PlayDapp

SuperTree
Strategy Integration

Version 2.0 Last Updated on April. 9, 2019

Mobile Game Market VS Blockchain Game Market

The blockchain market is similar to the early stage of mobile game market

2007 Mobile Game vs 2019 Blockchain Game

App Store

Block Chain

Year	Value
2001	0.04
2002	0.07
2003	0.13
2004	0.16
2005	0.29
2006	0.56
2007	1.15
2008	1.70
2009	2.37
2010	3.26
2011	4.44
2012	5.64
2013	6.72
2014	7.61
2015	8.41
2016	9.80

Source : Digiworld Idate Mobile Game revenue (2001~2016 ,EUR billons)

Global Blockchain Wallet (2015 ~2018)

31,914,414

10,980,042

3,177,707

YOY:
487%

Q1'15 Q2'15 Q3'15 Q4'15 Q1'16 Q2'16 Q3'16 Q4'16 Q1'17 Q2'17 Q3'17 Q4'17 Q1'18 Q2'18 Q3'18 Q4'18

Source : www.statista.com (EA)

**The blockchain game market is expected to grow sharply,
in a similar pattern to the growth of the mobile game market.**

CryptoDozer is just the beginning ...

Industry Overview : Key Enabler-Game

Every ten years has seen platform hegemony driven by a Key Enabler-Game

PC Online : Ultima Online (1997)	Mobile : Angry Birds (2009)	Blockchain : CryptoDozer (2019)
After 20 yrs. (1997~2018)	After 10 yrs. (2009~2018)	After 10 yrs. (2019~)
($2.8 Billion -> $32.8 Billion)	($5.2 Billion -> $69.8 Billion)	
X 11.7 times Growth	**X 13.9 times Growth**	**X 100 times Growth**

2019 Blockchain's Key Enabler-Game is Crypto Dozer!

CryptoDozer Record Summary

CryptoDozer is proving its marketability with all key indexes.

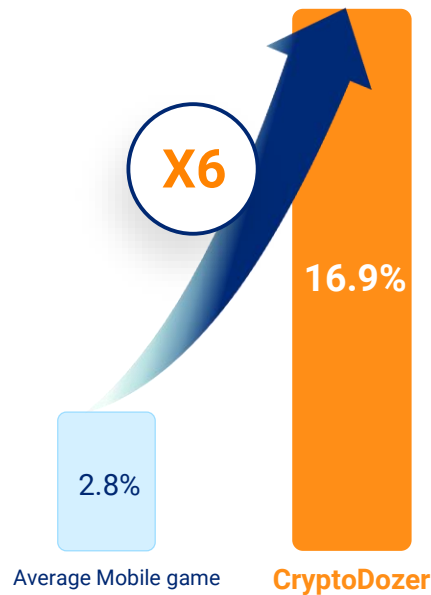## Top Tier Ranking Site Global Top 10

CRYPTO DOZER

1st Rank
NFT Transaction

2nd Rank
ETH Game

Source: Etherscan, Stateofthedapp

Payment conversion rate to DAU 16.9%

X6

16.9%
CryptoDozer

2.8%
Average Mobile game

Amount (ETH) / tx.DAU (PU)

WoW
67%

Amount(ETH) — Tx.DAU

* NFT Transaction is used as in-game activity indicator / NFT : Non Fungible Token (ERC-721)
* Percentage of paying user converted: Percentage of users who paid per day for game users among Daily Active Users
* Sales(ETH) : Ethereum sales (1ETH = about $138)

