

# WFCA



White Paper Ver 1.1



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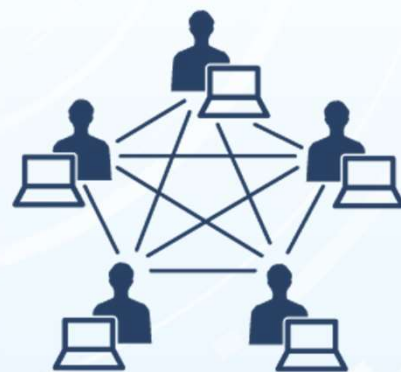
# 1. Introduction

It is the year 2022. We are witnessing changes to existing services across the global market. Web 3.0 and the Metaverse, leveraging block chain and virtual reality (VR) are reaching unprecedented popularity. We live in an era of globalization and digitalization, one that gives Japanese companies and individuals who have missed the boat on globalization and digitalization the chance to seize the opportunity.

Reality has been considered "primary" and virtual "secondary," but there will come a time when this reverses, and the virtual world will become the new reality. Encountering people who create more value than that of the tech giants, known as GAFAM (Google, Amazon, Facebook, Apple, Microsoft), is a likely possibility. The era of someone having complete control is coming to an end. Society is shifting from that of a centralized to a decentralized one, toward a community of shared abundance.



Centralized



Decentralized

Web 1.0," the first stage of the worldwide web's evolution, was comprised of websites with read-only, static content to view information, and emails were text-only.

With "Web 2.0," the worldwide web grew into one that focused on interoperability, with websites now both readable and writable, and developed from the perspective of interaction with users.

And now, the third generation of the evolution of the worldwide web, "Web 3.0" realizes a "decentralized and fair Internet" that enable users to control data of themselves as well as their identity.

It is said that the term "Web 3.0" was coined as part of a rebranding effort to dispel the dubious image associated with terms such as virtual currency, crypto-assets, block chain, and crypto.



Web1.0



Web2.0



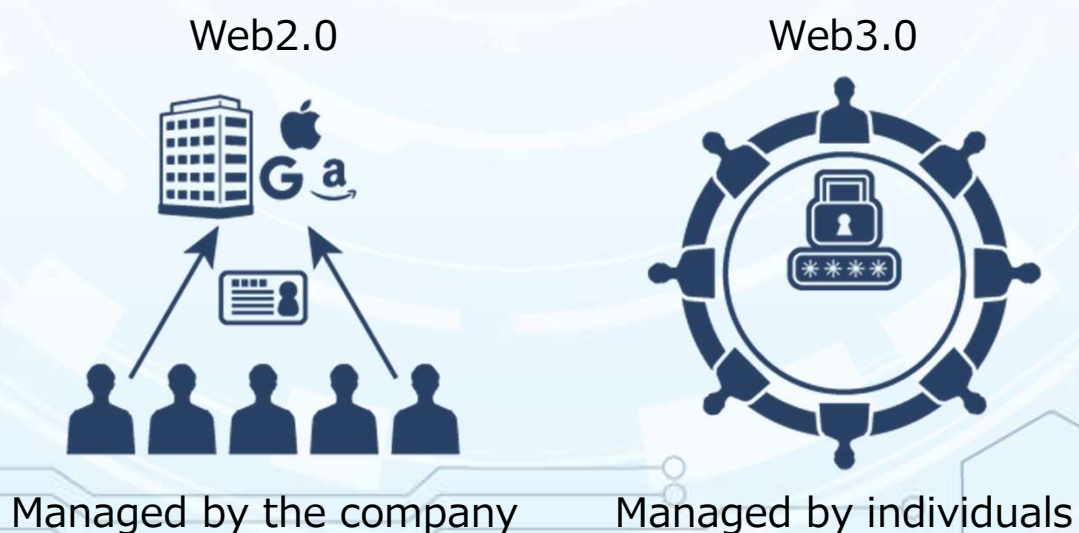
Web3.0

In addition, the term "Metaverse" is said to also be the result of rebranding, collectively referring to terms VR, MR, XR, and mirror world, which had become increasingly confusing, and anything outside of these categories are not considered the Metaverse.

Unlike reality, there isn't just one single Metaverse. The Metaverse are communities, and just as there are many different game software, there are many Metaverse made up of multitudes of worlds made up of shared values.

NFT's (Non-Fungible Tokens) are essential in Web 3.0 and the Metaverse. Until now, copies could be made on the Internet, free of charge. As a result, illegal copies were prevalent, and there was no economic opportunity within these virtual worlds. However, NFTs allow limits to be placed on the supply of digital data, thereby creating value to data, and creating economic value to virtual worlds.

