

# ASOBI COIN

## Distributed Secondary Content Platform



ASOBIMO, Inc.  
<http://asobicoins.io>



## Overview

We will provide a **Distributed Secondary Content Platform** using blockchain technology.

# Distributed Secondary Content Platform (International patent pending: PCT/JP2018/16657)

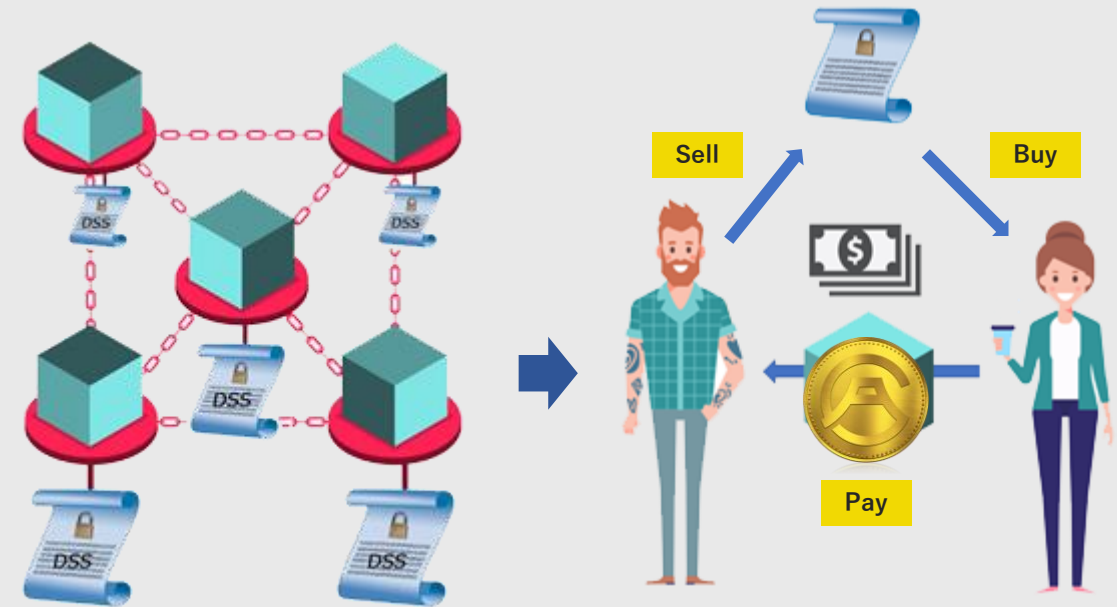
You will be able to buy and sell digital content, such as comics, game items and music that you want to share with others.

## Secured Content Platform

We will provide a secure cloud system called “Decentralized Security System” (DSS) by using blockchain technology.

## Distributed Content Platform

We will create a P2P – style distributed secondary content platform.



Secured Content Platform

Blockchain→Content

Distributed Content Platform

Content Exchange = Platform



Clear ownership &  
cannot be copied

Blockchain→Currency



Cryptocurrency Exchange = Platform





## Company Profile

ASOBIMO has more than 15 years of experience in online game development over 600 employees globally.

# Company Profile

## ASOBIMO Inc.



Employees	550
Capital	4.8 million USD
Location	3-1-2 Ikebukuro, Toshima-ku, Tokyo 171- 0014 Japan
Established	2003

## Shanghai Xiaoyou Network Technology Co Ltd. Partner company in China



Employees	80
Capital	10 million yuan
Location	10GH, Tower B, Global Harbor, 3300 Zhongshan North Road, Putuo District, Shanghai
Established	2014

## Quantum Games Inc. Partner company in Taiwan



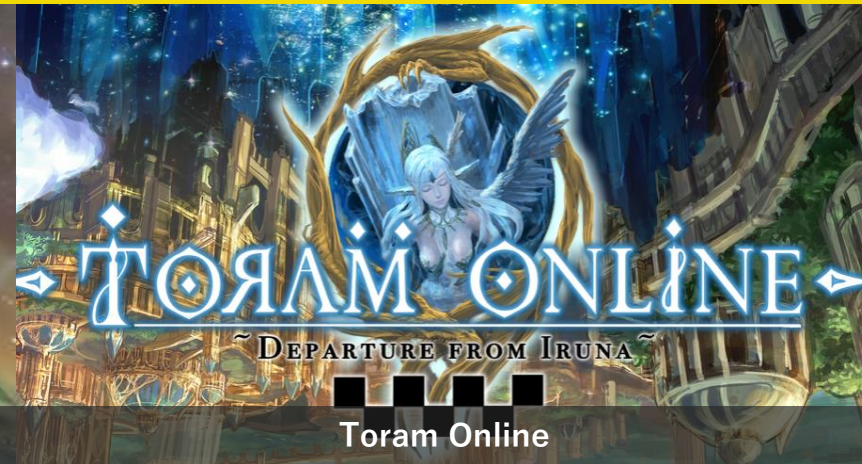
Employees	10
Capital	13 million new Taiwan dollar
Location	8F, No.132, Sec. 2, Nanjing E. Rd., Zhongshan Dist., Taipei City 10489, Taiwan Lesley Wang,
Established	2018

# Company Profile: Our Products

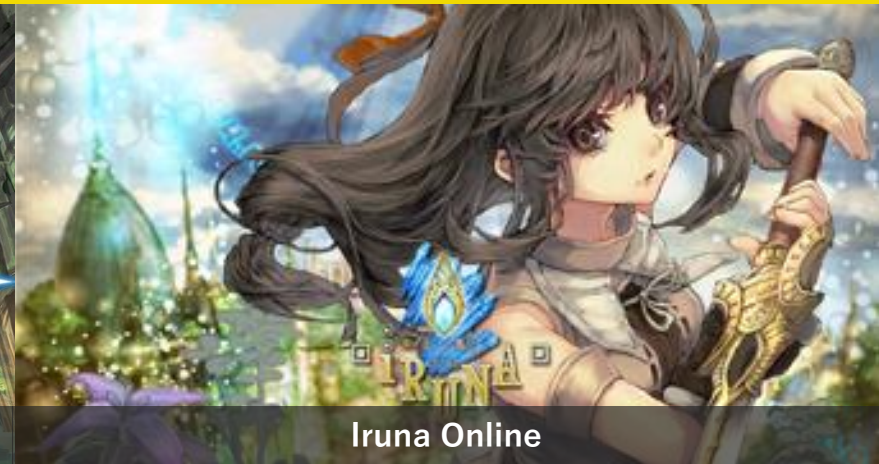
Our main products are mobile online games



Avabel Online



Toram Online



Iruna Online

Downloads on  
ASOBIMO games

**50 million**

Total sales of Avabel  
Online

**200 million USD**

## Awards



Google play Top Developer award



App Store Game Grand Prix Division award



## Concept

Digital content trade on distributed secondary market. A new blockchain economic era for the publishers, creators and users.

ASOBIMO DApps platform will make digital content on the secondary markets a valuable asset for all parties, and provide a secured trading experience at a minimal cost and frictionless.

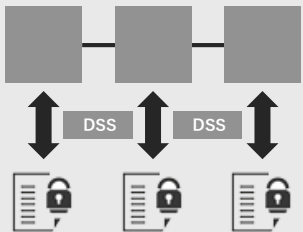


## The Problem

Digital content can sometimes be too easy to copy. How do we allow content redistribution that works for users, creators and publishers?

## Solution

ASOBIMO dApps will provide a distributed secondary content platform with “Decentralized Security System” (DSS). The blockchain will provide irrefutable proof of content ownership.