CryptoDozer Territory Summary

CryptoDozer is a block chained game that users enjoy worldwide
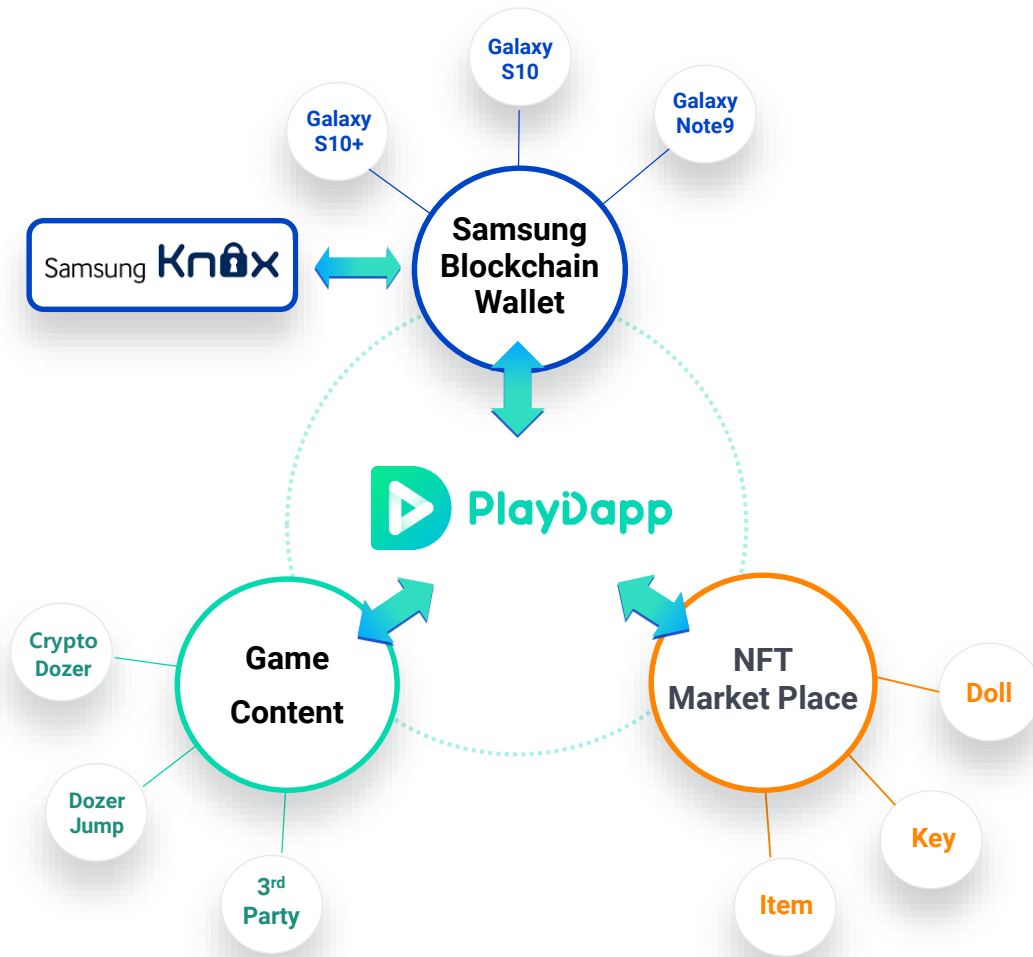

Access Country : 188

Galaxy S10+

Partnering with Samsung Mobile

Samsung Blockchain Wallet Collaboration

Building a blockchain game ecosystem through collaboration with Samsung

Galaxy S10

Galaxy S10+

Galaxy Note9

Samsung Knox

Samsung Blockchain Wallet

PlayDapp

Game Content

Crypto Dozer

Dozer Jump

3rd Party

NFT Market Place

Doll

Key

Item

Supply block-chain game to global No. 1 Galaxy customers

PlayDapp Block Chain Game Billing Support

Ensure game safety through Samsung Knox security

PlayDapp

We are building a blockchain game portal.

