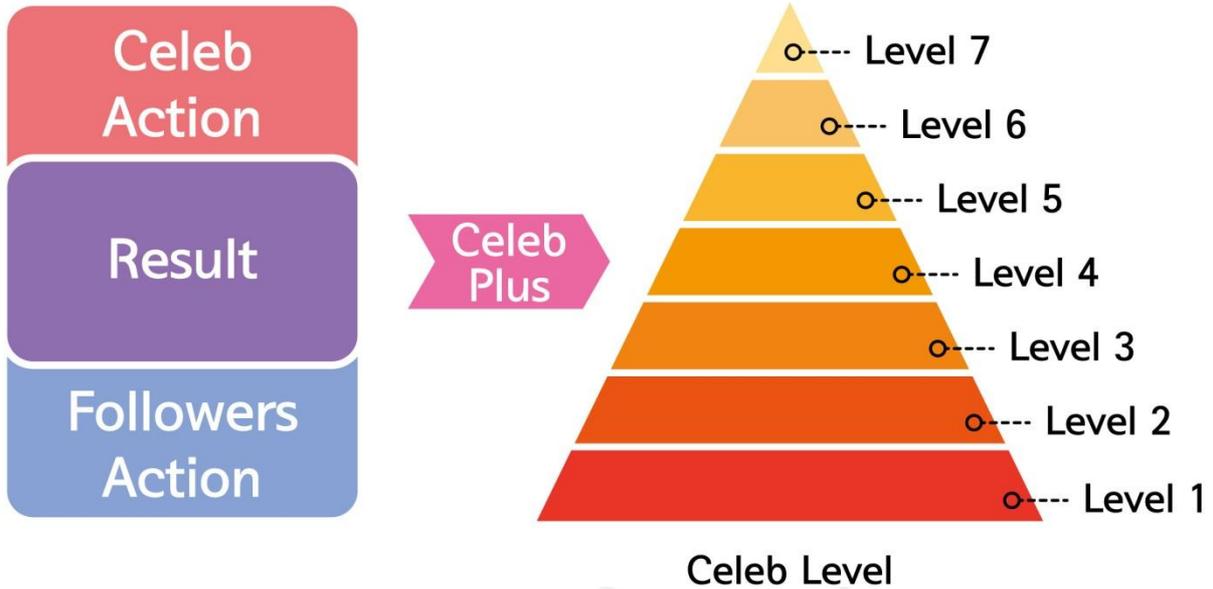
\* Later processes are as same as those of the other campaign type.

Resultantly, all that the advertiser shall do are registering the campaign and selecting the celebs (influencers).



## 2) Data-Analysis-Based Influence Verification System

In contrast to current marketing agencies that only provide superficial indices, including the number of followers, views, comments, and likes, by connecting social media (Instagram, Facebook, YouTube) accounts to their platforms, Celeb Plus provides social graph data (celeb index) that can prove the celebs' influential power to advertisers through its own evaluation algorithm, while strictly excluding "fake followers" and "like bots" during the data collection.



