Global Cultural and Creative Entertainment Blockchain Service Platform

Whitepaper

FANSDAQ Holding (HK) Ltd.
1. Project Background

In recent years, the entertainment internet and entertainment media IP film and television culture industry have been flourishing. With the booming development of online entertainment industry, the online market and the film and television culture industry in Asia and China have become the largest market in the world; the value of IP (intellectual property) has skyrocketed.

The service and operation business of Fansdaq International Entertainment Holdings includes Fans Internet – Celebrity Stock Exchange, the world’s first high-intelligence holographic device, hi-tech holographic exhibition projects, and local-based service for fans and celebrities – LBS interactive game: FansDoom and FansLand (cultural and creative projects) lie in project innovations of various platform and the horizontal integration of IP resources, allowing the content to present a higher efficiency of market power through the advantage of an innovative platform.

The derived consumption that comes along with the film and culture IP further extends to industries of food, clothing, housing, transportation, education, and entertainment, making the overall production value limitless. An innovative model and integration of IP content are, without question, the most valuable fans market gold asset.

Through the issuance of FansGold Token, the maximization of the IP value can be achieved. The utilization of FansGold enables the creation of an entertainment market platform for mutual use and circulation. By the mass integration of IP content produced by every innovative platform project under Fansdaq, FansGold is able to perform highly intelligent circulation and increment across the globe.

2. Execution Summary

FANSDAQ HOLDINGS (HK) LIMITED is a company registered in Hong Kong according to laws. Through the issuance of FansGold and in response to “One Belt One Road” initiative as well as the southbound market policy in the future, FANSDAQ HOLDINGS initiated in-depth development in the areas of global entertainment internet and innovative products in regards to IP entertainment, movies, films, games, and technology. Additionally, profound partnerships are established with industry players. Through such actions, FANSDAQ HOLDINGS aims to expand the eco-network of business synergies, to promote to the world and to march toward the global fans economic market with the technology innovation as niche, culture and innovation as means, innovative model platform as the core, and Asia as the starting point so as to facilitate the highly commercial cultural and creative entertainment.
Regarding the usage of blockchain technology, in addition to our internal team with extensive experiences, we are in collaboration with world-renowned top firm “Every Family Has Co., Ltd.” in which the company supports the deployment of blockchain in each stage as well as provides all-round comprehensive security and anti-counterfeiting system, thereby assisting the issuance of FansGold. By using the blockchain technology, FansGold blockchain has four primary functions:

**Shaping**
IP creators around the world, derived product industry and consumers can directly link to IP BANK through the easiest method.

**Transformation**
Suppliers for products or services may have the opportunity to improve their sales by using the popularity of different types of IP.

**Quantity**
FansGold participants and Fansdaq consumers can enjoy IP products or services across the world, and they can also link to the IP creators directly.

**Simplicity**
Provide complete and simple tools and procedures to help IP creators and holders to liquidize their IP, which facilitates the tasks of transaction completion and settlement of FansGold intelligence contract and corresponding API.

Initially, the downward circulation and usage of FansGold capital will focus on the application of industrial ecological chain of online Fansdaq Celebrity Stock Exchange, online Fansdaq Mall, Fansdaq Dream Castle, and FANSDAQ Hologram Device –FHD in Asian countries. In the future, the scope of usage will expand to industries of global IP creators, movies, online television and films, games, food and beverage and long-term health care, aiming to become the smart currency in circulation of the “largest online cultural and creative industry worldwide.”