The goal of Web 3.0 and the Metaverse is to realize a comprehensive virtual world - A world in which people can not only play games, but create interpersonal relationships, and even go to school and work. A world in which NFT is integrated into everything, the "individual" is identifiable despite being a virtual space, and cross-border economic opportunities are realized.



## 2. Overview

The crypto asset market using blockchain technology began with Bitcoin, and despite the various challenges it faced in its early years, its unlimited potential attracted people and investors alike, developing it at a tremendous pace into a market worth over \$1 trillion in just 13 years. In addition, the decentralized internet Web 3.0 is trending as an alternative and solves the problems of the Web 2.0 era, in which large corporations such as GAFAM monopolize information.

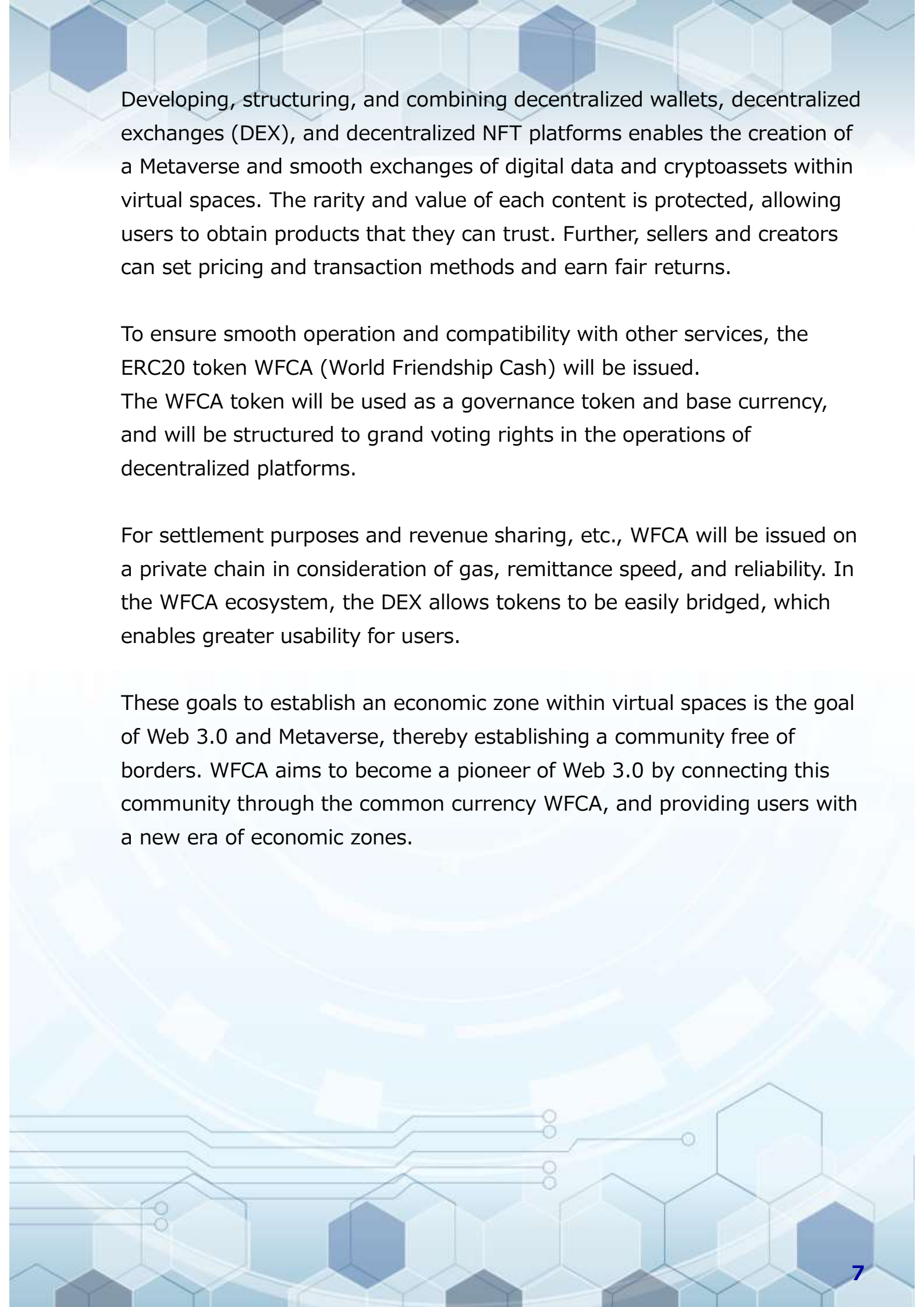
It is predicted that various economic opportunities will be materialized in virtual space through the Metaverse and NFTs.

Developments in technologies including blockchain and the decentralized web have made it possible to guarantee the value of digital data, which significantly improves the credibility of data, and the Metaverse increases the importance of reality within virtual spaces.