<Celeb Level Chart>

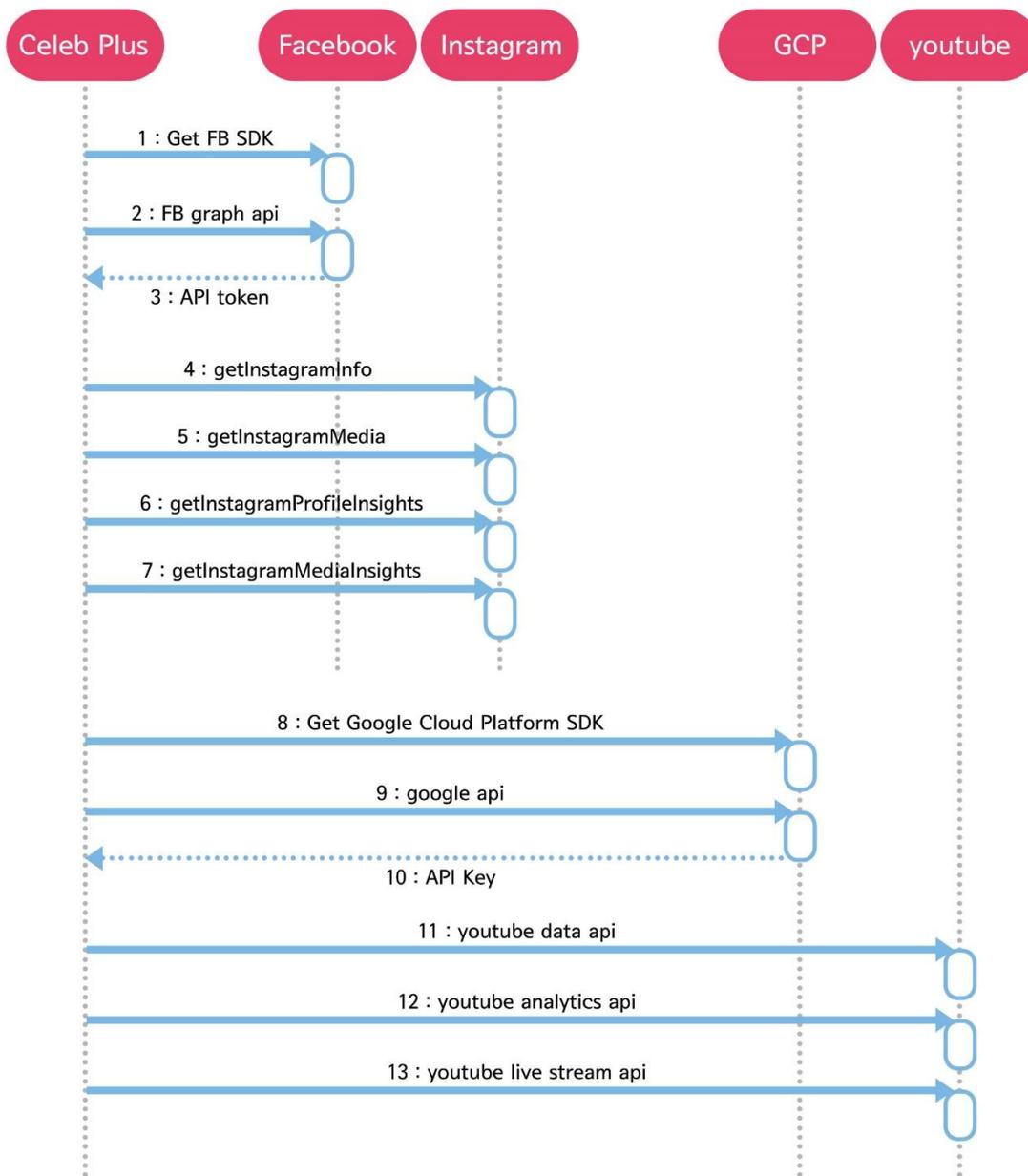
- Work Flow of Social Data Analysis

Celeb Plus measures influential power of each influencer acting on social channels, including Instagram and YouTube, and convert that into the celeb index. Through the index, Celeb Plus provides an indicator with which advertisers can receive recommendation on influencers that match their brand image or select such influencers.

- 1) Set Facebook application and connect Facebook SDK.
- 2) Get the API token issued for utilization of Facebook graph API.
- 3) Import Instagram profile data.
- 4) Import Instagram media data.
- 5) Import Instagram user insight data.
- 6) Import Instagram media insight data.
- 7) Connect Google Cloud Platform SDK.
- 8) Get the API key issued through googleapi.
- 9) Import basic data, including videos and channel, through YouTube Data API.

- 10) Import viewer statistics and popularity statistics of videos/channel through YouTube Analytics API.
- 11) Generate real-time events and manage live streaming with YouTube Live Stream API.

As for Instagram insights, the access is available only for business accounts. Through various third-party APIs other than APIs provided by each social channel and development within Celeb Plus team, Celeb Plus will create a substantive social data analysis model.



### 3) Blockchain-Based Automated Settlement Solution

As advertisers and celebs automate the rewarding process according to the mutually agreed condition on Celeb Plus Platform with the smart contract technology, possible misunderstanding and dispute from human intervention can be eliminated.

Advertiser(product)



Celeb Plus Platform



Celeb(Influencer)



