



ShowPlus Chain 2.0

White Paper

v.2.0

Table of Contents

Executive Summary	4
1.1. Show+, which provides the exchange value of Show+ Chain 2.0.....	4
1.2. Show+ Chain 2.0, a general means of payment	5
2. Web 3.0 and Show+ Chain 2.0.....	6
2.1. Web 2.0 and the Platform Giants.....	6
2.2. Web 3.0 that directly connects creators and fans (Read-Write-Own)	7
2.3. With the advent of blockchain, creators can be rewarded directly	7
2.4. The Origin of Show+ Chain 2.0	8
3. Key focus of Show+ business	9
4. Show+'s Competitive Advantage.....	10
4.1. A Contest Style Where Users Can Also Earn Income	10
4.2. The World's Only Open Video Contest Platform	11
5. Coverage by Major News Outlets.....	12
6. Number of users, sponsors, and sponsorship amounts.....	13
7. Show+ Business Model	14
7.1. Role of the creator	14
7.2. Prize Distribution and Strategic Sponsorship.....	14
7.3. Contest and Judging Method	15
8. Revenue model of Show+	15
9. Comparison with similar services	18
10. Ecosystem of Show+ Chain 2.0.....	18
10.1. Show+ Lamp [®] (e-commerce): No foreign exchange fees, no transfer fees	19
10.2. Show+Pay [®] : Low volatility, high scalability, and secure payment method	19
10.3. Show+Talk [®] : Group funding, trading of creative ideas	20

10.4.	Show+Café	21
10.5.	Show+Bank	21
10.6.	NFT purchase	23
10.7.	Exchangeability and Investment Measures of Show+ Chain 2.0	23
10.8.	Ecosystem of Show+ Chain 2.0	25
11.	Show+ Chain 2.0 Platform (Main-net)	26
11.1.	Overview of the Main-net	26
11.2.	Advantages of ShowPlus Chain’s DAG-based Network.....	27
11.3.	Smart Block.....	29
11.4.	Core Code.....	30
11.5.	Architecture.....	32
11.6.	Coin Information.....	33
11.7.	Limitless Scalability of Show+ Chain 2.0.....	36
12.	Key members	37
12.1.	Directors	37
12.2.	Lead Developers	38
13.	Show+ Chain 2.0 Roadmap.....	41
14.	Show+ Ecosystem Roadmap	46
15.	Disclaimer	47

Executive Summary

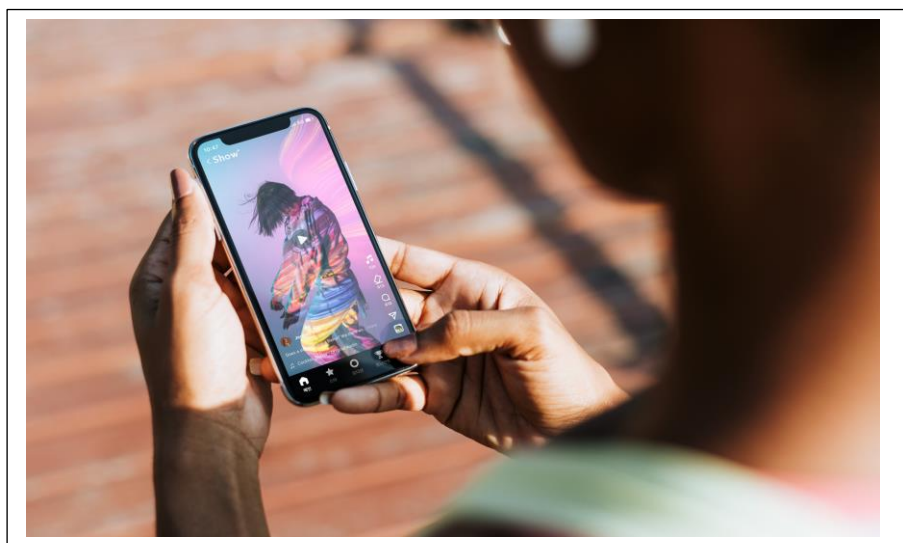
The cryptocurrency “ShowPlus Chain 2.0[®]” (hereinafter referred to as Show+ Chain 2.0[®]) is a digital currency issued by Tben Limited based on the exchange value of “Show Plus[®]” (hereinafter referred to as Show+[®]), an online competition platform expected to be used by a minimum of 7 million active users per month and a total of approximately 200 million users by 2025.

The biggest advantage of Show+ Chain 2.0, as the bridge to the real economy, is that it's the first cryptocurrency designed to be used in everyday life. As its use grows, it will become more valuable within the Show+ platform and can eventually be used for general payments.

First, we will explain what Show+ is and its core contents as a provider of exchange value, and then explain the advantages of Show+ Chain 2.0[®] as a general payment method.

1) The prediction of monthly active users and cumulative users is based on the "Show+ Business Value Report" (March 2023) by Samil PwC. The original report can be provided separately

1.1. Show+, which provides the exchange value of Show+ Chain 2.0



[User watching dance videos on the Show+ app]

- ① **Video platform:** Show+ is a platform where anyone can upload and view videos. In this regard, it can be said to be similar to YouTube or TikTok reels.
- ② **Contest:** Unlike other video-sharing platforms, Show+ is a platform for contests. It is the world's only platform that holds public contests for videos that are a few seconds to one minute long, based on given tasks.
- ③ **Reward:** When a viewer enjoys or thinks a video is well-made, they can sponsor the video. If the sponsored video wins, the sponsor can receive a portion of the prize money. It is a contest platform that uses this method to distribute prize money.
- ④ **Variety of tasks:** It is a platform for contests in various fields and themes, including not only singing but also dancing, parody, situational dramas, cooking, pets, and more.
- ⑤ **High usage rate:** It is a platform with a high usage rate because not only can users enjoy watching good videos, but they can also win prize money with just a good eye.
- ⑥ **Global users:** The service is open to overseas users from the first year of business. Major language versions are separately developed and opened to ensure more convenient use.
- ⑦ **Cryptocurrency-based:** It operates based on the Show+ Chain 2.0, a cryptocurrency that can provide the same value to anyone in the world.

1.2. Show+ Chain 2.0, a general means of payment

- ① **Secure exchange value:** When the Show+ platform starts its full service from 2024, annual sponsorship and prizes will amount to USD 91 million to USD 182 million, which will be directly exchanged using Show+ Chain 2.0. In other words, it is a cryptocurrency that ensures a solid exchange value for Show+ users.
- ② **Establishing the status of a general means of payment:** As a result, Show+

Chain 2.0 will become a convenient payment method for over 200 million users worldwide, without worrying about exchange rates or transfer fees between countries. In particular, it will be a general means of payment that can be used to purchase tens of thousands to millions of products and services on Show+ Lamp[®] (e-commerce platform).

2. Web 3.0 and Show+ Chain 2.0

2.1. Web 2.0 and the Platform Giants

Web 1.0 (read-only) was a one-way information provision, that is, from the user's point of view, reading information was almost everything. It wasn't until Web 2.0 came about that the interactive we use today was established, such as product reviews, comments, and likes.

The Web 2.0 (read & write) era was an absurd era in which platform operators monopolized a large amount of data obtained from users by taking advantage of the interactive nature of Web 2.0, while monopolizing profits entirely by platform operators. For example, blogs accumulated on Naver (Korean Search Engine) are entirely owned by Naver, and all advertising revenue generated from these blogs belongs to Naver. An absurd situation has been created in which the individual who created the blog does not receive any compensation.

Giant platform operators such as Facebook, Amazon, YouTube, Instagram, Naver Band, Twitter, and Pinterest have grown up through the interactive nature of Web 2.0, and now they have become centralized institutions that intervene in the activities of individuals.

2.2. Web 3.0 that directly connects creators and fans (Read-Write-Own)

The biggest difference between Web 3.0 and Web 2.0 is how to generate revenue. Even in the Web 2.0 era, individuals could generate profits, but at this time, they were able to earn money through the creation of commercial content for advertisers such as blogs and UCC (User Content Creation). In other words, it was about a commission for sponsorships, advertisements, and sales.

However, the most important thing, the revenue from the creation itself, was taken entirely by the platform operator. For example, personal creations such as posts on blogs, cafes, and creations painstakingly written on T-story or brunch played a role in the rich growth of Web 2.0, but the creative works are owned by the platform, and the platform monopolizes all other profits generated from these creations, and the creators are not fairly compensated.

Now, with the advent of a decentralized technology called blockchain, there is an environment in which creators can be directly rewarded fairly. This is the best feature of Web 3.0.

2.3. With the advent of blockchain, creators can be rewarded directly

Then, in Web 3.0, how can creators earn money for their creations? It is made possible by the technology of blockchain. Blockchain has the weakness of being a technology that is still developing, but its concept and commercialization potential have been well-proven. Following are the highlights of two of the biggest user benefits of blockchain in terms of functionality of Show+ and Show+ Chain 2.0.

(1) Receive Rewards for Contributions

- ① The first benefit for users is the ability to receive rewards for their contributions. Creations and data generated by individuals are controlled and owned by the creators themselves. This ownership is transparently ensured on a global scale without requiring external validation.
- ② In an era where anyone can become a creator, this represents a significant advantage. With the support of generative AI, participation as a creator extends beyond writing to include areas such as composing, drawing, video production, and translation. The capability of Web 3.0—and more specifically, the blockchain—to provide rewards proportional to the level of contribution is therefore essential.