### Decentralized Security System (DSS)

Manage content securely with blockchain





# Concept: Examples

## Game items

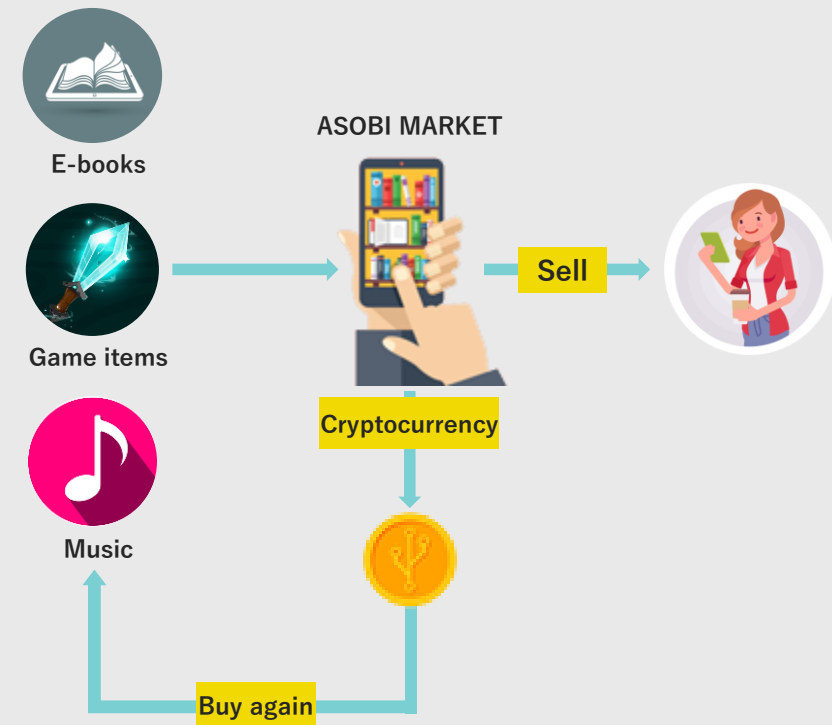
You can sell rare weapons or other game items at our store and then exchange them into cryptocurrency. You can use that cryptocurrency on new games or other digital content.

## Manga

You can sell read digital manga at our secondary bookstore and then exchange them into cryptocurrency.

## Music

If you have music that you are not listening to anymore, you can easily sell them at our store and then exchange into cryptocurrency.



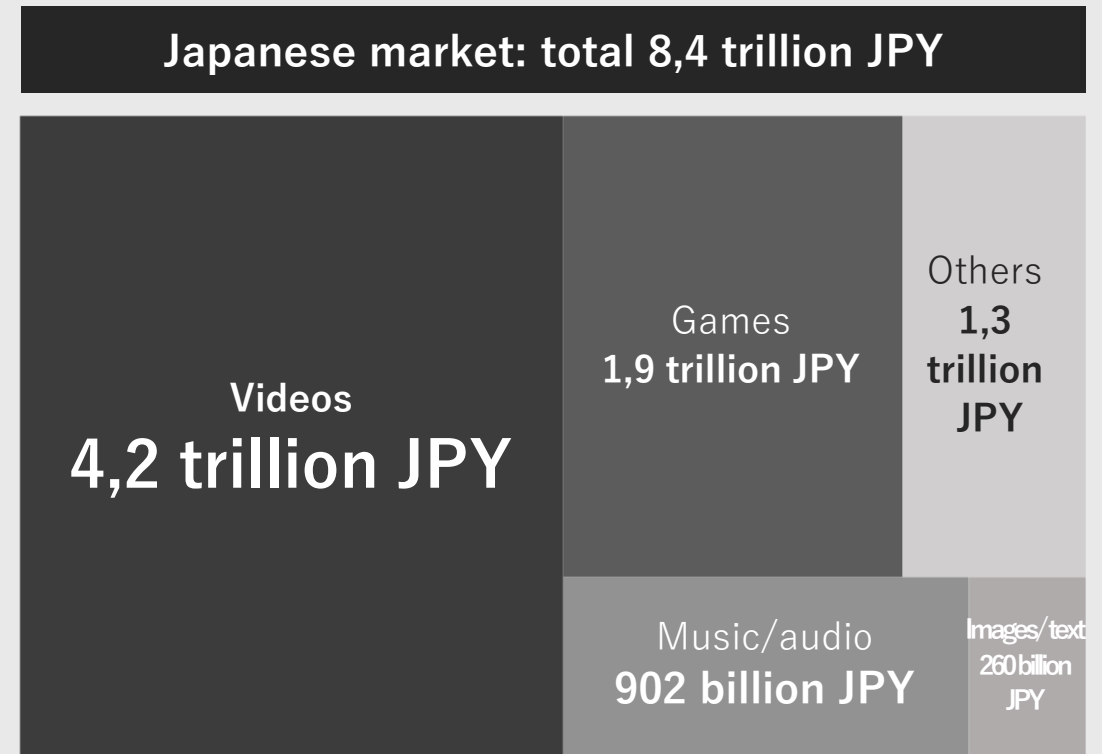
# Concept: Estimated Market Volume of Secondary Content Distribution

## Digital content market volume (Japan)

Digital content market volume in 2016 increased by 5,7% compared to the previous year. Making it an overall market volume of 8415 billion yen (67,7% of the whole content market)

Movies : 4,2 trillion yen  
Games : 1,9 trillion yen  
Music/Audio : 902 billion yen  
Images/text: 260 billion yen  
other: 1,3 trillion yen

Digitalization rate indicates the steadily expanding proportion of each type of digital content. Games and others are with a total of 100%, videos 96,2%, music/audio 65,4% and images/text 7.3%.



# Concept: Estimated Market Volume of Secondary Content Distribution

## Secondary content market volume forecast (Japan)

Secondary content distribution as a market is still new. This means there still are many unexplored possibilities.

The market scale of actual products, such as furniture and books is approximately 15 trillion JPY. The secondary (used) market scale is 2 trillion JPY which is 15% of the primary sales.

If we expect digital content secondary market to have 15% of the total digital content distribution industry in Japan, it will reach 1,2 trillion yen.

Scale of digital content  
**8,4 trillion JPY**

Scale of secondary digital content  
**1,2 trillion JPY**





# About ASOBI MARKET

**ASOBI MARKET uses blockchain technology to provide a protected system to distribute second-hand content.**

The current digital content services do not give licenses to users, which makes it impossible to resell or when a service closes down, the users lose their content.

At ASOBI MARKET the user owns the license, which we can guarantee through DRM, Decentralized Security System (DSS).

This system enables a secure secondary digital content trade with ABX.



# ASOBI WALLET

## Purchase and sell various digital content directly from ASOBI WALLET

Digital content such as

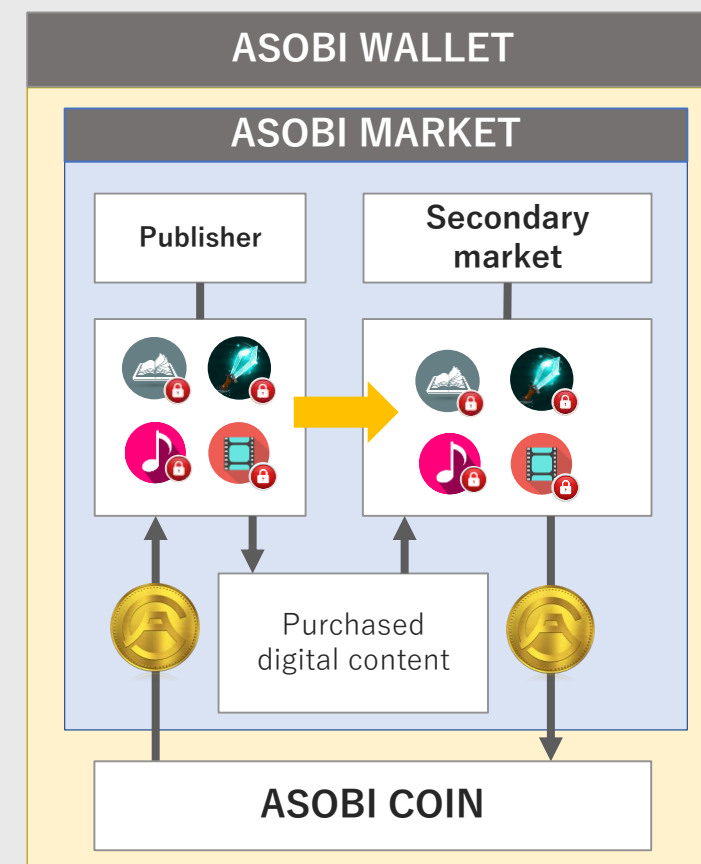
- e-books
- Game items
- Music
- Videos

can be sold at ASOBI WALLET.