Report  
  
 Efficiency

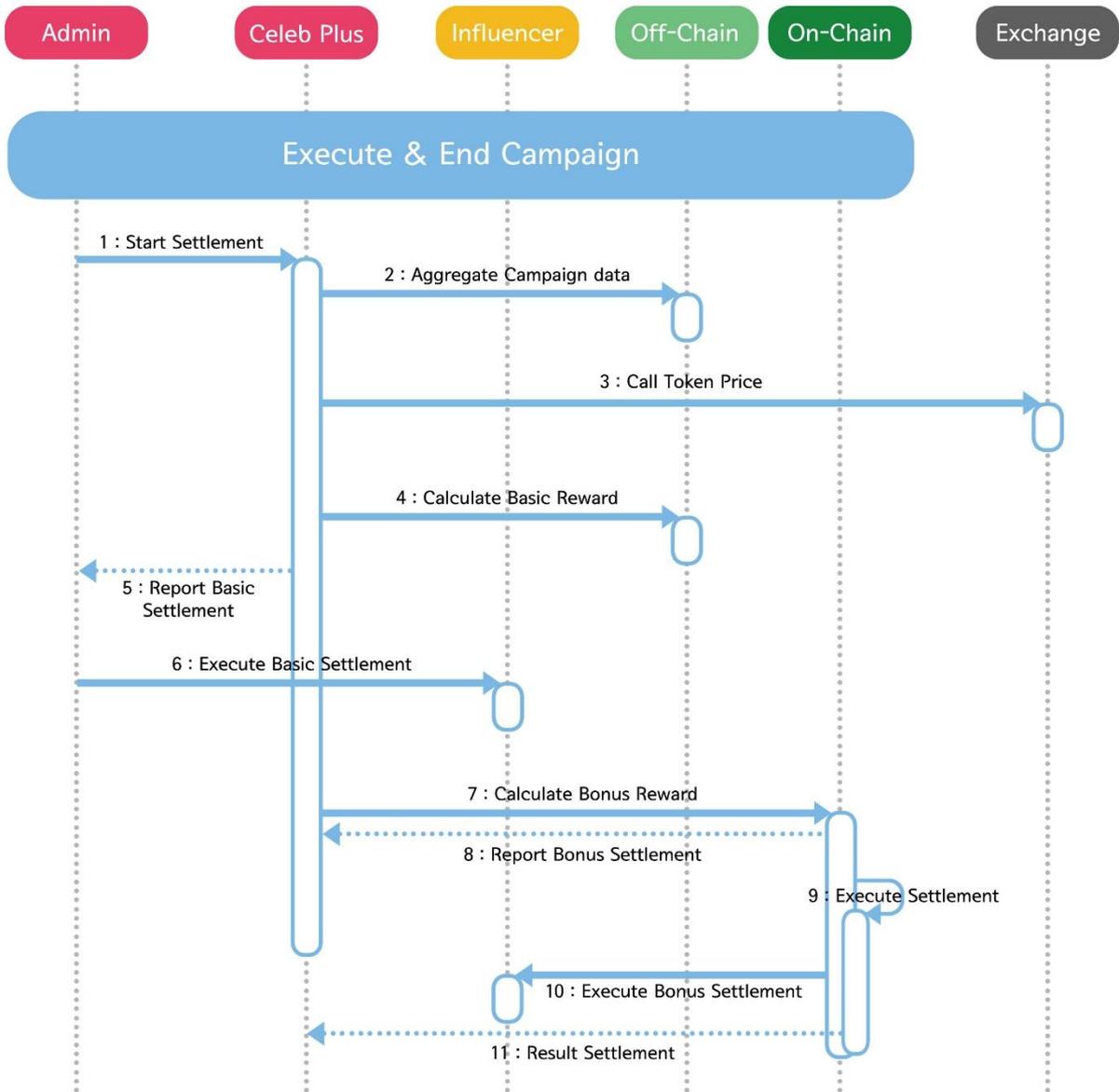
Report  
  
 Reward

- Work Flow of Settlement

Once a campaign ends, the settlement of rewards is processed in largely two manner. There are basic reward, which is provided when a celeb has participated in the campaign and carried out the missions, and bonus reward, which is provided depending on the contributions. Basically, the basic reward and bonus reward are provided in the fiat money and Token, respectively. The basic reward is provided to everyone that has carried out the missions and the bonus reward is provided in differentiated manner depending on the contribution to the campaign.

- 1) Settlement for the basic reward begins.
- 2) Campaign activity data are collected.
- 3) Token price at the time of settlement is viewed with the exchange API.
- 4) The basic reward is calculated.
- 5) Fiat money settlement report is provided to the administrator.
- 6) Administrator shall provide the basic reward.
- 7) The bonus reward is calculated.

- 8) Bonus reward report is recorded on the Celeb Plus Platform.
- 9) Smart contract automatically provides the corresponding bonus reward.
- 10) Provided bonus reward Tokens are transferred to the influencers' wallet.
- 11) Token settlement result and history are recorded on the Celeb Plus Platform.

