



AIP GLOBAL

Blockchain-based integrated platform for fandom 4.0 innovation

*White Paper V2.0 | EN*

*Last Updated: 2021. 01. 14*

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# 1. Abstract

Fandom is a combination of "Fanatic," which means a fanatic, and "Dom," which means a range of influence, a group of people who prefer a particular person or a certain field, and even a whole fan culture. Fandom is often associated with celebrities such as singers and idols, but it also exists in various fields such as movies, cartoons, and arts. Today, with the development of related technologies such as smartphones and social media, the range of activities and the scale of fandom are greatly increasing.

In the past, first-generation idol fandom culture is focused on offline consumption, such as watching TV shows, listening to music, and participating in concerts. Fandom culture, which was characterized by online community activities such as second-generation Cyworld and portal cafes, reached the third generation in which they communicated and shared with their favorite stars in real time through social media. Now, fandom culture is shifting from the aspect of purchasing and enjoying products related to stars to the fandom 4.0 era where fans can discover stars and create new values by themselves.

The model-entertainment market is a huge market with more than 40 million global fans who are enthusiastic about Asian models and their lifestyles, and with the Korean Wave, it is growing greatly in Asia. Among them, K-Drama, which has been loved since the early 2000s, has established its foothold not only in the Asian market, but also in global markets such as Europe and North America. From the fashion worn by the fashion models to beauty-related commerce market is a marketplace with unlimited growth potential, with more than 10% growth recorded every year except during the THAAD crisis in 2017.

The AIP Project combines model-entertainment business with innovation in the fandom 4.0 era to help global models, influencers and fans create new value.

We share our business with the Asia Model Festival, which has a robust model-entertainment infrastructure and platform to help ensure successful projects. The Asia Model Festival is an organization that is carrying out various projects such as supporting model management and entertainer activities, producing dramas by Asian countries, developing PB brands, and planning star-related MD products through shopping malls.

AIP will build a strong brand image by jointly producing K-drama by Asian countries and systemizing distribution networks with the Asia Model Festival. Afterwards, we can link business progress in various areas such as distribution and marketing. The influencer-marketing is rapidly emerging as a new trend, but there is no platform to check products recommended by fashion and beauty influencers across Asia. In response to this problem, we plan to run an AIP store that will select and offer Fashion & Beauty products proven by influencers.

This white paper describes the ecosystem and platform of the newly created AIP project and the use and purpose of its cryptocurrency, AIP Token.

## 2. Problem

The AIP project was concerned with the following key issues in the development of model-entertainment and fandom culture.

### 2.1 Fragmented and segmented services

The emergence of various types of social media and related services can improve their quality of service through fair competition but has a fatal disadvantage of not being closely connected. Fans must visit different social media to communicate with the stars and must use different platforms to view music and video content. Also, to purchase star-related MD products or consume activities such as ticketing, they must sign up for another company's service. Due to this fragmented and segmented service, there is a problem that fans must engage in very inefficient and non-intuitive fandom activities.

### 2.2 Low-quality global payment services

For those living in the global era, "border" is no longer meaningful. It is because fans can consume and share the contents of their favorite star online at any time and purchase products. However, for foreigners to consume in other countries, high fees and payment problems will inevitably occur. In addition, English descriptions of products are only available, so fans from countries such as Thailand, Vietnam, and Indonesia do not receive proper product information.

### 2.3 Profit problems for models and influencers

With the exception of a handful of popular models and influencers, the dark side is that majority of them can not appear in events or works and can't expect a return on their activities. Recently, they have created and uploaded content directly through online video platforms such as YouTube and Afreeca TV, and there are many difficulties in entering and maintaining the initial platform. In the case of YouTube, there is a very demanding environment in which revenue-generating conditions require more than 1,000 subscribers and more than 4,000 hours of viewing time over the past 12 months, and the average broadcasters have to pay unreasonably high fees to the intermediaries (platforms), and up to nearly half, or 40 percent of the fan-sponsored money in the case of the Afreeca TV.

## 2.4 Problems of MD products in shopping malls

Recently, MD product marketing has been active with influencers. For influencer marketing, there is no time and space constraint compared to the environment of traditional TV or magazine advertising, and consumers can purchase products based on specific descriptions of the product through unboxing, hauling, and product usage videos of influencers. However, this influencer marketing is not only positive. Because there is no clear advertising method and guidelines for influencer marketing, it is easy to violate the obligation to deliver objective information only and misrepresent unqualified products. There is also a need to address this issue because there is no single platform to meet trusted Asian influencers in beauty and fashion.

## 2.5 Structure reorganization of Model-Entertainment System

With the exception of a handful of popular models and influencers, the dark side is that majority of them can not appear in events or works and can't expect a return on their activities. Recently, they have created and uploaded content directly through online video platforms such as YouTube and Afreeca TV, and there are many difficulties in entering and maintaining the initial platform. In the case of YouTube, there is a very demanding environment in which revenue-generating conditions require more than 1,000 subscribers and more than 4,000 hours of viewing time over the past 12 months, and the average broadcasters have to pay unreasonably high fees to the intermediaries (platforms), and up to nearly half, or 40 percent of the fan-sponsored money in the case of the Afreeca TV.

## 2.6 Unreliable Audition Voting System

In the age of Fandom 4.0, fans can now actively interact among them, discovering and nurturing next-generation stars themselves, not only being enthusiastic about already-made stars. There are already many stars who have made it to the global ranks through various audition programs because of enthusiastic support and participation in voting by fans. However, the recent revelation of a broadcaster's manipulation of an audition program brought a sense of betrayal to countless fans and program participants. This is a typical problem because it was a centralized, manipulative voting system, and because the center manages all voting in the existing system manages, the reliability is not fully guaranteed and the value can be forged or altered by external attacks.

## 3. Solution

AIP is a project in which members of the Model-Entertainment ecosystem discover the hidden talents of Asian new models by voting and sponsorship for their growth into global star models and helps to share the value that members can create and co-exist in the process. Through the co-production of Face of Asia and drama in 28 Asian countries, models with unlimited growth potential across Asia and local celebrities will grow into the Celeb of AIP by offering an opportunity to share various contents. Furthermore, influencers and fans share a variety of MD products without advertising or marketing to build smart consumer-friendly shopping malls that can be a win-win for brands, influencers, and consumers.

### 3.1 Provision of Integrated Services

We provide a platform and service information related to distributed social media channels of models and influencers at once. That's why fans no longer have to visit multiple platforms and services by showing only the official channels and information that has been verified to minimize the exposure to influencer's fake accounts or spam sites that fans might encounter when browsing alone.

Furthermore, integrated supports for consumption activities such as model-related content and MD product payments are provided in the AIP platform to promote efficient fandom activities by eliminating the existing inconveniences.

