

blingbling

for women by women

✦ KLAYTN TOKEN WHITE PAPER ✦

Foundation for women to share and  
empower in the age of decentralization



✦ educate ✦ empower ✦ expand ✦

# blingbling

for women by women

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# 1. Blingbling Overview

01 2022: Year of Women's Blockchain Liberation

## Platform for Women Blingbling

Providing a variety of uses and stimulating investment motivation, leading to securing the 'female cryptocurrency market' which is regarded as one of the biggest future market for blockchain.



platform for women

Foundation for women to share and empower in the age of decentralization

\*model image for advertisement



for women by women

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We decided to focus on  
“women”

## BLOCKCHAIN TECHNOLOGY

Blockchain-based cryptocurrency enables transactions between users that cannot be forged or falsified even without an overseeing institution such as a national bank and has accelerated a decentralized transaction system thanks to the development of information and communication technology (ICT). Blockchain technology is affecting the world, from industry, economy, education, healthcare, and even administration.

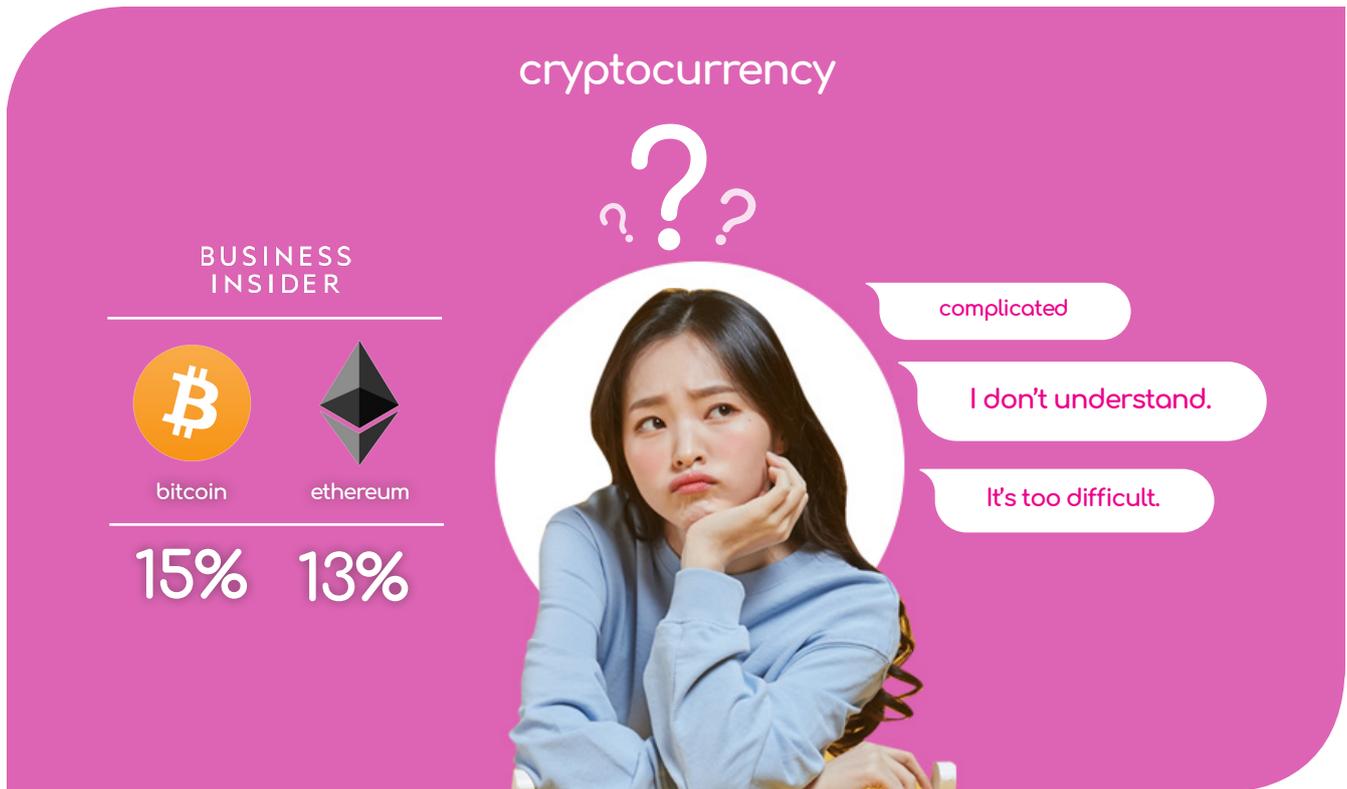
“We decided to focus on the  
consumption and investment of women”

The E-commerce (online shopping) industry is preparing for a big leap thanks to the blockchain tailwind. Due to the recent infectious disease, online shopping is booming, and companies are envisioning platforms using blockchain technology. In this atmosphere, we are trying to innovate in technology in a way that guarantees not only P2P transactions, but also mutual rights and profits between customer-intermediary-manufacturer while enabling rapid payment. By securing high security, increasing speed and transparency of the transaction process, hope has been planted in the field of startups that have been struggling in a relatively poor environment.

## 02 Recognizing the Problem

### Why don't women use cryptocurrency?

- Women to Men ratio of **1:9**



### In 2021, Business Insider said

that less than 15% of women are using cryptocurrencies. Even in the case of Bitcoin, the most popular cryptocurrency, the female share was about 15%, and in the case of Ethereum, it was about 13%. Compared to the 5.27% surveyed by the World Economic Forum in 2018, this is an increase of about 10% in three years. However, given the female population of the world, the percentage of women using cryptocurrency is quite negligible.

As for the reason women find it difficult to use cryptocurrency, experts say that in addition to the uncertainty of the cryptocurrency market, realistically, "it is rather complicated to use" and "difficult to understand". Also, cryptocurrency market has been accelerated mainly by computer engineers such as programmers or game designers, which is made up of investors in the male-dominated occupational group. Even in the fintech field, it is men who make up the majority, and it is predicted that the popularization of cryptocurrency will be a long shot unless women enter the cryptocurrency market.

At the center of cryptocurrency is the groundbreaking innovation of blockchain technology. Blockchain technology is already being implemented in real life situations and has become the core innovation of the 4th industrial revolution. The technology will continue to be upgraded and may even trigger a new blockchain revolution. Now is the time for women to choose blockchain.

## Cryptocurrency with a Clear Purpose

- Asset vs. Currency

There are many cryptocurrencies that have been issued in the past, but the purpose of the currency is often vague and unclear. However, we present a business model and vision that clarify the purpose of cryptocurrencies. Future cryptocurrencies must have not only the current 'Asset' functionality but also the function as a real 'Currency', with a goal to provide a more convenient and pleasant environment to make it easier to get used to digital civilization and technological change.

## Eliminate the Shortcomings of Cryptocurrency

- Knowledge and Wisdom

One of the biggest weaknesses of cryptocurrency is that there is limited new information about the rapidly changing cryptocurrency technology. In addition, the reputation of cryptocurrency has been damaged by frequent occurrences of bad investment cases, such as investors being scammed with information obtained from close acquaintances. We present three strategies to help women overcome these barriers and invest easily. First, we provide information about blockchain and cryptocurrency to women. Second, we provide a beauty platform that helps women maintain a healthy lifestyle. Third, we provide a high-yield investment in cryptocurrency and the ability to enhance social value.

'Bling Bling' is a new business concept created to provide women with various benefits through such a strategy to make it easier to access blockchain technology.



educate



empower



expand



## 03 Blingbling Solution

### A. Educate (Blockchain Coaching)

Most of the female cryptocurrency investors known so far are called ‘financiers’. A financier is familiar with asset investing. However, in Korea, there are more ‘accountants’ than financiers. It can be said that they are more accustomed to management than investing. If someone can provide them with the skills and information to manage cryptocurrencies autonomously, women, who make up 50% of the population, will be able to establish themselves as new customers in the cryptocurrency market. To achieve this purpose, we offer three solutions.

◆ The most important of those solutions is ‘Education’

We provide on/offline training for Blingbling members on systematic and diverse topics. Featured speakers are women leaders in finance, technology and education, who share hands-on experiences. Through this solution, you can easily understand the blockchain and enable safe investment and management. There is a wide range of accessibility, but here are a few examples that will be available to members:



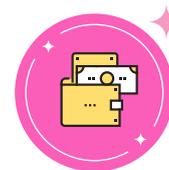
01

**Weekly Zoom Conference  
On Various Topics**  
(first come first serve: limited avail)



02

**Communication Function  
For Members in the App**  
(points given to participants)



03

**Cryptocurrency  
Tutorial**  
(How To Use Wallet & Etc.)



04

**Invitation to Biannual  
Offline Banquet**  
(Hotel/Resort)



05

**Youtube Channel &  
Online Media Community**

## B. Empower (Lifestyle Shopping)

It is human nature to want to be beautiful. This nature has constantly developed the beauty industry. In addition to daily beauty, there are various fields such as hair, botox, eyebrows, massage, nail, waxing, and makeup. The desire to also be beautiful on the inside is leading the new wave of consumption trend such as diet management, personal training, and body profile photos.



Sales in the domestic beauty sector are steadily increasing. In addition, K-pop has attracted Asian consumers, and recently expanding into the global market.

### What if we incorporate 4th industrial revolution of blockchain with beauty industry?

By combining cryptocurrency with beauty market that is saturated by excessive competition, a new market can be developed. A market for 'women's cryptocurrency' that has never been experienced before.

◆ The products in the Beauty Mall are divided into 'Item' products and 'Service' products.

'Items' are material products that members can purchase and use directly, such as cosmetics, meanwhile 'Services' are purchased to be provided by someone in person, such as a hair salon. Members can use the Bling Money to shop from Blingbling premium affiliates at reasonable prices and experience the technology of blockchain at the same time.



## C. Expand (Revenue Structure)



### • Membership Fee

Blingbling operates on a membership basis, and it can be purchased for 3 months or 1 year. You can receive Bling Money only when you register as a member, and Bling Coin will be airdropped later accordingly.



### • Bling Money Purchase

When you sign up for membership, a certain amount of Bling Money is paid to your smart wallet. Members can use Bling Money as a point system for various events, shopping activities, and communication between members.



### • Currency Exchange Fee

With a 5% service fee, members can convert their Bling Money into cash.



- **Staking Pool (Mining)**

Members can make small and stable investments by participating in staking (mining) without spending Bling Money.



- **Sales Margin**

Sales margin from shopping mall for products sold, and transaction fee.



- **Advertisement Mining**

Anyone including non-member or non-affiliate can advertise to Blingbling users, and members can freely consume customized advertisements and receive Bling Money. A small amount of Bling Money is paid when you visit the advertiser's site or consume an advertisement in the form desired by the advertiser.



- **Offline Event**

Blingbling holds regular offline meetings, conferences and seminars, at hotels and resorts twice a year. Small booth-type exhibitions of other companies, including affiliate companies and other blockchain industry companies will be present as well as the sponsors of the event.



- **Youtube Channel**

Blingbling will have its own YouTubers to run YouTube channels with various content materials. In addition, Blingbling's online lectures and offline event videos will be uploaded with YouTuber's commentary and sub-titles as a replay method.