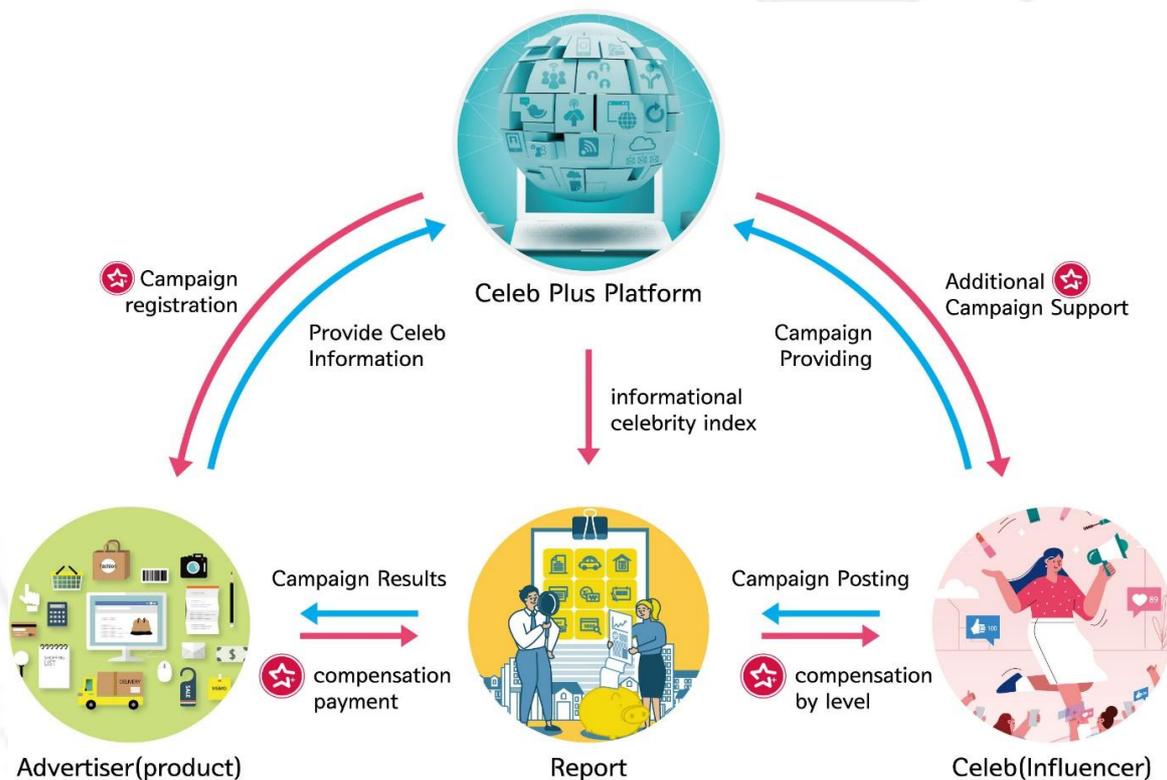


## 4. Token Economy

Celeb Plus is a POC based rewarding and advertising fee rationalization system that measures celebs' contribution to campaigns based on transactions and provides corresponding rewards.

Past celeb marketing calculated rewards based on the number of followers. That resulted in rewards either too much or too little compared to the effectiveness, and both advertisers and celebs began to feel that the celeb marketing is not reasonable. Such an issue occurred because there was no quantified objective data that can serve as a criterion in rewarding. Advertising industry has been demanding a solution for that problem, but there is no platform that has offered a reasonable method for rewarding based on the actual contribution.

Celeb Plus is trying to solve the abovementioned problem by developing a transaction-based contribution measuring algorithm through the blockchain and smart contract technology.



<Celeb Plus Token Economy Diagram >



## 4.1 Usage and Definition of the Token

Celeb Plus Token is the main token utilized for various transactions and rewarding on the Platform. The Token can be exchanged at the listed exchange, and it also provides liquidity providing function. The currency to be circulated in Celeb Plus has been designed considering the smooth market entrance. During the market entrance phase, Celeb Plus will invigorate transactions and interactions on the Platform by properly combining the fiat money and the Token. When the Platform enters its growing phase, the team will automatize the system and develop the system to exclude human interventions from transaction processes so that the Token can be circulated in the ecosystem spontaneously.

## 4.2 Reward Currency

Unlike past influencer marketing platforms, Celeb Plus supports both fiat money and the Token in its rewarding system, and the fiat money and the Token are separately used for the basic reward for celebs' marketing activities and the bonus reward for contribution, respectively.

## 4.3 Types of Rewards

'Basic reward' refers to the reward provided basically in return for participating in a campaign, and the basic reward is provided to everyone that carried out the missions, in the fiat money.

'Bonus reward' refers to the bonus provided in the Token in addition to the basic reward as the reward for contribution to the campaign based on data collected from other servers or brand website.

## 4.4 Structural Design of the Staking Model

Advertisers need Celeb Plus Tokens to provide rewards for their campaigns. An advertiser shall purchase the Tokens before registering a campaign and hold the minimal amount

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of the Token in his/her wallet to provide the rewards. To fulfill the unmet needs of advertisers, Celeb Plus motivates advertisers by automatically applying discount rates to the price of marketing campaigns depending on the period and amount of the Token holding. Holding a certain amount of Token for a long period means that the advertiser has an intention to continuously use the Platform and is ready to provide the bonus reward to celebs, and it can also be interpreted as the advertiser's contribution to the Platform. A celeb's contribution to campaigns can be measured through the cumulative amount of received bonus reward, and it can also serve as an aspect for recommending the celeb to advertisers based on objective indicators about in what category and brand the celeb has strength. Because the recommendation feature to meet more various brands is provided, incentives to hold the Tokens provided as the bonus reward for longer period exist.

### 4.5 Token Purchasing Method

Advertiser can purchase the Token in largely two ways, from either over-the-counter (OTC) transaction or the Market. As for purchase of the Token necessary for advertisers' provision of rewards, the Platform may provide a way to acquire the Tokens on the dashboard through link with other platforms.

- When an advertiser enters the amount of the Token to purchase, the amount to pay is shown. By clicking 'Buy' button, the advertiser may make the payment in either the fiat money or USDT.
- When the Platform calls the purchasing (transfer) signal from the preset reward pool for a marketing campaign, the smart contract is executed to automatically transfer the Tokens equivalent to the purchased amount to the buyer's (advertiser's) wallet.