However, due to its nature, Japanese industry has been slow to respond to new technologies. Further, Japan is facing significant economic decline as a result of the declining birthrate, the Great East Japan Earthquake, and coronavirus pandemic which has had grave impacted various economic activity including inbound businesses.

WFOA aims to develop and build practical and highly usable services by continually applying and combining Japan's famous "anime" and "quality Japanese products (agricultural products, crafts, etc.)," in various fields using technologies such as blockchain technology in order to create a unique economic zone with the involvement of global markets to solve the issues faced by Japan.





Developing, structuring, and combining decentralized wallets, decentralized exchanges (DEX), and decentralized NFT platforms enables the creation of a Metaverse and smooth exchanges of digital data and cryptoassets within virtual spaces. The rarity and value of each content is protected, allowing users to obtain products that they can trust. Further, sellers and creators can set pricing and transaction methods and earn fair returns.

To ensure smooth operation and compatibility with other services, the ERC20 token WFCA (World Friendship Cash) will be issued.

The WFCA token will be used as a governance token and base currency, and will be structured to grant voting rights in the operations of decentralized platforms.

For settlement purposes and revenue sharing, etc., WFCA will be issued on a private chain in consideration of gas, remittance speed, and reliability. In the WFCA ecosystem, the DEX allows tokens to be easily bridged, which enables greater usability for users.

These goals to establish an economic zone within virtual spaces is the goal of Web 3.0 and Metaverse, thereby establishing a community free of borders. WFCA aims to become a pioneer of Web 3.0 by connecting this community through the common currency WFCA, and providing users with a new era of economic zones.

# 3. About WFCA

WFCA will be able to solve the challenges of the past by, in addition to the smooth facilitation and fair profitability of within virtual spaces using the Metaverse, but also adding more reality. Furthermore, it aims to bridge the gap between the real world and virtual space by bringing content from the virtual world to the real world, and from digital to physical.

## ◆ WFCA Metaverse

The term, "Metaverse" is a portmanteau of "meta," which means to transcend, and "universe." The Metaverse is a virtual space on the Internet where users can control their own alter egos, or avatars, and act and communicate freely within virtual communities that provide various services and content.

WFCA's Metaverse will contain Japan's famous "anime," shops that sell real products, as well as games, thereby establishing its own unique economic zone by expanding it multiple times over.

## ◆ Decentralized NFT Platform

NFTs are tokens that are used to protect the value of various digital data. Issued on a blockchain, they are essential to the creation of economic zones in virtual spaces because they have clear ownership and issuance volume, and can be moved and tracked.

WFCA will develop and build a decentralized NFT platform "ANIMETA" to establish NFT-based technology in the Metaverse and further expand the "anime" market, which Japan prides itself on.



## ◆ **Decentralized NFT Platform**

From a Web 3.0 perspective, decentralized wallets, in addition to storing tokens and NFTs, are the key to connecting virtual space and reality. Decentralized exchanges play an important role as an infrastructure in virtual spaces.

Decentralized wallets will become even easier to use, and decentralized exchanges will enable even simpler exchanges, allowing users to use these services stree-free.

## ◆ **Cryptoassets**

The WFCa project platform will support major currencies such as BTC (Bitcoin) and ETH (Ethereum), and aims to provide open services by increasing the number of available chains as necessary. WFCa will be issued with the aim to provide stable services and payments, and will be used as a common currency to bridge the WFCa ecosystem.

## ◆ **99 Hualian Stores**

Building a real-world network, bridging reality with the virtual world featuring 99Hulian Stores (actual retail shops) in order to provide real-life product data to the Metaverse, and to obtain actual, physical purchased products in the real world.

## 4. Issues Facing the Japanese Economy

Ever since the collapse of the bubble economy in the 1990s, declining birthrates and the aging population have become an issue, and in the case of Japan, the situation has progressed more rapidly compared to other developed countries, reaching the level of a super-aged society.

Depopulation has increased in rural areas, while the concentration of population in large cities have accelerated. As a result, the labor shortage among companies has increased significantly. In order to maintain the upward trend in future domestic demand, it is important to improve productivity through technological innovation as well as investing in human resources to promote the effective use of limited human resources. The further promotion of a virtuous cycle in which higher productivity leads to higher wages and stimulates consumption will be a significant challenge.

### 4. 1 Industries in Japan

A system in which inexpensive products are distributed through mass production by machinery has become prevalent in Japanese industry, making it difficult for agriculture and traditional crafts created through time-honored tradition and culture to profit. This makes it difficult for the next generation of craftsmen to rise, and it is possible that Japanese 'authenticity' will be in danger of dying out.

In particular, the lack of successors is a significant problem in terms of agriculture, as 65% of farmers are aged 65 and up. A lot has changed in these last 60 years - the population of farmers has reduced from 14 million in 1960 to 1.68 million in 2019. The image that today's youth have of farming as being "hard work and unprofitable" has also resulted in the lack of successors, leading to an increase in devastated and abandoned farmland.