FansGold is a distributed peer-to-peer grand cultural and creative online entertainment industry application. It integrates the business ecology of grand cultural and creative entertainment fans economic ecological chain through the establishment of private blockchain and consortium blockchain, creating a new, trust-free, and stable transaction system model, paving a way to a more intelligent connection status between software and hardware. Under the Fansdaq online entertainment ecological project, Fansdaq carries out business activities with IP and project creators, derived product manufacturers, consumers, and parties involved in an environment possessing data security and easy transaction, thereby improving the usage rate of each IP as well as elevating the circulation rate; such can maximize the IP value, which in turn support the creation of more new IPs, and thus create a higher level of intelligence circulation.
Market Trend Analysis for Cultural and Creative Entertainment Industry

The projects that FansGold is expecting to launch will be primarily focused on the highly intelligent online innovation model and fans economy as well as cultural and creative entertainment field. Initially, Asia and China markets will be the primary developing base. The analysis on the current market condition in Asia and China regarding internet and fans economy entertainment field is listed below:

2-1 Current Developing Condition of Fans Economy Entertainment Cultural and Creative IP Industry

With the rapid development of the culture industry in recent years, “fans economy” has become the most concerned business model in cultural field. According to statistics, the total production value of “fans economy” in China was approximately $415.5 billion in 2016. In 2017, the value increased to $480 billion. Statistics show that the market for entertainment and box office has maintained a pace of rapid growth. Attendance increased from 71 million people in 2007 to 1,372 million people in 2016, with compound annual growth rate (CAGR) amounting to 34.47%. The box office in China increased from $17.07 billion in 2012 to $59.911 billion in 2017, with CAGR amounting to 26.78%. In 2018, it is estimated that box office income in China is approximately $65.0 billion. The movie market in China has become the biggest worldwide, merely second to the US; the total production value of fans economy regarding music/movie/concert/peripheral products has amounted to $185 billion.

2-2 Current Developing Condition of Online Industry

In 2016, the number of internet users and mobile internet users have reached 730 million and 700 million, respectively. Through years of rapid growth, the number of internet users and mobile internet users have gradually stabilized. It is noteworthy that the internet entertainment application, with IP as the core, has shown magnificent business values, resulting in a rapid growth. Film works and games adapted from popular online literature have successfully won the market, concurrently facilitated the cultivation of premium IP, and promoted the transformation of the business model. On the other hand, the sudden rise of short videos has proved to be the entertainment model that leads to the fastest growth of user number in the past two years, which satisfied the fragmented internet usage requirements from the users. According to statistics from the Tecent Research Institute, the internet content production value in 2018 is about to exceed $560 billion. The internet content industry has become a significant part of social and economic development, which also forms a very strict industry chain with related economic fields.
2-3 Current Developing Condition of Game Industry

According to the “2017 China Game Industry Report” issued by the China Game Industry Annual Conference, the actual sales income of game market in 2017 reached $203.61 billion, with an annual growth rate of 23.0%; the size of the game users amounted to 583 million. The sales income for IP mobile game market in China during 2017 amounted to $74.56 billion, representing a year-on-year increase of 36.2%, accounting for 64.2% of the whole market sales income of the mobile games in China. For overseas market, independently developed games contributed up to US$8.28 billion to the overseas revenue.

2-4 Current Developing Condition of Theme Park Industry - Fansdaq Dream Castle

According to statistics from National Tourism Administration: the total income for domestic inbound tourism in 2017 exceeded $5.3 trillion, with the number of visitors of over 5.1 billion. Based on the report jointly announced by TEA and AECOM, the growth of the number of tourists for theme parks and exhibitions in Asia during 2016 was the fastest. Among the top 20 theme parks with the highest attendance rates in the Asia-Pacific region in 2016, China had 13 theme parks on the list. Judging from such trends, it is likely that China may surpass the U.S. before 2020, becoming the country with the highest production value in regards to theme parks and themed exhibitions.
Market Trend Analysis for Cultural and Creative Entertainment Industry

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Trillion Market Pending for Exploration

According to industry professionals, the ecologization of the digital cultural industry will continue to progress in the future. In addition, it will advance toward directions such as the comprehensive integration of “IP + industry” and the broad application of new technologies.

On the one hand, it is a comprehensive integration from “IP-focused” to “IP + industry.” In the increasing trend of the concurrent upgrade of information consumption and physical consumption, IP will further become the beginning of industrial integration. The further combination of agriculture, manufacturing, and service industry has brought about the formation of the new model “IP + industry.” In the future, “IP + industry” will be the new trend for industry brand and cultural upgrades.