At publisher stores you can buy various digital content. At the secondary market you can sell your content or buy used content of a lower price.

When selling actual products at a second-hand shop, it is necessary to carry or send the products to the store. However, when selling digital content at our secondary market, it is very easy and smooth.

The sold amount will be automatically transferred to your ASOBI WALLET as ASOBI COIN.





# Return Profits to Rightful Owners

**The digital content traded at ASOBI MARKET will be on the blockchain as smart contracts and automatically returns the profit to the rightful owner. (International patent pending)**

If you sell used books at Amazon, the original publisher won't get any profits, which can be seen as a problem for the publishers in the huge secondary market.  
However, musicians get their profit of their songs being played or sung in karaoke.

Using the smart contracts on the blockchain, ASOBI MARKET will automatically bring profits to the original, rightful owners of the content.

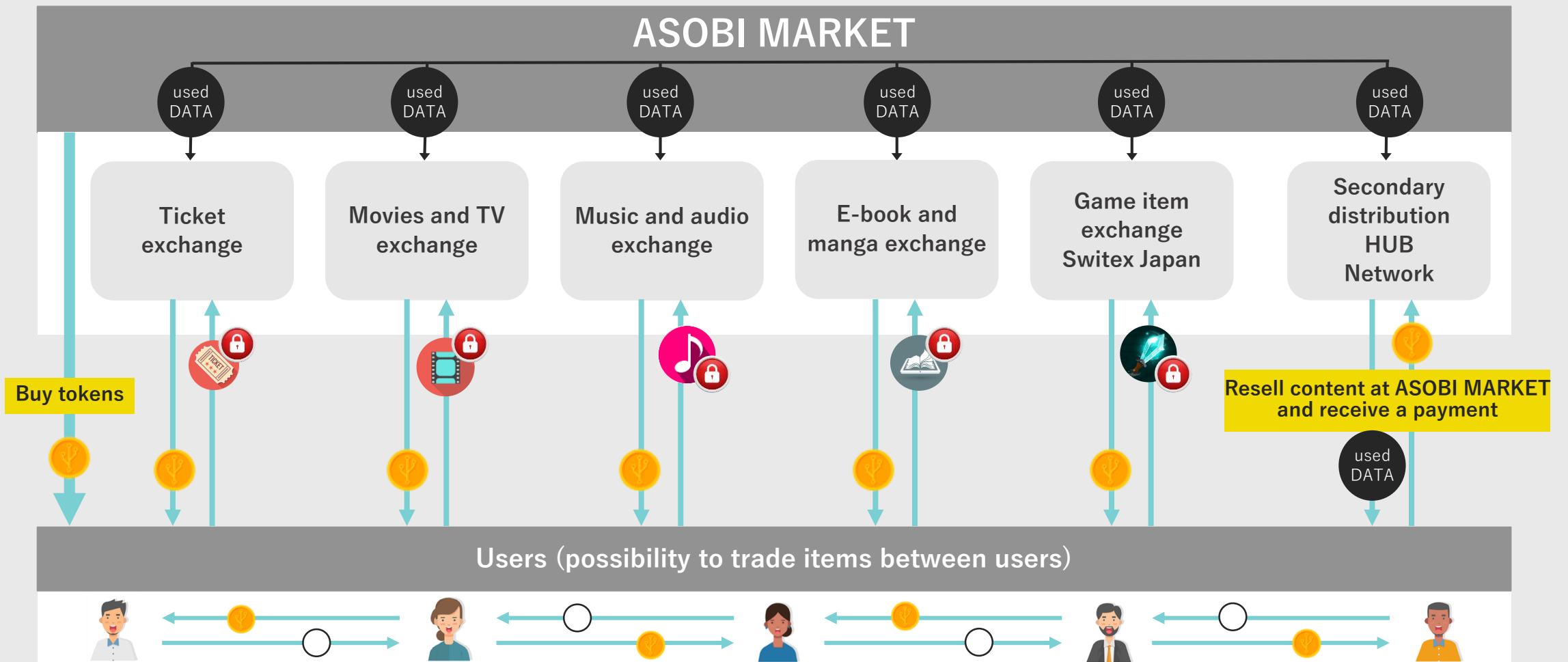
For example if you sell a digital manga book for \$2, with the smart contract information the profits will be automatically distributed as follows:

- Seller +\$1.00
- Publisher +\$0.70
- Author +\$0.30

(All this will be visible on the blockchain)



# ASOBI MARKET



# ASOBI MARKET : NAGA VIRTUAL

## About NAGA VIRTUAL

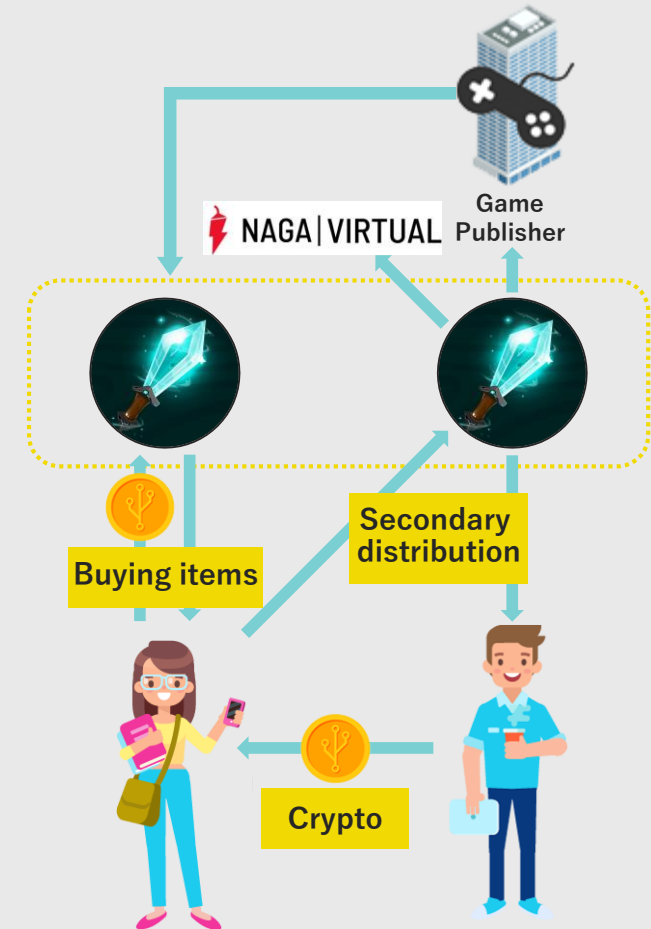
ASOBIMO and SWITEX GmbH jointly developed NAGA Virtual, the platform for in-game items inside ASOBI MARKET. Gamers can buy or sell in-game virtual items individually or through a game publisher.