(2) Act Without Requiring Permission

- ① The second benefit for users is the ability to act without needing prior approval from any authority. For instance, in the current financial system, sending money typically requires permission from banks or government entities. However, with the commercialization of blockchain technology, transactions can be conducted without needing such permissions, thanks to the permissionless nature of the blockchain. Consequently, this can lead to minimal or very low fees and enable near real-time transfers.

2.4. The Origin of Show+ Chain 2.0

Show+ Chain 2.0 is a coin (token) developed by taking advantage of these two characteristics. Show+ Chain 2.0 was developed to strengthen the bond between creators and fans, ensure fair compensation for creators, support creators' creative activities, and convert non-fans into fans. Since the market price varies depending on the popularity of the creator or the value of the creation, it is designed to function as an investment vehicle.

To sum up, Show+ Chain 2.0 is a coin developed based on blockchain to support the creator economy in an era where anyone becomes a creator and fan, and it plays a

role in guaranteeing fair rewards to creators and actively supporting creative activities.

3. Key focus of Show+ business

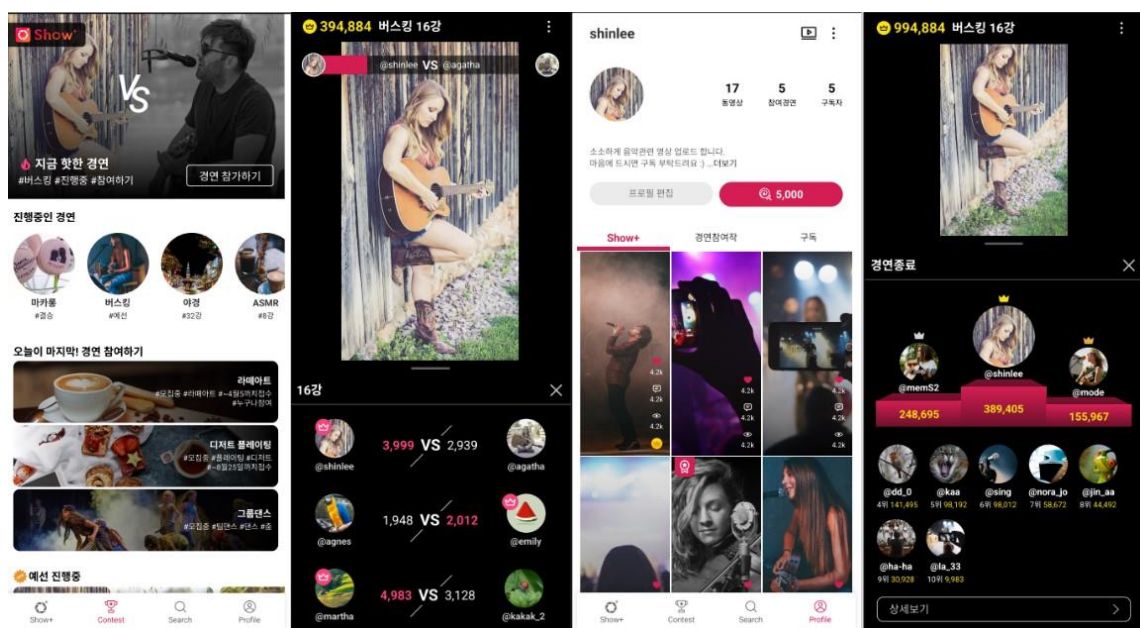
□ A contest platform for sharing prize money

- (1) Show+ is a platform that allows individuals to upload, view, enjoy, and share video content.
- (2) Users can participate in various weekly contests across different categories, where other users evaluate and select the winning entries.
- (3) The evaluation criteria are based on universally accepted measures, including views, likes, comments, and sponsorship from users. These metrics are publicly available, enabling transparent tracking of scores throughout the contest.
- (4) Sponsorship is facilitated through the purchase of Star Candy using Show+ Chain 2.0.
- (5) If a sponsored video wins a contest, the sponsor shares the prize money with the creator of the winning entry. (This profit-sharing mechanism is a patented feature unique to Show+ that distinguishes it from other platforms.)
- (6) Creators can receive sponsorship through contest participation, in addition to earning advertising revenue and potentially winning prize money.

4. Show+'s Competitive Advantage

4.1. A Contest Style Where Users Can Also Earn Income

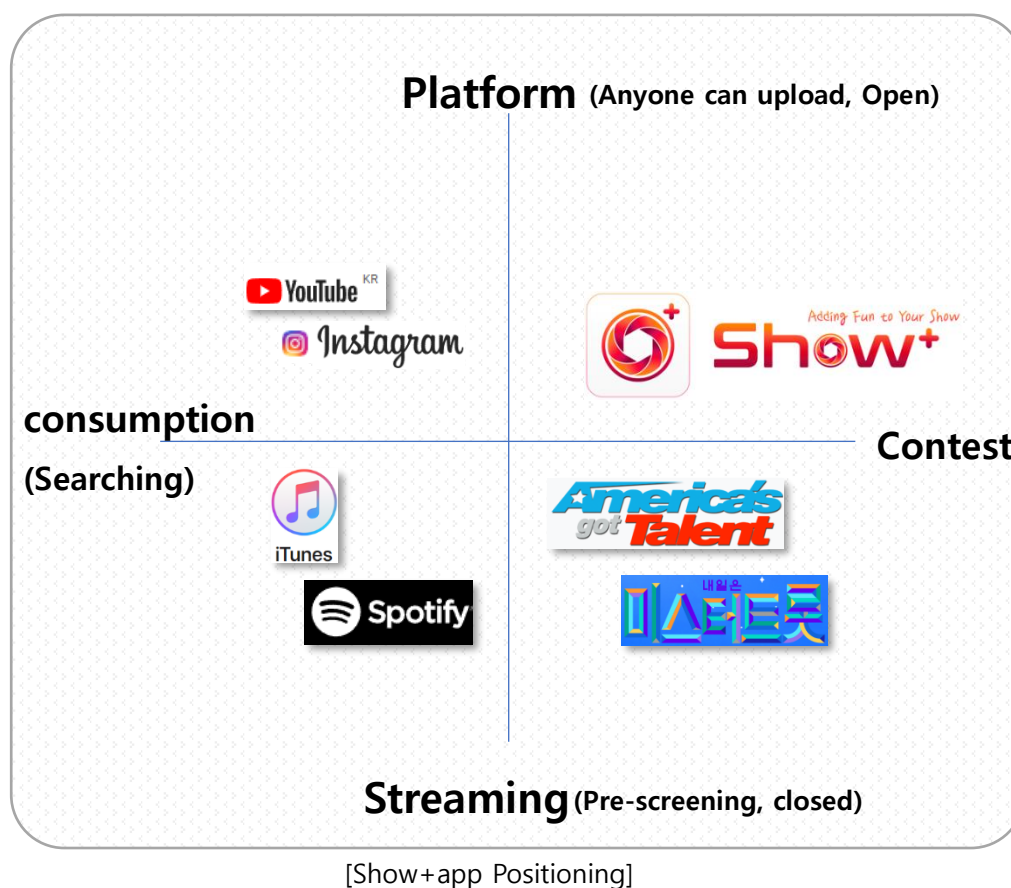
- (1) A unique feature of Show+ that sets it apart from other services is that users can also earn income. By sponsoring winning works with good content, users can earn profits.
- (2) Evaluation criteria are based on the number of views, likes, comments, and sponsorship received.
- (3) Therefore, users can determine which content is closer to winning throughout the entire contest process.
- (4) On the other hand, users can actively participate by writing comments, inviting friends, promoting, and forming fan clubs to support the content they sponsored.
- (5) For this reason, the Show+ platform becomes more active.
- (6) A separate messenger-based community service (SNS) called Show+ Talk is provided so that users can actively promote the content they sponsor and support.



[Key screen captures of the Show+app]

4.2. The World's Only Open Video Contest Platform

- (1) As for the open contest format, Show+ is the only platform in the world. While there are many contest programs, they all have limitations due to the closed nature of having to go through pre-screening. On the other hand, Show+ is an open contest platform that anyone can participate in.



- (2) The contest tasks can be varied. For example:

- ① Singing a cover of Billie Jean by Michael Jackson
- ② Calming down a lover in 10 seconds
- ③ Providing excuses for leaving work early that are 100% believable

④ Cooking Noodles in an appetizing way

- (3) Companies can also submit their products or services as contest tasks. (It is specified that it is a corporate sponsorship or advertisement, and instead separate prizes are provided in addition to the winning prize.)
- (4) Existing singers can use Show+ as a channel to release new songs and have their fans make them win, thereby gaining word-of-mouth effect and even selling music.
- (5) The service is available in major languages such as Korean, English, Japanese, and Spanish.

5. Coverage by Major News Outlets

For these reasons, Show+ has been continuously introduced through major Korean media such as Chosun Ilbo, Maeil Business Newspaper, and Electronic Newspaper even before its official release. International News platforms will follow as well to reach a larger audience.