The Platform may provide benefits in the purchase for the sake of invigoration of the campaign. For example, the Platform may allow the advertiser to purchase the Token in a discounted price.

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## 4.6 Smart Contract for Provision of Rewards

Campaign period, required hash tag, rewards, and mission details are stored on the block as the contract conditions of the campaign. Contribution is quantified to calculate the bonus rewards when the transaction data tracked and collected through external servers and the advertiser's website to check the execution of the missions meet the set conditions, and the calculated rewards are transferred on the date of settlement if the campaign conditions are all fulfilled.

## 4.7 Contribution and Campaign Impact Measuring Method

There can be multiple participants in a campaign and the amount offered as the rewards is determined through the consensus with the advertiser. In other words, automated settlement shall consider various possibilities to automatically provide the bonus reward according to the contribution.

Factors for measuring 'individual contribution score (ICS)' are based on engagement data, including "like, comment, reaction, reach, the number of visitors, signup conversion rate, and buyer conversion rate". Each item is weighted and the maximum score is 300 (to prevent falsifying the score, weights are confidential).

The sum of ICSs of celebs participating in the campaign is the total contribution (TC). 'Individual contribution ratio (ICR)' is ICS divided by TC and multiplied by 100. 'Celeb Plus campaign effectiveness index (CPE)' is TC divided by 'the number of campaign participants (n).'

$$ICS_a + ICS_b + ICS_c + ICS_d... = TC$$

$$ICS / TC * 100 = ICR$$

$$TC / n = CPE$$

## 4.8 Bonus Reward Calculation

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'Individual bonus reward (iBR)' is the 'total reward (TR)' multiplied by 'individual contribution ratio (ICR).' Rewards are calculated as below and the Tokens equivalent to the calculated rewards are transferred to the celebs' wallet through the smart contract when the set date arrives.

$$TR * ICR = iBR$$



## 5. Token Allocation

The foundation is planning to conduct the market-friendly token allocation and management in accordance with the listing on exchanges and lockup policy. Most of Celeb Plus's cryptocurrencies will be distributed in the form of promotion to secure large-scale advertisers and famous celebs (influencers), and the target period is set from 6 months at least to 4 years at most. The lockup schedule is set considering the trend of increase in advertisers and famous celebs (influencers) following the growth of Celeb Plus Platform in order to avoid rapid price fluctuation. During the lockup period, participants, advertisers, and partners will build the ecosystem and fast conduct commercialization while carrying out their roles.

Because of the token economy in which the number of celebs increase following the invigoration of the platform and the corresponding increase in the value of the cryptocurrency and growth of the business are expected, rewards in the form of vesting will lead to the motivation. Through that, Celeb Plus will add values to the utility token used for transactions and rewarding in various ways so that the Token can have values for trading and asset storing.

The total cryptocurrency issuance volume is 1,000,000,000 CPT and the issued Tokens will be able to be used on the Platform as soon as the service is launched.

### Allocation

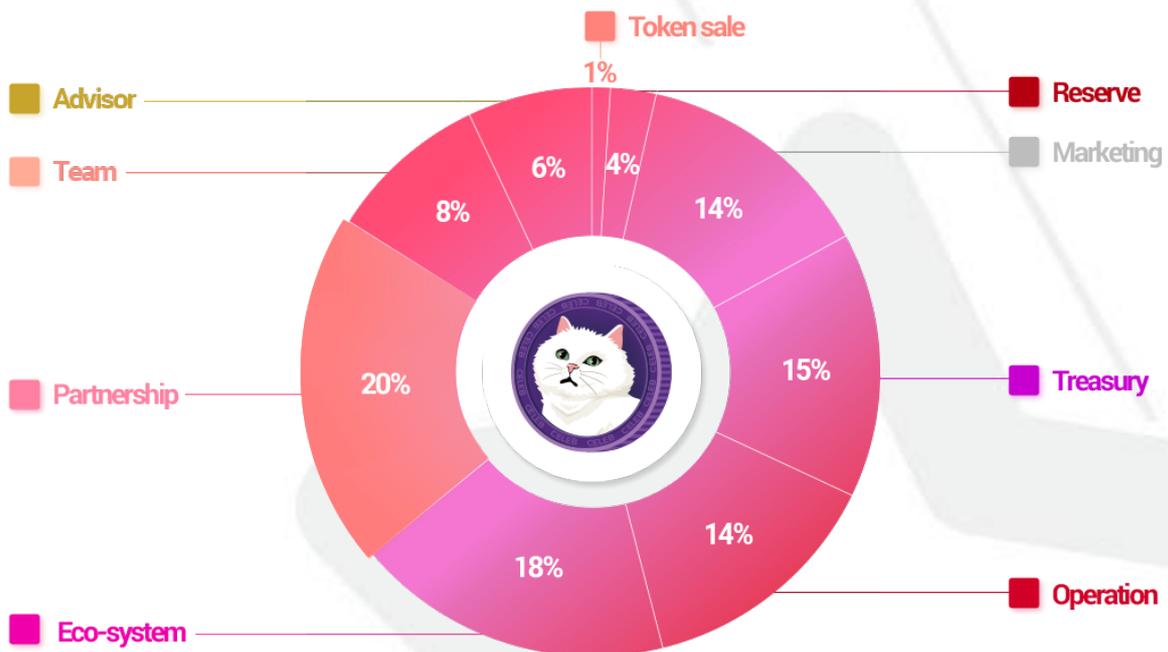
Groups	Token amount	Portion	Lock up	Vesting Plan
Token sale	10,000,000	1%	-	5 month
Reserve	40,000,000	4%	6month	12 month
Marketing	140,000,000	14%	-	35 month
Treasury	150,000,000	15%	12 month	36 month
Operation	140,000,000	14%	-	35 month
Eco-system	180,000,000	18%	6 month	24 month
Partnership	200,000,000	20%	2 month	24 month

