



**ShowPlus Chain 2.0**

# White Paper

v.2.0

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# Executive Summary

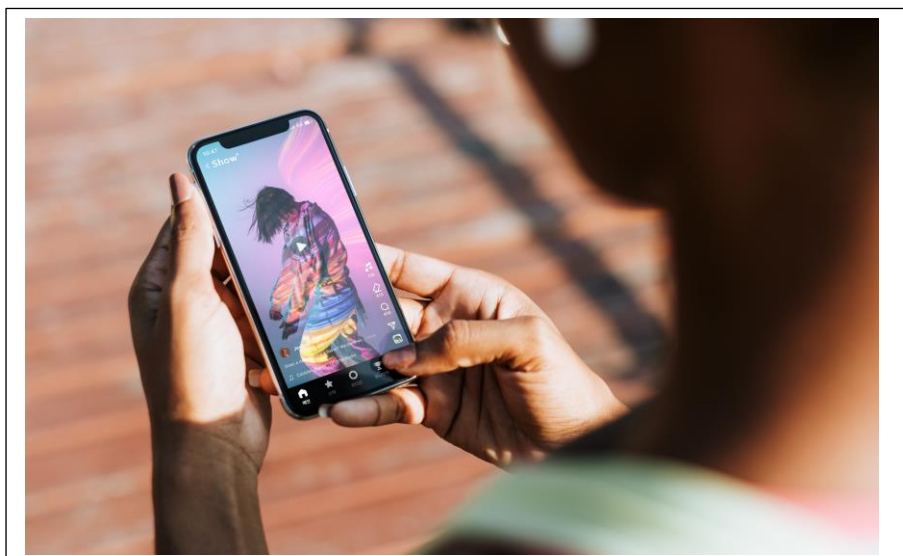
The cryptocurrency “ShowPlus Chain 2.0<sup>®</sup>” (hereinafter referred to as Show+ Chain 2.0<sup>®</sup>) is a digital currency issued by Tben Limited based on the exchange value of “Show Plus<sup>®</sup>” (hereinafter referred to as Show+<sup>®</sup>), an online competition platform expected to be 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<sup>®</sup> 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 (Show+ Chain 2.0 <> Show+)



[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<sup>®</sup> (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

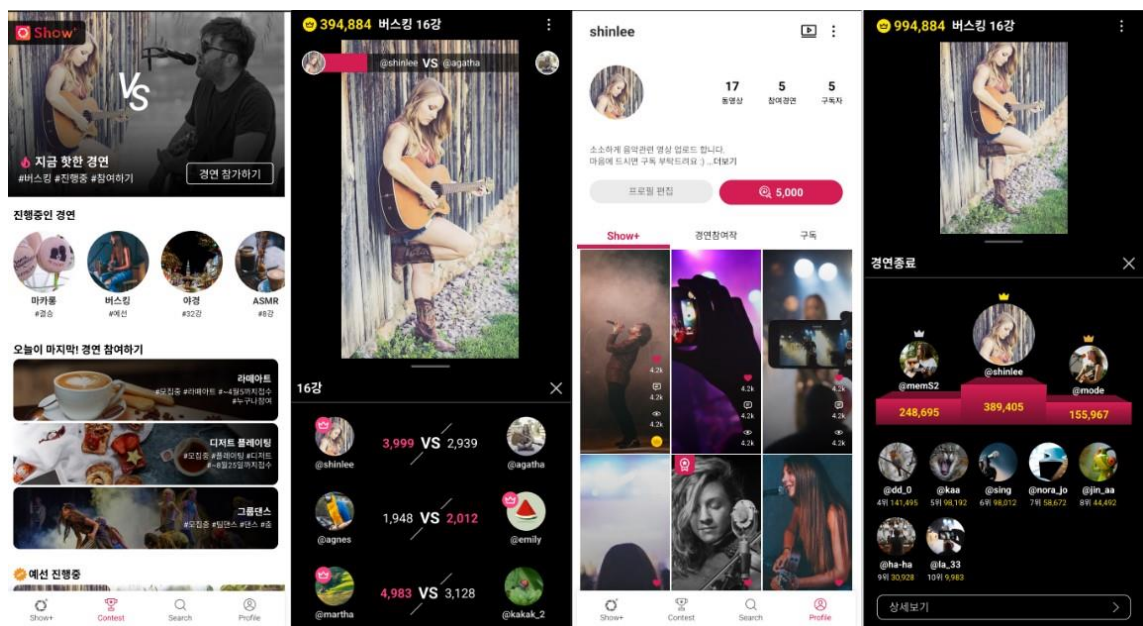
#### ❑ A contest platform for sharing prize money