Food waste is also a major social issue, with more than 6 million tons of food wasted annually in Japan. The coronavirus (COVID-19) pandemic took a toll on not only the food service industry, but also the producers who sold to food service. Crops with cosmetic defects were discarded without ever having lined the shelves, with producers taking the brunt of the cost.

## **4. 2 Inbound Business**

Further, the coronavirus pandemic that hit amidst efforts in inbound business to rebuild the long-term slump the economy caused by various factors such as the Great East Japan Earthquake, forced the one-year postponement of the 2020 Tokyo Olympic Games. The pandemic was detrimental to economic activity including inbound business, which had been rising in demand.

## **4. 3 Japanese Anime**

Japanese anime is beloved worldwide, but it also faces various issues.

### **◆ Inefficiency distribution model**

Traditionally, the screening process for anime IP is not transparent or efficient enough, returns paid to creators are unreasonable, the distribution process is not tracked, and the use of copyright is not transparent. These issues are linked to inefficiencies across the anime industry as a whole.

### **◆ Copyrights are not guaranteed**

IP operators privately transfer anime content to third-party platforms for commercial purposes, creating fake traffic, IP theft, and IP mimicry. This lack of effective copyright protection and fair returns for animators' works make it difficult for them to produce quality work on an ongoing basis.

## ◆ **Backroom deals leading to unhealthy competition**

Despite the existence of legal non-compete regulations, anime distribution platforms and operators can control traffic data through devices similar to black boxes, and generate fake data directly on their servers. As such, the returns paid to IP animators are extremely limited and are in significant decline.

## ◆ **Poor promotion/conversion efficiency**

Anime promotion channels yield profits by connecting animators with anime IP operators, and make anime IP recommendations to relevant users. However, the anime IP copyright belongs solely to the anime operator, and the quality evaluation and revenue acquisition of the animation promotion channels depends on the "trusting relationship" with the animation business. Anime promotion channels cannot receive feedback concerning the efficiency of promotions, and as a result promotion efficiency declines, making optimization and conversion difficult.

# 5. Project Overview

As a country poor in resources, Japan must increase inbound consumption in its strong industries (e.g., animation and other IP, high-quality agricultural and industrial products, etc.) in order to revitalize its economy. Web 3.0 is gaining attention worldwide, and the Japanese government has even proposed that Web 3.0 should be at the center of the national growth strategy. This project creates an economic zone to promote inbound consumption in Japan on the Metaverse, a market with a promising future, and will also develop the infrastructure services necessary to make this happen.

## 5. 1 The Metaverse

The Metaverse and Web 3.0 will significantly change people's lifestyles in the near future. At present, everything related one's job or life can be performed on mobile devices, but all of this will be replaced by the Metaverse. In other words, a shift will take place from mobile-first, to virtual-first. All things work and living can be performed in the Metaverse.

- Work in the Metaverse
- Buy and sell in the Metaverse
- Create communities within the Metaverse
- Entertainment in the Metaverse

However, the above represents the final form of the Metaverse, and cannot be created in its initial phases due to various constraints such as time, technology, and money. This project aims to develop and build the infrastructure services necessary for the final form, with the ultimate goal of creating an economy within the Metaverse.



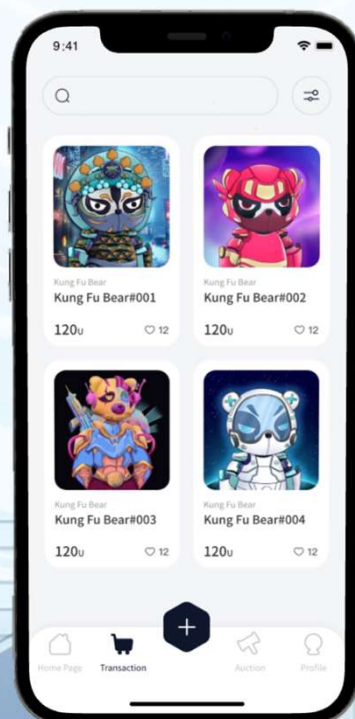
## 5. 2 NFT

NFT technology is essential for content in digital spaces. While various NFT services and platforms are currently being launched, this project will develop and build a distributed NFT platform "ANIMETA" focusing on anime, which is unique to Japan.

### 5. 2. 1 NFT Platform “ANIMETA”

Distributed NFT exchange platform, ANIMETA, combines NFTs with IP, works of art, and peripherals related to the anime industry to create an open ecosystem used to create and trade anime NFT tokens. In this post-epidemic era, ANIMETA realizes that the physical limitations on the anime industry are inhibiting the evolution of the industry.