Starting from cultural and creative entertainment field to innovative software and hardware integration, further extending to the field of intelligent manufacturing, an innovative model combining a considerable amount of IP market content while greatly expand, which not only includes content such as cultural image and copyright, but also covers innovative results accumulated by the enterprises over a long period of time, such as trademark and brand, technology application, business model, and industry ecology, thereby allowing FansGold to become an industry pioneer as well as the representative of enterprises’ soft power.

On the other hand, it involves with the application of new technology from the initial stage of testing the water to the final stage reaching its full potential. In 2013, the U.S. TV series “House of Cards” by Netflix adopted Big Data to obtain the watching habits of users during production. In fact, the utilization of such preferences gathered from users to perfect its production method is a pioneering move for the industry. In the past two years, the “fish brain system” has been providing data for reference regarding the matching scheme of actors/actresses for dramas and variety shows; the use of “bullet time” technology enables the display of the transforming effects of 3D scenes. Both of the techniques have been widely adopted by platforms such as Youku, which is under Alibaba. The emergence of blockchain technology is currently changing basic industrial rules, such as transaction and revenue distribution model of digital copyright and user payment mechanism, establishing a shared platform for the value of the entire industry chain, which integrates copyright owners, producers, and users.

The trend of using internet platforms to create ecological industry chain will become more significant. The next step for such platforms will focus more on industrial upgrade and the improvement of content, transforming from a dependence on entertainment elements to more integration of cultural content and improving art standards. At the same time, there will be more start-ups based on internet platforms, providing space for small enterprises with growth potentials, including: media, advertisement, performance, sports, and travel with rapid advances in both online and offline deployment and adjustment, further integration with Big Data and IoT technology will generate multiple cross-field collaborations, thus creating a scenario where every entity can achieve success.

With increasing new features, the digital cultural industry will also open up an enormous market space. The optimistic outlook of the industry will attract pan-entertainment industry with massive capital deployment. The investments of a vast amount of capital not only greatly increases the IP value, but also facilitates the rapid growth of the digital economy in Asia.
Market Trend Analysis for Cultural and Creative Entertainment Industry

According to the report, the size of the digital economy in China in 2016 alone reached RMB 22.6 trillion, representing a year-on-year growth of 18.9%, accounting for 30.3% of GDP; also, the digital economy in China will be reaching US$16 trillion by 2035. In 2016, the production value of cultural and creative industry reached RMB 415.5 billion, representing approximately 18.4% of the digital economy. According to “2018 White Papers on China’s Pan-Entertainment Industry,” the domestic production value of China’s pan-entertainment core industry in 2017 was approximately RMB 548.4 billion, representing a year-on-year increase of 32%; it is estimated to account for over 20% of the digital economy.

As “2018 White Papers on China’s Pan-Entertainment Industry” indicates, video usage has become universal. There were 579 million online video users by the end of 2017, which accounted for 75% of all internet users. Also, the users are used to paying minimum charge; the willingness to pay has greatly increased. At the same time, by leveraging other income models of TV and film IP, the business income size for games and derived peripheral products has also increased, facilitating a positive cycle of industry profitability. According to statistics, the number of total paying members of video websites has exceeded 170 million people, accounting for 42.9% of the number of total members. The number of paying members, with a payment of over 40 RMB per month, increased from 20.2% in 2016 to 26% in 2017.
Ecology and FansGold Token

The primary application channels of the existing FansCoin system of Fansdaq include: Fansdaq Celebrity Stock Exchange, Fansdaq Dream Castle Exhibition Tickets, purchase of Fansdaq Mall products, and use of universal tokens of FansDoom games. Currently, a high intelligence currency “FansGold” is released, in which one may exchange for with FansCoin.