- (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

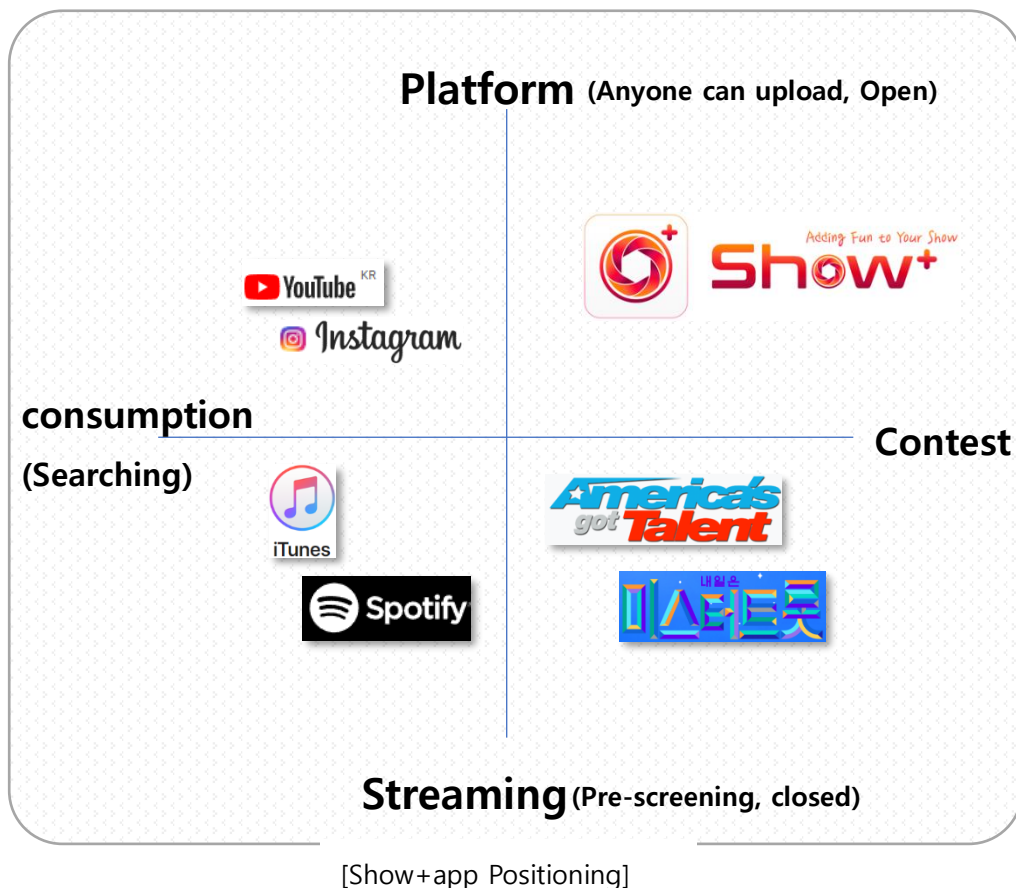
- (1) A unique feature of Show+ that sets it apart from other services is that users can also earn income. By sponsoring winning works with good content, users can earn profits.
- (2) Evaluation criteria are based on the number of views, likes, comments, and sponsorship received.
- (3) Therefore, users 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.

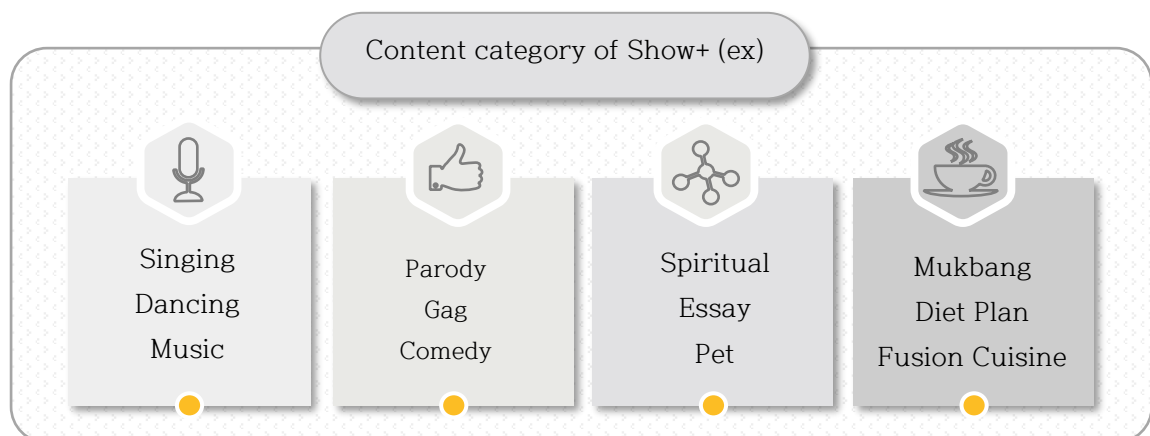
Category	FY23	FY24	FY25	FY26
Number of Users (1,000)	245	1,702	6,921	22,477
Number of Sponsors (1,000)	12	80	325	1,056
<i>Sponsorship Ratio</i>	<i>4.7%</i>	<i>4.7%</i>	<i>4.7%</i>	<i>4.7%</i>
Sponsorship Amount (1,000 USD)	6,526	40,236	104,908	252,510