## Secure game item exchange

We provide a safe, fair, and modern market for all kinds of games and virtual goods.

## Profit back to publishers

At most items trades, the publishers don't get much profit, but thanks to NAGA Virtual's publisher friendly platform, they will get their profit from the traded amount.





# ASOBI MARKET : Growth

## Growing the next 1 million ASOBI MARKET users

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Our company's games have already millions of active users around the world.

We are going to introduce the possibility to buy and sell game items at our store.

## Air drop

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We are aiming to get more ASOBI COIN users by offering Air drop for ASOBIMO game users

## Establish Blockchain Game Association

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Games transcend borders. We are planning to establish the first "Blockchain Game Association" with countries such as China, Korea and Taiwan, in order to promote games and game items using blockchain technology.



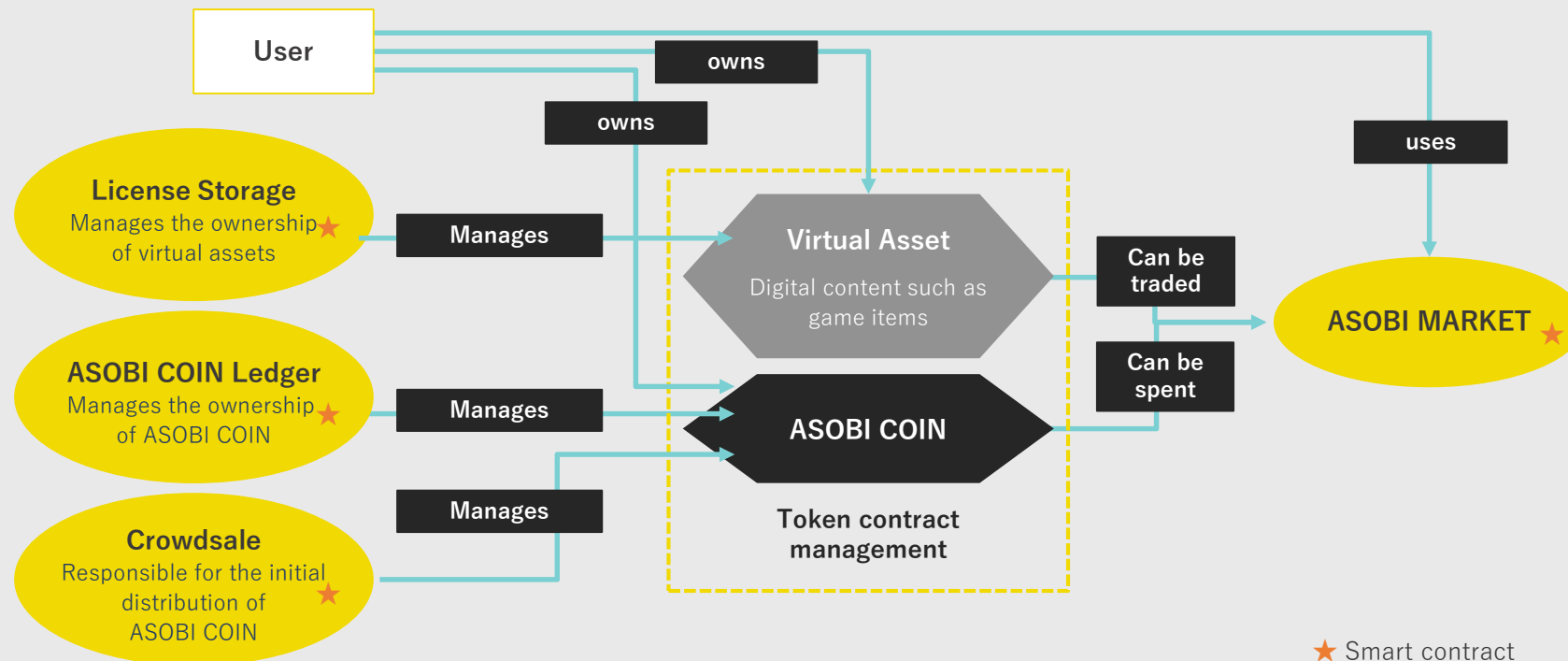
# Technology

## Decentralized Security System(DSS)

# Technology: Smart Contract Architecture

## Smart Contract Architecture

For the features that the ASOBI COIN platform will offer, different components and smart contracts will be deployed.



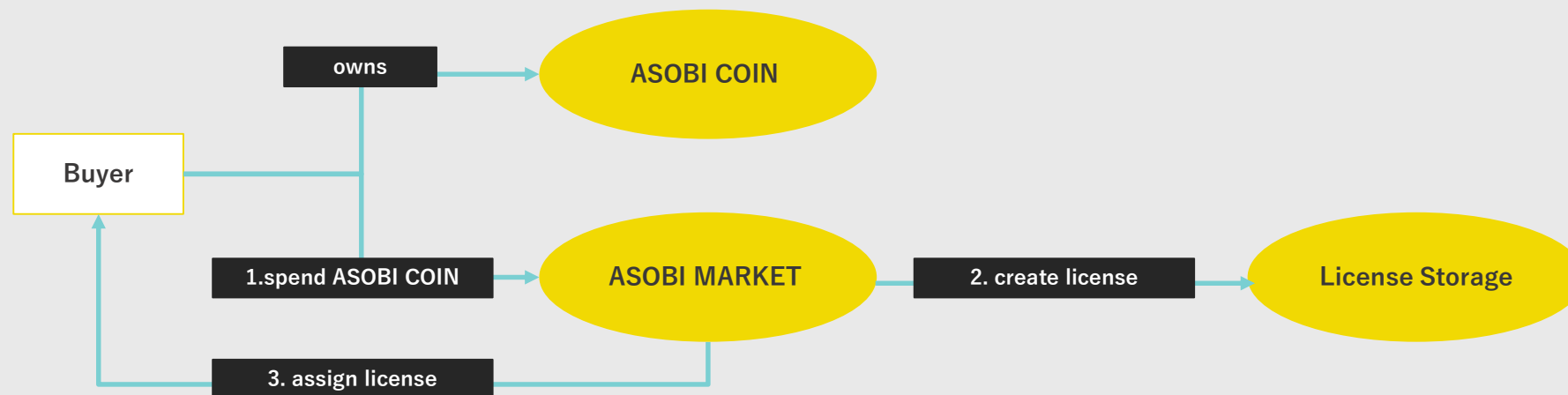


# Technology: Smart Contract Architecture

## CASE 1: Item purchase

Users are able to buy virtual assets in the ASOBI MARKET using their ASOBI COIN.

- Step 1** Buyers can purchase game items and other virtual assets on the ASOBI MARKET using their ASOBI COIN
- Step 2** ASOBI MARKET is able to put new licenses in the License Storage
- Step 3** ASOBI MARKET assigns the license to the user
- Step 4** Users receive the license and gain the ability to use the virtual asset.