### 3.2 Platform for Model, Influencer, K-drama audition, and Beauty

AIP GLOBAL project do business with the AMFOC (Asia Model Festival Organizing Committee), which plays a leading role in the cultural content industry based on the Asian model network of 28 countries. With long experience and associated networks already in place, we can specialize in helping new models to grow. Collaboration between AMFOC and AIP projects allows numerous members of the existing AMFOC to flow naturally to the AIP platform and a systematic and organized model-entertainment system can dramatically reduce the costs of classes, training, and fees that can be incurred for models and influencers. Drama production, audition, and verified beauty store, which can be linked later, can be produced in a variety of contents to provide a specialized platform that can encompass the entire related industry.

### 3.3 Decentralized voting and sponsorship system

In order to create a voting and sponsorship system that is tamper-proof and reliable. It should be prevented from being managed by the central entity. The AIP seeks to build a blockchain-based online voting and sponsorship system as a solution.

The blockchain has a key feature of 'decentralization' and allows voting and sponsorship information to be managed safely and transparently because ledgers containing data are stored in decentralized multiple locations.

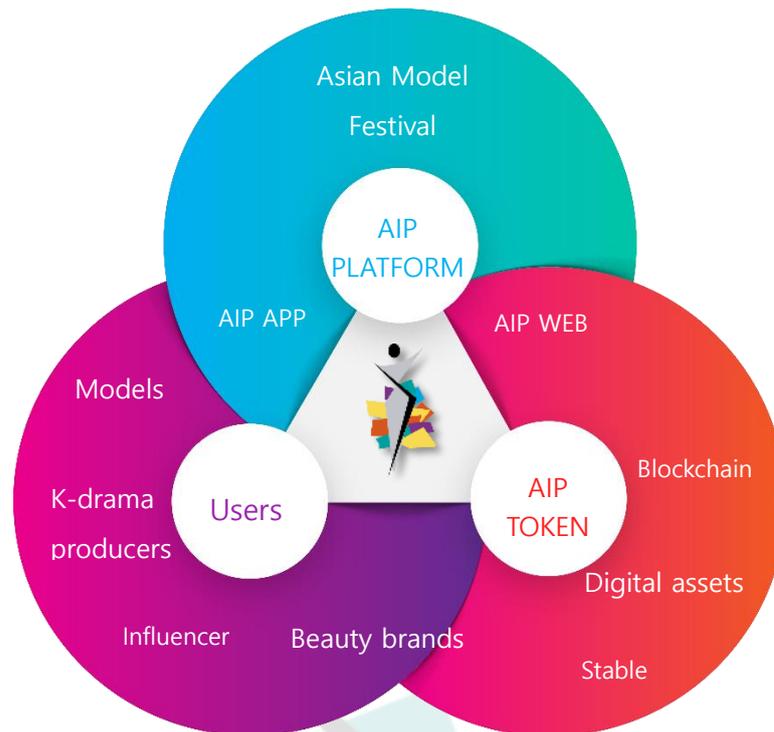
### 3.4 AIP Payment System

The legal currency is subordinate to the laws of the state. Basically, the state becomes the final guarantor of money. The currency transactions across borders are subject to interference and supervision, subject to inter-country agreements, arbitration of international financial institutions, and separate consultations with financial institutions in each country. This is because the function of granting definitive guarantees in international transactions is based on inter-country agreements.

With the development of the Internet, the amount of cross-border currency transactions has been growing unimaginable rapidly, but as mentioned earlier, it can only be used beyond the invisible barriers, in other words, very high national systems. International brand fees, overseas service fees, and currency exchange fees as well as high fees are charged for overseas payments of commonly used credit cards because they go through at least five intermediary operators from payment to settlement. However, the cryptocurrency is emerging as a new payment method because it is free from these restrictions and is characterized by its invulnerability to forge or hacking based on blockchain technology.

The AIP project will issue AIP Token with a fixed value of 0.1 dollars and introduce it as a major payment tool within the AIP platform. Fans can easily purchase AIP Token anytime, anywhere via the cryptocurrency exchange or AIP platform and dramatically reduce existing payment and exchange fees. On the side of the store that sells products, it is possible to reduce the commissions to be paid to the VAN when receiving AIP Tokens, thereby providing additional benefits such as low prices to the customers, thus creating virtuous cycle between consumers and businesses.

## 4. AIP Ecosystem



[ AIP Ecosystem ]

The main elements that make up the ecosystem of the AIP project for Fandom 4.0 innovation are the above, it is composed of AIP platform that provides various services with users consisting of models and influencers and fans, AIP Token to maintain a virtuous cycle ecosystem by being used intensively between these two factors.

The key roles of the elements that make up the ecosystem can be summarized as the following:

AIP PLATFORM	It is the entity that provides and operates various services to users such as festivals, academies, award ceremonies, and stores so that AIP Token can be actively traded and used.
AIP TOKEN	It is a value exchange method for purchasing all tangible and intangible products within the platform, and it is implemented based on blockchain to maintain transaction stability and reliability.
Users	<p>Beauty brands: It is possible to link the sale and marketing of its products in the AIP store.</p> <p>K-drama producers: They are responsible for co-production, distribution, and sale of dramas with Asian models and influencers.</p> <p>Models and influencers: They can generate profits through activities within the platform and use platform services such as academy classes and content services to consume.</p> <p>Fans: They can vote and sponsor for models and influencers, and use platform services such as live broadcasting, stores (shopping), and online content consumption.</p>

## 4.1 AIP infrastructure

The AIP project works with the AMFOC (Asia Model Festival Organizing Committee), which plays a leading role in the cultural content industry based on a network of 28 Asian models. With long experience and associated networks already in place, the AIP project supports the following professional businesses and services for the growth and evolution of new models.



[ ASIA INFLUENCER PLATFORM ]

The Asian Model Festival, sponsored by the Ministry of Culture, Sports and Tourism, marks its 15th anniversary this year. The Asian Model Festival, which promotes Asian models, fashion, and beauty-related industries to the world and introduces world-class brands and artists to Asia, is a core icon symbolizing the Asian pop culture and arts industry and a collection of global cultural contents.

Models from 28 Asian countries participate each year, and it collects and secures data from various and unique new models. Through local events, we sign new star models and agency contracts every year. Afterwards, we will produce various contents such as local events in Asia, training through Korean Academy, participation in fashion shows, participation in survival programs, and awards ceremonies.

## INFLUENCER MANAGEMENT

AIP runs the influencer Academy for users in various fields, including modeling, actors, advertising, and entertainment. A systematic and professional self-education program from long-experienced Asian INFLUENCER MANAGEMENT experts fosters influencer as the next generation media content leader.