6. Number of users, sponsors, and sponsorship amounts

- (1) Number of users: According to the "Show+ Business Value Report" (March 2023) prepared by Samil PwC, the average monthly number of users starting beta service in the second half of 2023 is expected to be about 250,000. However, it is estimated that the average monthly number of users will increase to 1.7 million in 2024 and 6.9 million in 2025.
- (2) Number of sponsors: The percentage of users who pay through Show+ Chain 2.0 is estimated to be very low at 4.7% of all users. This is based on the ratio of payers to total users in general games. However, unlike regular games, this ratio will be much higher in Show Plus because users sponsor content with a high probability of winning and share the prize money if the sponsored work wins.
- (3) Scale of sponsorship: According to the business evaluation by Samil PwC, the scale of sponsorship is estimated to be USD 6 million in 2023 when beta service is provided, USD 37 million when the full service is launched in 2024, and USD 96 million in 2025. However, based on the example of P2E (Play to Earn) games, if the ratio of sponsors to total users is set to about 10% in 2024, USD 91 million in sponsorship is expected to be transferred through Show+ Chain 2.0, and USD 182 million in 2025.

Category	FY23	FY24	FY25	FY26
Number of Users (1,000)	245	1,702	6,921	22,477
Number of Sponsors (1,000)	12	80	325	1,056
<i>Sponsorship Ratio</i>	<i>4.7%</i>	<i>4.7%</i>	<i>4.7%</i>	<i>4.7%</i>
Sponsorship Amount (1,000 USD)	6,526	40,236	104,908	252,510

Source: Show+ Business Value Report, Samil PwC, March 2023.

7. Show+ Business Model

7.1. Role of the creator

- (1) Creators can freely produce and upload content in all areas that can be produced as videos. (However, video length is limited to a few seconds up to a maximum of 1 minute.)
- (2) Advertising revenue attached to the content belongs entirely to the creator.
- (3) Creators can choose the content they have uploaded and participate in the desired contest to aim for additional prize money.
- (4) Contest tasks are presented in all genres where video production is possible, such as singing, dancing, comedy, parody, acting, cooking, etc.



7.2. Prize Distribution and Strategic Sponsorship

- (1) Users can sponsor the content with Star Candy they have purchased in advance for the content they think has a high chance of winning or the content they want to win. (*Star Candy is a voucher that can be purchased/exchanged with Show+ Chain 2.0.*)

- (2) Creators participating in the contest announce in advance how they will divide the prize money if they win.
- (3) Users can strategically decide whether or not to sponsor and the amount of Star Candy to sponsor, considering the likelihood of winning the content and the prize distribution ratio announced by the creator.
- (4) This serves as a fun element and allows users to immerse themselves even more in the contest.

7.3. Contest and Judging Method

- (1) All contests are held every two weeks.
- (2) The contest task is announced for a day, followed by a three-day application period for participation in the contest.
- (3) A two-day preliminary round is held for the applied works. Out of these, 32 works with high scores advance to the finals.
- (4) The finals are held over five days in a total of five rounds, each round selecting a winner in a tournament format and the winning content is confirmed on the last day. (32, 16, 8, Loser's Revival, Top 10)

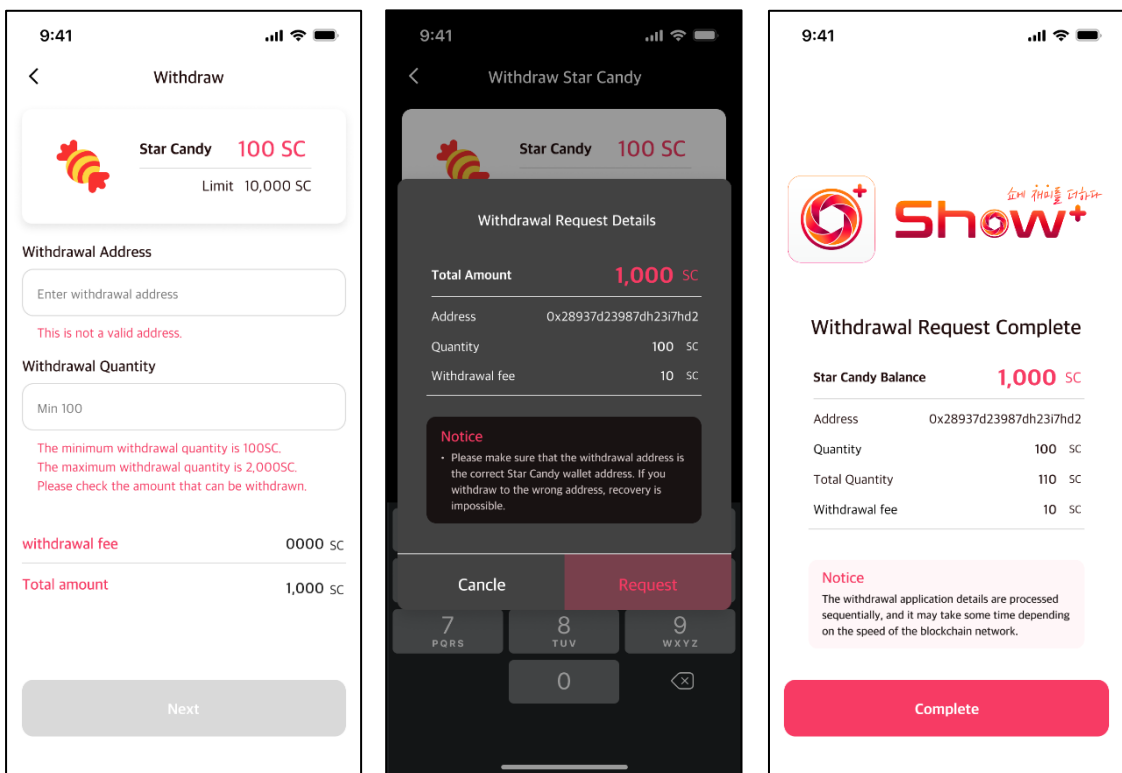
8. Revenue model of Show+

□ There are four main sources of revenue:

Star Candy sales revenue, item sales revenue, corporate advertising fees, and music distribution revenue.

(1) Star Candy

- ① Sales revenue: Users purchase Star Candy through the Show+ Chain 2.0 to use as sponsorship funds, and at this time, the company receives 40% of the sponsorship funds as system maintenance fees.
- ② Exchange commission: When users want to convert received or held Star Candy into cash, the company charges a 10% to 30% exchange commission. (The exchange commission varies depending on the user's grade). If the user wants to exchange using Show+ Chain 2.0, there is no additional commission.



[An example of withdrawing some of the owned Star Candy]

(2) Item sales revenue:

- ① Voting rights: Users can purchase voting rights if they want to re-vote for another content that they support in case the content they voted for has been eliminated.
- ② Customization: Show+ can assist in customizing items to make the content stand out more.
- ③ Advertising: Users can advertise their supported content within Show+ to make it widely known and receive attention.

(3) Advertising fees: When a company's product or service is integrated into the contest theme or featured within the contest, Show+ is eligible to receive advertising fees. For example, a contest with the theme "Best Chef" could attract advertising sponsorship from a relevant Kitchen appliance manufacturer or Grocery mall.

(4) Music distribution:

- Initially, many cover songs are uploaded to the platform. However, as the user base grows, an increasing number of singers are expected to release new songs on Show+. Users will also have the opportunity to propose tasks to promote the release of these new songs.
- Then, the fans of the corresponding singer will become more active in making their favorite singer's song win, which will lead to word-of-mouth effects, meme formation, and increased music sales.
- Therefore, Show+ can naturally engage in the music distribution business. It can expand the music distribution business by targeting music streaming service providers such as Melon, Spotify, and Genie.

9. Comparison with similar services

Services similar to Show Plus include YouTube and TikTok for sharing videos, AfreecaTV for one-person broadcasting, Jam Live for live quiz services with cash prizes, and Axie Infinity for P2E (Play to Earn) games that allow users to earn money while playing games. These services have some similar features to Show Plus, making direct comparisons difficult. To better understand Show Plus, it's helpful to compare the motivations for using each service and the revenue sources for each service provider.

Category		Sharing Video	1-person broadcasting	Live quizzes	P2E Game	Competition platform
Services		YouTube, TikTok	Afreeca TV	Jam Live	Axie Infinity	Show+
Participation Motive	Creator	Ad. Reputation	Donation(Star Balloons)	-	-	Prize, Ad. Reputation
	User	Free	Fun	Prize share (1/n)	Earning (in-game activities)	Prize share(1/n) Free
Business Profit	Main Income	Ad.	Star Balloon Sales	Sponsorship	Item sales	Star candy sales
	Supplementary Income	Monthly fee	(Item sales)	Item sales		Item sales, Sponsorship, music distribution

- All live quiz shows are currently suspended (Jam Live 2021.11.10, The Quiz Live 2020.2.2)
- P2E games: Compared to existing games, MAU is 10-20 times higher, and retention rate and ARPPU are known to be tens of times higher.

10. Ecosystem of Show+ Chain 2.0

At the launching stage, Show+ Chain 2.0 will be enthusiastically used for prize money and sponsorship funds in Show+. Since users can earn money by guessing the winning content, users will concentrate on purchasing and using Show+ Chain 2.0.

As the user base of Show+ Chain 2.0 rapidly expands through Show Plus, the ecosystem of Show+ Chain 2.0 will naturally expand.

10.1. Show+ Lamp[®] (e-commerce): No foreign exchange fees, no transfer fees

Since the cumulative number of Show Plus users is estimated to be at least 200 million by 2025, a shopping ecosystem that includes product supply, sales, payment, shipping, refunds, and exchanges can be established based on these users.

Show+ Lamp has two differences from existing e-commerce sites, the first is that it is an e-commerce platform that invites influencers who are active on Show+ as core MD (Merchandiser) to read the influencers' trends and make the most of product recommendations based on them. In other words, it is an e-commerce platform dedicated to influencers.