After better improvement regarding the ecology of Fansdaq platform, it may connect to more entertainment and celebrities as well as IP with larger scale on the basis of serving high-value celebrities and IP exporters. Having developed up to this point, while being able to provide service to collaborating partners and users, Fansdaq platform is able to cultivate the habit for users to use “FansGold” during the course of consumption within a short time. As a result of the general applicability of the Fansdaq platform in regards to businesses, the platform allows “FansGold” to broadly cover the users’ consumption scene, bringing more shops to participate in the chain for cooperation, which will increase the demand for “FansGold” at the same time. In turn, this will further increase the value of “FansGold”, driving the activity of secondary market, expediting the formation of the third market.

1. “FansGold” is issued through “Fansdaq Celebrity Stock Exchange,” which conducts close collaboration with IP producers, investors, publishers and cinemas worldwide. When the project is launched, one may use FansCoin to carry out online transactions directly. In the future, the target is to establish FansCoin transactions and exchange systems with high dynamics.

2. In the initial stage, “FansGold” will be released online through the usage of “FANSDAQ Hologram Device – FHD” while establishing close used collaborations with online content creators, platforms, and telecom carriers worldwide. In the future, we expect that FansCoin can be used online to watch all digital content from all over the world.

3. “FansGold” will initially be used in our game “FansDoom.” Taking a step further, in the aspect of integrated development of game industry, it will adopt IP as the media to link and merge with other game products. In the future, we expect to use FansCoin for all game products.

4. “FansGold” will initially be used in the “Fansdaq Dream Castle” exhibition district. In the future, it will adopt IP as the medium to promote using FansCoin for all the exhibitions and events, by leveraging the advantage of the population in China and the partnership with local firms worldwide.

5. “FansGold” will initially be used within the global interactive media. In the future, it will adopt IP as the medium and leverage the population advantage of China to cooperate with theme parks, vacation resorts, tourism spots, and small to large malls, hoping that “FansGold” will enter the circulation market of Asia and China, becoming the token in circulation for fans during overseas travels.

Fansdaq Celebrity Stock Exchange

FANSDAQ Hologram Device – FHD

Fansdaq FansDoom Game

Fansdaq Dream Castle Interactive Technology Exhibition

Fansdaq Global Strategic Partners
Applicable Field

Fansdaq
Online Stock Exchange

A global pioneer for cooperation with celebrities and large-scale IP, Fansdaq Celebrity Stock Exchange adopts the cross-field cooperation model and primarily provides services of fans platform for interaction with celebrities and stars. “FANSDAQ 10-Year Developing Plan” commenced in 2011, Fansdaq Celebrity Stock Exchange was established to officially step into the cultural and creative entertainment online media industry in Asia. The service model of the celebrity exchange is of Taiwan-origin, solving the problem of excessive marketing channels nowadays for general stars and artists, which leads to the dispersion of fans, in turn causing the inability of communities and media channels to successfully coordinate. This is a huge problem in regards to fans economy. Fansdaq, however, connects idols and fans through peripheral products, accessories, idol meet-and-greet, as well as travel and cuisine. Together with the strong strategy team within our group and the cooperation with well-known companies in Taiwan, Korea, and China, we aim to re-integrate the fans economy at the time of internet era of multiple media through the innovative combination of our brand.

Enhancing the strength of interaction with idols and establishing the special bidding platform for stars and limited peripheral products, FANSDAQ Celebrity Stock Exchange allows fans to obtain the latest updates of artists. Fans can otherwise refer to the bidding trend analysis of artists’ limited products to get a clearer picture in advance regarding the market condition of limited products to be invested and make safe bidding and consumptions on the platform. Fans can also invest in artists’ products and provide actual supports to their favorite stars.

FANSDAQ is the first to evaluate the market development value of renowned artists, exclusive limited peripheral products, and the popularity and effects among fans to help in products to be on market through a series of evaluation mechanisms. We create a special bidding platform for limited peripheral products, allowing fans who love the stars to purchase their favorable products or carry out product investments through our bidding platform, and gain profits by way of valuation and operation.