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)

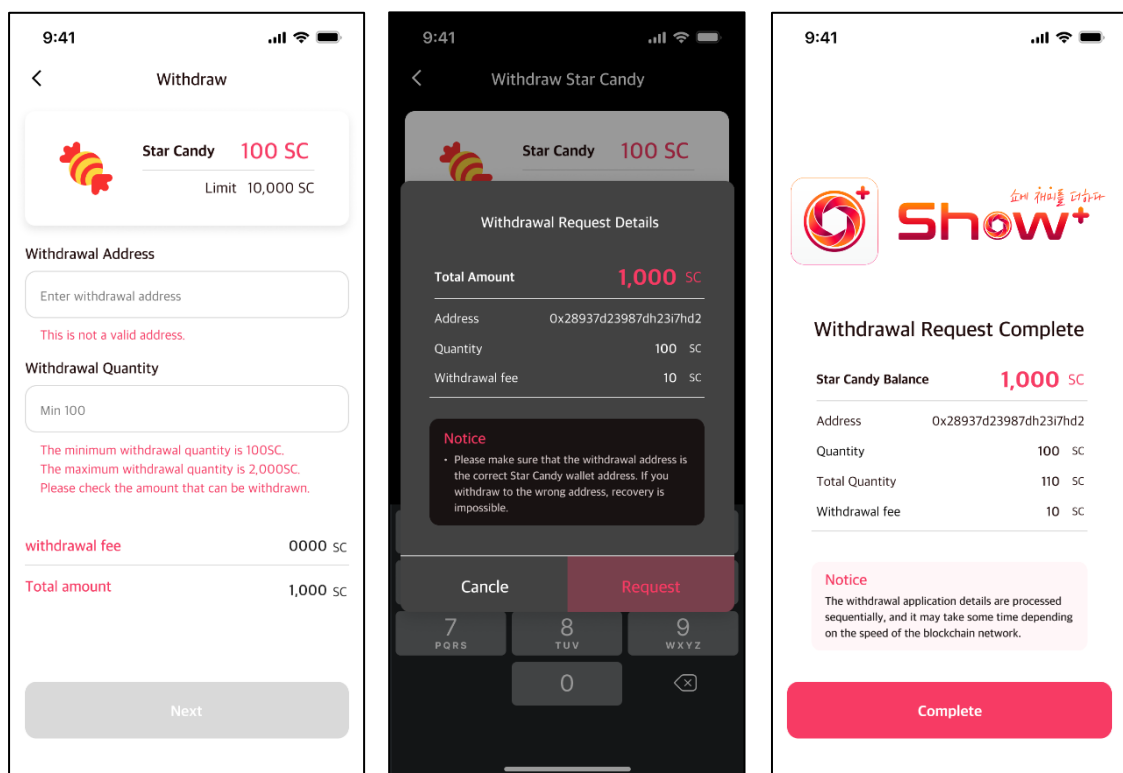
## 8. Revenue model of Show+

□ 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<sup>®</sup> (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<sup>®</sup>: 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<sup>®</sup>: 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



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

## 11.1. Overview of the Main-net

The blockchain network of the Show+ Chain 2.0 is designed in a private form and uses a PoA (Proof-of-Authority) consensus algorithm. PoA is a consensus algorithm that uses pre-approved permissions to verify the validity of transactions. The PoA consensus algorithm can reach a consensus faster than the PoW (Proof-of-Work) and PoS (Proof-of-Stake) used in other Side Nets and Main Nets, so it can reduce the transaction consensus time.