1. Basic refinement education	2. Production competency training	3. Training of Industrial Knowledge	1. Basic refinement education
<ul style="list-style-type: none"> <li>*Understanding YouTubers and influencers</li> <li>* Establishment of basic posture and mind</li> <li>*Digital marketing theory</li> <li>*Digital copyright training</li> </ul>	<ul style="list-style-type: none"> <li>*Planning and production of video content</li> <li>*Training of video content shooting</li> <li>*Practice of video content production</li> <li>*Single-person video content shooting</li> <li>*Real-time Live Broadcasting Training</li> </ul>	<ul style="list-style-type: none"> <li>*Optimize YouTube recommendations and searches</li> <li>*Online training of video platform</li> <li>*Branded Content</li> <li>*Social media promotion, marketing training</li> <li>*Advertising Policy and Profit making</li> </ul>	<ul style="list-style-type: none"> <li>*Understanding YouTubers and influencers</li> <li>* Establishment of basic posture and mind</li> <li>*Digital marketing theory</li> <li>*Digital copyright training</li> </ul>

### [ INFLUENCER MANAGEMENT Training Program]

We currently have 87 influencers in 28 countries and 57 million followers, and we are looking for influencer members who will work together on fashion shows, advertisements, dramas, and movies. We provide effective marketing, entertainment and fashion shows, model activities to our Asian model members through our own network and infrastructure, and strive to cast broadcasts, advertisements, dramas, and filming.



Advertising · Promotion



K-Drama · Movie Contents



Fashion show invitation



Entertainment · Marketing

## FASHION & BEAUTY BRAND Development and Business Expansion

Based on events such as Asian model festival fashion shows and contests, we secure intellectual property rights such as trademark rights and copyrights by developing excellent products in connection with domestic and foreign designers and brand partners, planning potential PB brands, and creating excellent product values. By combining creative items with excellent quality, we can develop excellent FASHION & BEAUTY BRAND and successfully settle product distribution through related business expansion and product marketing services in each country using Asian networks and infrastructure.



### Design, product acquisition

Secure excellent designs and products through fashion shows and contests linked to Asian Model Festival events



### PB Brand Launch

Launch PB brands through Asian specialized systems such as development and production



### Product distribution

Launch PB brands through Asian specialized systems such as development and production



### Business linkage

Business linkage through securing and managing intellectual property of products such as trademarks and copyrights

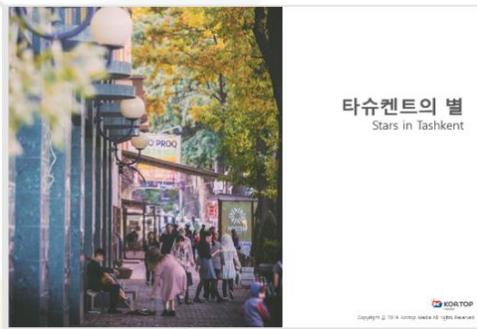
[ FASHION & BEAUTY BRAND Development & Business Expansion]

## K-drama co-production by Asian countries

AIP will produce and air 28 countries' joint dramas with a group specializing in drama, film production and distribution.

Drama to be produced by AIP can be distributed using a variety of channels and platforms, not only in certain countries or broadcasters, thus securing global accessibility. By doing drama production, we can link AMFOC's models, including famous Asian stars and actors, and AIP Academy's influencers to sign the agency contract. Most of all, we can expect drama profits from such as product placement (PPL), E-Commerce (AIP Store) sales linked to Intellectual Property of our PB brands and products, and content rights and broadcast rights on paid platforms such as cable TV and IPTV.

### The progress of Our K-drama



[ Korean Uzbekistan Joint Drama "STARS IN TASHKENT" ]

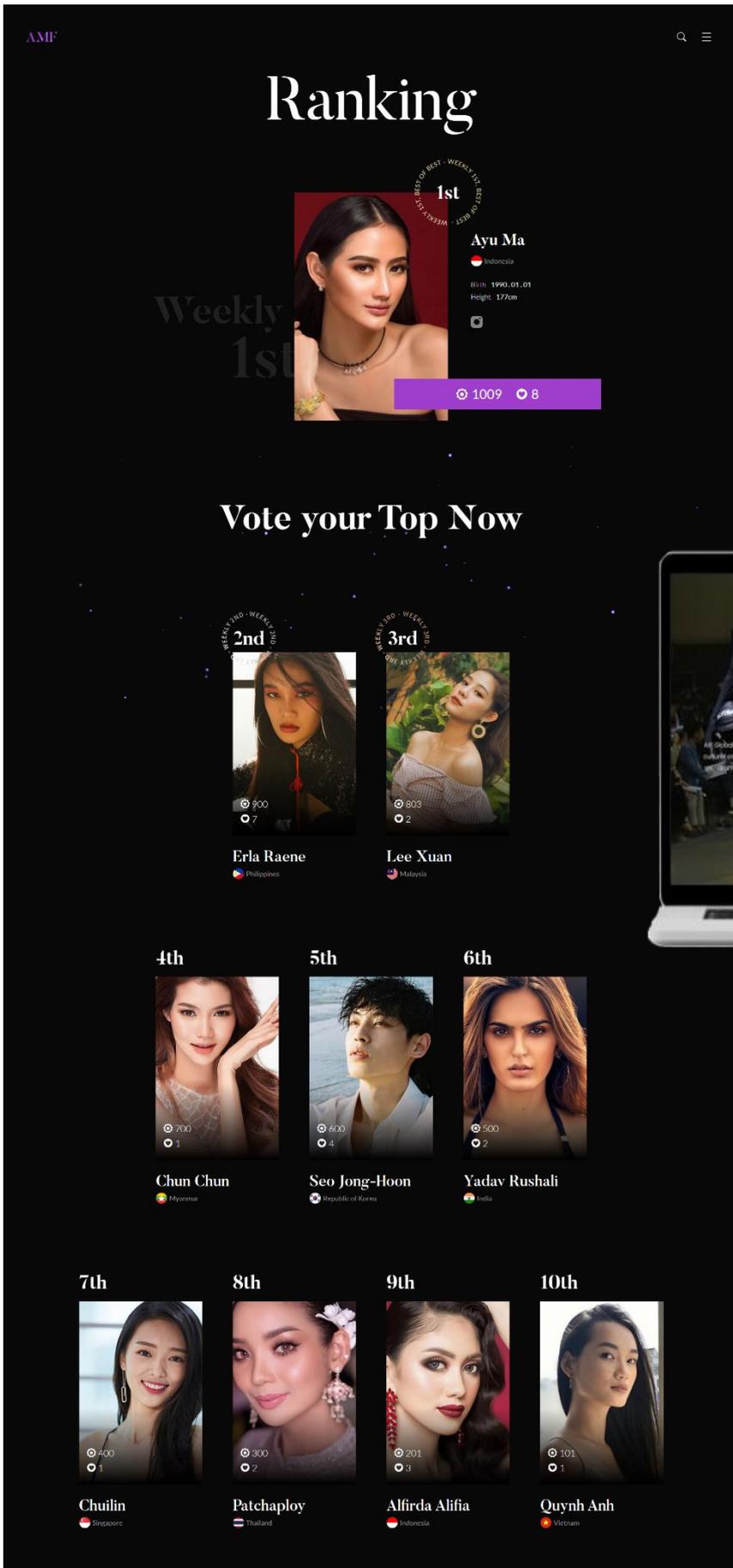
The first K-drama is currently being produced with the support of the Korean and Uzbek governments. The drama will be filmed in Tashkent, the capital of Uzbekistan, and will cast Korean idol actors and Uzbekistan's famous actors, and will be aired on the IPTV in Korea and the online video service (OTT) platform in the Commonwealth of Independent States (CIS) by the end of this year.