- **P2P Consultations**

Blingbling is designed to enable direct transactions between members through the community. Members can ask questions about various blockchain or investment related issues with a certain amount of bling money for payment.



- **P2P Second-hand Items**

Blingbling is also enables a risk-free second-hand shopping. With the support of our partner company that specializes in authentication of high-fashion items provide a highly reliable direct transaction environment.

## 2. Blingbling Operation Plan

### 01 Speakers Profile



#### ◆ Speaker 1

##### [ Attorney ] Seo In-Gyo

- Passed the 8th Law Exam
- Completion of the 38th Judicial Research and Training Institute / Civil Mediation Committee member of Changwon District Court
- Creative Economy Innovation Center, Ministry of Justice Legal Support Team / Chairman of Medical Professionals and Lawyers Association
- Taxpayer Protection Member, Masan Tax Accountant / Criminal Mediation Member, Changwon District Prosecutors' Office
- Advisory Attorney at Korea Asset Management Corporation / Advisory Attorney at Gyeongsang nam-do Office
- Gyeongsangnam-do Election Commissioner / Advisory and litigation
- Blockchain, virtual currency legal advice / Blockchain litigation specialist
- Gyeongnam Labor Relations Commission Rights Relief Lawyer/Right Analysis-related Lawyer
- Policy Advisor/Blockchain Business Related Law and Regulatory Advisory Lawyer



#### ◆ Speaker 2

##### [ Tax Accountant ] Koo Jin-Guk

- Passed the 45th Tax Society Exam
- Representative tax accountant at Taerim Changwon Yongho Branch of the current tax corporation
- Lecturer at Changwon University Tax Department and Lifelong Education Center
- (Former) Changwon Tax Office Founder Mentoring
- (Former) MBC Gyeongnam Today Law in Life
- Member of the National Tax Review Committee, Changwon Tax Office
- Gyeongnam Provincial Office Local Tax Office Appointment Agent
- Blockchain and Cryptocurrency Tax
- Professional Consultation on Cryptocurrency Tax
- Blockchain and Special Act-related Lectures
- Blockchain Understanding and Utilization and Tax-related Lectures
- Advice on taxation of virtual assets

02 Advisory Profile



◆ Lawyer

**Seo In-Gyo**

- Passed the 8th Law Exam
- Completion of the 38th Judicial Research and Training Institute / Civil Mediation Committee member of Changwon District Court
- Creative Economy Innovation Center, Ministry of Justice Legal Support Team / Chairman of Medical Professionals and Lawyers Association
- Taxpayer Protection Member, Masan Tax Accountant / Criminal Mediation Member, Changwon District Prosecutors' Office
- Advisory Attorney at Korea Asset Management Corporation / Advisory Attorney at Gyeongsang nam-do Office
- Gyeongsangnam-do Election Commissioner / Advisory and litigation
- Blockchain, virtual currency legal advice / Blockchain litigation specialist
- Gyeongnam Labor Relations Commission Rights Relief Lawyer/Right Analysis-related Lawyer
- Policy Advisor/Blockchain Business Related Law and Regulatory Advisory Lawyer



◆ Accountant

**Koo Jin-Guk**

- Passed the 45th Tax Society Exam
- Representative tax accountant at Taerim Changwon Yongho Branch of the current tax corporation
- Lecturer at Changwon University Tax Department and Lifelong Education Center
- (Former) Changwon Tax Office Founder Mentoring
- (Former) MBC Gyeongnam Today Law in Life
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- Blockchain and Special Act-related Lectures
- Blockchain Understanding and Utilization and Tax-related Lectures
- Advice on taxation of virtual assets

## 02 Advisory Profile



### ◆ Cosmetic Dentist

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#### Lee Sun-Gu

- Graduated from Pusan National University College of Dentistry and obtained Master's and Doctoral degrees
- Completed the Advanced Course at the Brenemark Implant Research Institute in Sweden - Regular member of the American A.O Society
- President of Busan Gyeongnam, Busan Implant Research Society
- Current adjunct professor at Pusan National University College of Dentistry & Graduate School of Dentistry
- Current Branemark Implant Course Director / Current Vice President of Gyeongnam Dental Association



### ◆ Beauty Artist

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#### Lee Seo-Yul

- Representative director of Cleo Academy Changwon branch
- President of KSMP Gyeongnam branch
- SMP tattooist, first-class leader
- Phibrows Artist
- j&co educator, certified educational institution
- 2017 International Beauty EXPO Skills Competition Grand Prize and Grand Prix Award
- 2019 Global Beauty Expo Grand Prize
- 2019 International Body Art Contest, Belfair Beauty Expo SMP Judge
- 2021 International Body Art Contest Semi-permanent Chief Judge

02 Advisory Profile



★ Beauty Artist

**Park Joo-Ryeong**

- Current J Beauty Academy, J#, Representative Director - JJ Cosmetics CEO
- Ph.D., Department of Beauty Science, Hanseo University
- Master's degree in Cosmetics and Cosmetics, Hannam University
- Beijing University, China Chief Beauty Management Course 1st
- Seoul National University Business Course 1st - Possession of a comprehensive hairdresser license and national technical qualification - Professor, Department of Beauty Care, Gimhae University
- Professor of Make-up at Silla University Lifelong Education Center
- Seoul National University Permanent Makeup Lecture
- Sungshin Women's University Permanent Makeup Lecture
- President of KSM Korea Semi-Permanent Medical Experts Association
- 2018 Small Entrepreneurs Competition Presidential Award
- 2016, 2017, 2020 National Assembly commendation
- World Festival Headquarters Counting Chairperson and Various Competition Jury Chairperson



★ Beauty Artist

**Kim Se-Kyeong**

- Current J Beauty Academy skin instructor
- 2018 hairdresser (comprehensive) license issuance
- 2011 Acquired National Technical Qualification for Hairdresser (Skin)
- 2013~2015 Beautiful People Beauty Academy Ulsan Campus Skin Instructor
- 2014 Acquired Level 3 qualifications as scalp care therapist, foot massage therapist, and artistic makeup artist
- 2015 International Body Art Contest Micropigment, Eyelash Extension Category Grand Prize
- 2016 Seoul National University Beauty Business Completion
- 2016 K-Beauty Professional Association MTS, waxing, eyelash training completed
- 2016 Busan Metropolitan City Student Education Center Lecture
- 2018 Acquired level 2 eyelash extension training course by Korea Beauty Vocational Education Association
- 2019 Sugar 36.5 Master Training Course Completion
- Awarded the 2020 National Assembly member Oh Je-Se Citation
- Appointment of judges for various competitions

## 02 Advisory Profile



### ◆ Beauty Artist

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#### Han Chae-Ram

- Current Director of Lamy Beauty Lab
- 2016 National Technical Beauty Qualification and Korean Semi-permanent Makeup Grade 1 Certification
- 2016 5th International Body Art Contest Gold Prize
- 2016 International Eyelash Extension Association special extension hair wig hair growth training completed
- 2017 Beauty World Champion Embo Gold Award
- 2017 Beauty Art Contest Micropigment Grand Prize
- 2018 World Lash Cup LASH CHAMPION Silver Award
- 2019 International Association of Health and Beauty Professionals IPA Eyelash International Lecturer
- 2020 International Beauty Master Contest Best Leader Award
- 2020 Themacraio Skin Planning Certified Instructor, Wow Salon Lash Planner
- 2021 International Beauty Master Contest Competition, Eyelash Creative Art Gold Award, Best Educational Institution Award
- Busan Mayor Award in 2021 International Beauty Master Contest
- Appointment of judges for various competitions



### ◆ Beauty Artist

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#### Im Mi-Hyang

- Current Director of Hyanggyang Sketch Beauty Shop
- Regular member of KBEI Korea Beauty Vocational Education Association
- Vice President of KSM Korea Banyeong-gu Medical Professional Association
- Branch of K-Beauty Experts Association
- President of Ulsan Branch of KSCM Semi-Permanent Medical Specialty Association
- Possesses qualifications as skin care manager and nursing assistant
- International Association of Beauticians Association Makeup Instructor Qualified
- MTS Art Makeup Curriculum Level 2 Completion
- Completed face art course of Korea Association of Beauty Artists Professionals
- Completion of Seoul National University Global Beauty Business Course
- Judges of various competitions
- Various competitions and gold awards

03 Blingbling Member Profile



## Bling Bling Member's

platform for women

Foundation for women to share and empower in the age of decentralization







### Founder and CEO Kang Sung-Young

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- 10 years of experience in finance and various fields
- Chief planner for app and platform development
- All major decisions from general planning to marketing
- Excellent and professional experience in service operation, project management, business planning and strategy
- Blockchain mining business expert
- Experienced manager and consultant
- Visionary who sees long-term potential in all aspects of expanding business opportunities





Chief of Operations  
Kim Yu-Cheong

- Interdisciplinary experience to drive business and strategic goals





Marketing Manager  
Song Hye-Jin

- Passionate marketing innovation leader



03 Blingbling Member Profile



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Marketing Manager  
Bae Hae-Jin

- Global business marketing Strategist



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Principal Designer  
Hwang Mi-Kyung

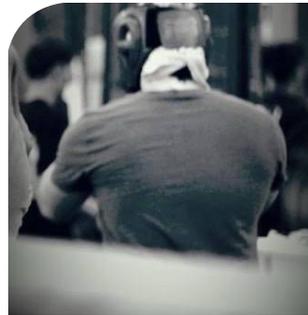
- Unique and creative design master



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IT  
Operations Manager  
Shin Hyun-Mi