PlayDapp Business Strategy

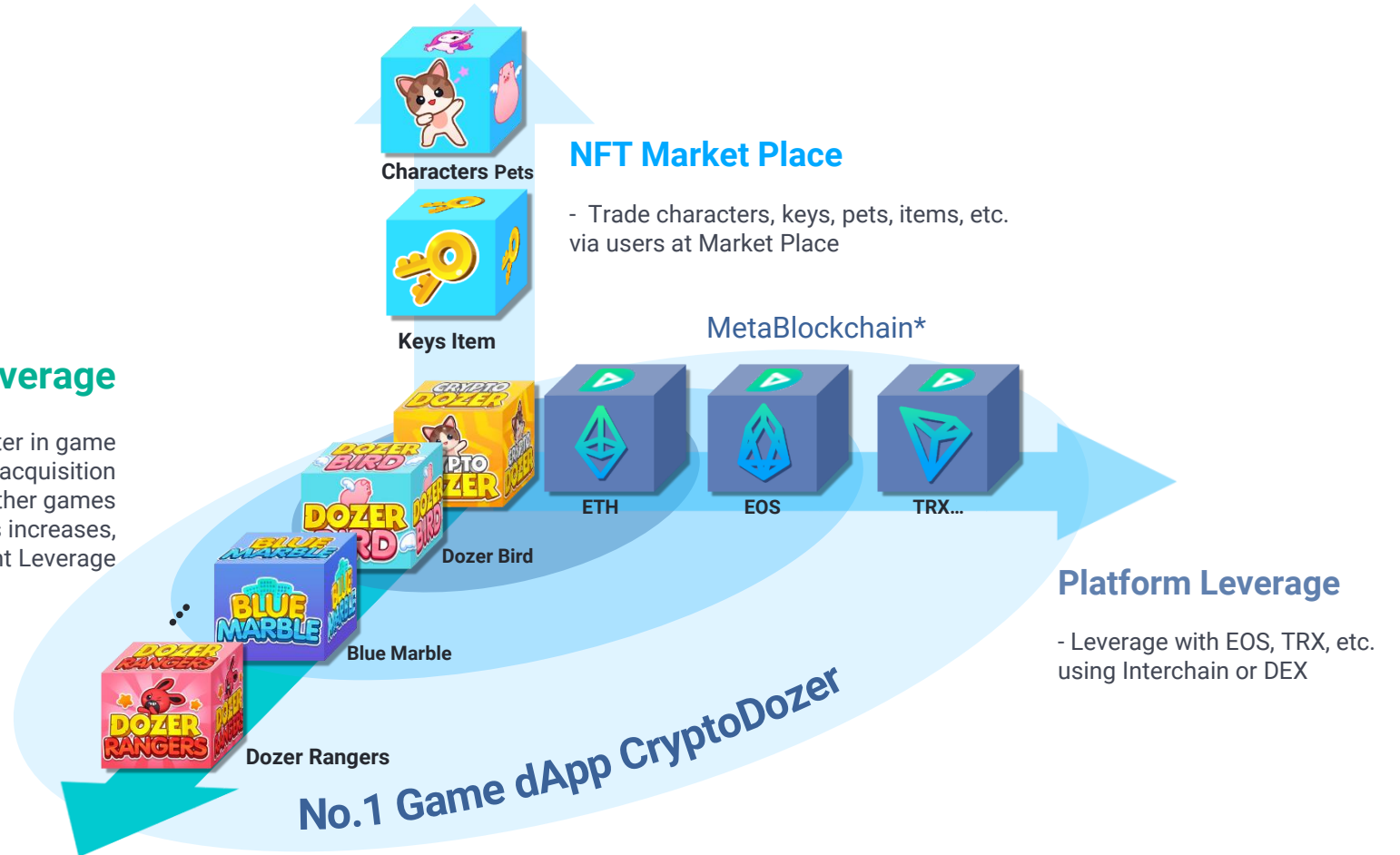PlayDapp maximizes Leverage effect by content, platform, and market expansion based on CryptoDozer

1. Content Leverage   **2. NFT Market Place**   **3. Platform Leverage**   **4. No.1 Game dApp CryptoDozer**

Characters Pets

Keys Item

NFT Market Place

- Trade characters, keys, pets, items, etc. via users at Market Place

MetaBlockchain*

ETH   **EOS**   **TRX…**

Content Leverage

- Use CryptoDozer character in game
- CryptoDozer key material acquisition in other games
- As the number of games increases, Maximizing Content Leverage

Dozer Bird

Blue Marble

Dozer Rangers

Platform Leverage

- Leverage with EOS, TRX, etc. using Interchain or DEX

No.1 Game dApp CryptoDozer

* Meta Blockchain : Not only PLA but also other coin(Token) available in PlayDapp
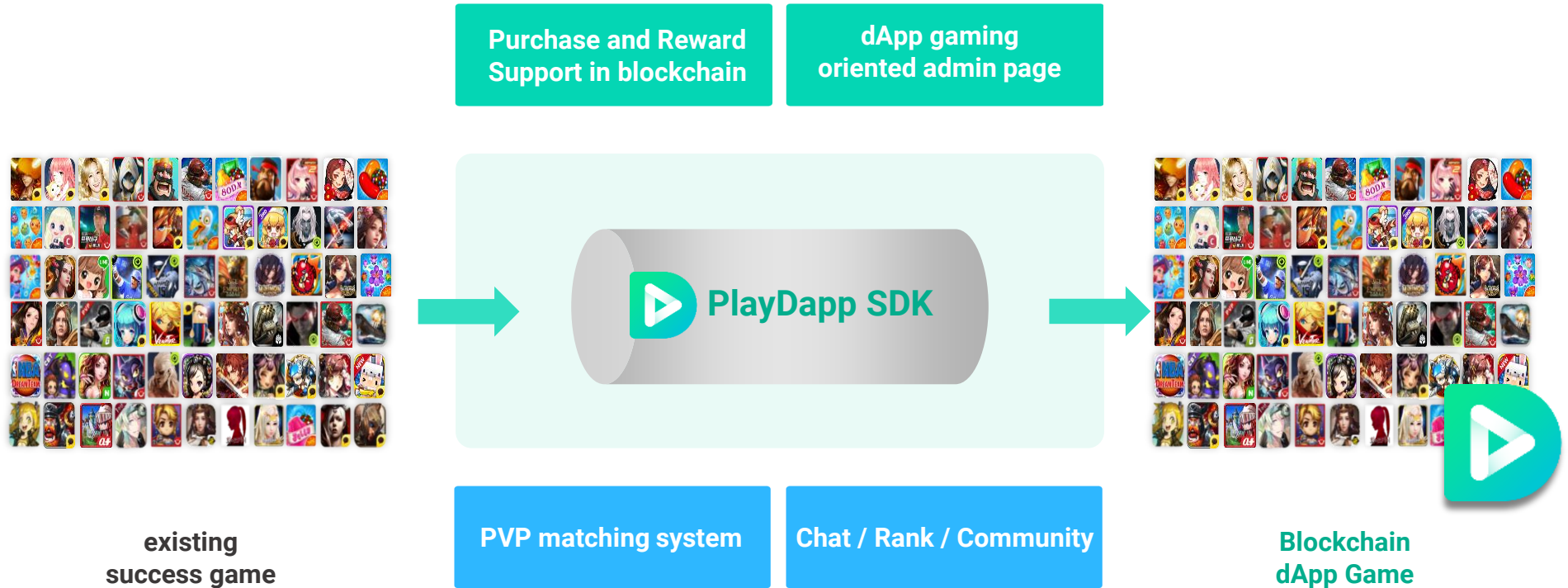
Virtuous Circle Structure of NFT Distribution