For this reason, using NFT technology the ANIMETA platform will enable NFT and free trade ecology for each anime title. Each anime title can be traded as a derivative of related assets through the issuance of NFTs, with the aim of achieving interoperability of assets across domains and platforms. As a core link between upstream and downstream of the NFT + Metaverse industry, ANIMETA aims to establish a system to freely build NFTs, open trade, value-added works, and value-added derivatives so that all anime titles can have a digital conversion and revenue platform, ultimately becoming the best platform to solve the digital bottleneck of the anime industry.



## 5. 2. 2 Platform Functions

- ① Custom mints
- ② Blockchain consolidation agency
- ③ (Production, blockchain consolidation, minting) Agency
- ④ (Production, online link, minting, advertising, operations) Agency

## 5. 2. 3 Terminology

The below lists main terminology used in the NFT field.

Non-fungible Token (NFT): Digital assets that are held on a blockchain. Examples of NFTs include digital art, collections, virtual reality projects, encrypted domain names, and ownership records of physical assets, etc.

ETH: A cryptocurrency traded on the Ethereum blockchain.

BNB: A cryptocurrency traded on the BNB Smart blockchain.

HT: A cryptocurrency traded on the HECO blockchain.

GAS (service fee): Blockchain transaction cost.

ANIMETA has no voice in setting gas prices, and are determined based on the overall demand of the blockchain network.

## 5. 2. 4 Selling Method

Contents can be sold as long as they satisfy the screening criteria of the operations team.

The approval process typically takes between four to eight hours. Upon approval, the NFT can be sold immediately.

Selling methods include auctions or fixed price, and the seller can set the selling period.

## **5. 2. 5 Service Fee**

NFT platform brokerage fee: 2% - 5%

Royalties determined by the NFT creator: 0 - 10%

## **5. 2. 6 Compensation**

Compensation earned by users can be withdrawn at any time.

## **5. 2. 7 How to Create NFTs**

ANIMETA Marketplace is perfect for creating unique NFTs. Simply enter the necessary information on the NFT, and upload the digital artwork or file.

The below information is necessary in creating a unique NFT.

1. Metafile linked to the NFT
2. Wallet address used for NFT trading
3. Name of NFT

Enter the NFTs "Name" and "Introduction," and convey the piece's value to buyers. Creators can also include a URL to an external website that features more detailed information about the piece or themselves.

## **5. 2. 8 Creating a Collection**

In order to create a unique collection series, simply enter the blockchain type, token, and royalty rate (10-30%). Royalties are earned when a piece is traded on an NFT platform, and are calculated based on sales.



## 5. 2. 9 Importing NFTs

If the user already owns an NFT, it can be imported via contract address.

## 5. 2. 10 Trading NFTs

Search NFTs using keywords or filters, and proceed to the purchase or auction details page. Find information on trading transaction, auction, or details of the NFT on this page.

## 5. 2. 11 Royalties

Royalties on NFTs ensure that artists are always compensated fairly for their works. Every time the IP is traded, a portion of the sale will be paid to the creator in the form of royalties.

1. Upload metadata to create an NFT
2. As an NFT creator, select a royalty rate between 0 - 10%
3. When someone buys your NFT on the platform for the first time, you will receive 100% of the sale price.
4. If your NFT is traded on the platform, you will receive 0 - 10% of the sale price.
5. Royalties are automatically deposited into your wallet.



## 5.3 Decentralized Wallet and Decentralized Exchange

The decentralized wallet and decentralized exchange will be provided as the underlying systems that support the Metaverse. The decentralized wallet will not only be used for sending and receiving, but its usability will take into consideration the services that this project provides. It is also ideal for providing proof of quality of NFTs sold on the Metaverse, as well as storing, displaying, and exchanging tokens for NFTs within the Metaverse. In addition, gasless trading is available on a private chain, and if necessary, it is possible to bridge to a public chain by linking the decentralized wallet and decentralized exchange systems. Service fees accrued from token exchanges in decentralized exchange will be returned to heavy users.

### 5.3.1 Decentralized Wallet

- Simple and instinctive operability. User-friendly UI/UX.
- Registration takes only 1 minute to complete. No need to undergo time-consuming a identification process.
- Compatible with public chains such as Ethereum, as well as private chains.
- Displays and possesses NFTs, and sending money.
- Convenient functions include address book, trading history, and wealth statistics chart.
- SWAP and bridge functions linked with decentralized exchange (DEX).

## 5. 3. 2 Decentralized Exchange (DEX)

- Instant trading with one click.
- Secure exchange with only a wallet connection.
- User-friendly guide for beginners.
- Compatible with public and private chains, as well as bridge between the two.