- Future-oriented IT industry manager



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Developer  
Yasuyama Khan

- System architecture, core developer



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Developer  
K.Flo

- Front-end Developer



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Developer  
Mick Kim

- Back-end Developer



Bling Bling Member's

platform for women

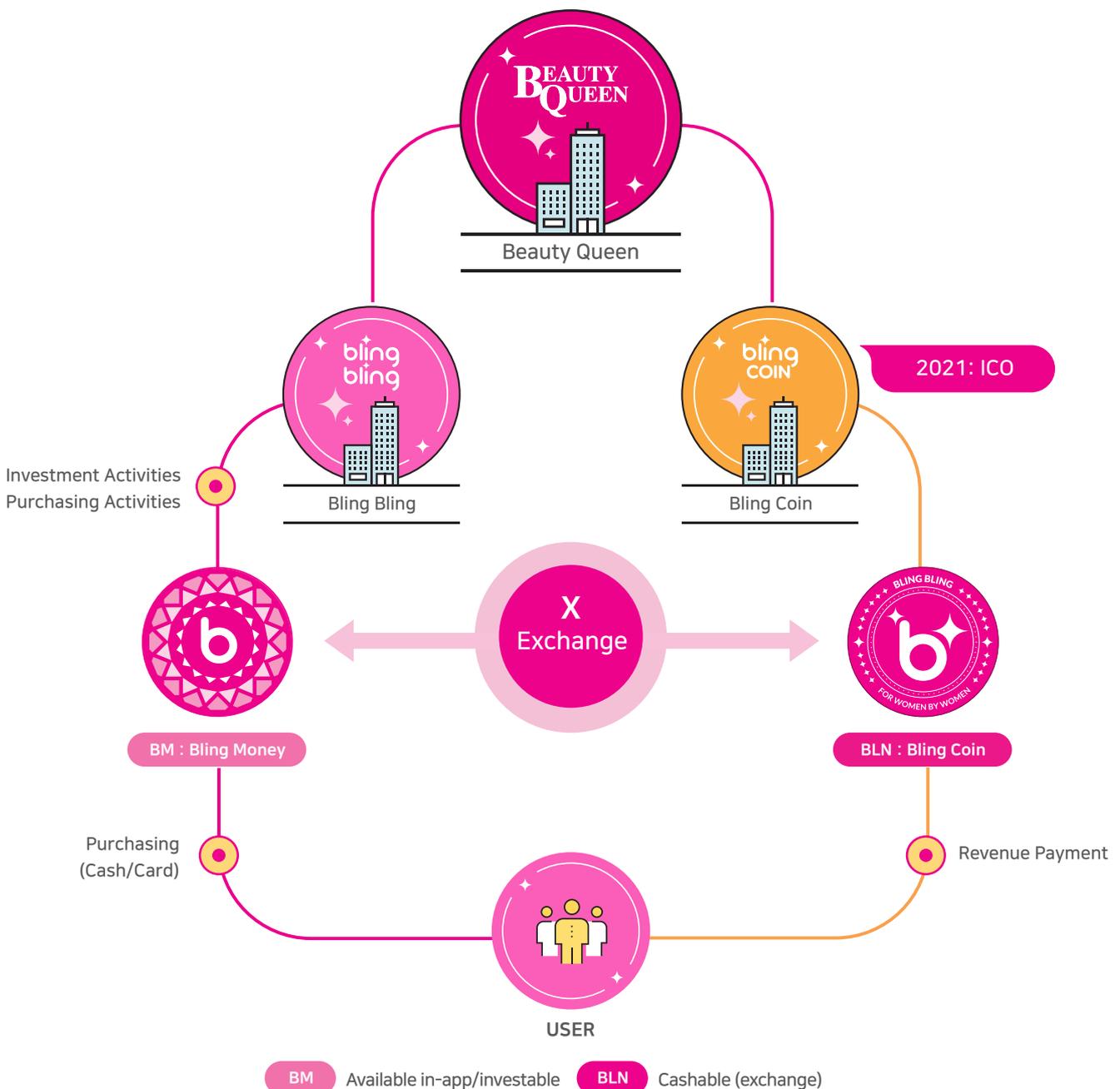
Foundation for women to share and empower in the age of decentralization



04 Blingbling Member Profile

Blingbling Model

Blingbling operates on a membership basis, and members can purchase memberships for 3 months or 1 year. Members can receive training on blockchain and cryptocurrency through online and offline. Once a member, you can receive Bling Money, and all Bling Money holders will receive Bling Coins after ICO. With Bling Money, you can enjoy various trendy items and premium service benefits, and you can engage in community activities among various members, such as communicating with other members and second-hand transactions. Bling Money can only be used in the Blingbling app, and since there is no price change, various and stable investment activities are possible. Bling Coin can only be traded on exchanges after the ICO.

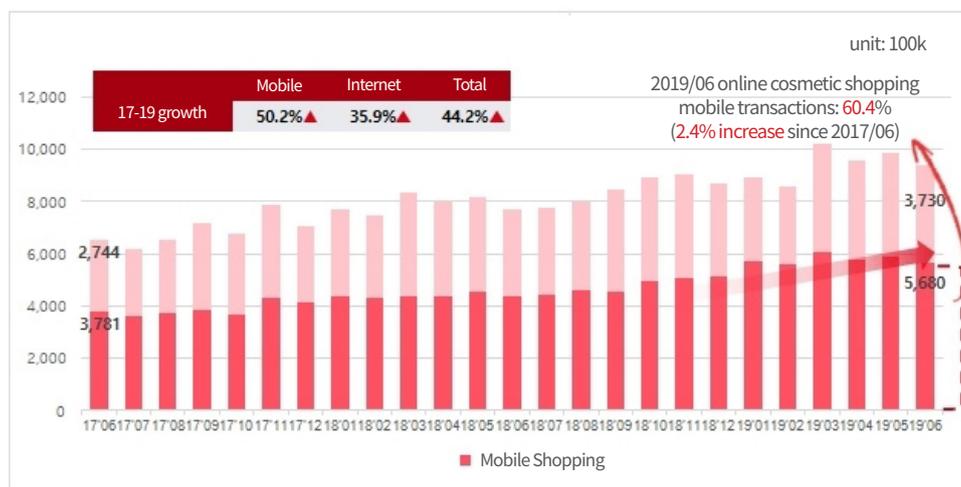


## Beauty Consumer Trends

There is a change in the recent beauty consumption trend.

If the so-called first-generation road shop brands (Missha, Innisfree, Skinfood, Etude House, The Face Shop, etc.) that first led the beauty industry were using main distribution channels through offline retail stores, now, with the popularity of K-beauty, there are new generation of online multi-brand stores that handle different product groups together, and has become a trend.

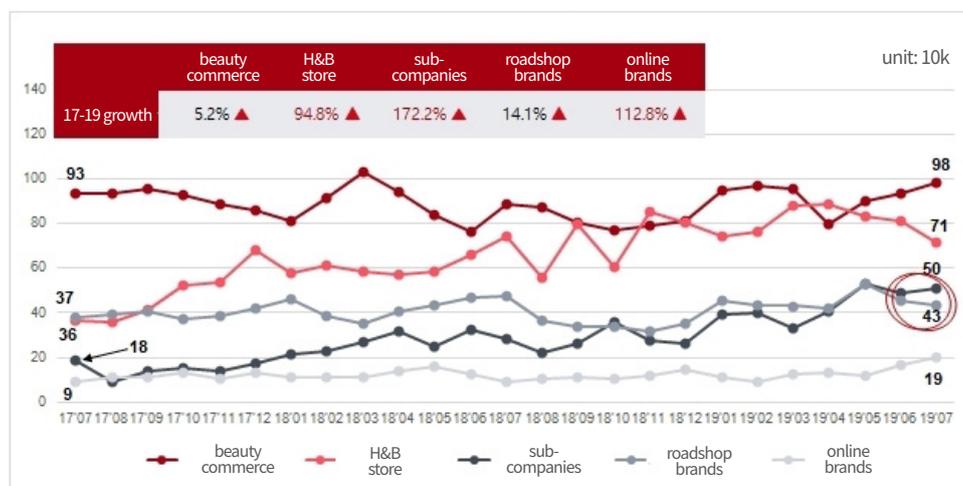
Trends in Transaction Amount by Online Mall Sales



\*Source: Korea bureau of statistics (Online shopping trend: Sales transaction amount\_Cosmetics)

Korea bureau of statistics said that in 2019, mobile accounted for 60.4% of online cosmetic shopping transactions. As of 2021, it can be expected that there will be more users than that. Among beauty apps, the number of users of beauty apps with commerce functions was 43.4%, the most, and the main gender of beauty app users was female, with the proportion of users being 81.8%. By age, the percentage of users in their 30s was 32.9%, which is believed to be the main user group. Among them, the ‘beauty commerce’, which has the largest number of users, has consistently maintained the No. 1 position, and the number of ‘multi-shop’ users is continuously increasing as the consumption of beauty services increase through mobile sales.

Trends in unique users by beauty application type (Android only)



\*Source: Nielsen-Koreanlick Android OS Mobile Behavioral Data (2017.07~2019.07, monthly) iOS data was collected from April 2019 and excluded from YOY comparison and trend trends