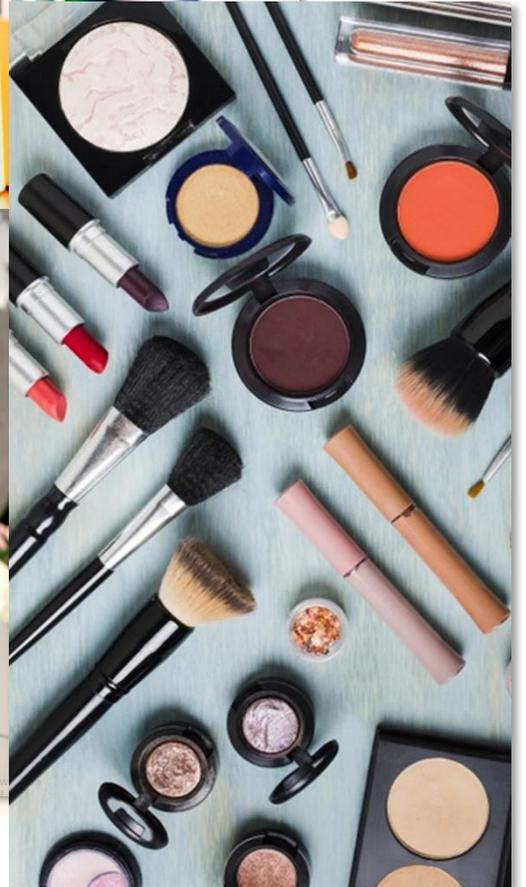
[ Korean-Nepal joint drama "DONKEY IN HIMALAYA" ]

Secondly, we are producing "Donkey in Himalaya" with the support of the Korean and Nepalese governments. This drama metaphorically expresses our lives and the joys and sorrows of the Korean heads of households, like a donkey in the Himalayas who walks forward with a lot of burdens, and together with the top actress of Nepal, it will create a sight to heal our hearts against the backdrop of the breathtaking natural scenery of the Himalayas and will be aired on IPTV in Korea as well as all over Asia.

4.2 AIP Platform – Web [www.amfnetwork.com](http://www.amfnetwork.com) [www.amfmodel.com](http://www.amfmodel.com)



[ AIP PLATFORM - WEB ]



BEAUTY

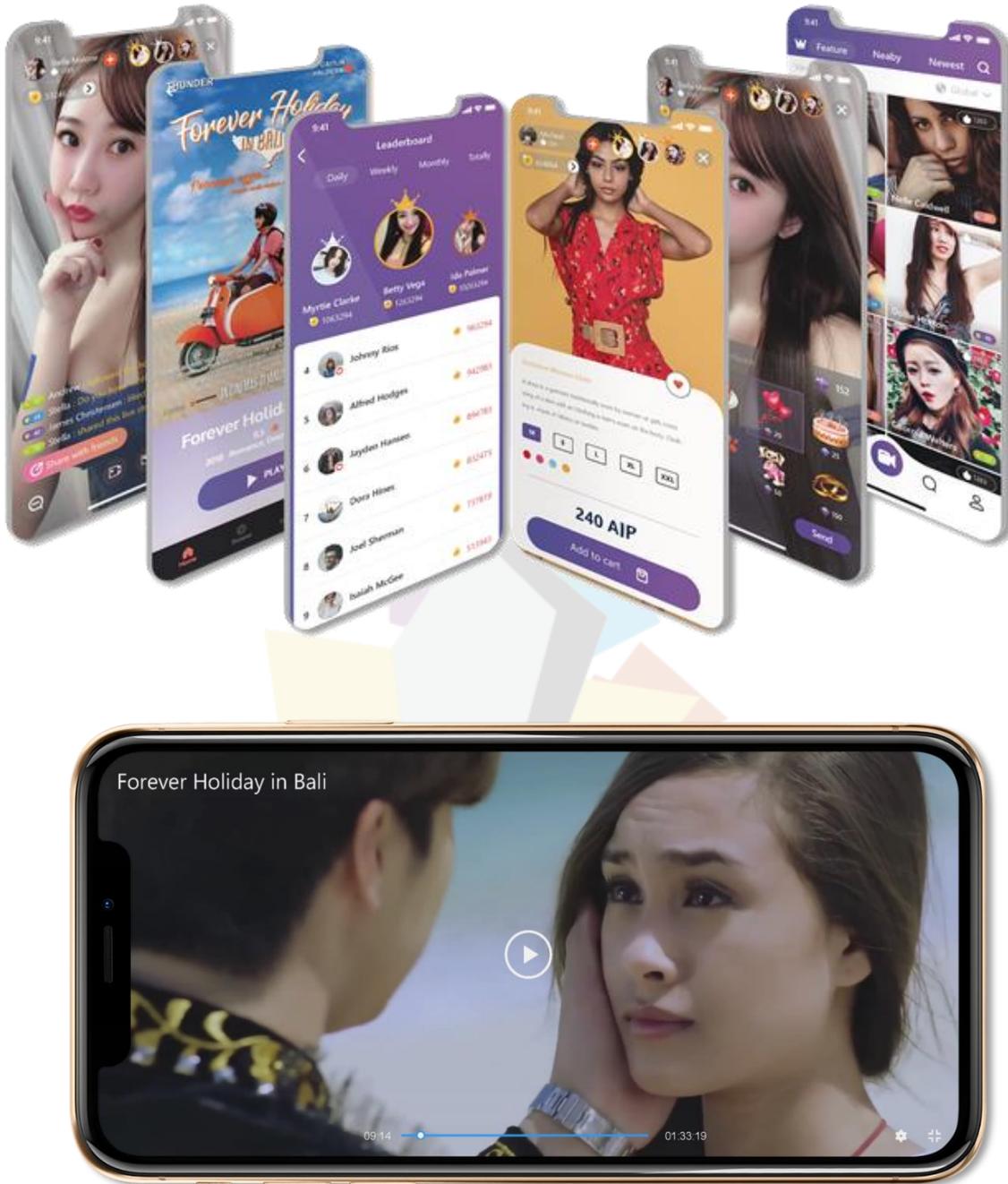


FASHION



LIVING

## 4.2 AIP Platform – App



[ AIP PLATFORM - APP ]

The AIP integrated platform is available in WEB and APP formats and real-time broadcasting, live streaming, MD product sales links, AIP payments, ranking systems through voting and sponsorship, and online video content are available.