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Advisor	60,000,000	6%	6 month	12 month
Team	80,000,000	8%	6 month	12 month
Total issue	1,000,000,000	100%	-	-

### Portion

As for the token circulation policy, 1% of the total issuance is distributed through the token sale for the purpose of securing the minimum fund necessary for the business operation, including the project seed money, and those Tokens will be distributed to holders since the date of the first listing. That amount will become the initial circulation volume.



In the token economy designed for the sake of invigoration of the Platform, advertisers shall provide the Token rewards to celebs to execute marketing campaigns. Tokens allocated to the ecosystem in accordance with the abovementioned policy will be distributed gradually for the sake of ecosystem building, after the service launching.



Celebs are divided into micro influencer and mega influencer, which exercises a great influential power on social media, and the mega influencer includes entertainers. Celeb Plus will enter into strategic partnership with individual celebs themselves and their agencies so that the Platform can recruit idols entertainers and utilize their portrait rights officially.

Celeb Plus will regularly arrange budgets for the first year to continue its marketing activities and run bounty programs to provide rewards to holders who carry out missions and contribute to the promotion of the Platform.

Operation is allocation for development of the Platform and improvement and advancement of services. Data analysis is the most important part in securing the service competitiveness, and the allocated Tokens are utilized for R&D purposes. The lockup applied to the volume allocated to Team and Advisor will be lifted gradually after six months since the first token sale, by 1/12 every month (for one year).

As mentioned above, participation of many stakeholders is required for fast ecosystem building in the market, and Celeb Plus has designed the token circulation policy for stable operation and management.

As mentioned above, Celeb Plus will make its best efforts to expand the basis through the long-term token allocation and management for stable operation and management, as well as fast ecosystem building in the market.