### ◆ Price Mechanism

Uses UNISWAP's simple price mechanism, and is calculated with the below formula:

$$x * y = k$$

x: the number of token A within a liquid pool

y: the number of token B within a liquid pool

The rate of the two tokens is calculated based on the above formula, and the rates will change whenever there is a swap. The rate variance is called slippage, and is automated every time a swap occurs.

### ◆ SWAP Service Fee

The below service fees incur when tokens are exchanged.

- 0.2%: service fee for the liquidity provider
- 0.1%: eco-system fund



## ◆ Liquidity Provider Tokens

By adding liquidity, the user obtains a liquidity provider token (LP token), which can be returned to withdraw the liquidity-provided token at any time. The number of LP tokens are calculated as follows:

LP token:  $(\text{token A} * \text{token B})^{\wedge 0.5}$

A: the number of token A

B: the number of token B



## **5. 4 WFCFA (World Friendship Cash) Token**

In order to ensure the smooth trading of various services, the WFCFA Project will issue the WFCFA token. WFCFA tokens will be issued on the Ethereum chain (ERC20) to ensure compatibility with other services and allow them to be bridged to a private chain within the WFCFA Project's services. By doing so, the gas fees for transactions within the WFCFA service can be reduced to almost zero, facilitating smooth transactions. In addition, the consensus algorithm of the private chain uses PoSV (Proof of Stake Voting), which enables fair and secure transactions by approving transactions by the top 150 master nodes. In addition, enabling voting for master node candidates using WFCFA, and making voters also eligible to receive staking rewards, incentivizing people to contribute more to the WFCFA project and increase the value of the WFCFA tokens.

## **5. 5 Promoting Inbound Consumption of Japanese Products**

As the Metaverse isn't bound by national borders, Japanese products can be sold to people all around the world. The Metaverse would also address the issues of limitations on inbound travel impacted by 2020's coronavirus' (COVID-19) and financial strain. Japan's products aren't limited to digital creations such as anime, but also include actual products. This project team sources and ship these products to boost inbound consumption. To make this happen, the project has physical stores across the country.

### **5. 5. 1 99Hualian retail locations nationwide**

Japan's first 99Hualian retail store opened in Hakodate, Hokkaido in 2021. The number of stores expanded gradually throughout the country, reaching 44 stores in 25 prefectures by June 2022. Further expansion is underway, with the goal to reach 100 stores by the end of 2022. Each store features a lineup of local products to promote not only local production for local consumption, but also to stimulate the local economy. Each store will serve as a gateway to quality Japanese products sourced nationwide, from Hokkaido to Okinawa.

### **5. 5. 2 99Hualian store's China location**

On Q2, 2023, 99Hualian will open its first location in China, in the city of Hangzhou. A further 100 stores are slated to open, featuring quality products from around Japan.

### **5. 5. 3 E-Commerce (99Hualian store)**

99Hualian, which aims to open 100 stores each in Japan and China, will operate an EC service with primary focus on China. In partnership with China's leading EC site Alibaba, 99Hualian store will feature a wide array of products from various regions across Japan to not only China but across the world.

### **5. 5. 4 99Hualian Metaverse Store**

A 99Hualian Metaverse location will open in tandem with actual locations. This Metaverse location will enable product checking and authentication using NFTs, which had been difficult to perform on EC sites. Items purchased from the Metaverse location can be sold as NFTs, or they can be burned in order to request delivery of the actual product in real life.

# 6. Technical Specifications

## 6. 1 Design Overview

Upon transitioning to a free-market system through an IEO, WFCa will have exchangeability with other crypto assets and legal currency through a crypto asset exchange and can be used as payment consideration..

<b>Token Symbol/Token Unit</b>	<b>WFCa</b>
<b>Blockchain</b>	<b>ERC20 (Ethereum)</b>
<b>Digits</b>	<b>18</b>
<b>Token Type</b>	<b>Governance Token</b>
<b>Total Number of Issues</b>	<b>1,000,000,000 (1 Billion)</b>
<b>Contract Address</b>	<b>0xae4533189C7281501F04bA4b7c37e3ADeD402902</b>

### 6. 1. 1 Use Cases

Remittances, payments, payment of various platform fees, payment for NFT purchases, deposits to become a master node candidate, voting for master nodes.



## **6. 1. 2 Issuance**

WFCA will be issued as an ERC 20-compliant crypto asset on a public blockchain (Ethereum).

This project's services allow the token to be bridged to a private chain, locking the tokens to a specific address on the public chain and issue the equivalent amount of EVM-compatible private chain tokens. When returning to the public chain, the private chain token will be burned, and the locked public chain token will be released.

## **6. 1. 3 Forms of Electronic Data Processing that Records Value**

Exchange/Holdings Information

Issuance, cross-border transactions in the market, and value exchange/record holding in relation to asset-binding for daily market circulation are carried out according to an agreement on a public blockchain (Ethereum) which has an unspecified number of participants.