You can collect CryptoDolls through CryptoDozer play and use them to play DozerBird. Through gameplay, you can collect pieces of keys and acquire full keys. These keys can be used to open the chests in Cryptodozer. In particular, CryptoDolls and keys can be traded between users in the Marketplace.
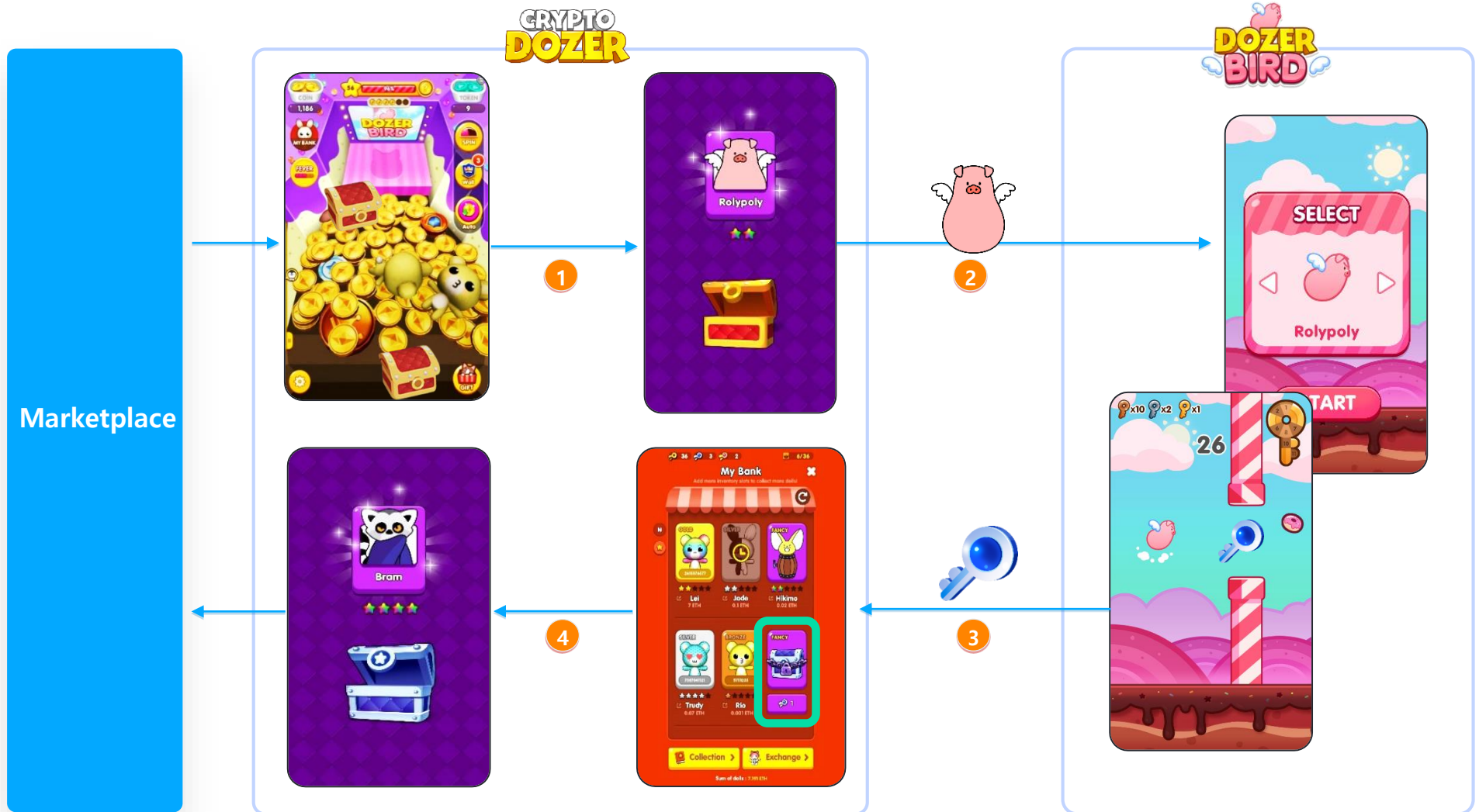
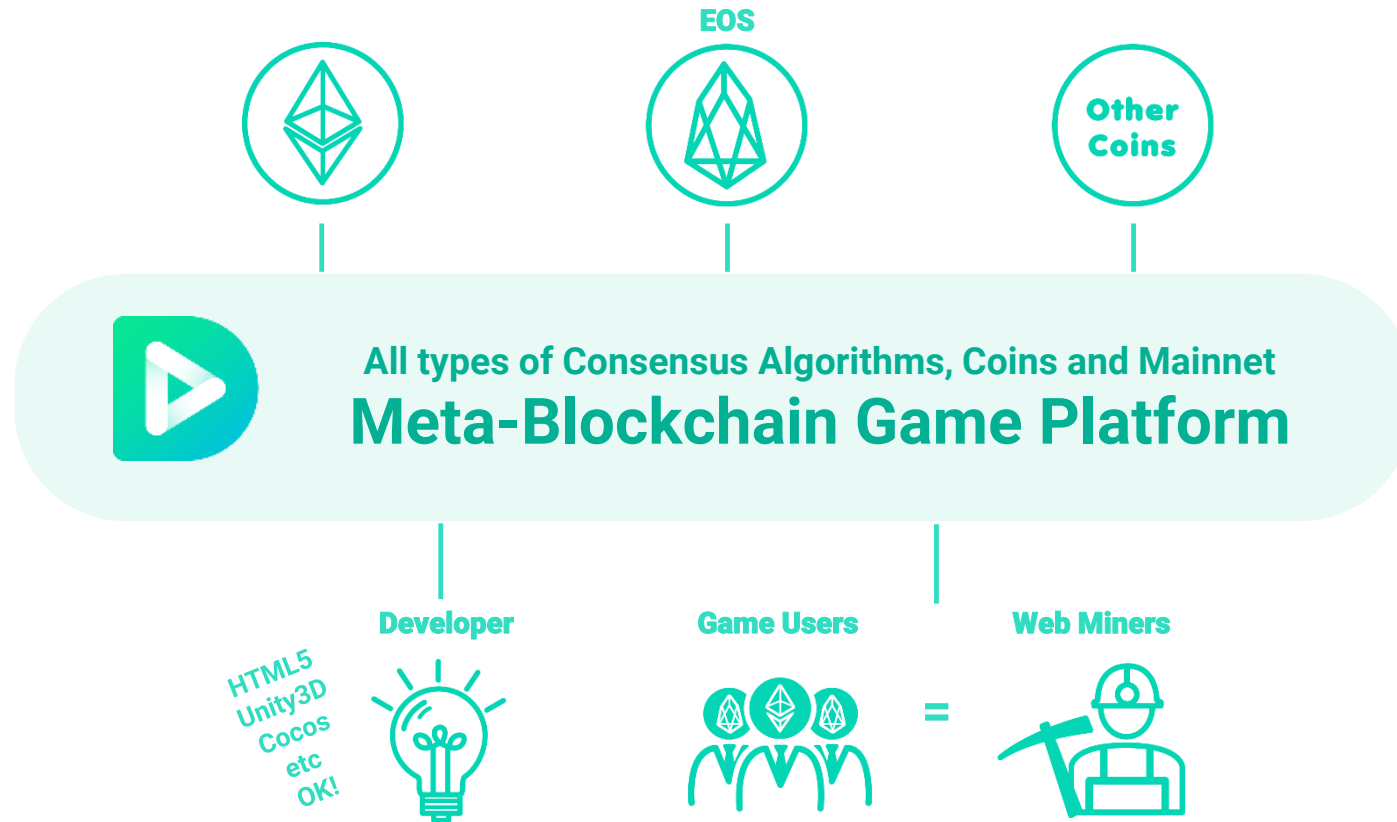# Support 3rd Party developers : PlayDapp SDK