Details of the platform services and features in the AIP project are described on the next page.

### **AIP real-time streaming**

AIP Real-Time Streaming Services are not just about media content consumption, but also looks for the following differentiation that is optimized for the model-entertainment market that AIP projects are aiming for:

#### **Real-time translation**

The model-entertainment market is not focused on only one country, but is interacting with many countries around the world. There are models and fans of various nationalities, and there is a communication difficulty due to language barriers. The AIP platform enables models and fans to communicate seamlessly through machine translation technology.

#### **V-Commerce support (Live Streaming, MD Product Sales Link)**

V-Commerce stands for Video + Commerce, which is a method of promoting and selling product through video. It provides high efficiency by easily and quickly delivering information through video instead of text and photos and is rapidly growing in the e-commerce market due to the spread of smartphones. Fans can easily purchase products recommended by influencers while watching real-time streaming or video content.

#### **AIP Store (Shopping)**

Recently, consumers in the beauty market are more attracted to products recommended by influencers than advertisement, and the conversion rate is significantly higher than traditional product sales marketing methods. Unlike regular online stores, AIP stores focus on AIP GLOBAL's PB brand and MD products and specialize in selecting and offering only beauty and fashion products selected by Asian models, influencers, and beauty heavy users.

#### **AIP Online Video Content**

It supports Video On Demand (VOD) services for various video content, including drama produced by AIP, movies, dramas and broadcasting. Fans can watch video content anytime, anywhere through the AIP platform, and they can watch paid content free of charge just by having a certain amount of AIP Token.

## **AIP Ranking System**

The real-time ranking of models and influencers are transparently displayed in the ecosystem. In other words, the higher the ranking, the more powerful that model or influencer can be in their marketing power. Fans can directly contribute to raising the awareness and impact of the models by sponsoring and voting through the AIP platform's fair and reliable ranking system.

The following are two representative AIP business models that apply to AIP ranking systems:

### **AIP Voting**

The AIP platform allows fans to purchase voting rights by AIP Token. Fans can vote for models who participate in various events such as fashion shows, survival programs, parties, and awards ceremonies organized by Asia Model Festival, and by voting, they can raise the ranking of their favorite models. The more votes a model receives, the more interest the public naturally becomes, which can increase new activities or new fans due to the rising popularity of the model.

### **AIP Sponsorship**

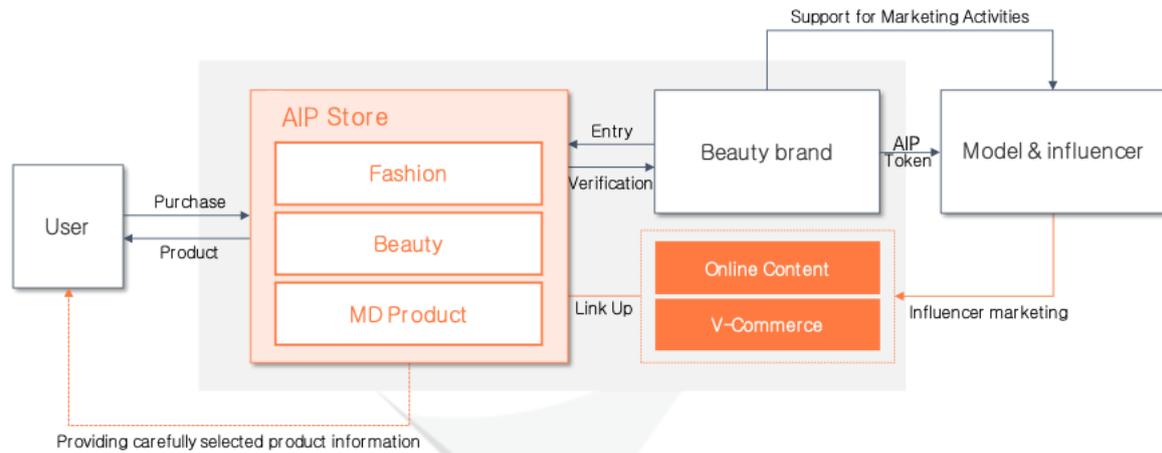
Sponsored Ranking indicates the total AIP Token received by the model. The more AIP Token sponsored by Live Streaming Sponsorship, Content Upload Revenue, MD Product Sales, etc., additional benefits can be provided to models according to the ranking, such as lower settlement fees for service use, etc. Moreover, most of all, the AIP sponsorship ranking accumulated in sponsorship shows the absolute fandom power to support the model, so the model will continue to try to produce diverse and high-quality content.

### **AIP Drama Crowd Funding**

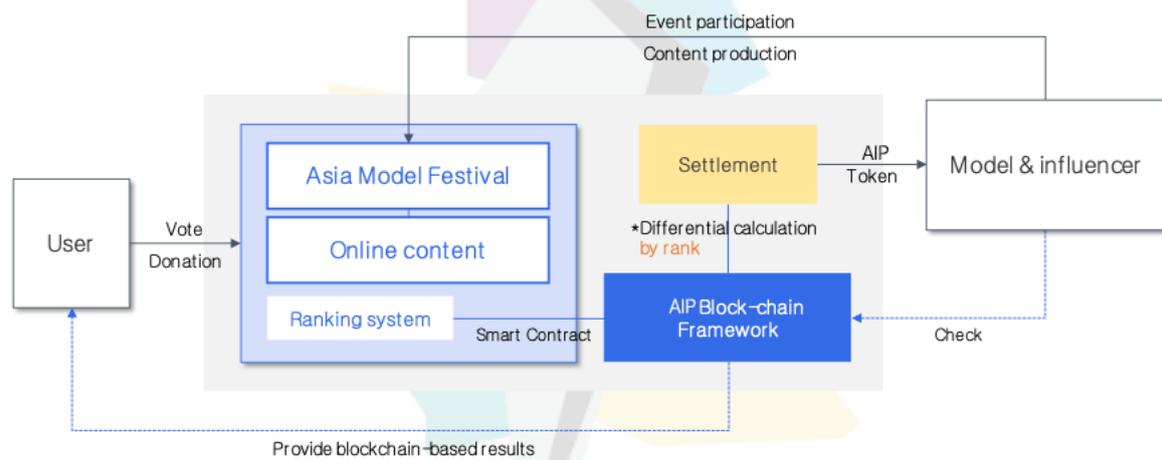
It supports Crowd Funding service for special drama production with viewers. It's not just about sponsoring, it's about voting and sponsoring actors who will participate in the work, and fans can get reward as an invitation to a drama premiere or an MD product for participating in crowd funding. After the production of the drama is completed, part of the profits generated by distribution or copyright will be paid back to the participants according to the sponsored ratio. This allows participants to become sponsors again and continue to fund various dramas.