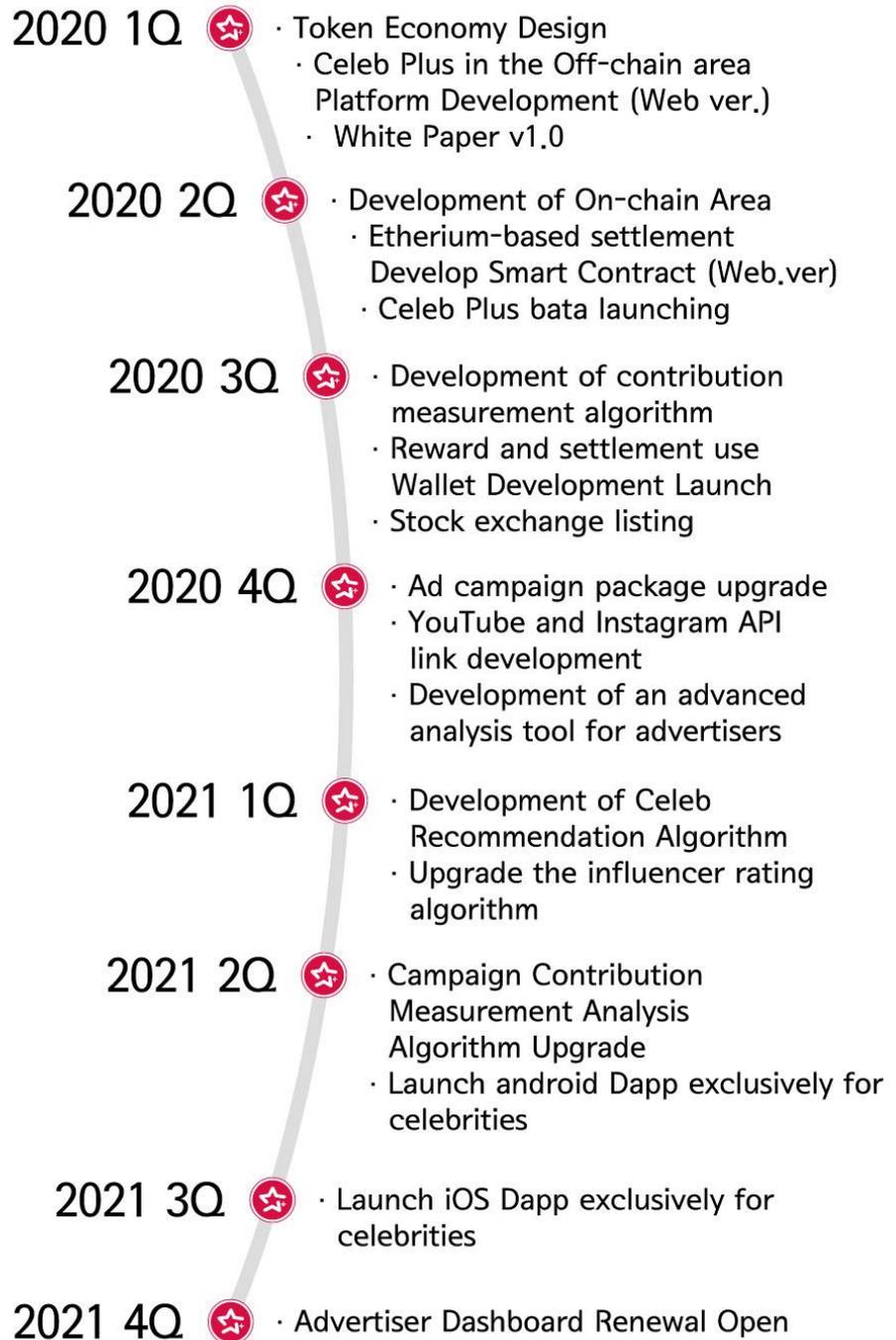




## 6. Roadmap

Celeb Plus has established milestones to be achieved in phases for development and business. With various partners, Celeb Plus will achieve the roadmap as below, for the sake of invigoration of the Platform.

# Celeb Plus Chain





## 7. Partners

CAFÉ AGENCY

주식회사  
크리에이TV



**CREWBI**  
100% 정품 브랜드 셀렉샵

태양기획  
TAEYANG



## 8. Disclaimer

We advise you to fully acquaint the following contents before details about Celeb Plus. Please read every content of the disclaimer in this whitepaper with caution. If you are not certain about your future actions, we advise you to seek advice from experts in law, finance, tax affairs, or any other relevant fields.

### Legal Rights

We inform you that Celeb Plus does not guarantee any legal obligation in regard to information mentioned in this whitepaper. This whitepaper was written for the purpose of introducing the cryptocurrency payment service on Celeb Plus, and all of the distributed contents shall not be deemed to have any characteristic of contract.



## Duty to Notify

The coin relevant the project in this whitepaper is not subject to the financial investment instruments such as securities, and issuance of the coin shall not be deemed as an offer or offering of for the financial investment instrument. This whitepaper may set the volume of soft cap when securement of funds in relation to the project is executed, and if the issuance volume of the cryptocurrency does not reach the soft cap, the team may refund the whole of the purchased amount and terminate the behavior.

This whitepaper is written for the purpose of providing necessary information to persons wishing to participate in the project, and shall not be deemed as a document offering any investment or such. Every descriptions and expressions included in this whitepaper are not a promise of the issuer and do not have any legally binding power to the stakeholder, including the issuer. We hereby inform you that every contents in this whitepaper are subject to change or update without prior notice.

This whitepaper includes only practicable statements, and if there is any change in the plan or policy because of inevitable reasons while implementing the project, the change shall be notified through the website or the terms and conditions. This whitepaper is distributed for referential purpose solely based on the information as of the time of writing, and its contents are subject to possible revision and modification. This whitepaper is reflecting the latest information as of the date on the cover, and please be aware that this document is not final.

Information in this document, including business operation and financial status of the project, can be modified after the written date. This whitepaper is subject to irregular updates. No one shall bear the obligation to enter into an agreement or legally binding pledge in relation to the trade of the token issued in the project, and no fund shall be received based on this whitepaper.

The token issued in the project is not for constitution of securities, a unit of business trust, or a unit of collective investment plan, and definition of each term shall follow the definitions stated under the equivalent regulations in other jurisdictions. Hence, this whitepaper is not provided as business plan, prospectus, or proposal and shall not be

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deemed as a suggestion or attraction of investment, including securities, a unit of business trust, or a unit of collective investment plan, in any jurisdiction.

The token issued in this project shall not be understood, interpreted, categorized, or handled by the buyers as an opportunity to participate in the product or receive investment return, income, payment, or profit or a part of them. The whole or a part of this document shall not be spread in any manner, including copy and distribution, in the jurisdiction that regulates or prohibits the method of issuance of coin / token stated in this whitepaper. Information included in this whitepaper has not received review, examination, or approval of the regulatory authority. Such measures were not taken in any jurisdiction and shall not be taken in the future.