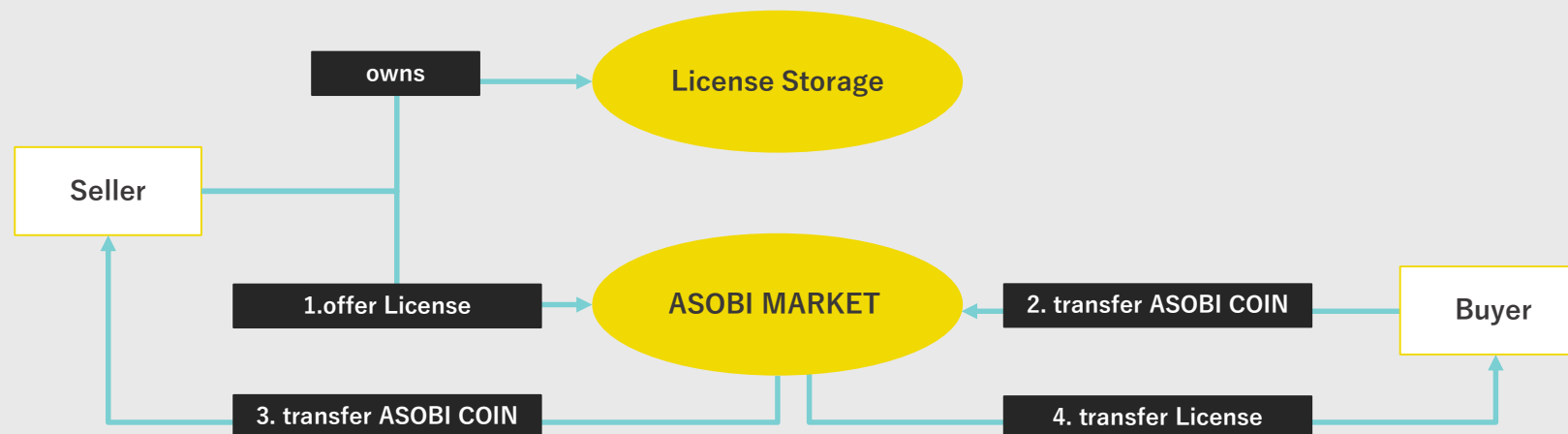


# Technology: Smart Contract Architecture

## CASE 2: Item exchange

Users are able to exchange their virtual assets with other users in exchange for ASOBI COIN.

- Step 1** A seller offers their license for a price recommended by ASOBI MARKET or set by the user.
- Step 2** A buyer purchases the license with ASOBI COIN at ASOBI MARKET
- Step 3** ASOBI MARKET forwards the ASOBI COIN to the seller
- Step 4** The buyer receives the license from the ASOBI MARKET



# Technology: Yellow Paper

## Yellow Paper

### The technical specification of ASOBI MARKET

URL : [https://asobimo.io/pdf/yellow\\_paper\\_en.pdf](https://asobimo.io/pdf/yellow_paper_en.pdf)

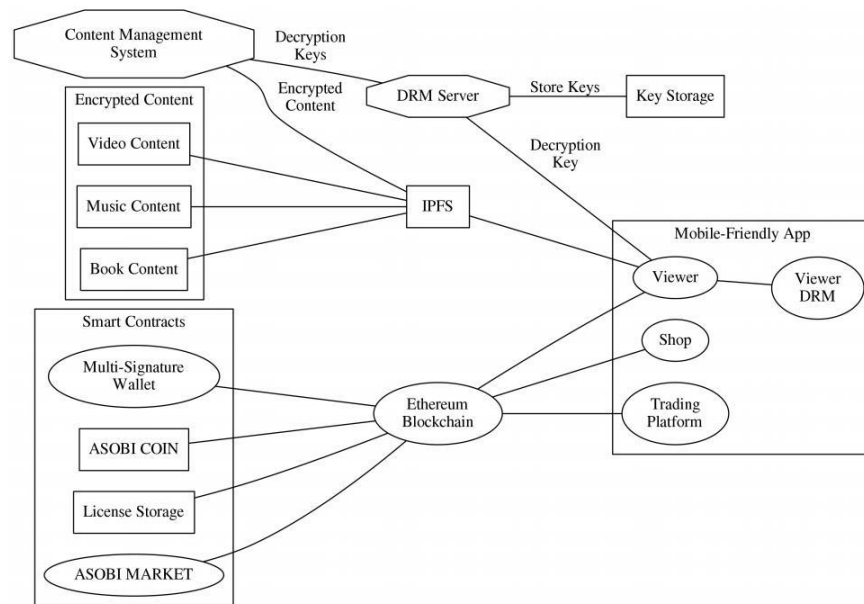


Figure 1: Architecture Overview

The ASOBI MARKET bridges the gap between the centralized and decentralized world.

Content purchases and exchange happen in a safe and trustworthy way on the Ethereum blockchain.

DRM and content streaming take place off-chain. We respect both user freedom as well as publisher rights.

Since users have full control over their data on the blockchain, we can give them a true feeling of ownership.

Publishers will enjoy enhanced market transparency and fair distribution of revenue shares.

# Technology: DRM By Blockchain

## Easy to implement

“The current DRM (Digital Rights Management) is still incomplete and it is difficult for private users to use it. However, we will provide a perfect DRM using blockchain, which enables the users to easily secure their digital content.

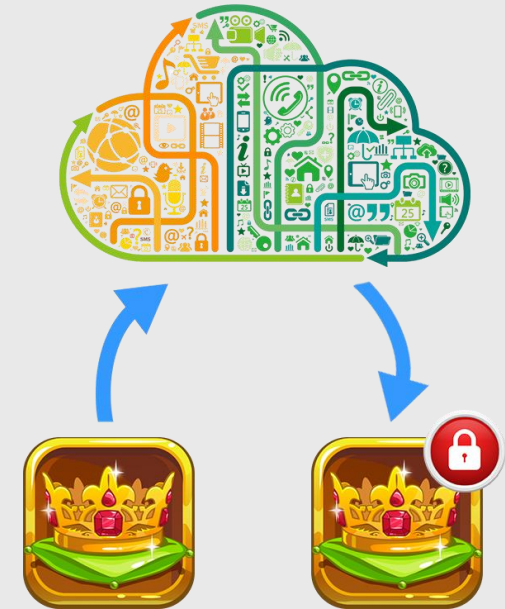
We call it DSS (Decentralized Security System).

You only need to upload your content into the DSS cloud system, which makes your content ready to be securely sold at the distributed content platform.

There's no need for engineers. Thanks to the blockchain platform that we will create, content creators can easily add their work.

People can sell their own digital manga or games, among with any other digital content at the platform.

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# ASOBI COIN Value Proposition

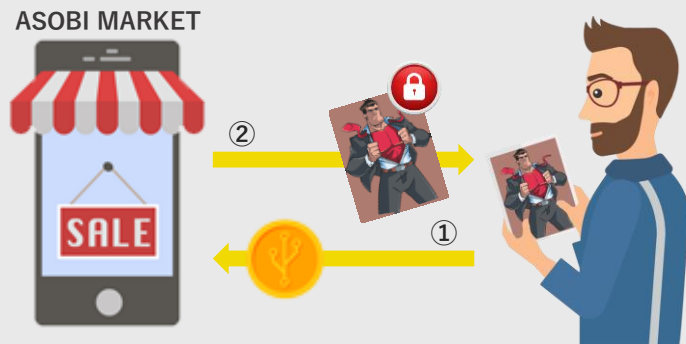
# ASOBI COIN Value Proposition

## Cycle

ASOBI COIN can be used at the secured distributed content platform, ASOBI MARKET .

At ASOBI MARKET you can resell digital content, as well as sell and buy between users.

### [STEP 1]



Buy a volume of digital manga at ASOBI MARKET using ASOBI COIN

### [STEP 2]

Sell the manga and with the profit buy a new volume.



After reading the manga you can sell it at ASOBI MARKET

Buy the used digital manga at ASOBI MARKET

# ASOBI COIN Value Proposition: Utility on ASOBIMO and Other Games

ASOBI COIN can be used in the following Asobimo games, as well as games of other companies. When you use ASOBI COIN in Asobimo games, 1 ASOBI COIN is equivalent to 2 JPY (approx. 0.02 USD).