05 Customer Route



01

Sign Up

Individual member 3 months / 1 year



02

Smart Wallet

Provide Bling Money



03

Blockchain Education

Online/Offline Events



04

Blingbling Service

Shop/Invest



05

ICO

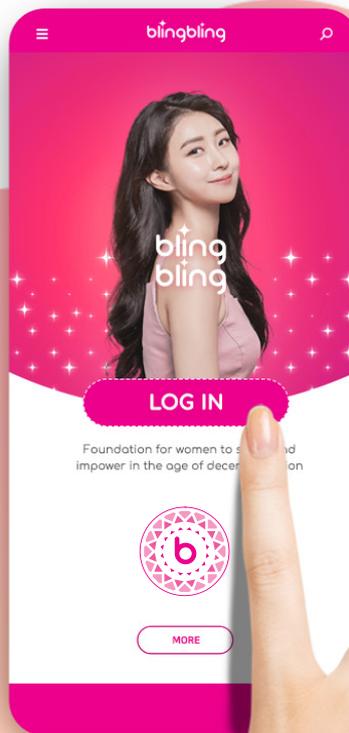
Coin Air drop



P2P transaction and community communication



Big data trend analysis and advertisement mining



06 Vendor Route



01

**Vendor Registration**

Register products and advertisements on the blockchain platform



02

**Blockchain Education**

Customized business support



03

**Activate Transactions**

Increased sales with advertising



04

**Bling Money**

Cash-out or Hold



05

**ICO**

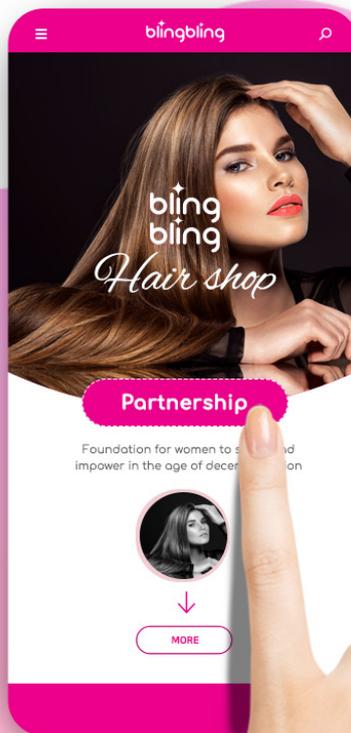
Coin Air drop



Increased visitors with AI advertising



Big data trend analysis and advertisement mining



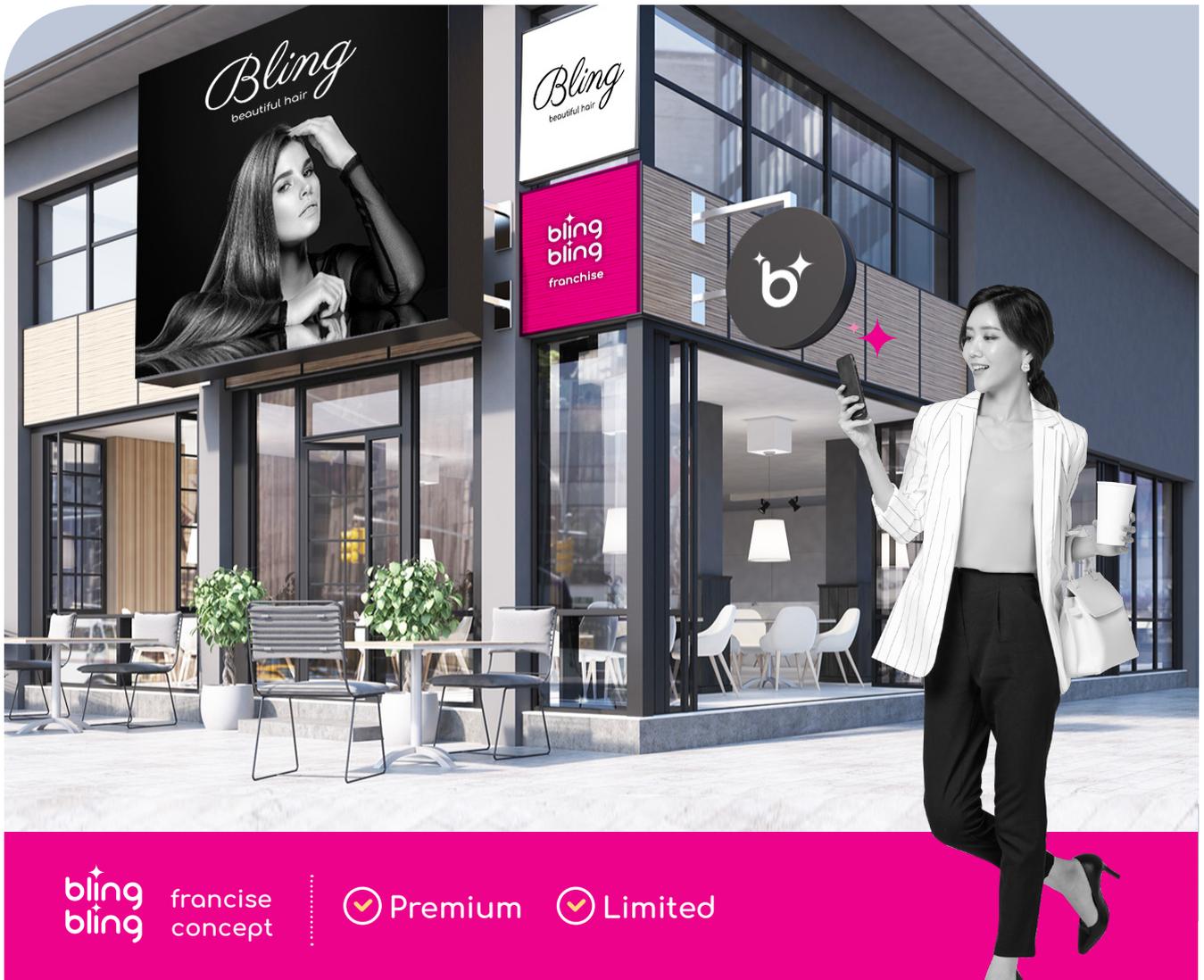
## Examples of Service Items

Blingbling's service item franchise selection criteria and goals are based on the concepts of 'premium' and 'limited', and only trend setters who lead the beauty industry can join. For example, in each region, 2-5 high-end hair salons are selected as service providers. These vendors can be paid with Bling Money through the app or QR code system, and vendors can then cash out the paid Bling Money in real time. The benefit is that vendors can hold a larger amount of Bling Money than that of regular members, resulting a larger coin airdrop after ICO.



<Vendor Sample>

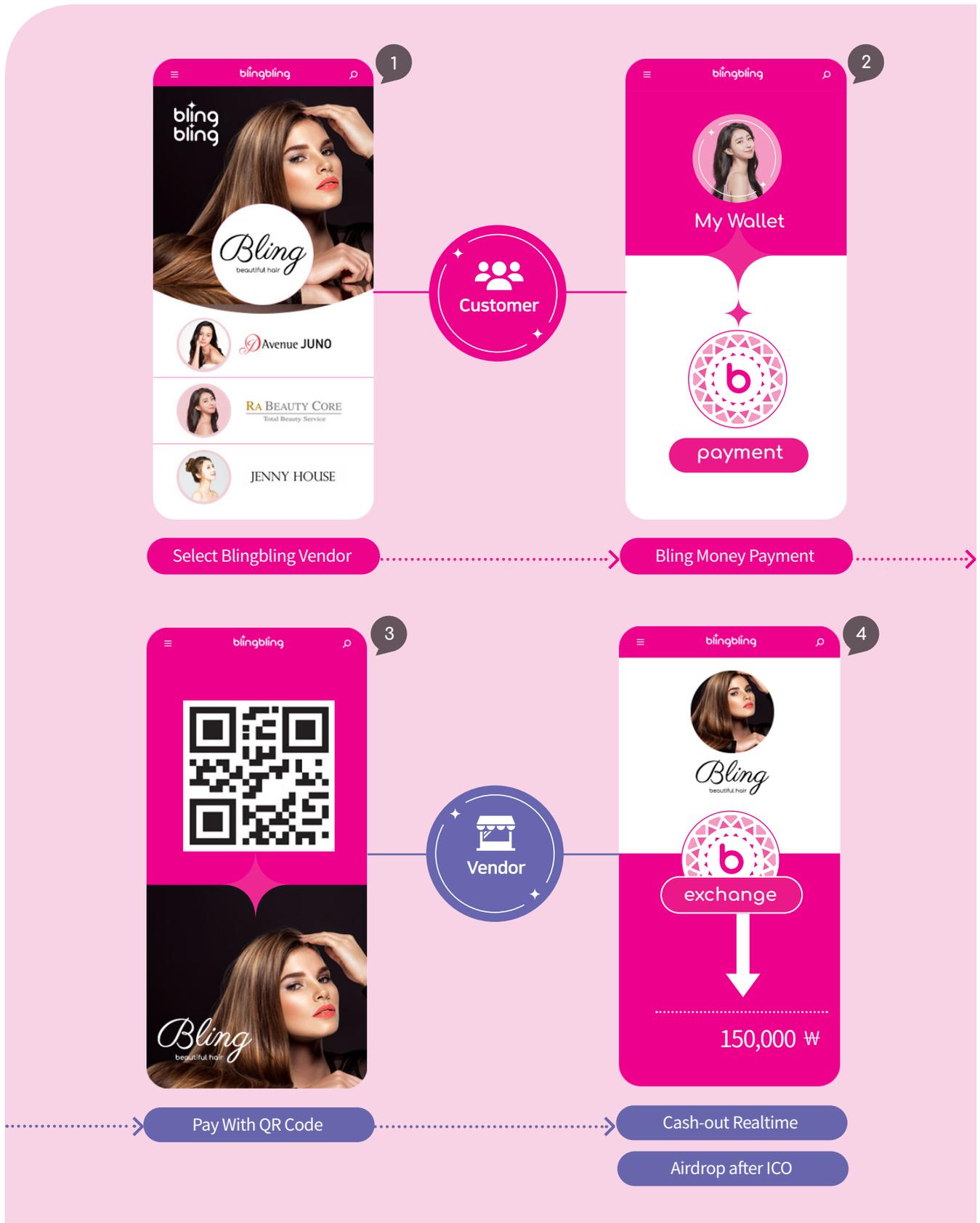
\*This image is for illustrative purposes only



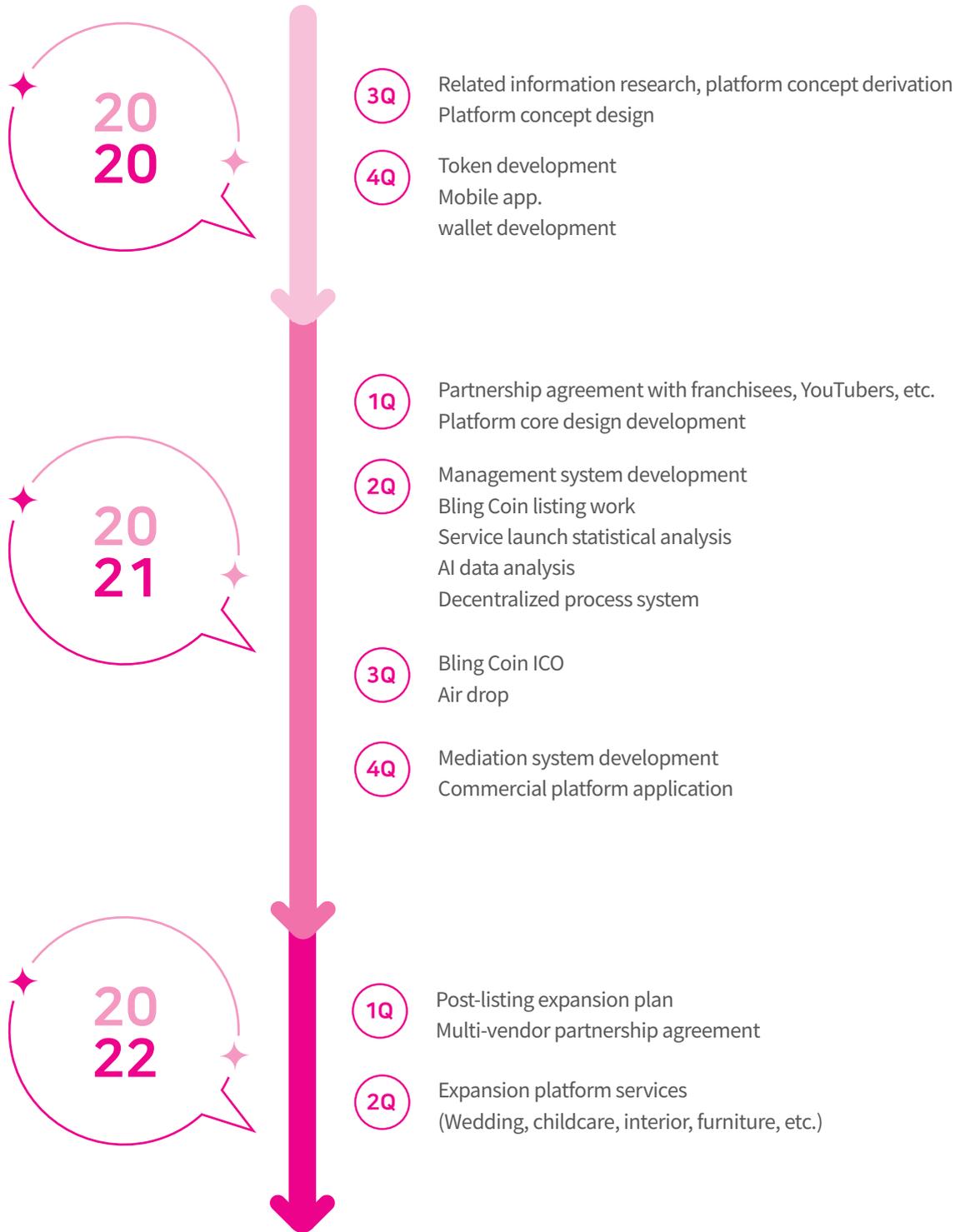
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Service Items: Process



07 Roadmap



※ The roadmap may change according to circumstances

### 3. Blingbling Servicetion

#### 01 Blingbling Platform Overview

In addition to issuing and managing cryptocurrency together with Bling Coin, Blingbling provides a platform solution where this token can actually be used. Providing a basic solution that enables distribution, vendors can configure it to fit their service structure on Blingbling’s platform solution.