The second distinction is that it is the world's largest organized e-commerce platform aimed at Muslim consumers. By partnering with influencers from Islamic cultures who have received halal education and are halal-certified, the platform offers e-commerce services that ensure consumers across Islamic cultures can shop for halal-certified products with confidence. To this end, we plan to set up and operate logistics centers, delivery systems, warehouses, and customer centers in major countries to provide seamless fulfillment services.

Therefore, when shopping at Show+ Lamp using Show+ Chain 2.0 as a payment method **there is no need to worry about exchange rates, and transfer fees which will be almost zero across countries.**

10.2. Show+Pay[®]: Low volatility, high scalability, and secure

payment method

The internet has made it possible for individuals to exchange photos, documents, and other items easily and inexpensively. With the advent of cryptocurrencies, such as Bitcoin, it has become easier for individuals to exchange money online.

However, existing cryptocurrencies, including Bitcoin, have too much volatility and a lack of scalability, making them unsuitable for everyday use by the general public. They are used more often as a means of investment rather than real-world use.

Now that Show+ Chain 2.0 has secured a solid exchange value at Show+ and Show+ Lamp, it can become an infinitely universal payment method that is used in everyday life. In particular, it will be used as a Show+ Dollar issued by Show+ Bank and can also be used as a prepaid rechargeable payment method.

After establishing itself as a payment method for millions of dollars in prizes and sponsorship payments, as well as for product fees exceeding hundreds of millions of dollars, it will become a universal payment method that can be used anywhere, especially when combined with hardware-based payment services like Samsung Pay and Apple Pay, becoming a payment method that can be used anywhere offline.

10.3. Show+Talk[®]: Group funding, trading of creative ideas

Show+Talk is a platform designed to support and sponsor creators while actively promoting user-preferred content. It promotes activities such as sponsoring a specific startup or crowdfunding, where small investments are collected from a large number of people and pooled together for investment purposes. Users can collectively support specific creators or content, similar to a fund that aggregates small investments from many participants to generate profit. Additionally, various open chat rooms dedicated to specific fields or genres are available for user engagement.

Diverse activities held—such as offering creative ideas to creators, receiving training

in creative methods, or promoting specific content among users—**Show+ Chain 2.0** serves as a payment method.

10.4. Show+Café

As a nationwide franchise that can be acquired directly through Show+ Chain 2.0, the industries such as coffee, bakery, wine, and fine dining are diverse, and it consists of 4~5 directly managed flagship stores, and a large number of franchisees directly operated by the headquarters.

Show+Café will be used primarily by the influencers behind Show+ and Show+ Lamp, and will therefore function as an important social venue and information to exchange market trends.

As a franchise owner, your responsibilities are limited to renting and operating the store. The head office handles all other aspects, including interior construction, supply of materials, employee training, and advertising. The total profit generated is then equally shared between the franchisee and the head office.

If a prime holder of Show+ Chain 2.0 stakes more than a certain amount of Show+ Chain 2.0, he or she can first obtain the right to operate a franchise, and if not, may choose to receive a certain percentage of the company's profits as rewards.

10.5. Show+Bank

Show+Bank is a new neobank that combines AI and blockchain so that anyone can receive finance, loans, investments, and asset management, regardless of the size of their assets, which until now could only be provided to high-net-worth individuals.

Category	Key Services
Accounts	Provision of accounts of individuals and corporations (IBAN account - Euro, GBP, USD, CNY, SGD, KRW)
Payment	Simple payment (commerce, mobility, OTT, electricity/water/communication bills, etc.)
	Simple transfer (C2C, C2B), salary transfer, cross-country remittance, currency exchange
Card	Prepaid card, Debit card, Credit card
Loan	Loans based on individual loan limits and interest rates
Investment	Stocks, FX, government bonds, virtual assets, real estate (including securitized assets), gold, commodities
	Crowdfunding
	Startup Investment (Seed Investment Stage ~ Series A, B, C)
	Acquisitions, Infrastructure Investments
Asset Management	Robo-advisor: Personalized tax-saving advice based on data
	Digital Asset Management: Storage, Management, and Lending of Digital Assets
Insurance	Insurance Contracts, Insurance Payments, Insurance Claims

To this end, Show+ Bank establishes each of the following services in a country that can perform the best services in the world, not in a single country, and connects them in a single network to provide seamless financial services as if they were a financial company.

For example, a Lending Tech business that provides microloans to people with low credit can be started in India. In India, there are about 1 billion middle-class people who do not have access to financial services due to a lack of credit history in the banking sector, and the number of smartphone users has reached 660 million (as of 1Q 2023, the second largest in the world), making it a suitable market environment for

lending tech business. Here, through S-ACSS*, which combines our big data, AI, platform, and security technologies, less than \$600, by focusing on microloans with a repayment period of less than 3 months, we can achieve high performance in the microloan market, which is growing at an average annual rate of 20%.

* S-ACSS (Sox): A system that evaluates an individual's creditworthiness by analyzing the use data of Shinlee Alternative Credit Scoring System, mobile phone text messages, and SNS.

With the advent of this high-tech and high-touch Show+ Bank, anyone will be able to receive high-quality life-oriented financial services and one-on-one financial PB services.

These Show+ Dollars, Show+ Euros, Show+ Yuan, and Show+ Gold are used as payment methods by all online and open affiliates of Shinlee Group, and can also be used as a means of staking to pay salaries, pay transaction payments, and receive guaranteed rewards.

10.6. NFT purchase

NFTs related to artists from Shinlee Entertainment and its affiliated companies can be purchased using Show+ Chain 2.0. These NFTs, featuring photos, album covers, and copyrights for albums and creative works, are available in the NFT section of the Star Market. Users can purchase these NFTs using Show+ Chain 2.0, with peer-to-peer (P2P) transactions and trades also supported between users.

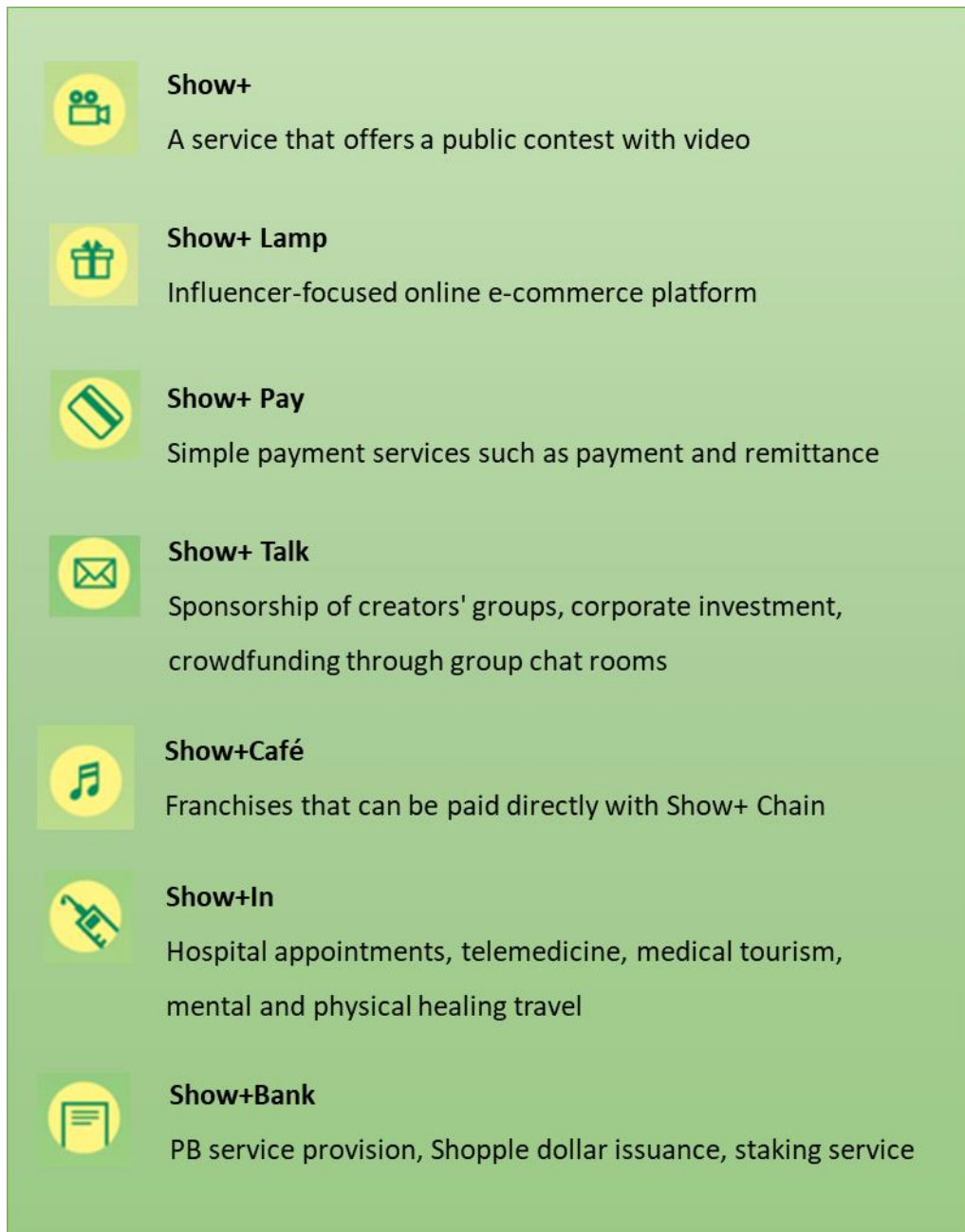
10.7. Exchangeability and Investment Measures of Show+ Chain 2.0

Show+ Chain 2.0 can be used as a digital currency at all on-off affiliates of Shinlee

Group, and it can be used as a loan for Show+ Dollars after staking on Show+Bank, or it can be used in exchange for Show+' Star Candy.