\* More games to be added



Avabel Online is a hit MMORPG with a total sales of 200 million USD

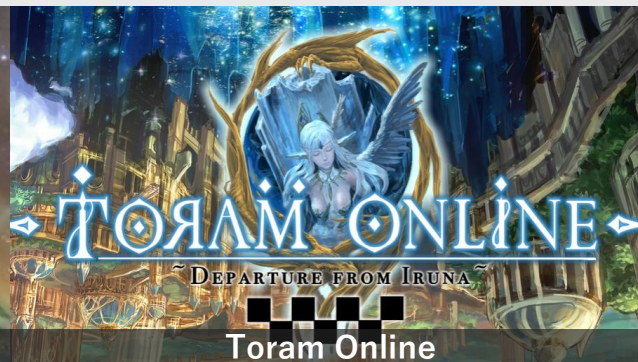


**Gems**

1 Gem = 1.1 USD



ASOBI COINs can be exchanged for Gems with an up to 50% discount



Toram Online is a MMORPG with hundreds of thousands of active users all around the world.



**Orbs**

1 Orb = 1.1 USD



ASOBI COINs can be exchanged for Orbs with an up to 50% discount



Alchemy Story is a MMORPG with anime-like visuals, and you can also enjoy with VR



**Gems**

1 Gem = 1.1 USD



ASOBI COINs can be exchanged for Gems with an up to 50% discount



Iruna Online is the world's first mobile 3D MMORPG and has been entertaining people for over 10 years.



**Coins**

100 Coins = 1 USD



ASOBI COINs can be exchanged for Coins with an up to 50% discount



# Games Supporting ABX

## You will be able to use tokens on our upcoming games

### New game "PROJECT Eternal" (working title)

With a budget of 15 billion yen, we are developing AAA class 3D MMORPG that will surpass the current levels of smartphone graphics. We plan to sell it globally and aim for annual sales of hundred billion yen.

We have researched several MMORPGs and have created an amazing content volume. We are planning to release it not only for smartphones, but also for PC(Steam) and console games (Nintendo Switch, PlayStation 4)

"PROJECT A2" New title

"Avabel Online II" (working title)

"Iruna Online HD" (working title)

"Iruna Online III" (working title)



# Road Map





# Road Map



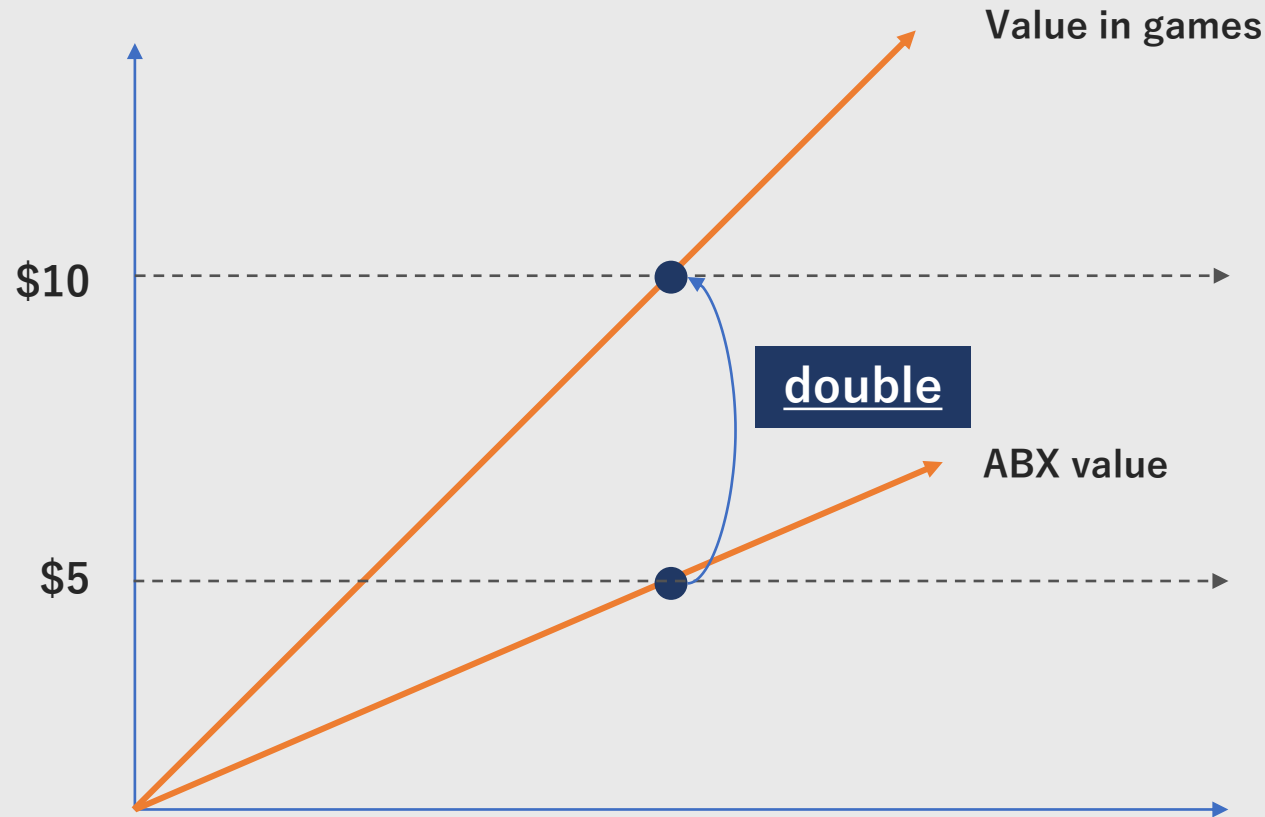
# ASOBI COIN (ABX) Sales

## Information

Hard Cap	5,500,000,000 JPY (approx. 50,000,000 USD)
Soft Cap (※reached)	550,000,000 JPY (approx. 5,000,000 USD)
ABX Price	1 JPY (approx. 0.01 USD)
Coins issued	16,500,000,000
Token	ERC-20

# Why Buy ABX?

1ABX equal double the value in games  
(50% discount compared to other stores)