**Bling Bling**



Business Operation

Investment Management

Merchant/Distribution Management

Shopping mall application development

Event/PR/Marketing



**Bling Coin**



Integrated platform solution using blockchain

Cryptocurrency issuance  
S/W development

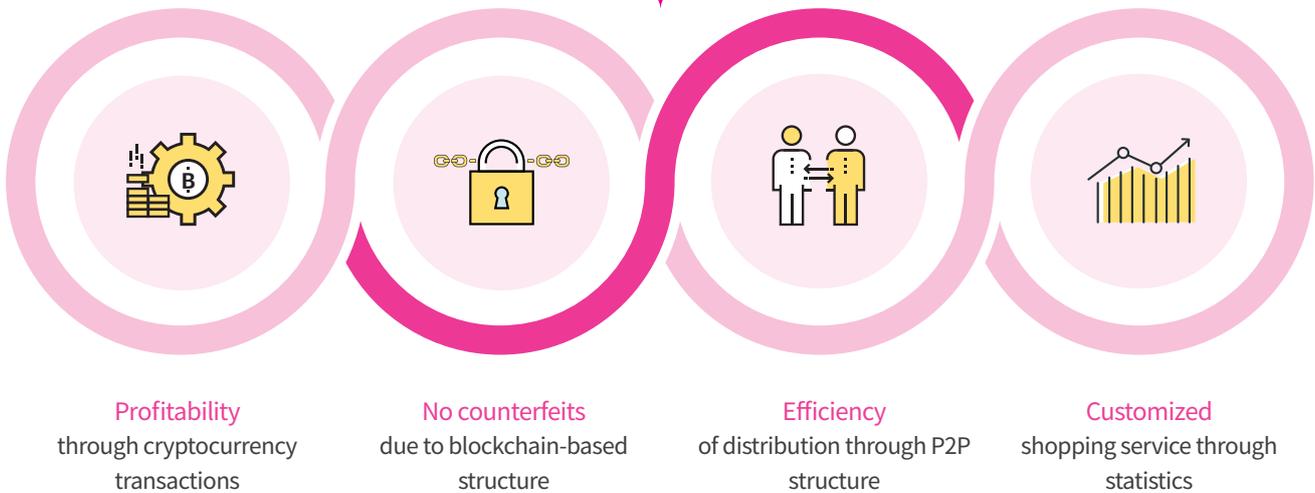
Mining pool operation  
H/W management



02 Platform Solution

The solution of Blingbling platform supports a blockchain-based distribution platform. We provide a foundational technology that allows more partners and vendors to participate and secure various promotional benefits and appropriate rewards through cryptocurrency, beyond the ‘centralized management structure’.

BLING BLING SOLUTION



BLING BLING PLATFORM

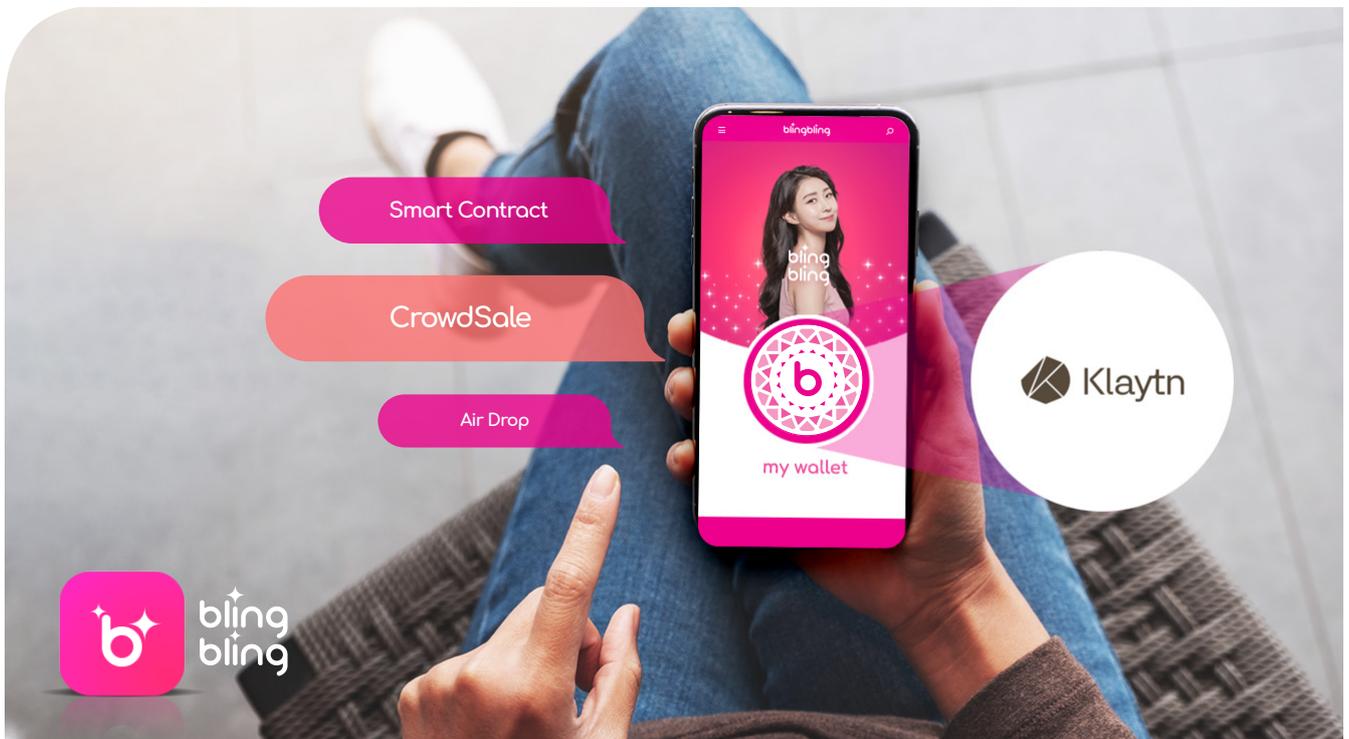
Software Tool	App Developing / App Operation / Designing
Management System	Smart Contract Scheduler / Contents Controller / Company Network / Indexing
Wallet	Cryptocurrency-payment / Balance accounts / Wallet Management / Transaction Record
Data Tool	Big Data Analysis Statistics Dashboard Report
Market	Transaction channel / Sell advertisements/ Mining pool

Various functions introduced on the Blingbling platform include various technologies based on blockchain. These technologies are verified for global business platforms and are manufactured with stable technologies.

03 Blingbling App

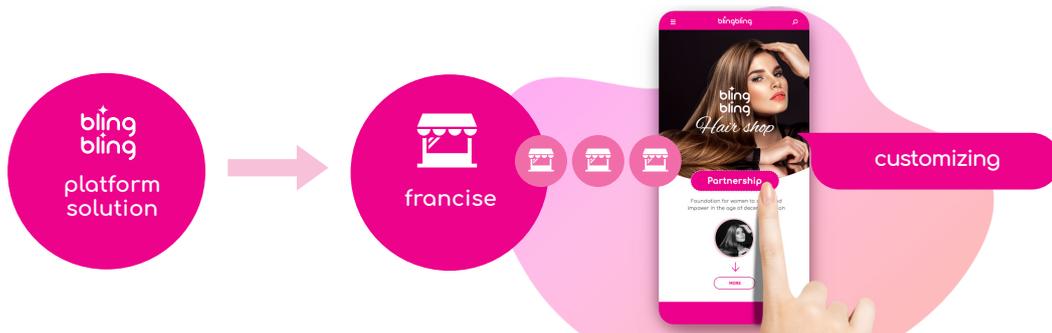
Mobile App & Smart Wallet

Bling Bling's Smart Wallet is a functional wallet that enables smart contracts, crowd sales, airdrops, etc. in addition to Bling Money, and can store KLAY-based coins in the same series in the future. The Blingbling App is a mobile app that communicates with smart contracts and inherits a KLAY wallet functionality. By installing the Blingbling mobile app, one KLAY wallet is created by default for each member's account. Members can transfer various coins to this wallet and enjoy lifestyle shopping in a simple and safe way.



Characteristics of the Platform Solution

Blingbling develops platform solutions that utilizes cryptocurrency and supplies them to prospect vendors in the distribution business. Vendors can customize this solution to fit the services they want to provide, and Blingbling supports the activation of this platform from various angles.



## Blingbling Beauty Mall: “#1 K-Beauty Platform”

Recently, beauty content has been consumed through YouTube along with beauty apps. In line with the global K-beauty industry, three of the domestic beauty apps have received large investments, and now not only large corporations but also pharmaceutical companies are participating in K-beauty, and it is growing at a great pace every year. In the meantime, startups and venture investors have also been interested in the beauty market, but they have not been able to create a medium as much as their interest. In addition, through market analysis of the same industry, there is a single platform such as the ‘Kakao Hair Shop’ that specializes in beauty salons, but there is no ‘Beauty Integration Platform’. Now, the beauty app market can grow more actively through ‘Blingbling’, which encompasses all areas of beauty industry.

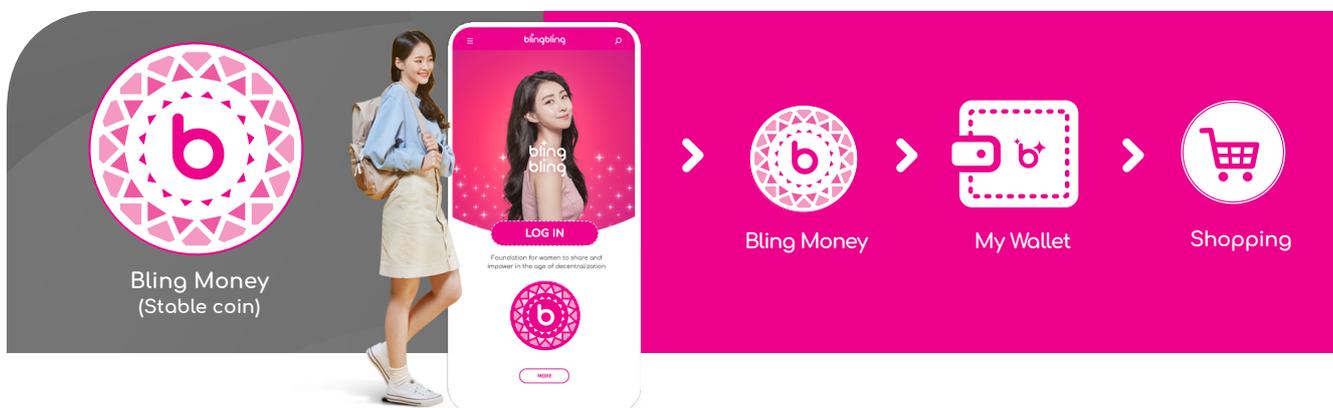
### total beauty platform



04 Main Function

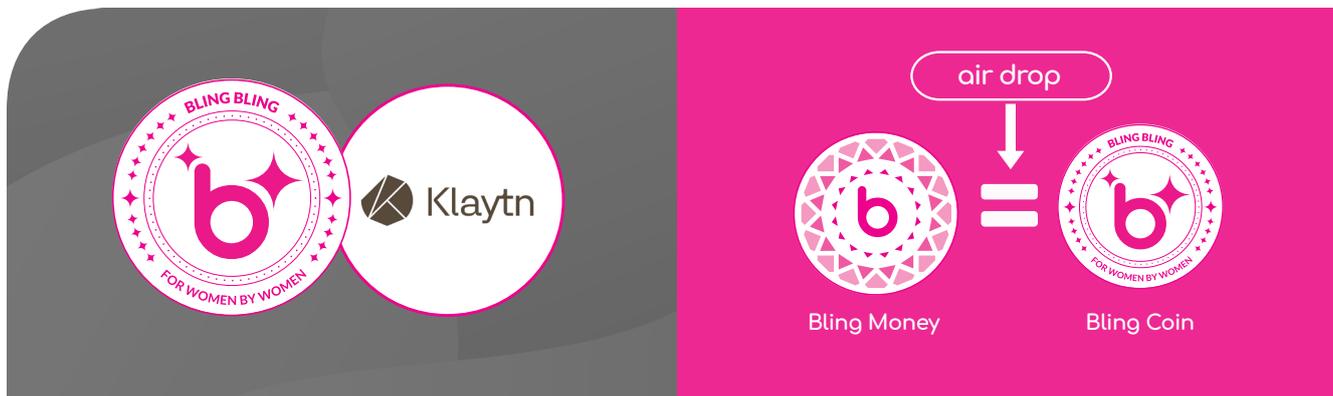
### Bling Money (BM)