Any existing game can be converted to dApp without block-chain knowledge by providing SDK

Purchase and Reward Support in blockchain

dApp gaming oriented admin page

PlayDapp SDK

PVP matching system

Chat / Rank / Community

existing
success game

**Blockchain
dApp Game**

SDK : Software Development Kit

PlayDapp Service Feature : MetaBlockchain

PlayDapp is MetaBlockchain, solving scalability issues according to development environment.

EOS

Other Coins

All types of Consensus Algorithms, Coins and Mainnet
Meta-Blockchain Game Platform

Developer

HTML5
Unity3D
Cocos
etc
OK!

Game Users

Web Miners

=

PlayDapp is Meta Block Chain Game Service. PlayDapp allows users & developer to easily apply block technology environment.

PlayDapp 1.0 : Marketplace & Exchange

PlayDapp 1.0 developed a trading service for launching our own NFT Marketplace

Marketplace

Exchange

Transaction Activation

Information Validation

Transaction Completion

PlayDapp MINI

Smart Contract

Blockchain
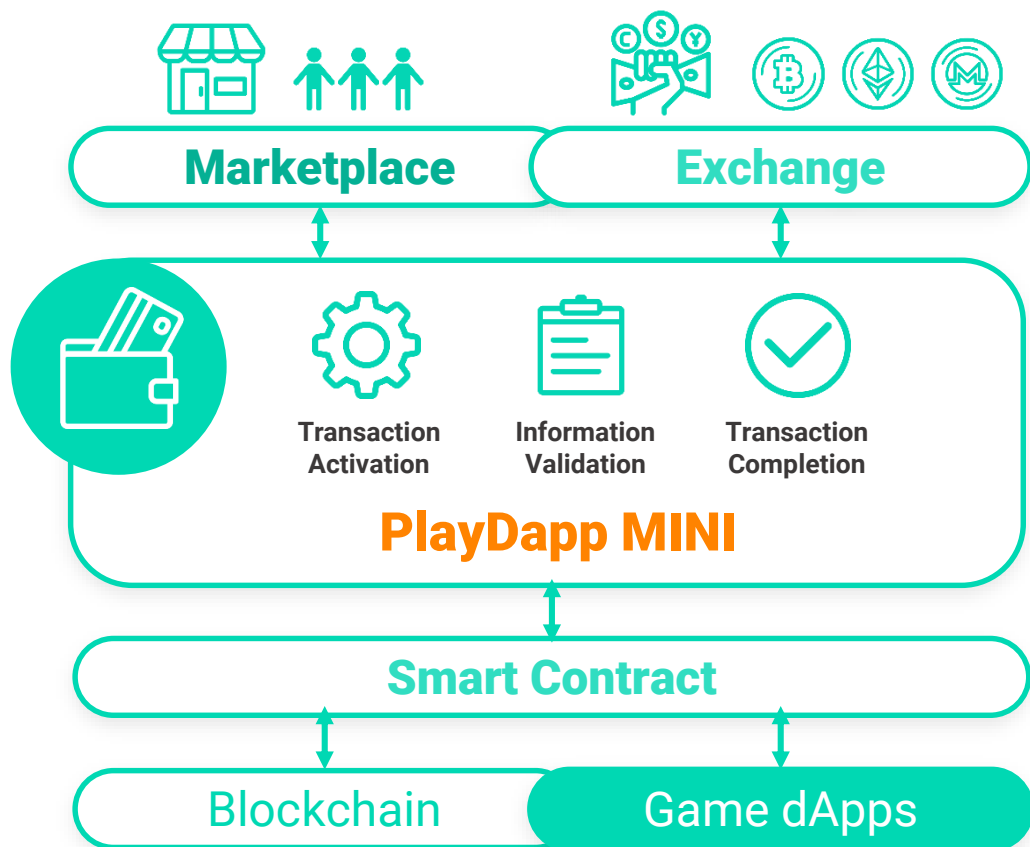
Game dApps

In detail of PlayDapp 1.0

PlayDapp 1.0 is an unified trading platform for users from CryptoDozer and our additional in-house developed game dApps.

1) To trade items/assets achieved from gameplay

2) To exchange fiat or other crypto currencies to PLA

>>> All the game users acquired will be gathered onto our single trading destination, allowing it to grow as a service platform to come.