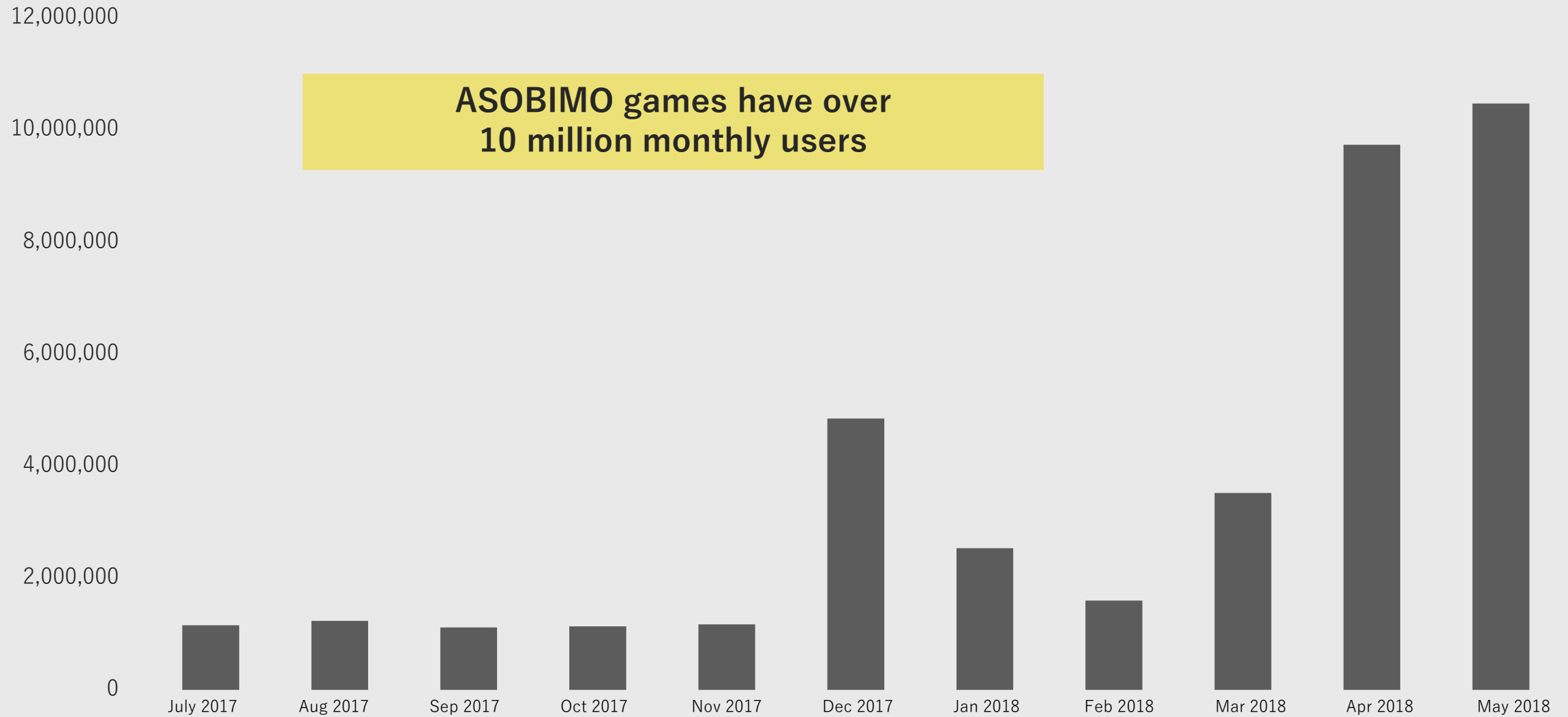


When the value of ABX is \$5, it is  
equivalent to \$10 in games

Game users can buy game items 50%  
cheaper with ABX

We can expect game users to buy and  
use ABX

# Monthly Active Users



# Token Utility : Token Allocation

## Token sale

At the ICO we will sell 50% of the tokens to ensure liquidity.

## Team and advisors

We will secure 20% of the tokens for team and advisors.

Lockup for 180 days.

## Bounty

We will have the bounty program. No lock-up.

Air drop

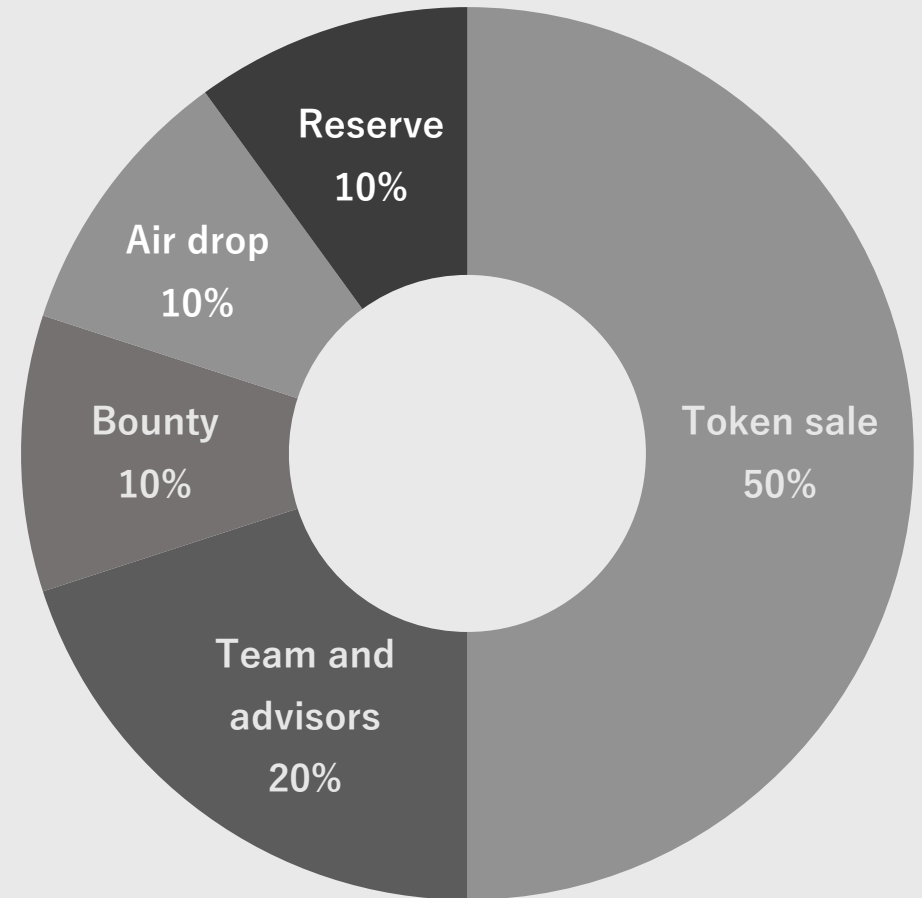
We will distribute 10% of the tokens for ASOBIMO game users.

No lock-up.

## Reserve

We will keep 10% of the tokens as a backup.

Lockup for 360 days.





# Token Utility : Proceed Allocation

## Software development

We plan to allocate for the development of ASOBI MARKET's DSS system updates.

## Promotion

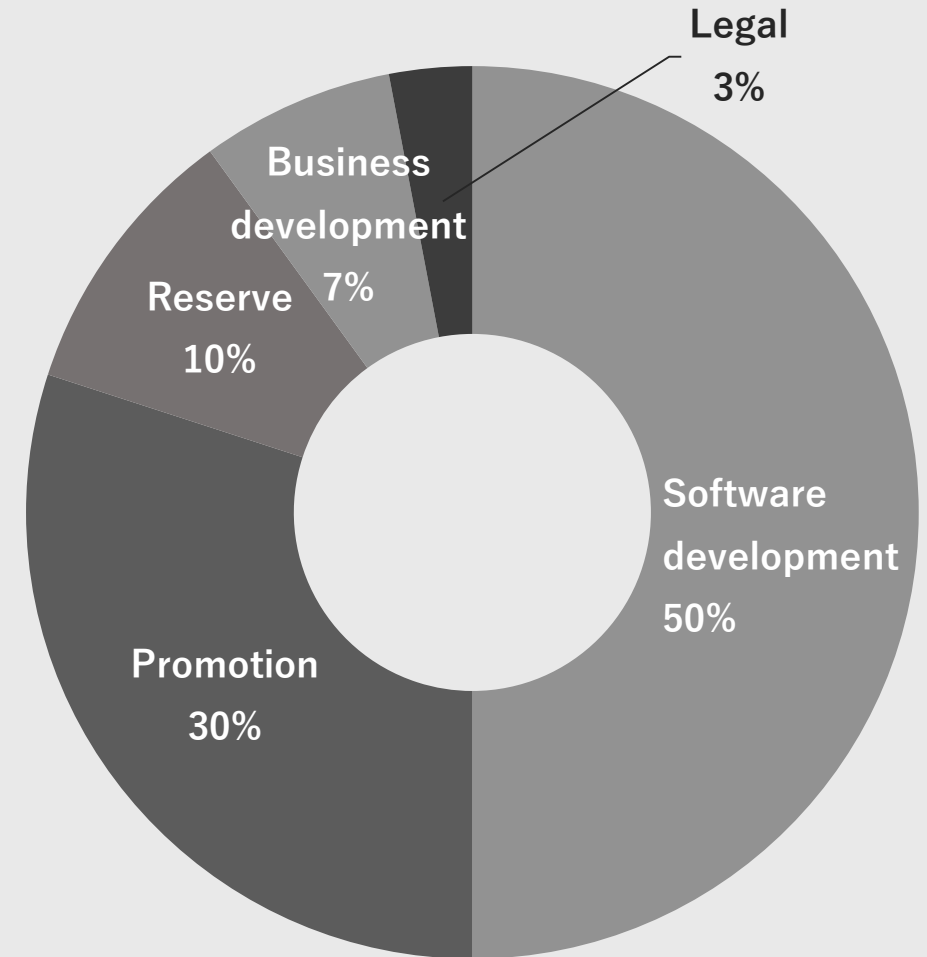
Used for the promotion of ASOBI MARKET and ASOBI COIN

## Business development

After the ICO, we plan to find partner companies and work even more efficiently.