For women who are reluctant to invest due to uncertainty in cryptocurrencies, Blingbling adopts an easy-to-access and familiar method. 'Bling Money' is a virtual currency equivalent to online shopping point system only used within the Blingbling app. Upon membership, users will be given a selected amount of BM to their smart wallet according to the Blingbling regulations, and can be used for various communication activities in the app, lifestyle shopping, and investment opportunities. BM is produced as a 'stable coin' that maintains a consistent value at a 1:1 ratio to the bank issued currency in Korea, and can be converted into cash with a 5% transaction fee.



### Bling Coin (BLN)

'Bling Coin' is a cryptocurrency created based on the KLAYTN coin of GroundX, a subsidiary of Kakao with a different concept from the aforementioned BM. After an ICO countdown for a limited period of time, BLN equivalent to the amount of BM held in the smart wallet will be mirrored and paid to the members. This is called an Airdrop, and it is an opportunity provided only to the loyal members who have been invested in Blingbling since the beginning. It is one of the ways to secure BLN in advance before the ICO. The BM held by members will be preserved in the smart wallet even after the ICO and public listing. Unlike stable coin based BM, BLN will have price fluctuations depending on the public market, and can only be converted into cash at exchanges.



## Mining

Members can invest in a mining pool with a small amount of initial investment and get a stable return with minimal risk. Currently, it is a mining farm with a scale of 150 units (mining volume: 360 ~ 390 MH/s per unit, based on ETH in July 2021 - 0.35 ~ 0.4 mined per month) and is operated by a permanent on-site manager 24hrs/7days. When members stake with BM, the investment return of about 5% per month is guaranteed. The advantage of this investment is that it invests in a mining pool that is already in operation, so you can invest even with a small amount and immediately get a return on your investment. In addition, since there is no intermediary between the company and the member, the member can receive 100% of the mining profit excluding the operating cost.

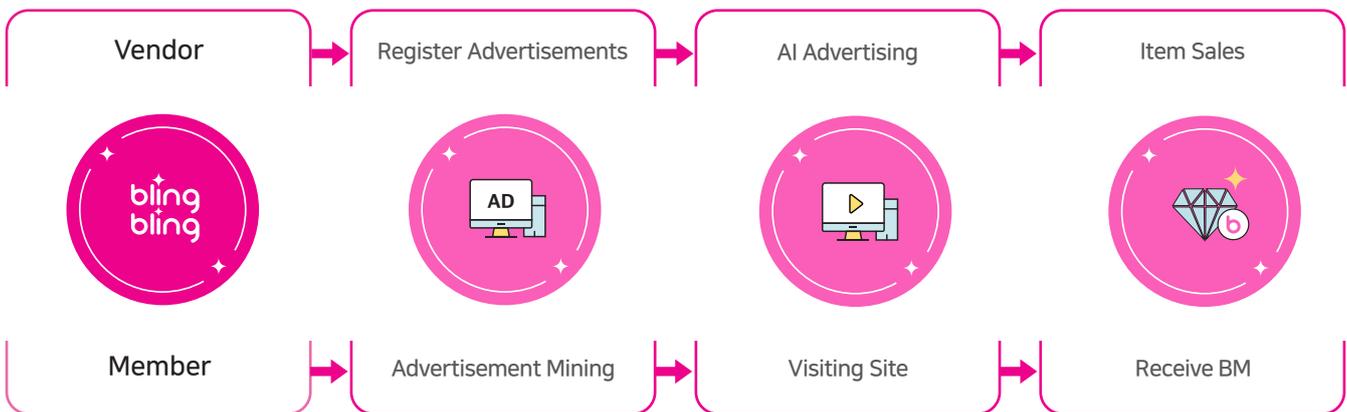


We well prepared in case of need to expand the mining farms due to increased investments. We have prepared a space for additional 50 units and a reserve power environment to the currently operating mining farm. All mining farms are located in Korea, so the company directly manages and operates them, so you can make more stable investments by working hard to protect your investment assets.

## Advertising Platform

Blockchain technology is expected to bring about major changes in the advertising industry as well. Advertising is a major source of revenue for media industries such as newspapers, broadcasting, and the Internet media. In the past mass-media era, broadcasters and newspapers monopolized the advertising market, but as media platforms became popular due to the Internet, they were diversified into new forms such as Internet advertising and social media advertising. However, existing offline advertisements are difficult to measure viewers, viewer ratings, and the results of reactions thereafter, and online advertisements have failed to gain trust due to fraudulent clicks and manipulation of click-through rates. However, blockchain technology can solve these problems and increase the credibility and accuracy of advertisements. At the same time, the ecosystem of the centralized industry that leads to 'advertiser - advertising agency - media' will also change to a decentralized one with the introduction of block chain technology, making it possible for a large number of individual creators to enter the advertising market.

Blingbling plans to apply the self-developed platform solution to the beauty industry to realize a distribution network, and at the same time establish a strategy to activate related advertising/PR, distribution, and sales through Bling Coin



## Advertisement Mining

Members can mine a certain amount of BM per day on condition that they watch advertisements recommended to them and visit the vendor sites. We have prepared a variety of plans and events to encourage members to watch advertisements with interest in finding special discount deals and news about the newest trends.



## 4. Bling Coin

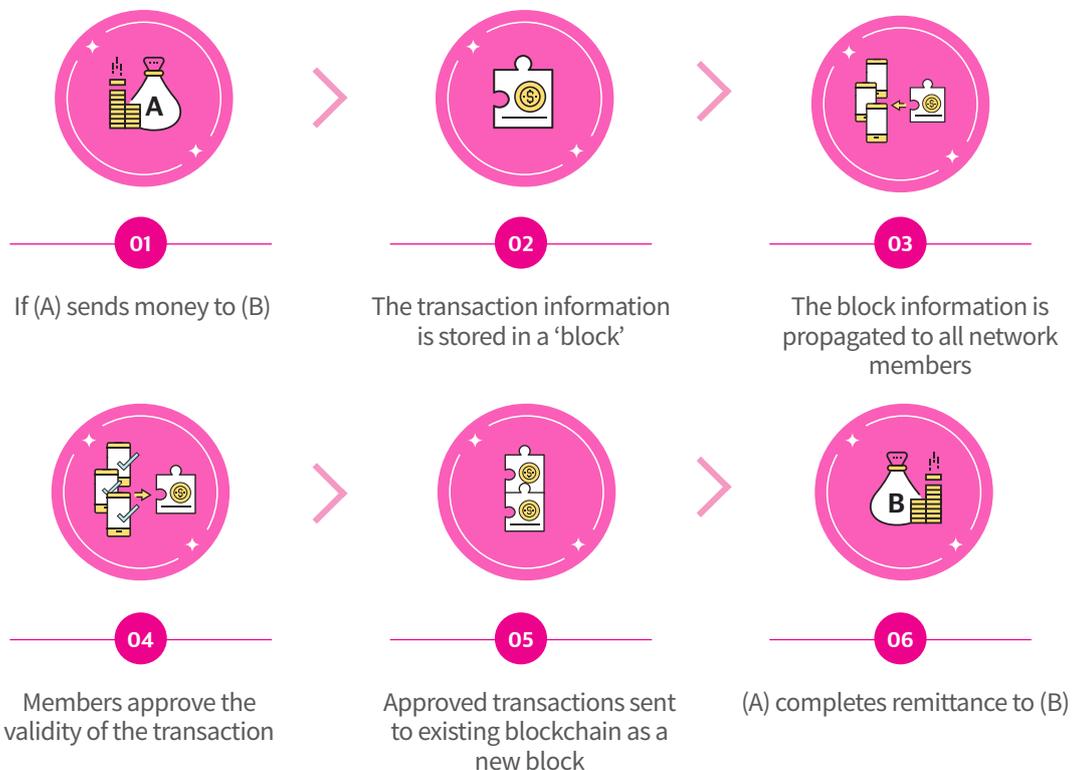
### 01 What is Blockchain?

Until now, we have mainly bought and sold goods in the market and have transacted money through financial institutions such as banks. However, developments in network technology is making a drastic change. It has become possible to conduct transactions between individuals without the intermediaries such as banks and markets. Now, the market for individual participation is expanding not only to the region or country of origin, but also to the whole world. As borderless transactions become more active, a reliable transaction method without currency exchange and security issues is required. Accordingly, 'blockchain technology' has emerged as a solution to these concerns. The World Economic Forum has already selected blockchain as a core technology leading the 4th industrial revolution since 2016, and famous global market research organizations such as Gartner and Deloitte are also reporting blockchain as a major new market.

#### ◆ Note

The core of blockchain technology is that it uses Distributed Ledger technology to make replication impossible, increases security, and improves transparency by accurately recording transaction details.

#### [Transaction process based on blockchain]



\*[source] Thomson Reuters(2016.1.16). 'Blockchain technology : Is 2016 the year of blockchain?'

## Virtually impossible to Tamper

The 'distributed ledger' of blockchain technology is a method in which transaction information distributed on a P2P network simultaneously records and owns transaction information. The newly created transaction record block is added to the old blockchain. The newly written blockchain is held simultaneously by all users on the network. If the ledger written in the block chain is forged, it must be rewritten while repeating the work from the past to the present block, and this requires a tremendous amount of time. You also have to forge the ledger of everyone who has the same ledger. In addition, the block cycle changes once every 12 seconds, making it virtually impossible to change in a short time.

## Efficiency and Transparency Without Intermediaries

Being based on a peer-to-peer network method means that there is no need for a transaction intermediary. However, most of today's industries, such as financial trading, commodity trading, and content distribution, require reliable central authorities and distributors. Maintaining such a centralized intermediary platform is prohibitively expensive. As a result, transaction costs account for a significant portion of the selling price. However, blockchain technology makes the central distribution function ineffective. Distribution costs can be significantly reduced by paying the fees and expenses that may occur in interpersonal transactions between the parties.