For this model, 2-phase operation will be applied.
  Phase 1 : Without PlayDapp MINI
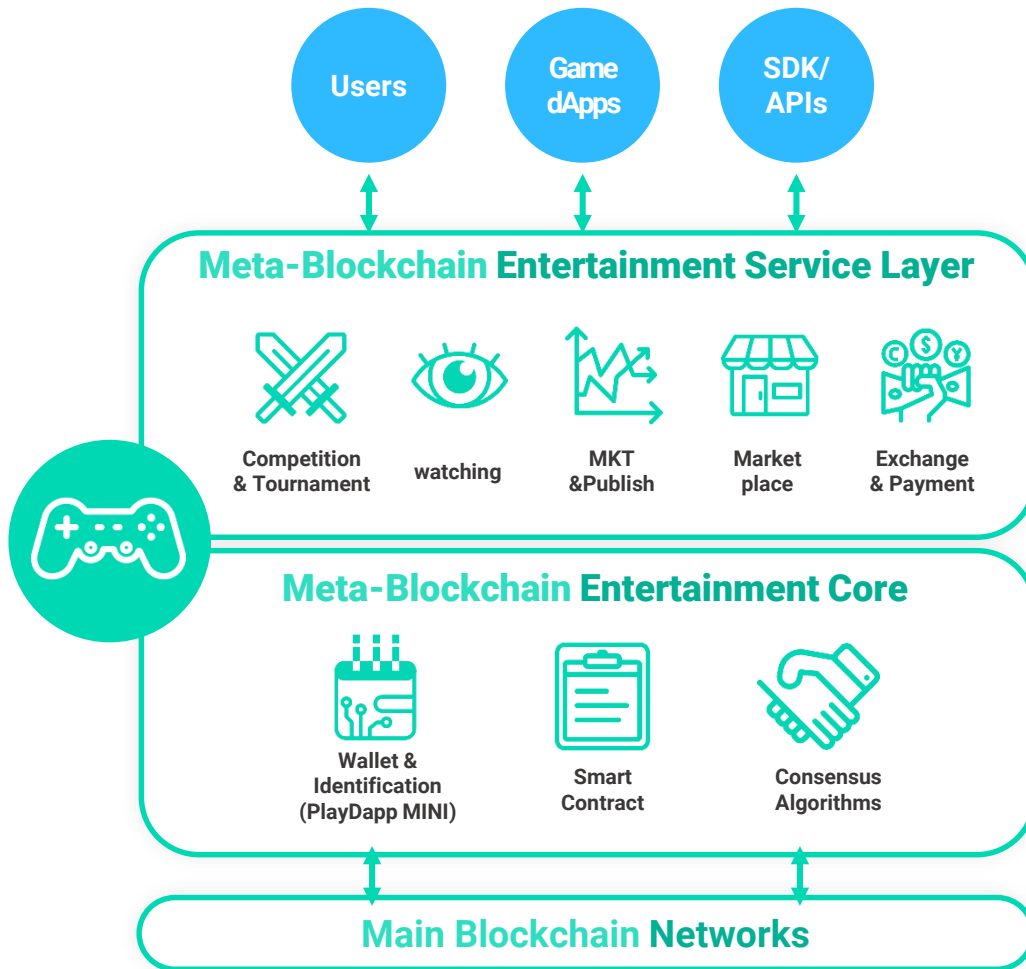   Utilizes 3rd Wallets (MetaMask, etc.) to connect
            + Marketplace and Exchange feature support

  Phase 2 : With PlayDapp MINI support
               PlayDapp 1.0 fully operated
               with secured meta wallet for safer transactions.

PlayDapp 2.0 : Entertainment Ecosystem

PlayDapp 2.0 completes the e-Sport development environment for PVP and Tournament.

Users

Game dApps

SDK/ APIs

Meta-Blockchain Entertainment Service Layer

Competition & Tournament

watching

MKT &Publish

Market place

Exchange & Payment

Meta-Blockchain Entertainment Core

Wallet & Identification (PlayDapp MINI)

Smart Contract

Consensus Algorithms

Main Blockchain Networks

PlayDapp 2.0 in detail

PlayDapp 2.0 is a blockchain-powered entertainment ecosystem supporting meta-blockchain which allows smooth interoperation between different blockchains.

As a true decentralized entertainment service platform, it provides rich gaming experiences for users and developers

1) to compete and reward each other triggred by the users directly,

2) to watch and learn other enthusiasts' gameplay,

3) to trade and exchange all types of digital assets easily,

4) to publish a new game dApp without intermediaries,

5) to reach new user groups more effectively and to get insights of the current audiences.

Furthermore, any dApps or non-blockchain games could be supported and operated with simple add-ons of APIs/SDK, to enjoy all the features of PlayDapp 2.0