Unlike other digital assets, Show+ Chain 2.0 is a token with a total issuance of 10 billion tokens. It is designed to burn 800 million tokens annually over the next 10 years, resulting in a circulation of only 2 billion tokens after this period. This deflationary model is expected to enhance the value of Show+ Chain 2.0 incrementally each year. Consequently, by leveraging the liquidity and appreciating value of Show+ Chain 2.0, it can serve as a secure and promising investment vehicle.

10.8. Ecosystem of Show+ Chain 2.0



The diagram illustrates the ecosystem of Show+ Chain 2.0, featuring seven distinct services, each represented by a yellow icon on a green background. The services are listed vertically, each with a title and a brief description.

- Show+**
A service that offers a public contest with video
- Show+ Lamp**
Influencer-focused online e-commerce platform
- Show+ Pay**
Simple payment services such as payment and remittance
- Show+ Talk**
Sponsorship of creators' groups, corporate investment, crowdfunding through group chat rooms
- Show+Café**
Franchises that can be paid directly with Show+ Chain
- Show+In**
Hospital appointments, telemedicine, medical tourism, mental and physical healing travel
- Show+Bank**
PB service provision, Shoppo dollar issuance, staking service

11. Show+ Chain 2.0 Platform (Main-net)

11.1. Overview of the Main-net

ShowPlus Chain's next-generation blockchain network, called SHOW, delivers industry-leading performance and scalability through an innovative architecture based on DAG (Directed Acyclic Graph) and BFT-DAG consensus algorithm.

The BFT-DAG consensus algorithm combines Byzantine Fault Tolerance with DAG structure to achieve transaction processing speeds of over 200,000 TPS and block generation times of 0.5 seconds.

Compared to traditional consensus algorithms like PoW, PoS, and PoA, this provides the following innovative advantages:

- Unlimited scalability through parallel transaction processing
- Maintains high security and decentralization levels
- Energy-efficient consensus mechanism
- Immediate transaction finality
- Cross-chain interoperability support

Furthermore, the network enhances scalability through sharding technology and provides cross-chain bridges with major blockchains such as Ethereum, Polygon, and Solana, enabling seamless integration with the global blockchain ecosystem.

Current Ethereum's limited transaction processing speed (15-30 TPS) leads to severe performance degradation and high gas fees during network congestion. This limitation becomes particularly apparent when executing complex smart contracts.

Shoppable Chain fundamentally solves these issues through innovative DAG

technology and sharding:

- 200,000+ transactions per second (6,600x improvement over Ethereum)
- Minimized network load through DAG-based parallel processing
- Instant transaction processing with 0.5-second block generation
- Maximized execution efficiency with WASM-based smart contracts
- Unlimited scalability through sharding technology

ShowPlus Chain processes high-performance computations directly on-chain by combining WASM-based smart contract execution environment with In-Memory computing technology. This enables efficient handling of complex operations such as DeFi calculations, NFT minting, and large-scale data processing.

Key Features:

- Optimized complex smart contract execution through In-Memory computing
- Enhanced development efficiency with WASM environment supporting various programming languages
- Capable of processing real-time data analysis and AI computations on-chain

11.2. Advantages of ShowPlus Chain's DAG-based Network

There are three main advantages of the ShowPlus DAG-based network.

First, ShowPlus Chain's WASM-based smart contract environment delivers significantly improved execution efficiency and cost reduction compared to traditional EVM. Through optimized data structures and execution logic, it minimizes transaction costs while providing a developer-friendly environment.

Developer Benefits:

- Immediate development with optimized contract templates
- Efficient resource management through real-time cost analysis tools
- Enhanced development flexibility with multi-language support
- Minimized execution costs through automated code optimization

Second, ShowPlus Chain provides a comprehensive testing environment for developers. From local development environments using Hardhat and cutting-edge development tools to dedicated testnets that simulate real network conditions, we support a complete development pipeline.

Testing Environment:

- Local Development: High-performance Hardhat-based local environment
- Testnet: Implements identical BFT-DAG consensus algorithm as mainnet
- Developer Tools: Comprehensive SDK, API, and monitoring dashboard
- Automated Testing: Smart contract validation and optimization tools

Third, ShowPlus Chain's smart contract optimization tools provide real-time performance analysis and automated optimization suggestions. Combined with the WASM-based execution environment, our advanced profiling system precisely analyzes resource usage and suggests optimal implementation strategies.

Optimization Tool Features:

- Real-time Performance Profiling:
 - Detailed function execution cost analysis
 - Data structure efficiency measurements
 - Memory usage optimization suggestions
- Automated Code Optimization:

- Storage pattern optimization recommendations
- Gas-efficient data structure proposals
- Smart contract architecture improvement guides

11.3. Smart Block

ShowPlus Chain's Privacy Shield Mechanism

ShowPlus Chain introduces an innovative Privacy Shield system that prioritizes user privacy and data security. This system leverages the advantages of DAG-based architecture and BFT-DAG consensus algorithm to provide superior security and privacy.

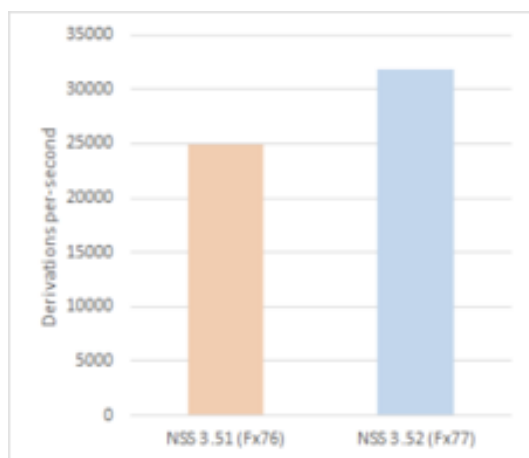
Core Security Features:

- Data Privacy Protection:
 - Zero-Knowledge Proof technology implementation
 - Data encryption and selective disclosure
 - Smart contract level privacy guarantees
- Transaction Security:
 - Real-time transaction monitoring and anomaly detection
 - Automated malicious activity prevention
 - Enhanced cross-chain transaction security
- Smart Contract Security:
 - Automated security audit tools
 - Real-time vulnerability detection and patching
 - Secure upgrade mechanisms

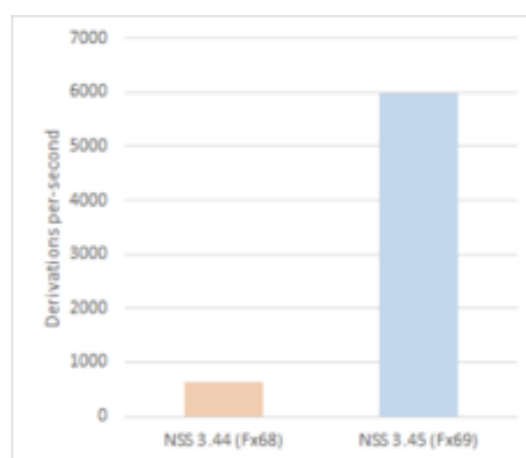
11.4. Core Code

For the core setting, Show+ Chain 2.0 has replaced the existing 32-bit implementation of Curve25519 with an implementation of the Fiat-Crypto project. The arbitrary precision arithmetic function of this implementation has been functionally proven to be correct and is 10 times faster than the previous code.

Show+ Chain 2.0 updated its 64-bit implementation to a new HACL* code, achieving about a 27% speed improvement compared to the previous version. Pando Browser recently provided this update to Windows as well. These improvements are very important. Curve25519 forms the most widely used elliptic curve form of ECDH(E) key setting in the Pando Browser, and the energy consumption is reduced compared to the processing capacity increase when applied to mobile devices, which is particularly important for mobile devices.



< 32-bit Curve25519 with Fiat-Crypto >



<64-bit Curve25519 with HACL >

The arithmetic properties of Curve25519 are as follows:

$$y^2 = x^3 + 48662x^2 + x$$

The curve used is the Montgomery curve above the prime field defined by the prime $2^{255} - 19$. And the base point is $x=9$. This base point generates a cyclic subgroup of

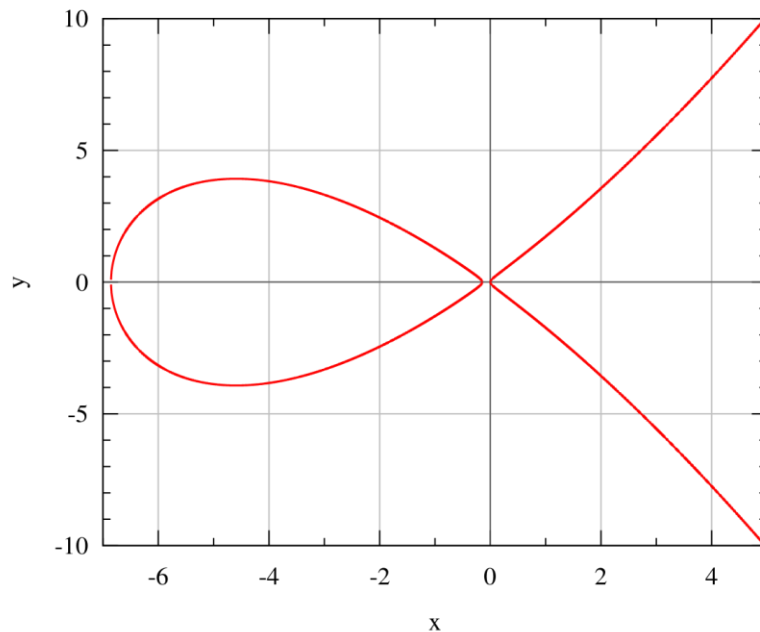
the prime order. This subgroup represents the prime below.