If a buyer wishes to purchase the token issued in the project, the buyer shall not understand, interpret, categorize, or handle the token as any of the following: Any currency other than the cryptocurrency, bond or stock issued by an institution or right, option, or derivative regarding such bond or stock, rights under a contract for difference or other contracts purpose of which is guaranteeing investment return or avoiding loss, a unit of securities, including collective investment plan and business trust, or derivative. Distributing or spreading the whole or a part of this whitepaper may be prohibited or restricted by the act or regulatory requirement under a jurisdiction.

If such a limit is applied, you shall understand the restrictions which can be applied because of possession of this whitepaper, and seek necessary advices, including legal affairs, and comply with the given advices. If you come to view or possess this whitepaper, you shall not share the document or its contents with others in any way, including distribution and copy, or allow or cause such incident, for any reason.

Certain expressions stated in this whitepaper include predictive statements about the future, future events, and futures prospects of the project. Those statements are not based on historical facts and can be identified by words like "schedule," "estimate," "belief," "expect," "prospect," and "predict" and similar expressions. Presentation material, interview, video, and other public materials other than this whitepaper may include such predictive statements. Predictive statements in this whitepaper includes but are not

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limited to future results, outcome, and achievements of the project. Also, predictive statements include various risks and uncertainties.

As of the date this whitepaper is written, Celeb Plus, the project, is not completed or fully operated yet. Although descriptions on the token issued in the project were written on the premise that Celeb Plus will be completed and fully operated, it shall not be interpreted as a guarantee or promise on the completion or full operation of the Platform.

It is advised to read the following contents with caution and sufficiently analyze and understand relevant factors and risks before deciding purchasing the token issued in the project and participating in the project: risks from buyer's negligence, including limit in access to the token issued in the project because of loss of identification information and loss of private key required in regard to the digital wallet; value fluctuation risks after the issuance of the token because of global market status and economic circumstances; risks related to changes of political, social, and economic circumstances, fluctuation of the stock market and cryptocurrency market, shift in regulatory environment in the country in which the business is operated, and change in capability of surviving or competing in such environments. A certain jurisdiction may apply the existing / new regulation regarding the blockchain, which is unfavorable to the token issued in the project;

risks related to the absence interest in the platform and the service by individuals, companies, and other organizations, and the public's limited interest in the creation and development of the distributed application; risks of making a major change in the key feature or design of the token issued in the project or the platform before the launching of Celeb Plus Chain. Although statements in the whitepaper are intended to match the actual features of the token to be issued in the project, such changes can be made; and risk of competition with other services which can potentially impose negative impact on the token issued in the project (e.g.: failure in the commercial success or bad future prospects because of a competitor project). Occurrence of catastrophic events, including

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irresistible natural disaster, may affect business operation of companies relevant to the project and other uncontrollable factors.

Events like mining attack or attacks by hackers and other individuals may cause theft or loss of the revenue from sales of the token issued in the project, theft or loss of the token issued in the project, and hindrance to the ecosystem developing capability. The token issued in the project and other cryptocurrencies are unverified new technologies and are constantly improving. The full features of the token issued in the project are not completed yet and there is no guarantee of the completion. Advance of encryption technology and method and change in the consensus algorithm following the technology advances may work as risks to the project, the token economy, and utilization of the token issued in the project.

The way to handle the tax and accounting affairs in regard to the token issued in the project is uncertain and may differ by jurisdiction. Purchase of the token issued in the project may cause a negative impact on the tax affairs and it is advised to seek a separate advice on the tax affairs. There are risks that the issuer and relevant companies of the project cannot predict other than the abovementioned risks. Also, emergence of an unpredicted combination or variation of risk is also possible. If the abovementioned risks and uncertainties actually occur, the business, financial status, operation results, and future prospects of the project may be affected in a negative manner. Revision of policies related to the project (act, ordinance, and rule). Technical limit in regard to the implementation of the project. Change in the operative policy of the project. Scope of the newly applied project. Inevitable failure or change in the schedule. Compliance. This whitepaper is written based on the acts, policies, and ordinances as of the time of writing.

Among the aspects of the project, the following ones may be changed depending on the regulations of the relevant country: certification and procedure for cross-border remittance and exchange of digital currency; conditions for the sign-up for using the exchange (real-name account, OTP, and KYC); information exchange with banks that manages deposit and withdrawal and escrow account (insurance, name, and financial policy); information exchange between our exchange and affiliated exchanges

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(customers' information, market price information, and transaction information); standards and certification for the payment terminal (conformity assessment testing and liability insurance); tax declaration because of sales of products and services (year-end tax adjustment, declaration of income, and declaration of value-added tax); and storage and disclosure of personal information (locational information and access authority). This whitepaper shall be written and distributed only by Celeb Plus, and the strict legal actions will be taken if any damage or loss is caused to the project or its participants because of forgery or falsification of the document's contents.