### 4.3 AIP Token

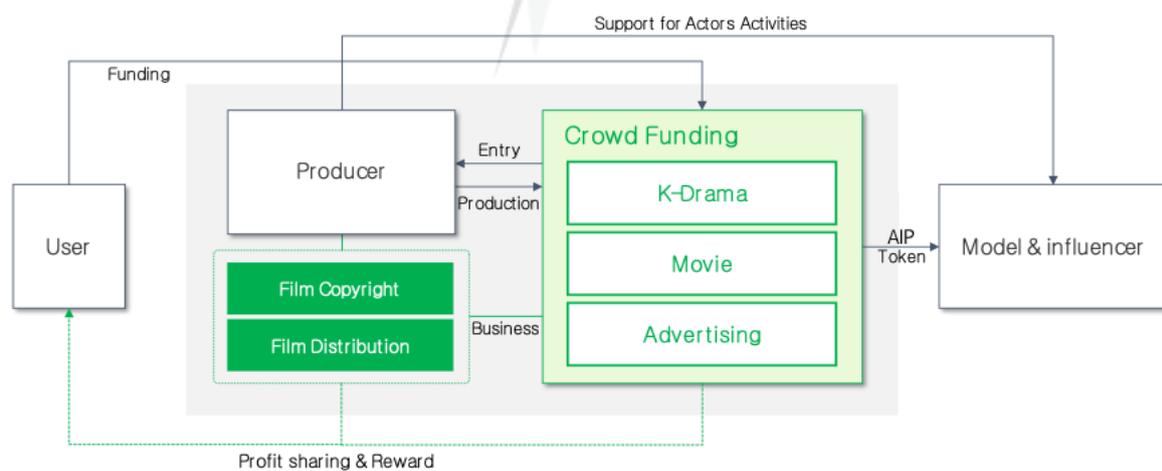
AIP TOKEN is used primarily within the AIP platform, and the typical TOKEN FLOW and SERVICE FLOW that can occur in each user are as follows.



[ AIP Store ]



[ AIP Voting and Sponsorship ]



[ AIP Drama Crowd Funding ]

## 5. Token Information

### 5.1 Basic Information



**AIP GLOBAL**  
Asia Influencer Platform

Token Name	Asia Influencer Platform	Token Symbol	AIP
Platform	Ethereum ERC20	Decimals	18
Token Price	1 AIP = 0.03 USD		
Total Token Supply	4,000,000,000 AIP		
Contract Address	0x97836c0cb03b03843a8d77152f5f15096522f98d		



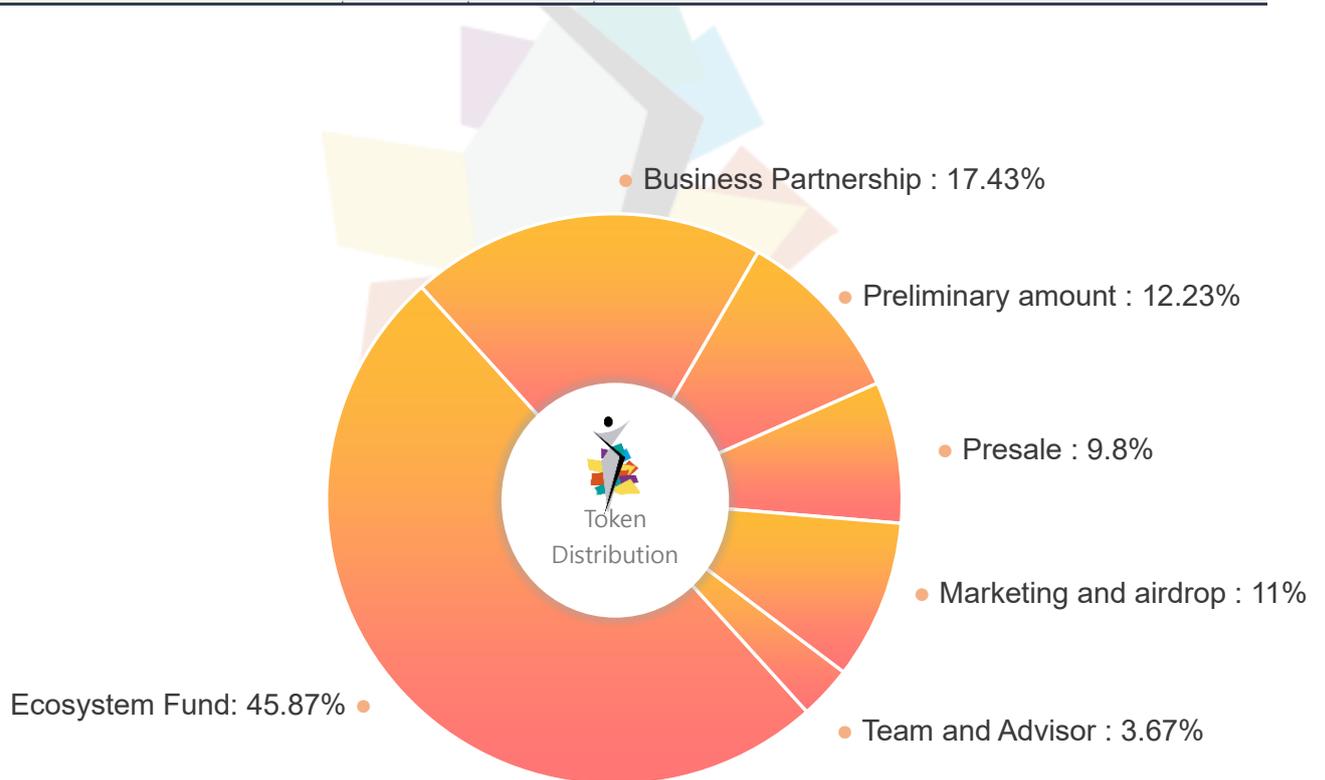
### 5.2 Exchange Information

Exchange name	Uzbekistan government-approved exchange, UZNEX
Exchange address	<a href="https://www.uznex.com/">https://www.uznex.com/</a>
Listing Schedule	2020.05 new listing(scheduled)

\* Starting with the listing of the UZNEX exchange, we will continue to list on high-profile global exchanges.