$$2^{252}+27742317777372353535851937790883648493$$

The Co-factor of this subgroup is 8, which means that the number of components of the subgroup is $1/8$. The Montgomery curve is defined by the following equation (field K):

$$M_{(A,B)} : B(y^2) = x^3 + [Ax]^2 + x^2$$

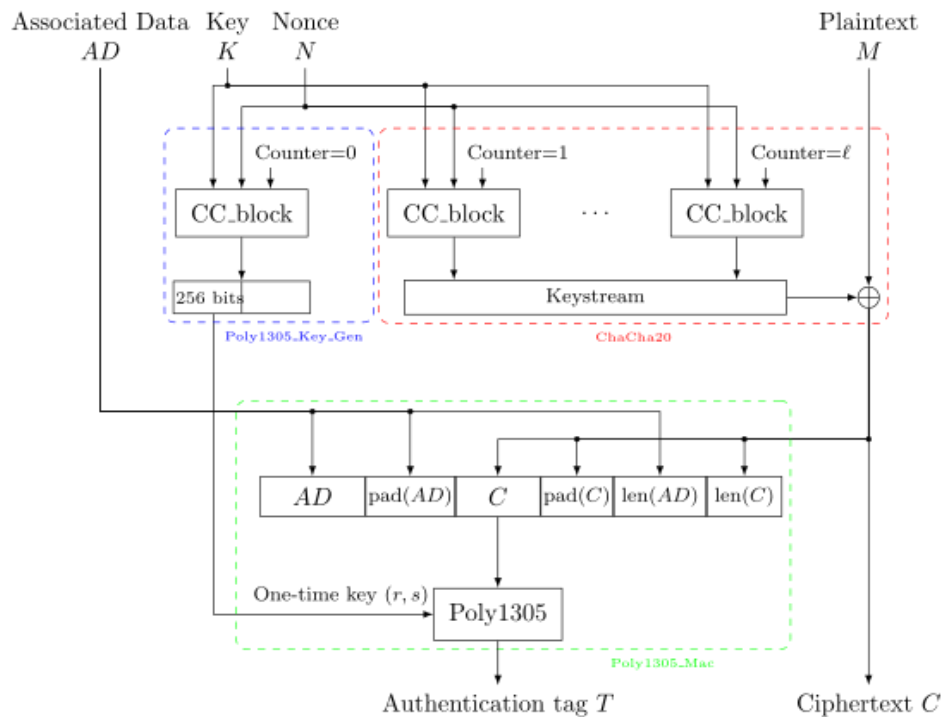
For specific $A, B \in K$, and simultaneously, $B(A^2-4) \neq 0$



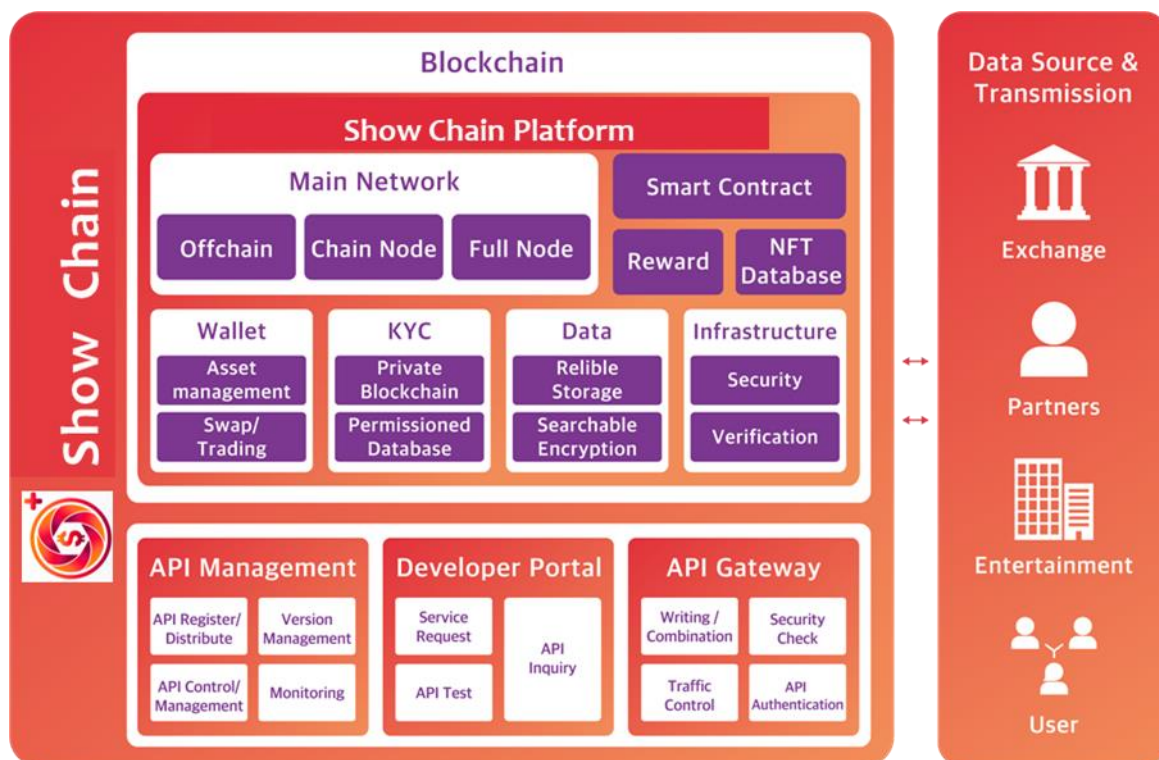
Show+ Chain 2.0 has improved the performance of ChaCha20-Poly1305 for encryption and decryption. ChaCha20-Poly1305 is an AEAD (Authenticated Encryption with Additional Data) algorithm that combines ChaCha20 stream cipher and Poly1305 message authentication code.

The ChaCha20-Poly1305 algorithm generally provides better performance than the AES-GCM algorithm, which is widely used in systems without hardware acceleration on the CPU.

The vectorization using 128-bit and 256-bit integer arithmetic (using AVX2 instructions set on x86-64 CPUs) doubled the processing capacity. If these functions are not available, NSS is replaced by AVX or scalar implementation, both of which are further optimized.



11.5. Architecture

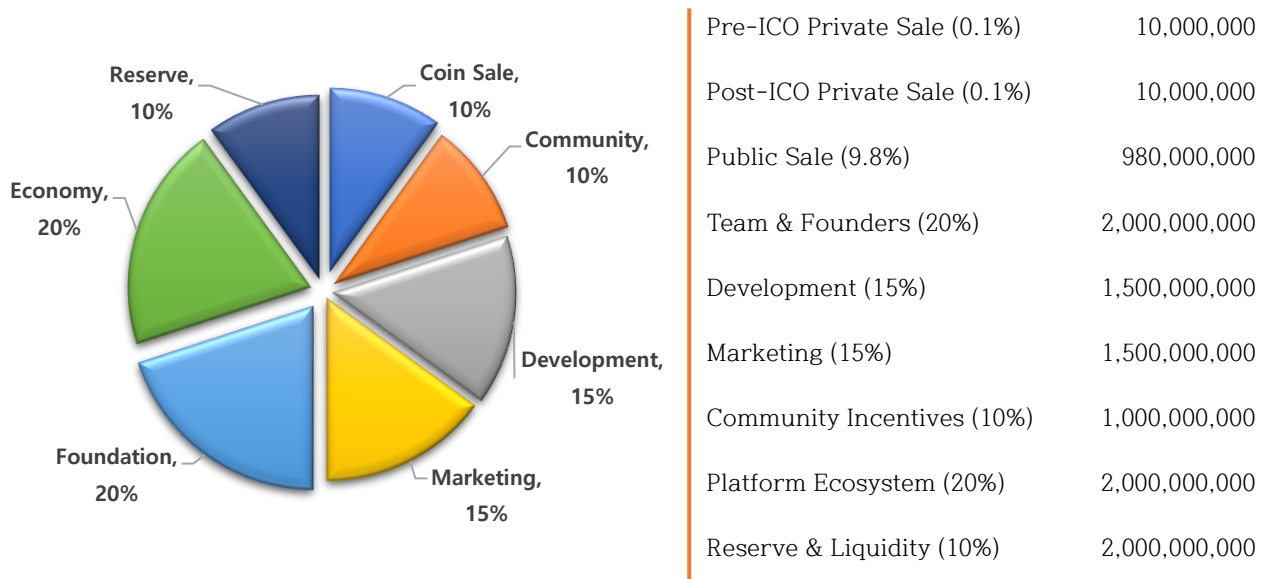


11.6. Coin Information

(1) Overview

Coin Name	ShowPlus Chain 2.0	Symbol	SHC2
Technology Base	Issuing Matic ERC20 tokens and then switching to Mainnet	Decimals	18
Total Supply	10,000,000,000 SHC2		

(2) Distribution Information



Show+ Chain 2.0 project has carefully designed a token allocation strategy to ensure sustainable growth and long-term success of SHC2 within the ecosystem. Below, are outlined the allocation categories, their purpose, and the lock-up schedules designed to maintain market stability while incentivizing active participation.