Category	Public Blockchain	Private Blockchain
Manager	All users	Participants belonging to the organization
Governance	Difficulty changing rules decided	Rules can be changed through agreement of consortium participants
Transaction speed	Slow	Fast
Data access	all users	Authorized user
Cases	Bitcoin, Ethereum, EOS, Klaytn	Hyperledger Fabric, R3 CEV, Ripple

The processing speed of Ethereum is about 20TPS, which may be difficult to handle for processing common amounts of data. When CryptoKitty, the most representative Dapp in Ethereum, was deployed, the transaction generated by CryptoKitty could not be handled, causing serious performance degradation of the Ethereum network, and the number of transactions that failed to succeed and waited increased.

Due to the low TPS shown by Ethereum, the TPS of Ethereum's transactions is further reduced when the Ethereum network becomes congested. Transactions that are deployed on the network have put more load on the network as the content of the transactions becomes more complicated. If simple transactions can be generated, the sharp drop in TPS can be reduced.

In addition, when the internal function is complicated, such as the process of

performing an operation, in the function call of the smart contract, the overhead increases. Due to the increase in overhead, the speed of the Ethereum network is slowed down, and there is a possibility that the use of the Ethereum network may become impossible.

Complicated calculations such as encryption are reflected by entering encrypted data after proceeding outside the blockchain, not inside the blockchain, and the Show+ Chain 2.0 network was developed based on a private network that aims to implement a decentralized distributed blockchain system with fast speed and high performance at the single node level.

Systems that use the proof-of-work (PoW) method, such as Bitcoin and Ethereum, which are existing major coin blockchain forms, support about 10 transactions per second, and Tendemint, which uses the PBFT-based Proof-of-Stake (PoS) method, is known to support about 1,000 TPS with 100-200 nodes.

## 11.2. Advantages of PoA Private Network

There are three main advantages of the PoA private network.

First, it can provide an optimized blockchain service by developing a smart contract that minimizes gas costs based on the maximum and estimated values of gas costs for the data structure and number of parameters when calling functions of smart contracts.

Second, it optimizes testing. Testing environments to save gas costs are carried out using Geth 1.8.15 and Mist 0.11.1. Although more accurate results can be obtained by conducting tests on Main Net, tests are conducted on the testnet "Showby" to consider the fact that actual money must be used to deploy. Rinkeby uses PoA as a consensus algorithm.

Third, it can measure the gas cost based on the structure and amount of data in internal functions and parameters when executing functions. By measuring this, it

provides a way to determine the most efficient way to store the same data by which method in smart contract configuration.

### 11.3. Smart Block

Show+ Chain 2.0 has developed SmartBlock, a mechanism that intelligently loads a local, privacy-preserving alternative to a blocked resource that works well enough like the original resource to ensure the service is functioning properly. With Tracking Protections, SmartBlock intelligently corrects malfunctions or blank pages without violating user privacy.

SmartBlock also provides local bandwidth for blocked third-party tracking scripts and performs modification. These standalone scripts operate similarly to the original scripts that can verify that the website is working properly.

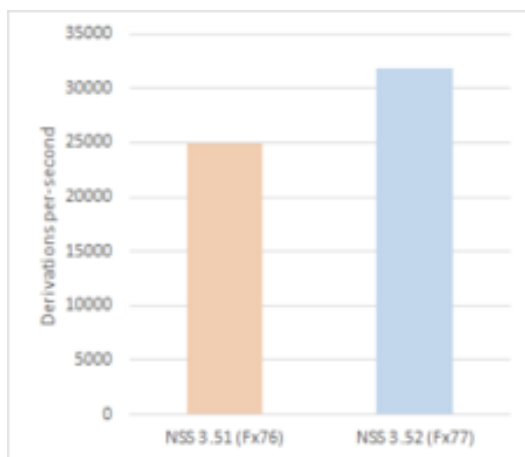
With these features, damaged sites that rely on existing scripts can be loaded as they are. In the third version of SmartBlock, support for replacing popular Google Analytic scripts has been significantly improved, and support for popular services such as Optimizely, Criteo, Amazon TAM, and various Google advertising scripts has been added.

These replacement features of SmartBlock are bundled into the Pando Browser and no third-party content of the tracker is loaded, so users cannot be tracked in any way.

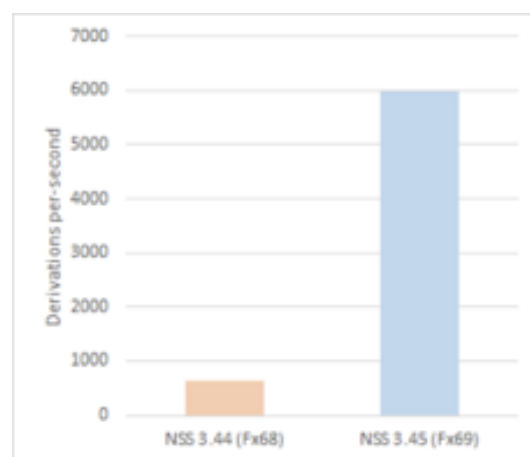
### 11.4. Core Code

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.