## **6. 1. 4 Public or Private Holding/Transfer Records**

Public blockchains will be used for cross-border transactions, etc., between issuance and blockchains, and all records of their holdings and transfers will be made publicly available. The private blockchain will be used for various detailed transactions within the project's service, and each transaction is P2P encrypted by a privacy manager to ensure the confidentiality of the trade secret. The contents of an encrypted transaction can be decrypted only by the node that approves the transaction. However, the existence of the transaction itself cannot be concealed.

## **6. 1. 5 Confidentiality of Holdings and Transfer Records**

Transactions on the public blockchain (issuance, cross-market cross-border distribution) are, by their nature, not confidential with respect to holdings and transfer records. On the other hand, transactions on a private blockchain allow the intended client to create and post private transactions to the network, which are controlled by a privacy manager and can only be used by the approver to decrypt and approve the transaction. As such, confidential transactions appearing on the private blockchain are recorded, and users other than those party to the transaction do not have access to the content. Since the private blockchain in question is permission-based, it is possible to assign a person with the authority to audit and supervise transactions, and it is also possible to disclose a portion of the transaction details.

## **6. 1. 6 Explanation on the Credibility of the Issued Crypto assets**

The crypto assets credibility depends on the robustness of the crypto assets and the storage mode of value records used in the blockchain technology hosting the crypto asset in question, as well as the mathematical adequacy of the algorithm of consensus formation and the rationality of the service arrangement imposed on the nodes on the blockchain network in question.

The encryption technique used in this case is based on elliptic curve cryptography, a type of public key cryptography. This encryption method uses the complexity of the discrete logarithm problem on elliptic curves as the basis for its security, and can provide the same or better security with a shorter key length than the RSA cryptosystem, a typical public-key encryption method.

# 7. About WFCA Token

## 7. 1 Token Information

<b>Token Name</b>	<b>World Friendship Cash</b>
<b>Issuer</b>	<b>WORLD DDE PROJECT MANAGEMENT</b>
<b>Ticker Symbol</b>	<b>WFCA</b>
<b>Token Standard</b>	<b>ERC20</b>
<b>Total Issued</b>	<b>1,000,000,000 (1 Bllion)</b>

## 7. 2 WFCA Token Usage Distribution

- Total issued : 1,000,000,000(1 billion)
- WFCA Foundation : 400,000,000(40%)
- Rewards for WFCA service contributors : 200,000,000(20%)
- Liquidity : 150,000,000(15%)
- Team & Partner : 100,000,000(10%)
- System development : 70,000,000(7%)
- Marketing : 50,000,000 (5%)
- Operational : 30,000,000(3%)

# 8. Roadmap

## 2020

- 99Hualian store - E-commerce site (99 Japan mall) soft launch
- 99 JAPAN mall exhibition and sales(Odaiba, Tokyo)

## 2021

- 99Hualian store - Pre-store nationwide launch
- 99Hualian store - 1st location launch (Hakodate, Hokkaido)
- 99Hualian store - Opening of 4 more locations  
(2 in Hokkaido, 1 in Niigata, and 1 in Ishikawa)
- Commenced the development of the NFT platform

## 2022 Q1-Q2

- 99Hualian store - Opened 44 locations in 25 prefectures  
Hokkaido, Aomori, Yamagata, Tochigi, Gunma, Saitama, Kanagawa, Niigata, Toyama, Ishikawa, Fukui, Nagano, Aichi, Shiga, Osaka, Hyogo, Okayama, Hiroshima, Kagawa, Ehime, Kochi, Saga, Kumamoto, Oita, Okinawa
- 99Hualian - Development of a comprehensive platform
- NFT platform entered into partnership with various IP holders
- Began development of the Metaverse

## 2022 Q3-Q4

- 99 Hualian store – Expand to 100 stores across 37 prefectures
- List on foreign centralized or decentralized exchanges
- Open China’s first location in Hangzhou, China(10/1)
- 99Hualian store – E-commerce site soft launch
- Decentralized Exchange (DEX) and Crypto Asset Wallet Release
- Launch NFT platform, begin trading

## 2023

- 99Hualian store – Expand to 100 stores in China
- 99Hualian store – Expand to 200 stores across all 47 prefectures in Japan
- 99Hualian – Launch of comprehensive platform
- Launch pre-release version of the Metaverse