- a. The **Coin Sale** allocation, comprising 10% of the total supply, is designated for early investors who support the project's initial development phase. The funds raised will provide the necessary capital to kickstart the platform and bring the app to market.
- b. The **Community** allocation, 10% of the total supply, is designed to reward users, and content creators who actively participate in the platform's growth. These incentives will be distributed through various initiatives, including referrals, staking, and community events, to ensure user engagement and platform expansion.
- c. The **Development** allocation, 15% of the total supply, is set aside to fund the continuous improvement and enhancement of the platform, including software updates, new feature integrations, and overall technological advancements necessary to keep the app competitive and innovative.
- d. The **Marketing** allocation, also 15% of the total supply, is dedicated to campaigns aimed at growing the user base, increasing brand awareness, fostering partnerships with key influencers and platforms in the entertainment industry, and co-marketing with major crypto exchanges. These tokens ensure the app gains visibility and traction in the market.
- e. The **Team & Founders** allocation, 20% of the total supply, is held in reserve to support the long-term sustainability of the project. These tokens may be used for strategic partnerships, future expansions, and additional incentive programs as the ecosystem evolves.
- f. The **Ecosystem** allocation, 20% of the total supply, is designed to seed the in-app economy, enabling users to interact with the app using the utility token and to provide liquidity to the ecosystem.
- g. The **Reserve & Liquidity** allocation, 10% of the total supply, is reserved for ensuring liquidity across exchanges and providing stability for the token. This allocation also serves as a financial cushion for unforeseen circumstances or future development needs.

(3) Distribution Schedule

Allocation	Quantity	Schedule	
		Lockup	Unlock
Pre-ICO Private Sale	10,000,000	10,000,000	-
Post-ICO Private Sale	10,000,000	10,000,000	-
Public Sale	980,000, 000	-	980,000, 000
Team & Founders	2,000,000,000	2,000,000,000	-
Development	1,500,000,000	1,500,000,000	-
Marketing	1,500,000,000	1,500,000,000	-
Community Incentives	1,000,000,000	1,000,000,000	-
Platform Ecosystem	2,000,000,000	2,000,000,000	-
Reserve & Liquidity	1,000,000,000	1,000,000,000	-
Total	10,000,000,000	9,020,000,000	980,000,000

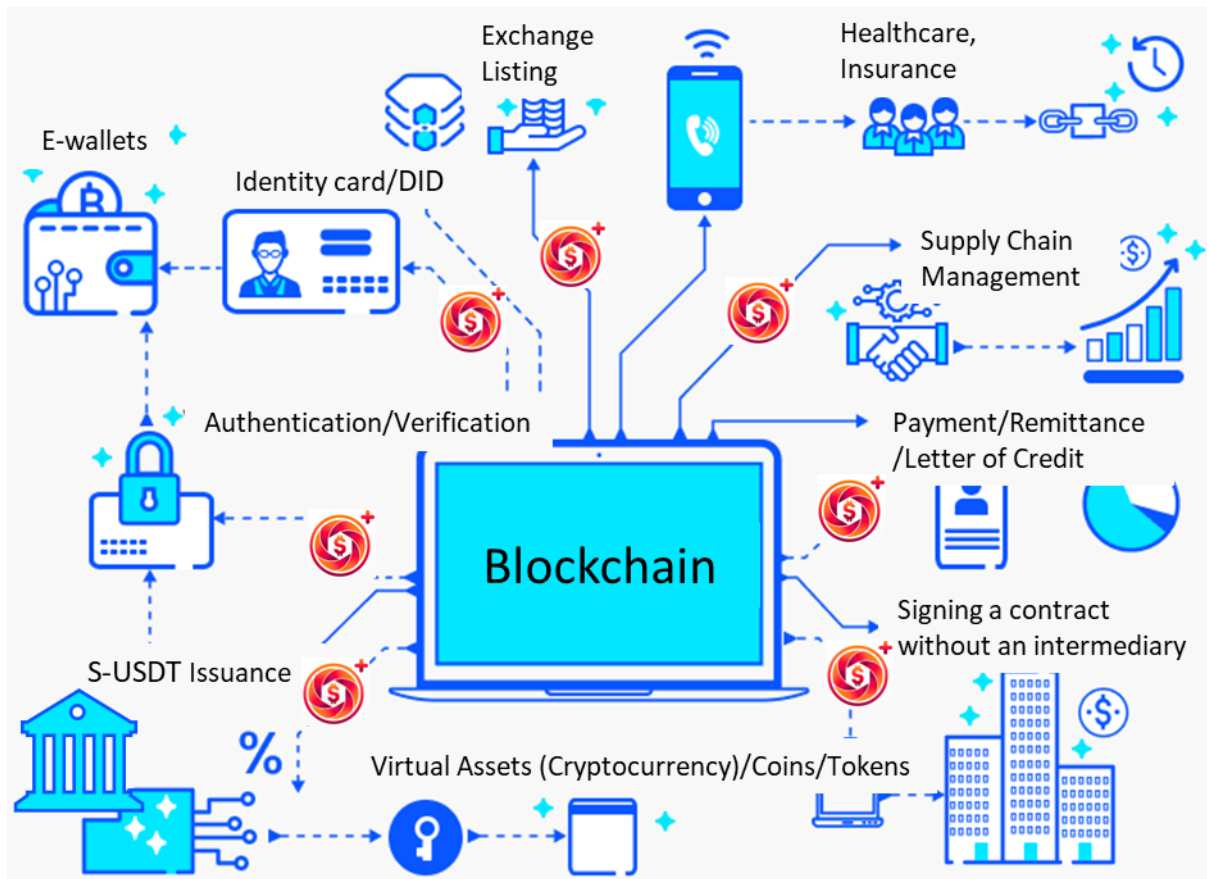
An initial circulating supply of 9.8% will strike a balance between scarcity and liquidity, facilitating potential value growth while ensuring sufficient market accessibility. The phased release of Community and Economy tokens is designed to incentivize sustained user engagement and align token distribution with the expansion of the user base. Additionally, vesting schedules for Development (18 months), Foundation (24 months), and Marketing (12 months) tokens ensure continuous support for the project's growth and stability, thereby protecting the token's value over time. A detailed version of the total vesting period, unlock date, and schedule are available on request.

Presale Round

SHC2's initial presale totaled 10 million SHC2 and Investors include but are not limited to Shinlee Group, Cryptocurrency private investors, and early supporters. These funds are mainly allocated to development, marketing activities, and general

expenses ensuring comprehensive support for the platform's growth and sustainability.

11.7. Limitless Scalability of Show+ Chain 2.0





The commercialization of blockchain has just begun, and it will change the face of existing industries in all fields such as production, consumption, distribution, marketing, and management of products and services.

And, Show+ Chain 2.0, which was born based on authentic blockchain technology, will be infinitely expanded to almost all existing industries.

12. Key members



12.1. Directors



<p>CEO</p> <p>Thiam Moustapha</p>		<ul style="list-style-type: none"> • Hanyang University Graduate School (Master in MIS) • Groupe Orabank, Strategic Lead Executive • Experienced professional with extensive experience in blockchain & crypto projects • Rich experience in regulatory compliance & risk management (AML/CTF/PEP/IDV/Sanction etc.)
<p>COO</p> <p>Sebastian Suh</p>		<ul style="list-style-type: none"> • Sungkyunkwan University Graduate School of Business (MBA) • UAB Algopay (Lithuania) CEO • APS S.A. (Luxembourg) Vice president • RHB Bank Berhad (Malaysia) Managing Director, Corporate Investment Banking • Head of Corporate Finance Department, Standard Chartered Bank Korea • HSBC Deputy General Manager, Corporate Finance Department
<p>CTO</p> <p>Daniel Han</p>		<ul style="list-style-type: none"> • College of Engineering, Seoul National University • Carnegie Mellon University Software Engineering • SEI SPL Completed • Samsung Electronics Information & Communication Wireless Division R&D • AI Finance Platform R&D (Cheetah platform, Eagle eye algorithms) • Ultra-low latency HFT (High-Frequency


		Trading) System Development & Global Operations
--	--	---

12.2. Lead Developers

- ❑ All IT leaders graduated from India's top undergraduate schools & IT Top Tier development teams
- ❑ Securing solid technological competitiveness in AI, big data, blockchain, streaming, server technology, network architecture, etc.