When the product brand is getting popular, it may directly reflect on the profits from interactive bidding. Fansdaq will continue to introduce famous artists and their peripheral products for fans to purchase those limited products, at the same time enjoying the fun of interactive investments.
FANSDAQ Hologram Device – FHD

It’s the first hologram home device – FHD in the world. “Home Fans Economy” is now a hit --- a product that is able to arouse fans’ purchase desires. The rapid continuous growth of “Home Fans Economy” in recent years has attracted much market attention. Using internet as a medium, “Home Fans Economy”, through increasing users’ reliance/loyalty, is able to obtain an economic business model by word-of-mouth which satisfies both economic and societal interests, thereby providing a brand new developmental direction for the current pan-entertainment industry. In combination with high-end internet cloud intelligence, FHD brings a new vision of innovation for the entertainment industry market. Furthermore, as a product of the internet era, FHD’s integration with the cloud content for parallel development offers new solutions for the entertainment and industry.

The first hologram home device – FHD in the world will overturn traditional methods, creating quite a bit of new industrial applications, including music, entertainment, drama, education, advertisement, home care, IoT, etc. It uses Fansdaq patented imaging technology of holographic levitation projection in combination with the cloud content and functional links to create a new 3D market application value, which is also the application project with the highest value in the international markets within the structure of Fansdaq ecology.

FHD’s high intelligence equipment signifies a new model of entertainment for enjoying the application space. Through the collaboration with the telecom companies, FHD allows a smoother usage experience at home, on the cloud, or with other home functions. Whether it is in the entertainment sector or the education sector, we focus more on home care in the field of service functions. Together with the high-intelligence home care monitoring function, it makes home management more carefree and convenient. With regards to the launch of FHD, Fansdaq Entertainment Group further allocates value to the FansGold application, thereby magnifying the value hundreds of times.
Applicable Field

Fansdaq Dream Castle
Interactive Holographic Exhibition

Continuing the global expansion of “high-end interactive entertainment” media, Fansdaq creates an innovative and interactive technology media – 3D projection mapping, and plans for a series of global technology interactive 3D projection mapping shows in cooperation with large-scale IP. Leveraging the combination of high profile content and alluring lights of innovative technology, it attracts considerable crowds. Under the collaboration with large-scale IP content, it allows a significant number of fans and visitors to connect with cloud data using technology and interact with familiar IP content through different participation models. Fans can also purchase tickets and make consumptions through FansGold. The combination of well-known IP and Matsu in 2018 aims at touring 32 cities within 3 years.

News Report
In 2019, Fansdaq Entertainment Group will make use of LBS mobile game that firstly unites stars and fans to participate. Through the participation of 4 major stars every season, stars can highly cooperate with fans. With the highly active promotion of online and offline as well as local touring, together with the combination of LBS map guiding and advertisement placement, it enables FansCoin and the FansGold circulation to achieve a higher value.

Through driven-resources from global fans of the stars’ factions, along with a basis of combining local touring events and the interactive features of AR games, FansDoom offers abundant interactions for stars and fans around the world during the course of travelling, which also drives the overall economic dynamics during competition between different factions. With the integration of FansCoin bonus from the competition and the advertising resources, the first global LBS competition game of FansDoom can combine artists with local activities and entertainment resources in different countries, bringing the fans local economic dynamics, thereby leading to greater influence and contribution.

Blockchain game “FansDoom” (tentative name, as shown in the figure below) also uses the technology of blockchain, ensuring the uniqueness of Fansdaq – FansDoom. Such technology makes every star team irreplaceable; through the feature model, the fans are able to participate in a deeper level with stars and other teams during in-game competitions, while earning FansCoin at the same time.
“FansLand” is positioned as an entertainment theme park utilizing the image of Fansdaq as its theme. Through a world-renowned global design team, the theme parks will be constructed, consisting of indoor/outdoor facilities of varying sizes and forms.