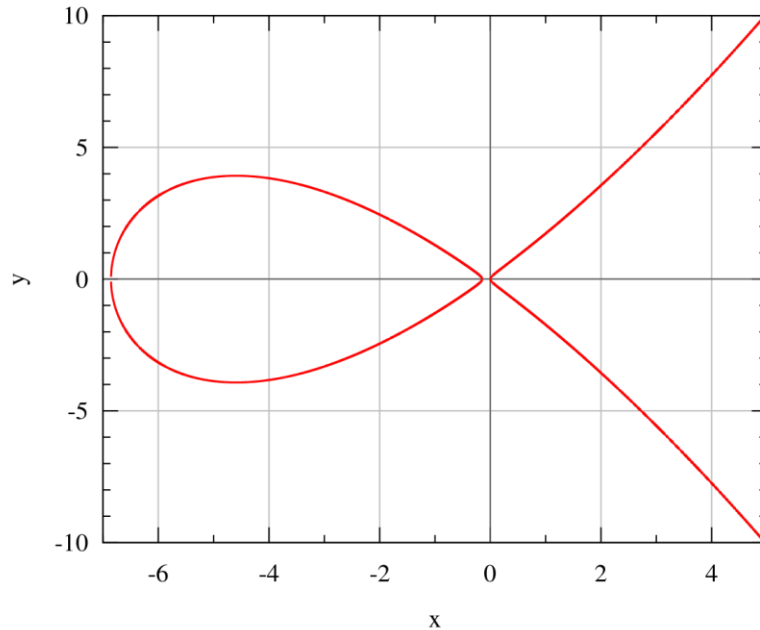
$$2^{252} + 27742317777372353535851937790883648493$$

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  $K$ ):

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

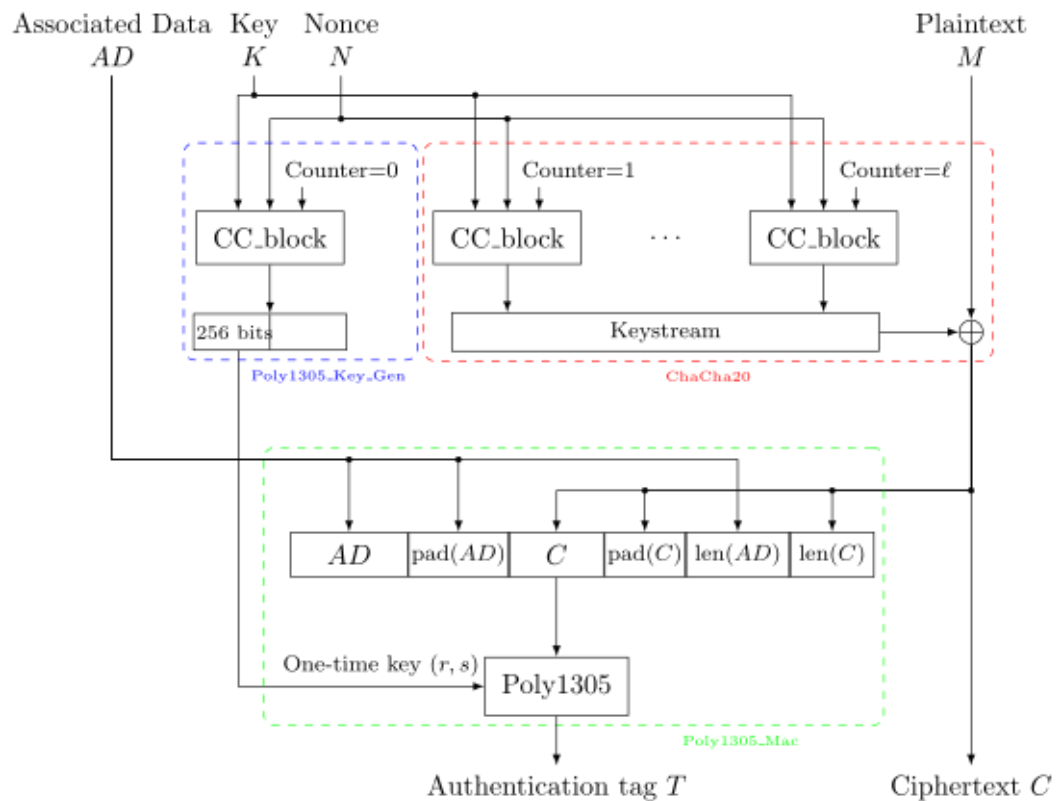
For specific  $A, B \in K$ , and simultaneously,  $B(A^2 - 4) \neq 0$