## Legal

Used for confirm and resolve problems on legal issues



## Our Team

# Our Team



**Katsunori Kondo**

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ASOBI COIN Co-Founder CEO

He is a serial entrepreneur with a proven record of selling. After graduating from Kobe University, he began his career working for SNK corporation. Later, he established Polygon Magic, Inc. and is currently the president of Asobimo, Inc.



**Yuusuke Haibara**

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ASOBI COIN Co-Founder CFO

Worked for Softbank's corporate division in business planning, international sales and department launch. Since 2013 in Asobimo he's been in charge of business development as a business planner.



**Masaya Murai**

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ASOBI COIN Co-Founder CMO

Since 2001 he has worked as a media editor-in-chief in promotion at a mobile application related venture. He joined Asobimo in 2011 and is in charge of marketing.



**Na Jonggu**

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ASOBI COIN Co-Founder COO

He has been working at mobile games, internet lives and e-commerce business for 15 years. Also worked for DeNA, a subsidiary of KAKAO Group and joined Asobimo in April 2018.

# Our Team



## Justus Perlwitz

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ASOBI COIN Co-Founder Technical Director

Justus' extensive knowledge of distributed applications and quality-driven development processes has led to an extensive career working as a software developer, co-founder and consultant.



## Giosué Russo

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ASOBI COIN Co-Founder Full Stack Engineer

Giosué Russo is a full stack developer, computer graphic expert and digital artist since 2001. He is passionate about blockchain technologies and has been working with them since 2013.



## Tomohiro Shinbo

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ASOBI COIN Co-Founder CTO

Asobimo Inc. Director Development  
Division Director.

Jointly develop with Switex GmbH on Blockchain  
item trading system since 2017



## Makoto Hirashima

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ASOBI COIN Co-Founder Full Stack Engineer

He has worked for major game companies such as Nintendo, Square Eninx and Konami. He is involved in developing DApps.



## Benjamin Bilski

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The NAGA Group AG  
Executive Director

Benjamin Bilski, a Forbes 30 under 30 Member, is a serial internet entrepreneur. He is the Founder and Executive Director of one of Europe's fastest growing FinTechs, The NAGA Group AG.



## IGOR KULATOV

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The NAGA Group AG  
Chief Technology Officer

Highly effective software engineer with big experience in telecommunication, cryptocurrencies and fintech. As an active crypto enthusiast, strongly believe in the brilliant future of blockchain technologies.

## ADVISORS



**Sachio Semoto**

Japanese Entrepreneur  
Completed bachelor's degree from Kyoto University  
and his M.S. and Ph.D. degrees from the University of Florida.  
Founder of Second Denki KK (present KDDI)  
Founder of DDI Cellular (current name au)  
Chairman and CEO of eAccess and eMobile



**Jun Yamada**

Japanese Entrepreneur  
Joined Matsushita Communication Industrial Co.,  
after graduating The University of Tokyo, Faculty of  
Technology  
ex. Chairman and President of Qualcomm Japan  
Vice president Representative Director of Aizu Electric  
Power Company



**Masayoshi Miya**

Former Ritsumeikan  
University as a Affiliate  
Professor,  
BBS University Professor of  
Business Administration



**Sayshow Takizawa**

Investor  
BitSmith Inc.  
Managing Director



**Max Murai**

Japanese  
Youtuber  
with a million  
followers on  
YouTube and  
Twitter



**Hayato Ikeda**

Japanese crypto  
blogger with over  
million monthly  
readers



**Yasin Sebastian**

The NAGA Group AG  
founder



**Alexander Braune**

The NAGA Group AG  
Operational Director



**André Rupp**

The NAGA Group AG  
Director of Business  
Development



## COMPANY ADVISORS



### NAGA GROUP

NAGA GROUP, a fintech company listed on the Frankfurt stock exchange, issued NAGA COIN and succeeded to reach 50 million dollars in ICO.



### TOKENSKY

World's top class Blockchain events. Tokyo session was jointly organized by ASOBIMO and gathered over 3000 visitors from 26 countries.



### DLE

Video content production and business produce. Strategic business partner distributed secondary content in Japan.

Listed on Tokyo Stock Exchange 【3686】



# Terms and Conditions

This document is for informational purposes only and should not be viewed as an offer to sell stocks or securities using Distributed Secondary Content Platform or the associated company.

(ASOBI COIN) Token does not give control rights.

The holder of (ASOBI COIN) token does not get the ownership or property rights of ASOBI COIN. We can take opinions and feedback into consideration, but holding (ASOBI COIN) tokens does not give the rights to participate in decisions concerning the development of Distributed Secondary Content Platform.

## **There is no guarantee of income or profit**

The examples of the calculation of income and profits used in this document are given for illustrative purposes only or to show industry average, therefore they do not guarantee that these results will be obtained according to the marketing plan.

## **Risk of failure**

There is a possibility that marketing plans, business arrangements including marketing strategies related to the funds collected during the ICO will not be successful.

## **Uncertainty of the regulations**

The blockchain related technology is supervised and managed by various regulatory bodies. There is a possibility of restrictions of the usage or possession of digital tokens similar to (ASOBI COIN) tokens, including restrictions in system functions or slowing down the purchase process in the future. However there are cases where it may correspond to one or more inquiries or actions that are not restricted.

## **Risk of using new technology**

Digital tokens like ASOBI COIN are still fairly new and relatively unverified technology. In addition to the risks mentioned in this document, there are additional risks that the ASOBI COIN team can not predict.

## **ASOBI COIN token is not an investment**

(ASOBI COIN) token is not any kind of public or legally binding investment. We may modify the purpose described in this document due to unforeseen circumstances. Despite trying to achieve all the goals described in this document, everyone involved in purchasing tokens will do it on their own risk.

## **Quantum computer**

Technological innovation such as the development of quantum computers can danger encrypted communication including ASOBI COIN.

## **Insufficient usage**

if you are not actively using the Distributed Secondary Content Platform, the value may go drop.

## **Risk of fund losses**

The funds collected during the ICO procedure are not guaranteed. In the case of losses of value, there are no individual or public agencies that buyers can deal with.

## **Integration**

This agreement consists of the total agreement on this case by all parties related. All previous contracts, discussions, presentations, warranties and conditions are summarized in this document. There are no explicit or implicit guarantees, conditions or contracts between the related parties, except the ones stated in the agreement at hand. This agreement can only be amended by a legitimate document by the parties related.

## **Disclaimer**

It is Your full responsibility to use or not be able to use ASOBI COIN. You will agree on leaving no responsibility for ASOBI COIN. After the ASOBI COIN tokens are issued, they will be sent to you without a guarantee of explicit or implicit cases including violation of intellectual property rights of others, and all implied warranties of commercial values for special purposes. Some jurisdiction areas do not allow the exclusion of implied warranties, the above implied warranty exclusion may not apply.

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- The governing language of this Agreement shall be Japanese. If an English translation hereof is made for reference purpose, only the Japanese original shall have the effect of a contract and such English translation shall have no effect.