The inner zone of the base will be divided in accordance with “different function of Fansdaq” (as shown in the figure below). Currently, we have signed a joint base development agreement with Guoho Visual Technology to develop Fansdaq themed base in Chengdu, Guizhou, Shenyang, and Dongguan. At the same time, our collaborative efforts will also be gearing towards the development of a Fansdaq themed base overseas.
**Method and Technology Support**

**Blockchain Technology**

Digital currency in the blockchain makes use of its features of unique, tamper-proof, and no additional issuance to realize the circulation of digital currency. The binding of physical assets and the cryptocurrency on the blockchain realizes an anchoring in which one kind of cryptocurrency directly corresponds to one type of physical assets, which effectively digitalizes the assets.

The circulation of cryptocurrency on the blockchain is more than free circulation of value. The efficient circulation of assets is also the highlight. The trust issue resolved by blockchain skips a lot of offline procedures for significant amount of asset transactions, settling the asset transactions at one go.

Based on the above understanding and consideration as well as objective principles of business development compliance, we start with using the minimum elements of business - person, item, and money to digitalize each element, further establishing a common link to create synergy that reflects actual businesses through different intelligent contracts. We provide corresponding circulation tools and systems of relevant value, and in turn develop a new business type that bases on such synergy model, gradually constructing a new form of distributed business ecology that operates on the blockchain.

**Execution of Smart Contract**

The structure and ideas of FansGold start from the application demands, defining the standards of each technology structure layer to allow general application of each layer independently. In addition, modules in each layer can be combined effectively in a short time. In fact, each standardized module can be formulated into forms that allows numerous applications. The overall structure of FansGold is as shown in the figure below:

The smart contract of FansGold is executed and established by professionals of blockchain; while the cryptocurrency is based on the ERC-20 digital coin, such as FreeCoin, EOS, Tron, and Mithril digital coins. It not only accepts FansGold, but also can exchange other tokens to FansGold.
Method and Technology Support

High Concurrency Business Handling Capability
Due to Fansdaq platform’s strong business incubating ability and the business model of To C business, the platform shall possess the handling ability to provide services for a significant amount requests from users at the same time. The timed products exchange and the timed assets exchange on the platform require the bottom bookkeeping platform to have the ability to confirm transactions rapidly; therefore, during the structural design of Fansdaq platform, usage requirements for all kinds of business scenarios have been taken into consideration, which performed an optimized design regarding the high concurrency access requests of the system, selecting the base blockchain technology and carrying out a model selection with pertinence. We initially considered using Grid for the bottom technology support; leveraged the consensus system of optimized Grid and the isolated encapsulates of the sidechains to resolve the concurrency pressure faced by the platform, ensuring the high utility of the platform.

Transparency of Transaction Data
Fansdaq connects to platforms of different cooperating enterprises and self-owned business platforms. The transaction data are required to circulate cross-industry and cross-enterprise, as well as to maintain the transparency to the transaction users. Therefore, selecting a proper and bottom public blockchain technology to construct the decentralized core bottom bookkeeping system of Fansdaq is necessary. With the combining of the open transaction records with multi-signature controlled-access scheme of the sensitive data, it allows transparency of and access to the transaction data for the transaction parties, ensuring the fairness and maintaining the healthy development of ecology.

Compatible with Existing IT System of Enterprises
For the reason that most of the enterprises may have their self-built business systems or APP terminals, the design of Fansdaq platform shall consider the business scenarios of actual usage, define interface standards, and interaction protocol, maximizing the compatibility with the existing systems of the customer groups to reduce the relocation costs and technology risks of the customers.

High Security
Regarding the involvement of product transactions, the security and regulatory compliance of Fansdaq data are very stringent. Thanks to years of experiences in financial industry of our team, we have carried out sufficient design and plan for the security system, supplementing the system with asymmetrical encoding mechanism of blockchain, distributed data bookkeeping, smart contracts, and tamper-proof features to form a highly secured design for data that combines the business management regulations with technological solutions, R&D and production separation.