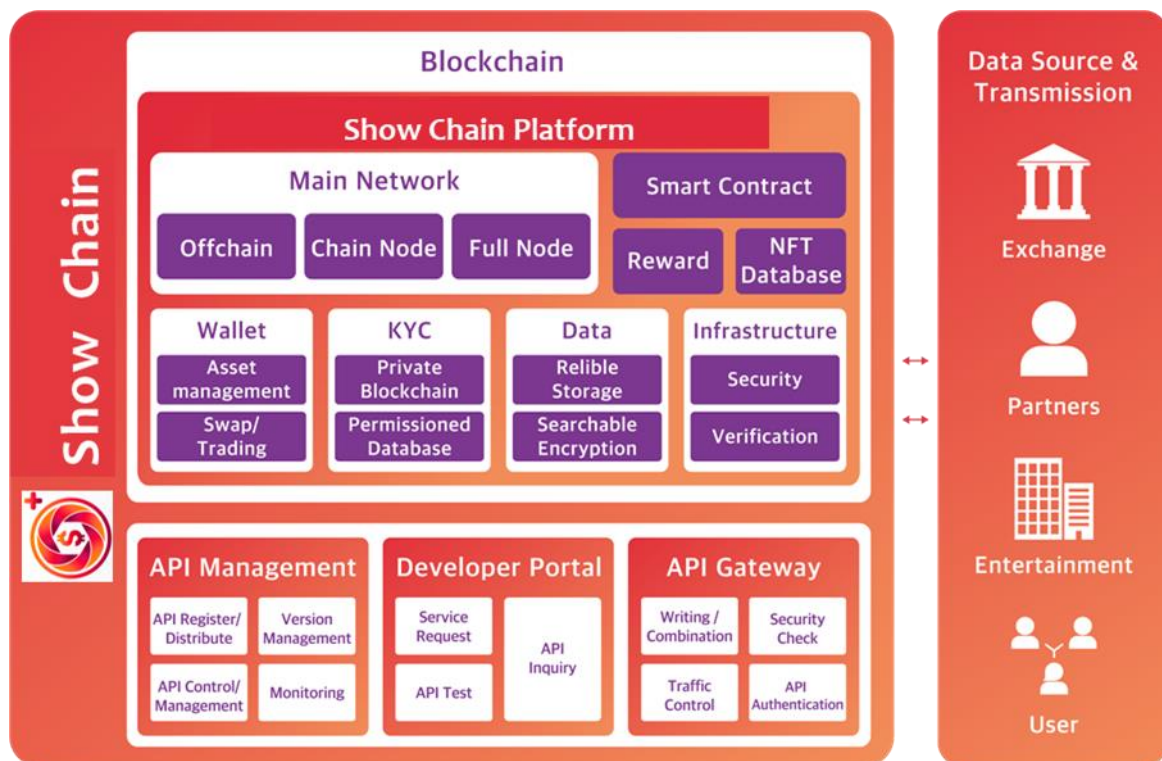
Show+ Chain 2.0 has improved the performance of ChaCha20-Poly1305 for encryption and decryption. ChaCha20-Poly1305 is an AEAD (Authenticated Encryption with Additional Data) algorithm that combines ChaCha20 stream cipher and Poly1305 message authentication code.