<p>AI Development Chief Engineer</p> <p>Kailas Dayanandan</p>		<ul style="list-style-type: none"> • IIT (Indian Institute of Technology) Computer Science PhD • Samsung Electronics INDIA, Software R&D Lead • Oracle Chief Engineer • AI & Machine learning Technological competitiveness • SNS Application & Framework Development Lead • Performance optimization expert • Mobile-based business platform element technology development
<p>Platform Development Chief Engineer</p> <p>Vidyesh Kumar</p>		<ul style="list-style-type: none"> • IIT (Indian Institute of Technology) Computer Science • Seoul National University, Department of Electrical and Computer Engineering • India National Scholars / Samsung Global Scholars • Numiv Research Pvt. Ltd (Mumbai, India), Fintech AI Executive Director • AlphaGrep Securities (Mumbai, India), Fintech AI Tech Lead • Samsung Electronics Wireless Division R&D

		<ul style="list-style-type: none"> • Development of a number of global market-validated machine learning algorithms • 20+ years of experience in software embedded systems development
<p>Mobile Development Chief Engineer</p> <p>Sanjay Soni</p>		<ul style="list-style-type: none"> • University of Mumbai Computer Science • Talking Pixels (Mumbai, India), CEO • PS Worldwide, R&D Partner • Nazara Technologies Pvt Ltd., Studio Director • Soni Studios, Development Director • Yellow Monkey Studios, Technology Director • Nazara Technologies, Head of Technology • Paradox Studios, Senior Developer • 20+ years in IT industry • Specialty in mobile games and apps
<p>Blockchain Platform Chief Engineer</p> <p>Tien Ngo Van</p>		<ul style="list-style-type: none"> • Da Nang University of Technology • Bitmark, NFT Exchange and crypto currency payment • Narrow Pacific, Blockchain-based trading platform • Crypto spot exchange and futures trading • Blockchain technology with Bitcoin, Ethereum and BSC (Binance smart chain) • Crypto asset and currency market • Axon Active, Analysis on huge user data in Switzerland • 10+ years in IT and strong experiences in blockchain technology

<p>Blockchain Architect Chief Engineer</p> <p>Tran Viet Tan</p>		<ul style="list-style-type: none"> • The University of Danang • University of Science and Technology • TEKO Vietnam, Decentralized exchange on Cardano • Launch brand new product: bond exchange platform • Lead the first bond trading platform in open-source smart contract • Improve liquidity, transparency, and user experiences • TEKO Vietnam, Multi-channel e-Commerce platform and payment service • East Agile, Tech lead • Axon Active, Location-based products development • Qualified solution architect in complex software projects with 10+ years experience
--	---	---

13. Show+ Chain 2.0 Roadmap

13.1. Phase 1: Ideation and Foundation Building (Q3 2023)

(1) Ideation:

- o Define platform goals and objectives
- o Identify key features and services
- o Conduct market research and competitive analysis

(2) Show+ Platform Beta Version Released:

- o Design user interface (UI) and user experience (UX)
- o Implement core functionalities and gather initial feedback
- o Perform bug fixes and optimize performance

(3) Testnet:

- o Set up a simulation environment for the blockchain network
- o Deploy nodes and test network stability
- o Validate transaction processing performance

(4) Initial Token Minting:

- o Create tokens through smart contracts
- o Ensure compliance with ERC-20 or BEP-20 standards
- o Plan initial token distribution and minting

(5) Testnet Deployment:

- o Deploy tokens and smart contracts on the testnet
- o Verify transactions in a test environment
- o Conduct network security testing

(6) Whitepaper/Litepaper:

- o Document project vision, goals, technical specifications, and roadmap
- o Explain the token economy model
- o Provide a concise summary for investors and the community

(7) Branding:

- o Develop brand identity
- o Design logos, slogans, and website
- o Formulate marketing and communication strategies

13.2. Phase 2: Preparation and Initial Development (Q1 2024)

(1) PwC Valuation:

- o Collaborate with PricewaterhouseCoopers (PwC) for economic valuation of the project
- o Prepare an independent valuation report

(2) Legal Opinion:

- o Obtain legal advice to ensure project compliance
- o Address legal issues related to token issuance and exchange listing

(3) Private Sale / ICO:

- o Conduct token sale for early investors
- o Execute an ICO campaign and raise funds

(4) Show+ Upgrading:

- o Incorporate feedback from the beta version and improve functionalities
- o Enhance security and optimize the system

(5) Community Building:

- o Build user community through social media and forums
- o Organize community events and campaigns

(6) Preparation for IEO:

- o Negotiate with major cryptocurrency exchanges and prepare for IEO
- o Develop and execute marketing strategies

13.3. Phase 3: Expansion and Optimization (Q2 & Q3 2024)

(1) Partnership with Market Makers:

- o Establish collaborations with liquidity providers
- o Ensure trading volume and liquidity

(2) Smart Contract Audit:

- o Perform a security audit of smart contracts through external auditors
- o Analyze and improve code vulnerabilities

(3) KOL Partnership:

- o Collaborate with Key Opinion Leaders (KOL) to promote the project
- o Enhance project visibility and recognition

(4) Viral Marketing:

- o Execute viral marketing campaigns through social media and online

platforms

- o Develop and distribute content marketing strategies

(5) Listing on Top CEX:

- o Negotiate and prepare for listing on major centralized exchanges (CEX)
- o Organize listing events and promotions

13.4. Phase 4: User Experience Improvement and Network Expansion (Q4 2024 & Q1, 2 2025)

(1) UI/UX Optimization:

- o Improve the interface and user experience based on feedback
- o Enhance design and functionalities to increase user satisfaction

(2) Expansion on Other Networks:

- o Expand to major blockchain networks such as Ethereum and Binance

Smart Chain (BSC)

- o Support multi-network usage to increase accessibility

(3) Cross-chain Seamless Capabilities:

- o Build cross-chain bridges for asset transfer and interoperability
- o Support data and asset movement across different blockchains

(4) Staking Platform Deployment:

- o Implement staking features to encourage user participation
- o Design and operate a rewards structure

13.5. Phase 5: Feature Expansion and Ecosystem Integration (Q3 & Q4 2025)

(1) Expansion of BOT Features:

- o Implement automated trading and notification features
- o Enhance using AI and machine learning

(2) Sponsorship Programs:

- o Operate collaboration and support programs with various projects
- o Strengthen ecosystem partnerships

(3) Show+ Ecosystem Integration:

- o Improve user experience by integrating with the Show+ platform
- o Connect with various DApps

(4) Mainnet Launch:

- o Develop and launch an independent mainnet
- o Operate and manage an independent blockchain network

14. Show+ Ecosystem Roadmap



15. Disclaimer

This document is provided for informational purposes and may be subject to change. The white paper is an informational document on business plans and visions and does not guarantee the contents of the business. The original language of the white paper is written in Korean, and in the case of white papers written in other languages, there may be possibilities of mistranslation or omission during the translation process. The Korean version of the white paper is the clearest and, for accurate information delivery, it is recommended to confirm with the white paper written in Korean. No part of this document constitutes legal, financial, commercial, or tax advice. Show Plus Chain is not a security and is not used for financial promotions, so no part of this document encourages investment activities or is used for solicitation purposes.

This document does not offer an opinion as to whether participation in the Show Plus Chain is necessary or whether the purchase of the Show Plus Chain is required, and should not be relied upon in making any contract or purchase decisions. Before making any purchase, participants should obtain all relevant professional information, including tax and accounting treatment, and assess their ability to cope with the volatility of cryptocurrencies. Understanding the inherent risks requires a comprehensive understanding of the current cryptocurrency market. Show Plus Chain does not express or warrant explicit or implicit statements or guarantees regarding usability or pricing and understands and agrees that there is no guarantee or provision that any benefits can be obtained through Show Plus Chain.

The Company shall not be liable for any direct, indirect, consequential or other losses or damages, and all information contained in this document and any future notices related to the Show Plus Chain, regardless of when they occur, shall not be interpreted as a guarantee or assurance of any form of profit or revenue. Show Plus Chain is not responsible for any damage incurred by any

individual or organization (representatives, users, employees, insurers, lawyers, etc.). Participants should not acquire Show Plus Chain for speculative or investment purposes, expecting a return on their investment.

Participants in the Show Plus Chain are aware of the risks associated with cryptocurrencies, such as high price volatility and the unique risks associated with the cryptocurrency market, and acknowledge that financial losses may occur. Participants understand and acknowledge that the current platform is under development and that the contents of this document may be changed in the future. The contents of this document and white paper may be modified or updated as the Show Plus Chain progresses, and modified and updated versions may be posted until the final version is announced prior to the public sale date.

In addition, participants acknowledge that we do not guarantee the operating period of the Show Plus Chain, and it may be suspended due to various reasons such as lack of platform recognition and investors, or lack of funds for platform development. Participants recognize that the contents of this document should not be arbitrarily interpreted by the participants. The Show Plus Chain is not intended to constitute securities or other regulated products in any country or jurisdiction, so this document does not constitute a guide or legal document and does not provide or solicit securities or regulated products in any country or jurisdiction. This document has not been reviewed by regulatory authorities in all countries or jurisdictions.

Furthermore, virtual currencies may be monitored or supervised by regulatory authorities in various jurisdictions. The Show Plus Chain may also receive queries, notices, warnings, requests, or administrative orders from one or more authorities during uncertain times, or may be ordered to suspend or discontinue actions related to the Show Plus Chain.

This carries an uncertainty that has serious obstacles or ultimately lead to termination of future development of the Show Plus Chain. We do not warrant

or guarantee the accuracy or completeness of any information, statements, opinions or other matters described in this document. We do not provide or guarantee any representations or warranties regarding any future-oriented or conceptual expressions.

Therefore, no content of this document can be used as a guarantee or method of trust for the future, and any person who takes action with respect to this white paper within the limits permitted by applicable law shall be exempt from all responsibilities for any losses and damages arising from the white paper. Participants acknowledge and agree to comply with all applicable laws, rules, or regulations that may apply to transactions.

The acquirer of the Show Plus Chain acknowledges and agrees that the Show Plus Chain will not be directly or indirectly responsible for any tax obligations arising from the acquisition of the Show Plus Chain. In addition, they agree and acknowledge that relevant laws, regulations, and administrative orders may require the disclosure of information about Show Plus Chain participants' accounts at the request of government agencies. Please review the summary included in this document based on the basic content and agreement conditions of the contract specified in this document.