Excellent Expandability
The future development is worth waiting for. However, it is also difficult to accurately grasp and evaluate. In order to ensure that Fansdaq platform will be compatible with the latest business application requirements during the course of development, we have proposed the high expandability requirements for Fansdaq platform at the initial stage of system design. The hierarchical encapsulation of functional module and the broad application of middleware provides the system with high flexibility and expandability.
Management Structure

FansGold Whitepaper

Fansdaq Adopts a Foundation-Style Management System

Fansdaq Foundation (hereinafter referred to as the “Foundation”) is a primary management body that will be established overseas. The Foundation is committed to the development, construction, and governance of Fansdaq, promoting the establishment, evolution, and formation of the ecological community.

In order to prevent the community from breaking apart as a result of inconsistent directions and decisions of the members, the Foundation will set out general affairs and special events for managing the community by establishing a fine governance structure. The target of the governance structure of the Foundation is to maintain sustainable development, decision efficiency, and capital management compliance of the platform ecology. The decision committee will exercise daily rights for the Foundation.

In the initial period of the Foundation’s establishment, members of the first decision committee shall be comprised of team members and representatives of the initial stage investors in order to facilitate the rapid advances and operation of the project. Each term is 2 years, in which the community shall vote on the election at the expiration. The decision committee comprises 7 members. Among them, 4 are team representatives, while the remaining 3 members being representatives of the initial stage investors. All the decisions shall be subject to the 5/7 multiple signature mechanisms.

Public Commitment:

After the completion of issuance uploading FansGold blockchain, the Foundation will regularly announce the latest progress on the official website, allowing the initial stage investors, ecology participants, and end users to understand the progress of the work.

Regarding the usage of proceeds, the Foundation will select an audit institute to carry out the standard financial audit and publish the audit results regularly for transparency of capital usage and using process.
FansGold Token Allocation Plan

The total number of FansGold (hereinafter referred to as the “Total Number”) is 3 billion tokens; the allocation methods are as follows:

37% - Issuing Replacement

Under the guidance of Fansdaq Foundation, according to the requirements of project’s development progress, partial FansGold will be allocated to the community by way of replacement in batches, hoping to gather sufficient capital for supporting the project development. The allocation plan is as follows:

10% from Pre-ICO Angel Round Crowdfunding: Targeting the initial influential investors in the community and the strategic investment partners; the allocation ratio is 10% of the total number of 300 million tokens. Each call option purchase shall be from least 50 ETH tokens, up to 1,000 ETH tokens. The Angel Round investors shall be limited to 199 people. The call option purchase is intended to be replaced by ETH tokens; the final accepting currency shall be subject to the announcement on the official website upon the Angel Round Crowdfunding.

27% from ICO Public Blockchain Issuance Crowdfunding: Targeting the initial investors in the community, substantial participants, industry partners, business customers; the allocation ratio is 27% of the total number. The overall total number is 810 million tokens, which will be released in 2 rounds:

1st Round ICO:

Release 5% of the total number, totaling 150 million tokens; primarily targeting initial investors and ecological cooperating enterprises introduced initially in the domestic market.

2nd Round ICO:

Release 22% of the total number, totaling 660 million tokens; primarily targeting the investors in global markets.

Angel Round Crowdfunding

1st Round ICO

2nd Round ICO

ICO Allocation Pie Chart
18% - Integration for Users within the Ecology System
In order to protect the construction and completion concerning the grand ecological environment of FansGold, the corresponding demand for FansGold regarding the FansCoin held by the users in the Fansdaq ecology is approximately 18% of the gross. Currently, 18% of the total supplied tokens are reserved for relocation of Fansdaq project ecological system to FansGold grand ecology. The Fansdaq ecological environment commits that the user relocation will commence within six months, and the FansGold portion that is not consumed during future integration will be eliminated. The balances in the self-owned user accounts of the Fansdaq ecology may purchase FansGold directly on secondary markets and enter the FansGold grand ecology for transactions.

15% - Founding & Developing Team Motivation
The founding team of the Fansdaq has performed a significant amount of work from project design, resource organization, and preliminary business environment incubation, continually investing labor, intelligence, and materials during the forming of ecological environment. Therefore, in the allocation plan made by the Foundation, 15% of the gross will be reserved as the team motivation. Four percent of the FansGold in the section shall be initially released, with the remaining 16% being locked, of which 2% will be released every quarter starting from the second year.