### 5.3 Token allocation details

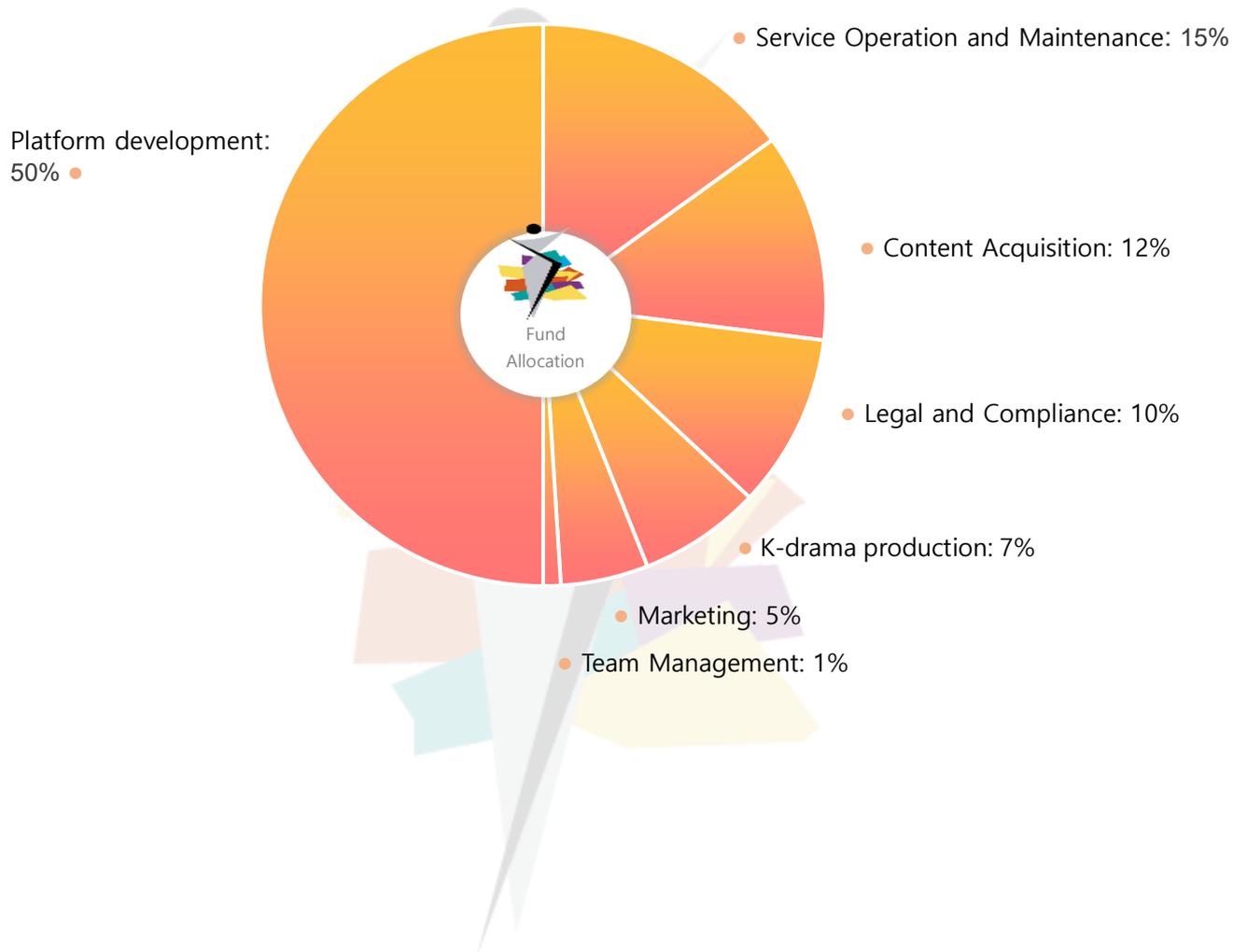
Type	Detail	Ratio	Number	Remark
Lockup volume 83%	Ecosystem Fund	45.87%	1.5 B	Volume for platform internal allocation
	Business Partnership	17.43%	570 M	Unlock according to the terms of the contract when the project is finalized
	Preliminary amount	12.23%	400 M	Allocation and unlocking according to ratio when additional projects are finalized
	Team and Advisor	3.67%	120 M	Team member 2% / advisors 1%, 10% monthly unlock after 2 years
Actual circulation volume 17%	Marketing and Airdrop	11%	360 M	Air drop volume for compensation to marketing companies and user activation
	Presale	9.8%	320 M	Actual sales + promotional air drop Unlock can be 10% per month from 1 month after listing.
합계		100%	32.7 B	-