Vison & Goal

PlayDapp's Goal is $271 Million sales in 3 years

**$271 Million
100 Games**

**PlayDapp
Launching**

**$131 Million
50 Games**

**$58 Million
22 Games**

**CryptoDozer
launching**

Y2019   Y2020   Y2021   Y2022
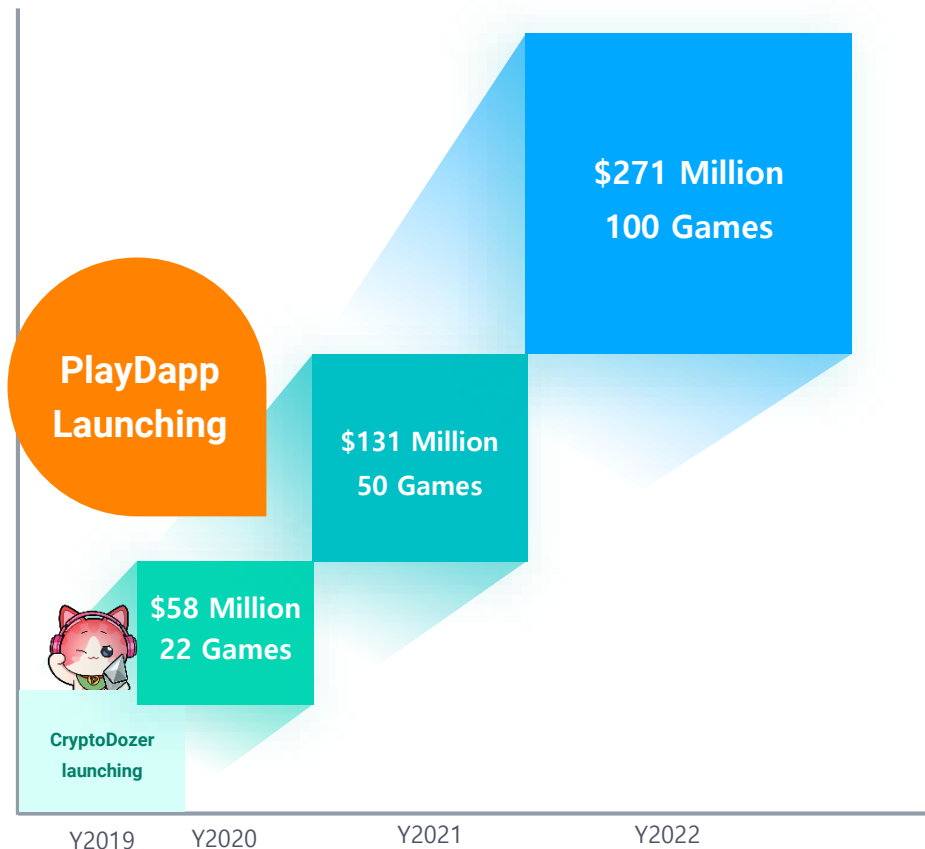
Vision & 3 Step Strategy Goal

○ **Step 1 – Total Sales $58 Million**

  - Converting 22 proven mobile games to blockchain games
  - Launched PlayDapp, a block-chain game portal

○ **Step 2 – Total Sales $131 Million**

  - Launched 50 titles of famous IP & self IP games

  - PlayDapp Business Expansion (Webtoon, animation, etc.)

○ **Step 3 – Total Sales $271 Million**

  - Launched 100 Global game titles

  - The launch of e-sports service

    (competitive play, tournament, broadcast, etc.)

Company Profile

SuperTree Profile

CEO	**Sungwone Choi**
Establish	22 Mar 2017
Capital	$ 133,050
Address	5F, 464 Gangnam-daero, Gangnam-gu, Seoul, Korea
Major Business	Develop Blockchain Serve & Games (PlayDpp)
History	Aug. 2017 Mandrake Boys Global Launch
	Nov. 2017 Facebook Instant Game Beta Product Contract
	Apr. 2018 Blockchain Patent (4020180048340)
	Mar. 2018 Kakao EX.CTO 4 member Seed investment
	Mandrake Town Global Launch
	Dec. 2018 CryptoDozer Patent
	(1020180168631,1020180168632,1020180168633)
	Mar. 2019 CryptoDozer(ETH) Global Launch
	Apr. 2019 BlueMarble Blockchain License Contract (Global Exclusive)
	2019. 2Q Playdapp Blockchain based 2 game titles launch
	2019. 4Q PlayDapp MINI (Blockchain Wallet) Open
	PlayDapp Open, DEX Service Open

Member Profile

Sungwone Choi

netmarble
NHN
NAVER
CJ

· M. S. at Yonsei Univ.
· NHN, NAVER
· CJ Holdings
· Netmarble , CJ E&M

Name	Tile	Carrier
Kiyong Choi	Business Director	B. A. at Yonsei Univ Joymax, Longtu (12 Years)
Mark Lee	Marketing Director	B. A. at Korea Univ. KT, Gamevil (12 Years)
Taeho Jeong	Blockchain Specialist	M. S. at Soongsil Univ Comica webtoon (12 Years)
Soonyeol Huh	Server Specialist	Netmarble Game Development (10 Years)
Seungmo Choi	Client Specialist	Netmarble Game Development (8 Years)

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