### [Advantages of blockchain technology]

# 01



#### Improved Security

Distributed ledger technology can increase security because transactions are made only with encrypted data and encrypted key values. Since the new block is connected to the existing block, it is impossible to tamper with or steal data in the entire block. Hacking is impossible due to the decentralization of each participating nodes.

# 02



#### Improved Transaction Speed

Real-time transaction that excludes third parties from the authentication/proving process of transactions is possible, ensuring the reliability of transaction records and improving the efficiency and speed of transactions. Distributed ledger technology can minimize errors and mistakes, reducing the time for error correction and correction.

# 03



#### Cost Reduction

No need for centralized servers and centralized systems for transaction information and authentication. Since transaction information is distributed, the risk of hacking is low.

# 04



#### Maximize visibility

Visibility is maximized by enabling real-time transaction monitoring of network participants. Transaction visibility has the function of transparency and non-repudiation.

## Blockchain and Smart Contract



One of the most important aspects of blockchain technology is 'smart contract'. A smart contract refers to a contract that allows a transaction to proceed automatically when the contract conditions entered in the code are met. Since the contract conditions are recorded in the block, it is impossible to tamper with and fraud cases can be prevented in advance. In addition, as the transaction is automatically established when the conditions are established, ownership can be transferred quickly without confirmation from a third party.

## Cryptocurrency Types and Regulations

There are mainly three types of tokens in blockchain technology.



### 01. Payment Token

Currency that can be used as a means of payment like cash. There is no other function other than the means of payment. Must comply with Swiss money laundering regulations, but are not treated as securities.



### 02. Functional Token

A currency that only serves the purpose of digital access. Developed to provide digital access to applications and services. Not treated as securities.



### 03. Asset Token

Classified as a currency similar to stocks or bonds. Has a function that grants the right to dividends, interest, revenue, or the right to participate in the revenue stream. It is considered a security and is subject to the Securities Act.

02 Bling Coin Features

Klaytn (KLAY) Based Token

Bitcoin has established itself as the representative of cryptocurrency and is actively traded on exchanges. However, due to the nature of Bitcoin, there is a limit to adding and expanding additional services other than the monetary function. The Ethereum platform came out to overcome this. BLN is a token based on Ethereum's blockchain technology and accepts the advantages of Ethereum as it is, since Klaytn is also written based on Ethereum. Thus, BLN not only functions as money, but also executes programs for specific purposes. BLN was developed specifically to be utilized in contents platform such as Blingbling.



## Klaytn [KLAY] standard

The Ethereum Foundation has a standard called ERC20 (Ethereum Request for Comments) as a method of issuing tokens on a smart contract and conducting an ICO (Initial Coin Offering) with a verified code. The ERC20 standard defines basic functions such as the total issuance of tokens, the balance of a specific account, and transfers, and in case of a token that follows it, it can be accessed in a consistent way, so it can be used as a common interface in several standard wallet S/W. Since it uses a common interface, you can also search for the corresponding token in 'etherscan.io', the representative block search engine for Ethereum. BLN is a token that conforms to the ERC20 standard and is created using the 'Open Zeppelin' open source project. The Open Zeppelin Project provides stereotypes of various types of smart contracts created in the 'Solidity language' and is a code that has been tested and verified in a safe way by several experts. BLN consists of a BLN smart contract implementing the ERC20 code and a crowdsale contract for raising ICO funds. The BLN smart contract follows the ERC20 standard and is responsible for the total issuance, BLN ownership of each address, and fund transfers. You can freely use it by entering the token address in a wallet that supports ERC20 tokens, such as Metamask and EtherWallet.



**CREATOR**  
Upload Content

**SMART  
CONTRACTS**



**USERS**  
Access content



The copyright is confirmed and becomes a Smart Contract



Content is distributed across the platform



Content accessed and purchased is automatically updated on the platform



Content value is determined by popularity and demand

## Structure That Enables Smart Contracts

BLN has a privately owned account accessed through a private key. It is designed to enable smart contracts as there is a separate contract account that is traded through the contract code. By making it convenient for copyright holders to utilize through smart contracts, the convenience has been substantially improved in the distribution platform.

## Token Identity

- ◆ The ticker of the cryptocurrency token issued by Bling Coin is 'BLN'.

It is simply BLN for BLING, but it has another meaning. BLN is also used as an abbreviation for 'Billion' in English. In that sense, although we start as a startup, we have chosen BLN as the name because we believe it has the potential to soon become a unicorn (a startup company with a value of more than 1 billion dollars).

BLING COIN



## 03 ICO Plan

## ICO Initiatives

Ethereum sold coins in advance to secure development funds, and provided incentives through pre-distribution to early founding members. After that, companies that secured technology development funds through issuance of cryptocurrency appeared, and this method is called ICO (Initial Coin Offering). Telegram is considered a representative success story of securing funds through ICO. On February 18, 2018, Telegram, a messenger service provider, announced a plan to secure about \$1.15 billion in its own cryptocurrency, 'Gram'. When you add up to \$850 million in pre-sales, it amounts to \$2 billion (about 2.1 trillion won). As companies known to investors such as Telegram succeed in ICOs, large ICT companies as well as startups are interested in securing business funds through ICOs internally. Klaytn of Ground X, a subsidiary of Kakao, is considered to be Korea's representative cryptocurrency. Based on KLAY, the Korean coin, we aim to create a new K-blockchain boom.



01

**Developing a platform solution**  
that will use the issued cryptocurrency



02

**Building a blockchain-based platform**  
for direct transactions  
between vendors and consumers



03

**Issuance/management**  
of blockchain-based cryptocurrency



04

**Building an ecosystem**  
where both sales and marketing  
work seamlessly with ease

Currently, governments around the world are reviewing to what extent ICOs will be permitted. Japan, Singapore, Switzerland, Russia, etc. saw the positive aspects of ICOs and made the permission conditional. China is blocking ICOs and issuing national currency, while the US is allowing it, but keeping it in check constantly. However, experts believe that governments around the world will not blindly block ICOs in that blockchain technology is not just a fad, but a trend that will contribute to innovation in the industry, and that ICOs can change the country's leadership in the financial market.

04 ICO Plan

## Token Sale Schedule and Detail

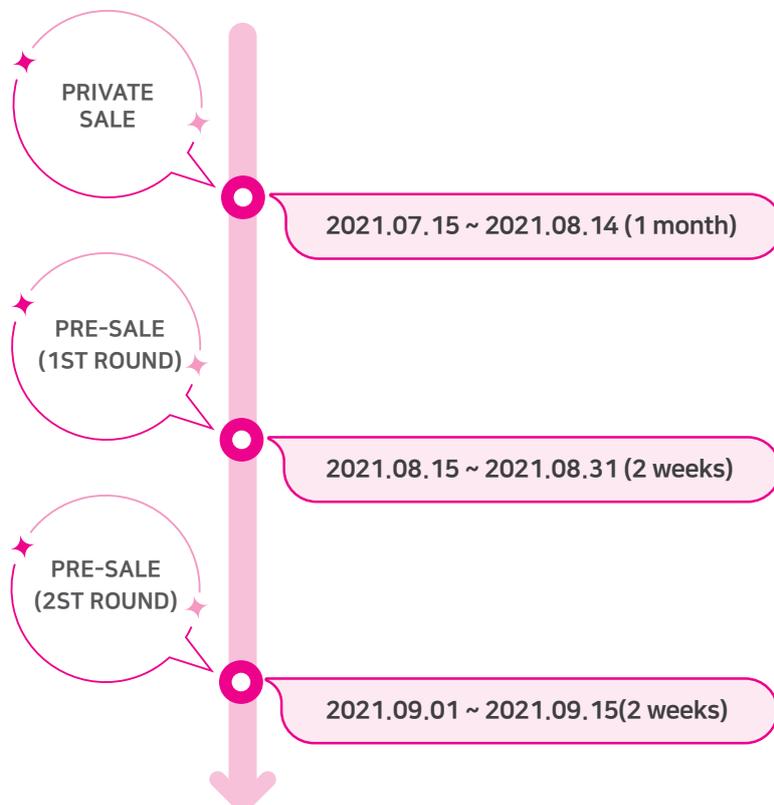
✦ 10 Billion BLN will be issued and detailed descriptions of each sale stage are as follows

### 1. Token Sale Details

Category	Remarks
Total Token	10,000,000,000 BLN
Available for token sale	30%
Accepted Currency	BTC, ETH, KLAY
Token Type	KLAYTN
Symbol	BLN
KYC	Required

### 2. Token Sale Schedule

BLN to be listed during Q3~Q4 of 2021

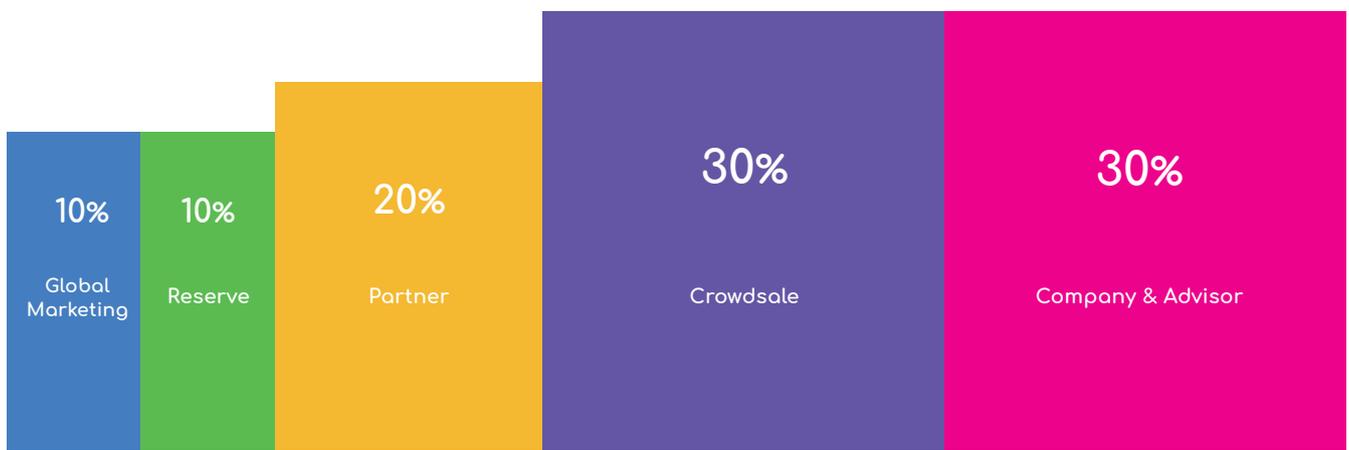


※The schedule may change depending on the situation. All times are Korea Standard Time (KST).

## Token Distribution and Sales Proceeds Usage

Proceeds raised through the Bling Coin token sale are first used for the success of Bling Coin project. It is used for development and operation costs of the Blingbling platform, various third-party services, and support for interlocking development costs of various affiliated partners (vendors). It will also be used for marketing expenses for service activation and expansion of the project.