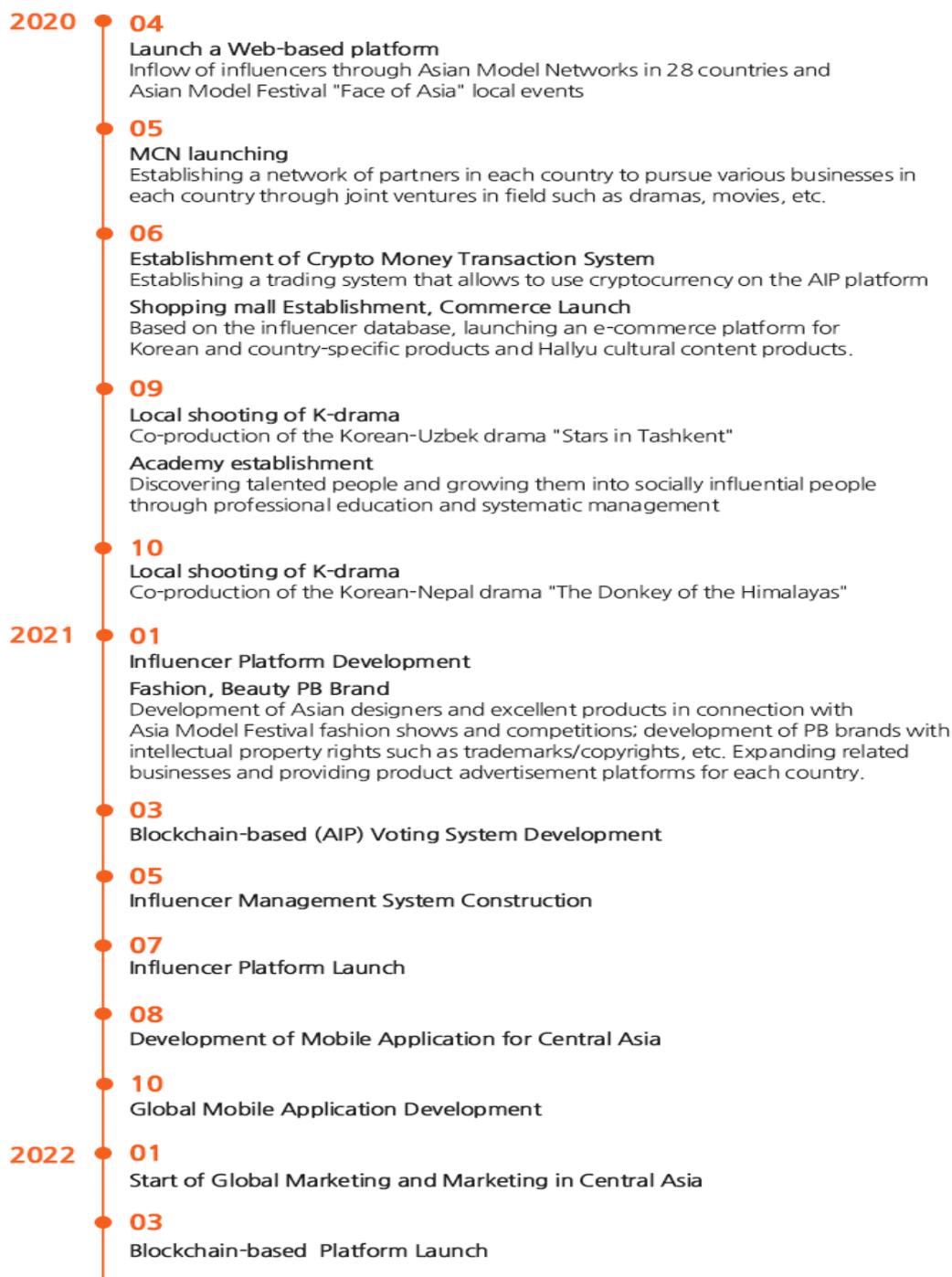
## 5.4 Funding usage plan

Funds generated by pre-sales and platform revenues will be used as follows:

\*The funding plan may change actively depending on the business situation.



## 6. Roadmap



# 7. Project Team



**Chang Young Lee**

**C E O**

**CEO, Kobe Group Co., Ltd.**

- (currently) Chairman, CIS Entrepreneurs Association
- (currently) Chairman, Korea Blockchain Business Association
- (currently) Chairman, Korea Competency Development Institute
- CEO, Multicultural TV
- Director, LG Fashion Marketing



**Eui Sik Yang**

**BOARD DIRECTOR**

**Chairman, AMFOC Organizing Committee**

- (currently) Chairman, Asian Model Festival Organizing Committee
- (currently) Visiting professor, Seokyeong University Graduate School
- Director, Korea International Cultural Exchange Promotion Agency
- CEO, Korean Federation of Culture, Arts, and Industry
- Professor, Model and Actor at Seokyeong University



**Dae Hwa Koh**

**BOARD DIRECTOR**

**CEO, Kotap Media**

- BA, Seoul National University Business Administration
- MBA, Seoul National University
- (currently) CEO, Kingu Baekbeom Culture Co., Ltd.
- CEO, Olive9



**JEONG KYEONG CHAE**

**CTO**

**Hackers Holdings Vice President**

- (currently) Hackers Holdings Vice President
- (currently) Wisengine CO, Ltd. CEO
- MS in Computer Engineering, Seoul National
- Ph.D. in Computer Engineering, Seoul National



**Sang Cheol Shin**

**ADVISOR**

**CEO, EDGC Co., Ltd**

- (currently) Co-CEO, EDGC Co., Ltd
- CEO, Mygenomebox
- Development committee member, Yonsei University's cultural design management major
- Industry-Academic Cooperation Committee member, Incheon National University Industry-Academic Cooperation Committee



**Sae Young Noh**

**ADVISOR**

**Chairman, Korea Blockchain Entrepreneurs Association**

- (currently) Chairman, Korea Blockchain Entrepreneurs Association
- (currently) Chairman, Korea CIS Entrepreneurs Association
- Chairman, Union Mobile
- Managing Director, LG Electronics
- Managing Director, LG Uplus

## 8. Partner



[www.uznex.com](http://www.uznex.com)



[www.amfoc.org](http://www.amfoc.org)



[www.kobea.biz](http://www.kobea.biz)



[www.edgc.com](http://www.edgc.com)



[www.kortopmedia.co.kr](http://www.kortopmedia.co.kr)



[www.codberg.com](http://www.codberg.com)

## 9. The path where we walked



Entry of bio-education distribution platform to CIS countries

2020.04



Marketing Agreement between Organizing Committee for Asian Model Festival and UZNEX

2020.03



Co-production of 'Star of Tashkent' via joint production with Uzbekistan

2020.03



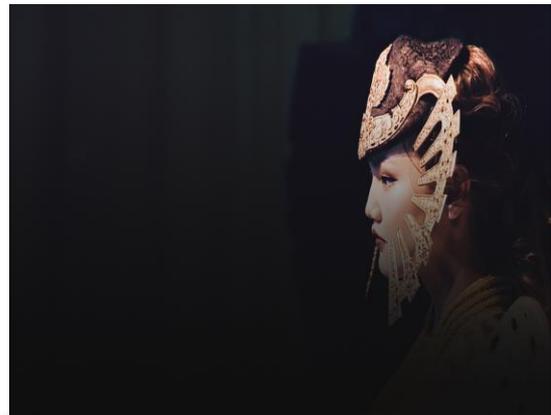
Blockchain IT Platform business MOU

2020.05

## Face of Asia



**Thailand** joined 2012 ~



**Mongolia** joined 2011 ~



**Korea** joined 2011 ~



**Philippines** joined 2011 ~



**Vietnam** joined 2012 ~



**Sri Lanka** joined 2016 ~



**Bangladesh** joined 2018 ~



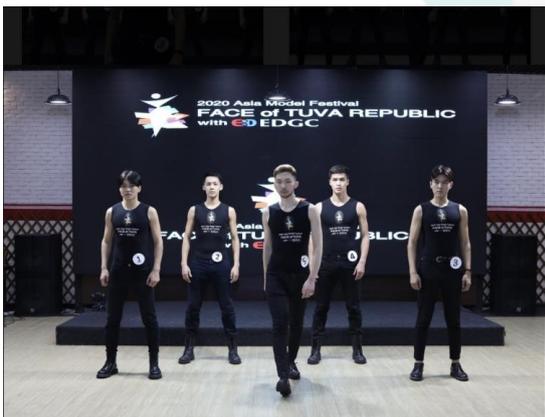
**India** joined 2015 ~



**Nepal** joined 2016 ~



**Kyrgyzstan** joined 2015 ~



**Tuva** joined 2020 ~



**Cambodia** joined 2013 ~



**Malaysia** joined 2012 ~



**Armenia** joined 2020 ~



**Bhutan** joined 2020 ~



**Indonesia** joined 2011 ~



**Myanmar** joined 2013 ~



**Australia** joined 2016 ~



**China** joined 2011 ~



**Hongkong** joined 2012 ~



**Japan** joined 2011 ~



**Kazakhstan** joined 2015 ~



**Macau** joined 2016 ~



**Tajikistan** joined 2017 ~



**Uzbekistan** joined 2015 ~



**Arabia** joined 2017 ~



**Laos** joined 2020 ~



**Singapore** joined 2015 ~

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