# 9. Company Overview / Team

## 9. 1 Company Overview

<b>Company Name</b>	<b>DDE FINTECH HOLDING.Ltd</b>
<b>Location</b>	<b>2-2-4 Daiba Minato-ku, Tokyo</b>
<b>Established</b>	<b>October 1, 2003</b>
<b>Capital</b>	<b>JPY 50 million</b>
<b>Business Contents</b>	<ul style="list-style-type: none"><li>● Blockchain development business</li><li>● IT-related software development business</li><li>● IT-related consulting business</li><li>● IT-related service planning business</li></ul>
<b>Affiliates</b>	GTL, Inc. (development and management of NFT platforms) 99 Hualian Electronic Commerce Tianjin Co., Ltd. 99 Hualian Tianjin Trading Co., Ltd. 99 Hualian Inc. WFC Club Shun art gallery aime moi e toi Co., Ltd.
<b>URL</b>	<b><a href="https://dde-fintech.com/about">https://dde-fintech.com/about</a></b>

## 9. 2 Board Member Profiles



**Akira Shiihashi**

**CEO**

- Tokyo Isho K.K. (1980 – 1987)  
Representative works: Tokyo Disneyland “It’s a Small World,”
- Status Land K.K. CEO and President (1988 – 1992)  
NHK Joho Network Inc. and paid FAX services.
- Spike Co., Ltd. Co. Executive Vice President (1993 – 2001)  
Game producer works (for Play Station) : “Lupin the 3rd Chronicles”  
Movie producer works:  
-Director Seijun Suzuki “Pistol Opera” Venice Film Festival Special Jury Prize
- Dream Eggs K.K CEO and President (2001 – 2017)  
-Mobile phone content planning and production “Cataloger business”  
-Collaboration with Taito Corporation.  
(Largest EC video distribution business in Japan at the time)  
-Provided content to Leo Palace.  
-TV Tokyo “Kappa maki” animation 132-episode production  
-DVD production 38 titles  
-Publishing production “Beatles Chronicles,” “Ronaldinho’s World”
- 99 Hualian Inc. CEO and President (Present)



# **Yoshimichi Takekawa**

## **CFO**

- Bachelor of Commerce, Hitotsubashi University, Tokyo (1997)
- NOMURA SECURITIES CO., LTD. (1997 – 1998)
  - Manager, Nomura Securities New York Headquarters
  - Manager, Tokyo Head Office
  - Manager, Tokyo Head Office International Finance Dept.
  - Chief, Bangkok Representative Office
  - CEO, Nomura Haiphong Industrial Park
- SSD Japan Co., Ltd. (1998 – 2015)
  - (Company name changed to Ultimelit Co., Ltd. )
  - CEO
- Evertech Co., Ltd. (2010 – 2015)
  - CEO
- Next Coin Co., Ltd. (2018 - present)
  - CEO



# **Manabu Watanabe**

## **CMO**

- Bachelor of Economics, Nihon University, Tokyo (1989)
- IDEA INSTITUTE INC. (1989 – 2002)  
CEO
- Tokyo First Corporation Co., Ltd. (2002 – 2015)  
CEO
- IDEA Co., Ltd. (2015 – 2018)  
CEO
- Next Coin Co., Ltd. (2018 - present)  
Director, System Division
- Japan Crypto Asset Business Association (present)  
NFT Division



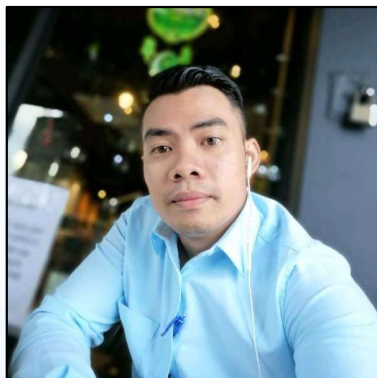
## 9. 3 Team Profiles



**Dr. Lim Seng**

**Senior IT Engineer,  
PhD. in Computer Science**

Board knowledge in Artificial Intelligence and IoT. As a researcher and engineer himself, Dr. Lim recently started to study on Blockchain technology and looking at the very challenging low-level layer of blockchain like consensus and the cryptographic.



**Fikri Abdullah**

**Senior Software Engineer**

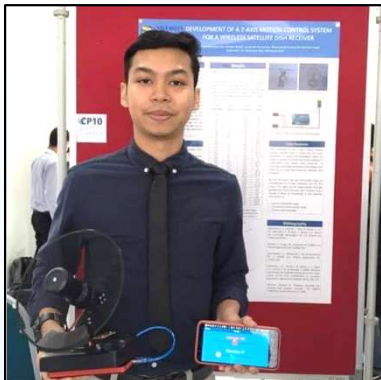
Working as a freelance web developer for several years, growth strong interest with crypto and started to develop dApp 2 years ago.



**Issac Sim**

**Software Engineer**

A recent graduate who fascinated with the trust-less architecture of Blockchain technology during his uni time, spent most of his time researching on Blockchain, currently is one of the dApp development team member.



**Syhami Muhamma**

**Software Engineer**

Experience in developing Solidity for more than 2 years. Syhami was once the core member of BcVote project that went on CPAC 2020. Syhami is the expert of backend technologies.