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

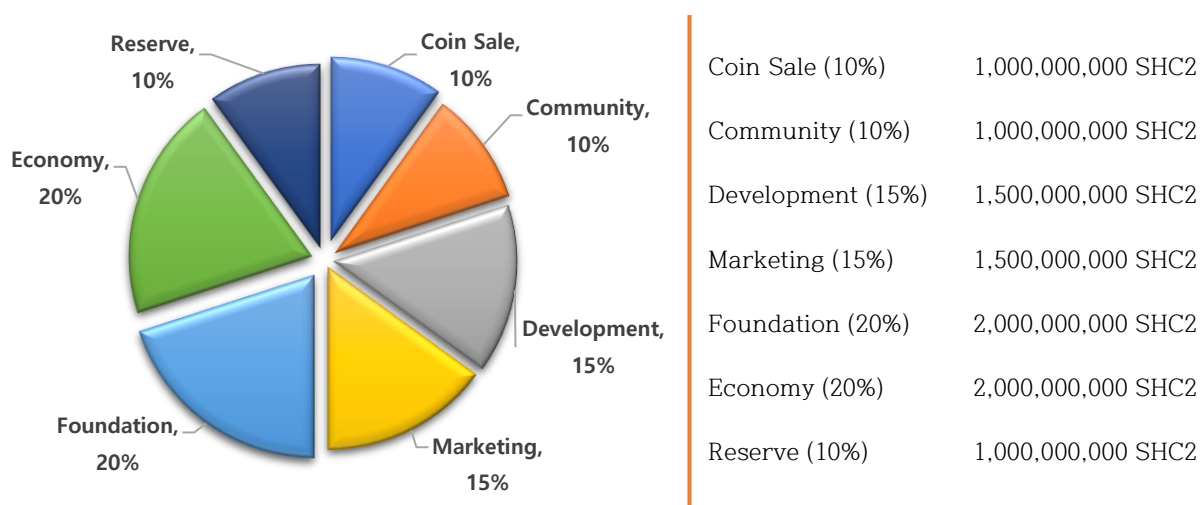


## 11.6. Coin Information

### (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 **Foundation** 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 **Economy** 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** 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

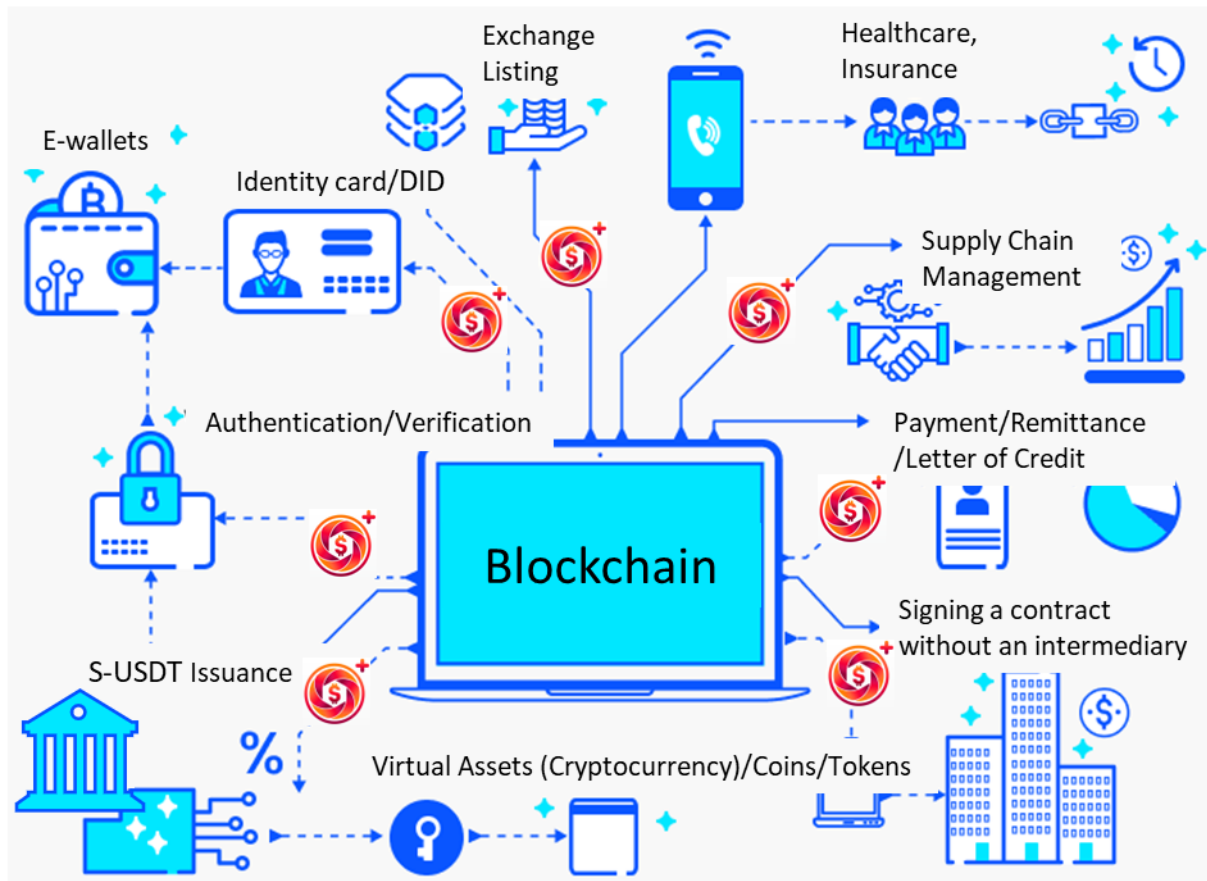
Allocation	Quantity	Schedule	
		Lockup	Unlock
Private Sale	20,000,000	20,000,000	-
Public Sale	980,000, 000	-	980,000, 000
Community	1,000,000,000	-	1,000,000,000
Development	1,500,000,000	1,500,000,000	-
Marketing	1,500,000,000	1,500,000,000	-
Foundation	2,000,000,000	2,000,000,000	-
Economy	2,000,000,000	2,000,000,000	-
Reserve	1,000,000,000	1,000,000,000	-
Total	10,000,000,000	8,020,000,000	1,980,000,000