### 1. Token Allocation Plan



※ Company & Advisor, Reserve : 6 month lock-up

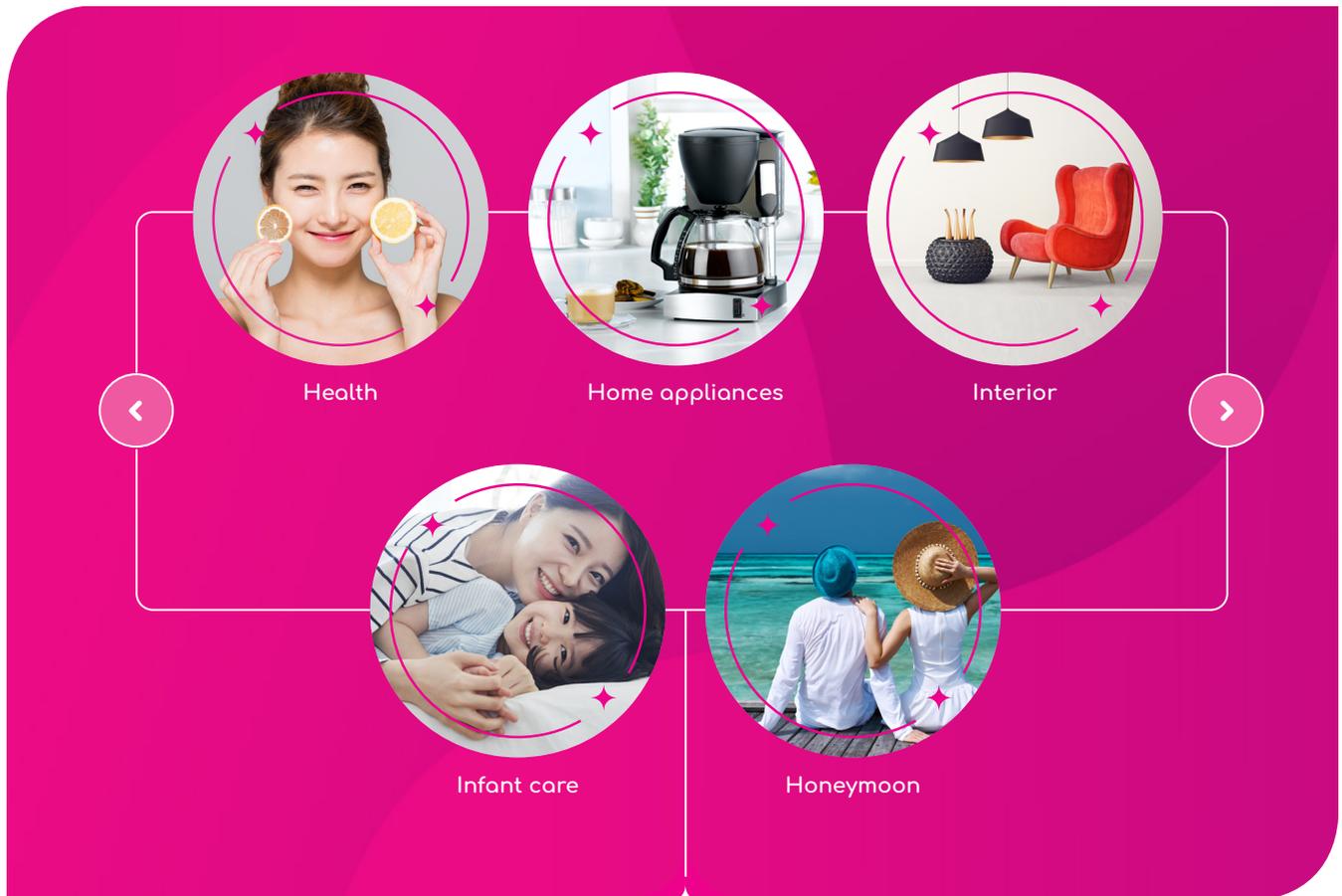
### 2. Token Sale Proceeds Usage



05 Big Picture

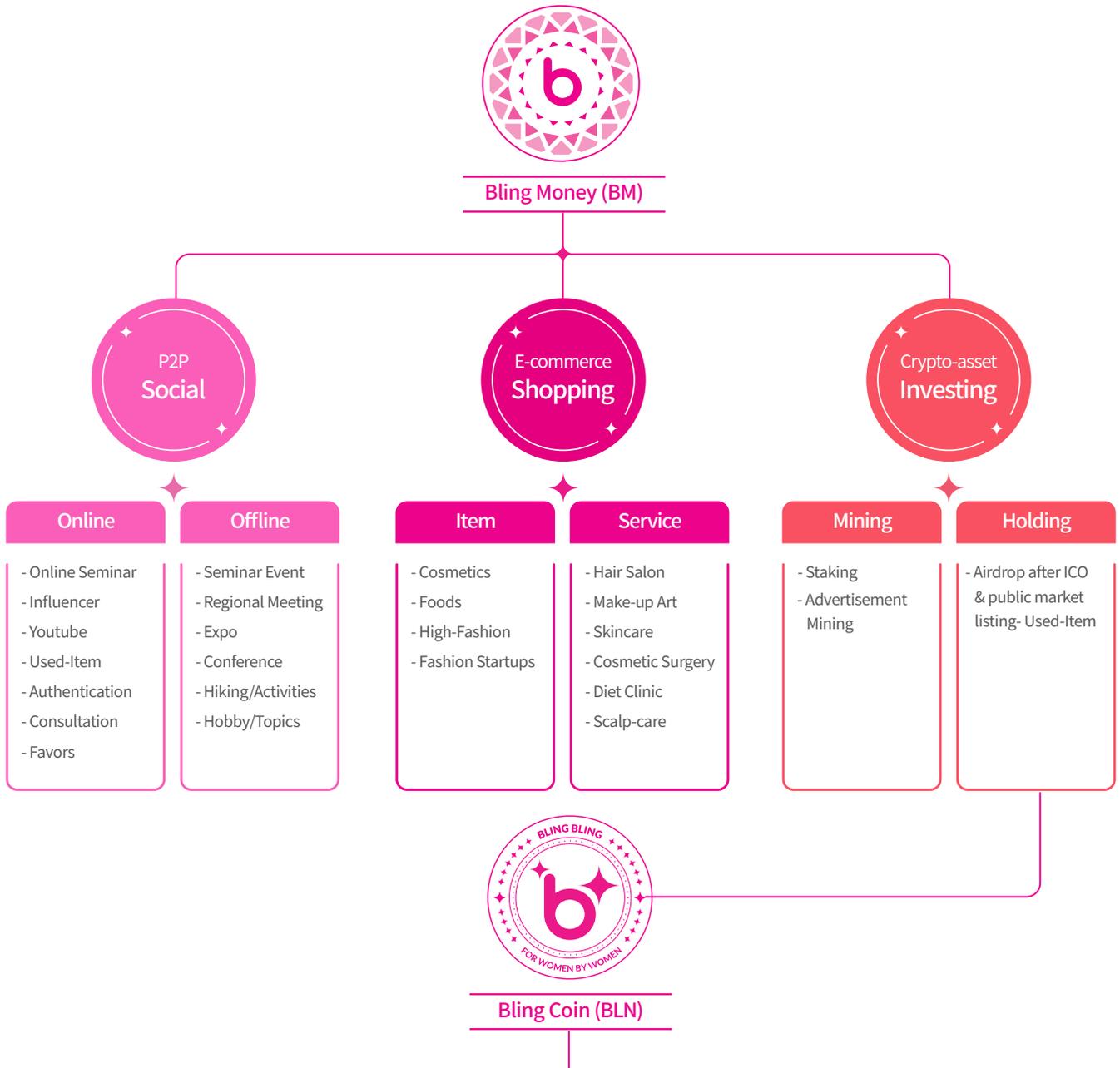
Long-term Plans

In addition to the beauty market, we plan to secure a distribution network so that we can build a blockchain-based total ecosystem platform by using Bling Coin in various women-related markets in the future. We plan to expand the ecosystem by using successful commercialization case of Blingbling to expand the services to the industry of wedding, nutrition/diet, child-care, and interior design.



## Vision of Bling Bling

While many cryptocurrency issuers vaguely explain how and which services the currency will be used for, but Blingbling is characterized by presenting a clear business model from the outset. It is also distinguished from other cryptocurrencies and distribution platforms in that Bling Bling's solutions are not only used in a single market, it can be expanded to various sub-markets related to women's lifestyle needs. Blingbling's solutions can be applied in a variety of ways, so it serves as a foundation that can be used across multiple ecosystems. Blingbling will grow into a company that provides a blockchain-based business ecosystem that has not been experienced before.



### 2023 BLN-Based Company Expansion

Wedding, Childcare, Interior, Appliances, Diet, Fitness, etc.



## 5. Concluding Remarks

### The future society will change

our lives for the better as it develops based on the foundation of CAPITAL, TECHNOLOGY and HUMAN DESIRE.

### Blingbling would like to share

the core values with users to present an advanced vision for the coming future, based on knowledge and information that is more effective in financial investment through blockchain technology, education, beauty care and community network technologies. People from all over the world, even beyond Korea, will enjoy the benefits with the blockchain-based platform provided by Blingbling, and through Blingbling, many people will exchange knowledge and information and will create a value to exchange their own designed knowledge and information with others.



Beauty Queen Co., Ltd. has been developing the platform and blockchain system, while continuously updating through research and development for a long time. Bling Coin (BLN) and Bling Money (BM) based on cryptocurrency technology along with the platform of Blingbling app, we provide value for financial investment, payment, community, guarantee, contract, logistics, education, and information to provide an integrated system. By applying this to daily life and business, users will be able to produce greater added value and enjoy a smarter life.

Blingbling's innovative technology and community networks allow many people to connect on a single platform and share and exchange information and technology created by each other. We will do our best to systemize with stability and simplicity.

We will grow into a leading company in the future by providing a platform and system that users can trust and use based on a mutual trust between the users for the purpose of issuance and utilization of cryptocurrency with transparent technology management. In the future, users who experience our platform and utilize our cryptocurrency will become innovators of the future.



## 6. Disclaimer

Investors must check the following precautions.

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1. All materials, documents and information published by Beauty Queen Co., Ltd. are prohibited from being used in whole or in part for commercial purposes without the permission of Beauty Queen Co., Ltd.
2. Investors must read this white paper (terms and conditions) thoroughly when purchasing the issued coins, and is construed that investors have a sufficient understanding of the business and agree to the terms and conditions when an investment is made.
3. The contents of this white paper do not necessarily guarantee the business plan as it may delay or partially change due to various innovations in the cryptocurrency ecosystem and development in institutional restrictions. However, in the event of any change or delay in business plan, we will notify the investors by posting on the website or sending individual e-mails within 10 business days.
4. The value of Bling Coin (cryptocurrency) is highly volatile and Beauty Queen Co., Ltd does not guarantee any liabilities.
5. This white paper contains forward-looking statements based on current estimates and assumptions.
6. Bling Coin investors shall not engage in any transactions that may be legally problematic, and Beauty Queen Co., Ltd. may suspend trading and reclaim the coins if necessary.
7. Bling Coin does not constitute securities in any jurisdiction of the user and is not intended to be a solicitation or offer to invest in securities in any jurisdiction.



If you have any questions, please consult a legal, financial, tax or related professional.

The information in this white paper contains up-to-date information, but it does not correspond to professional advice.

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