An initial circulating supply of 19.8% 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"> <li>• Hanyang University Graduate School (Master in MIS)</li> <li>• Groupe Orabank, Strategic Lead Executive</li> <li>• Experienced professional with extensive experience in blockchain &amp; crypto projects</li> <li>• Rich experience in regulatory compliance &amp; risk management (AML/CTF/PEP/IDV/Sanction etc.)</li> </ul>
<p>COO</p> <p>Sebastian Suh</p>		<ul style="list-style-type: none"> <li>• Sungkyunkwan University Graduate School of Business (MBA)</li> <li>• UAB Algopay (Lithuania) CEO</li> <li>• APS S.A. (Luxembourg) Vice president</li> <li>• RHB Bank Berhad (Malaysia) Managing Director, Corporate Investment Banking</li> <li>• Head of Corporate Finance Department, Standard Chartered Bank Korea</li> <li>• HSBC Deputy General Manager, Corporate Finance Department</li> </ul>
<p>CTO</p> <p>Daniel Han</p>		<ul style="list-style-type: none"> <li>• College of Engineering, Seoul National University</li> <li>• Carnegie Mellon University Software Engineering</li> <li>• SEI SPL Completed</li> <li>• Samsung Electronics Information &amp; Communication Wireless Division R&amp;D</li> <li>• AI Finance Platform R&amp;D (Cheetah platform, Eagle eye algorithms)</li> <li>• Ultra-low latency HFT (High-Frequency</li> </ul>


		Trading) System Development & Global Operations
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## 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.

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

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

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

2024	Q1	Q2	Q3	Q4
	<ul style="list-style-type: none"> <li>• Show+ Platform Beta version released</li> </ul>	<ul style="list-style-type: none"> <li>• Show+ contest started</li> <li>• Designing ecosystems such as Show+ Lamp, Show+ Pay, and Show+ Talk based on Show+ Chain</li> </ul>	<ul style="list-style-type: none"> <li>• Show+ Lamp Development started</li> <li>• Show+Café 1st store opened</li> <li>• Show+Bank a subsidiary in Lithuania established</li> </ul>	<ul style="list-style-type: none"> <li>• Show+ Start Live Broadcast started</li> <li>• Show+Café Recruitment of merchants (priority given to staking holders)</li> <li>• Establishment of regional offices</li> </ul>
2025	Q1	Q2	Q3	Q4
	<ul style="list-style-type: none"> <li>• Show+ Lamp beta service launched</li> <li>• Show+ Talk service started</li> <li>• Show+Café 5<sup>th</sup> store opened</li> </ul>	<ul style="list-style-type: none"> <li>• Show+ Pay beta service started</li> <li>• Show+ local competitions by country started</li> <li>• Warehouse, logistics, customer center, etc.(fulfillment)</li> </ul>	<ul style="list-style-type: none"> <li>• Started releasing new songs on Show+, started music distribution business</li> <li>• Show+ Lamp service started</li> <li>• Show+ Pay service started</li> </ul>	<ul style="list-style-type: none"> <li>• Show+ Chain Main-net announced</li> <li>• Show+ Continental Contests</li> <li>• Request for Show+Bank approval review</li> </ul>
2026	Q1	Q2	Q3	Q4
	<ul style="list-style-type: none"> <li>• Show+Bank Pilot services (salary transfer, staking, etc.)</li> <li>• Show+ Pay Expansion of service areas (Asia, Europe, North America, South America)</li> <li>• Show+ Preparing for listing on Nasdaq</li> </ul>	<ul style="list-style-type: none"> <li>• Show+Bank Official Service Begins</li> <li>• SHOW+ 1st Global Contest Launched (Local, Continental, Global, 3-Stage Competition System)</li> </ul>	<ul style="list-style-type: none"> <li>• Issuance of Show+ USDT (S-USDT) (Staking, Lending, Currency Exchange)</li> <li>• Actively marketing S-USDT as a payment for transactions, cross-border salary transfers,</li> </ul>	<ul style="list-style-type: none"> <li>• Show+ Chain Partnership Expansion</li> <li>• Entering the global game market as a payment method</li> <li>• Show+ NASDAQ Listing Review Request</li> </ul>

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