25% - Operation & Ecology Construction
In order to maintain the rapid formation and subsequent healthy and continuous development of the community as well as the overall ecological environment, the Foundation reserved 25% of the gross for ecology incubation, market promotion, business expansion, and legal compliance.

5% - Liquidity Plan
1. **40% - Technology R&D**
   It is a comprehensive business platform with high concurrency, high availability, and high security, which meets the requirements of multiple features. In fact, it is harder to realize such a platform. In addition, in order to promote the rapid formation of the business ecology, we have to minimize the system’s technical usage threshold as much as we can. The development of a significant amount of medium software, interfaces, SDK, secondary development tool, APP, and DAPP will also consume a great amount of R&D strength. Therefore, Fansdaq will invest a large number of the funds raised for the development and formation of the basic technology platform.

2. **15% - Operation Maintenance and Security**
   The product exchange of the Fandaq platform and the project property have requirements for high security. Therefore, the requirements for the system’s hardware and security need to be comparably high. In order to satisfy such demands, one must focus on the platform’s optimization, coupled with the necessary investments, as well as the establishment of a sound scientific management system.

3. **35% - Market Promotion and Business Operation**
   In order to establish a relatively larger platform ecology in a short time and accommodate more payment channels for the end users, Fansdaq is facing a complicated business scenario with multiple collaborating partners, therefore it needs to carry out a diverse strategic deployment. For facilitating the rapid formation of the ecological environment and providing initial closed-circle service for end users, a more significant percentage of investment shall be made for the design of overall promotion, business customer expansion, and the operational service capability.

4. **10% - Reserves**
   Reserve a small portion of capital for emergency processing of sudden events and other expenses under the financial budgeting other than the one abovementioned.
Deployment and Crowdfunding Plan:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>October 2018 (D)</td>
<td>Project commencement, initiate pre-adjustment and research, design concept, explore business resources, and necessary initial verification</td>
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<tr>
<td>November 2018</td>
<td>White paper and official website launch, commence Pre-ICO</td>
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<tr>
<td>December 2018</td>
<td>1st Round ICO</td>
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<tr>
<td>January 2019</td>
<td>2nd Round ICO</td>
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<tr>
<td>2019 Q1</td>
<td>Upload FansGold Token to the blockchain and allow initial investors to exchange cryptocurrency</td>
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<tr>
<td>2019 Q2</td>
<td>FHD supports FansGold transactions</td>
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<tr>
<td>2019 Q3</td>
<td>FANSDAQ’s online stock exchange supports FansGold transactions</td>
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<tr>
<td>2019 Q4</td>
<td>FansDoom supports FansGold transactions</td>
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Crowdfunding Plan:

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<thead>
<tr>
<th>Event</th>
<th>Total Amount: 3,000,000,000</th>
<th>Total Amount Allocated during ICO (37%): 1,110,000,000</th>
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</thead>
<tbody>
<tr>
<td>FansGold Issued Plan</td>
<td>Starting from</td>
<td>Ending on</td>
</tr>
<tr>
<td>Pre-ICO</td>
<td>1 November 2018</td>
<td>31 December 2018</td>
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<tr>
<td>1st Round ICO</td>
<td>1 January 2019</td>
<td>30 March 2019</td>
</tr>
<tr>
<td>2nd Round ICO</td>
<td>1 April 2019</td>
<td>30 June 2019</td>
</tr>
<tr>
<td>3rd Round ICO</td>
<td>1 July 2019</td>
<td>30 September 2019</td>
</tr>
<tr>
<td>Post ICO</td>
<td>1 October 2019</td>
<td>NaN</td>
</tr>
</tbody>
</table>
Deployment and Crowdfunding Plan

Provisional Blockchain Issuance Soft Limits: Assets replacement at the value of approximately 20,000 ETH tokens; Hard Limits: Assets replacement at the value of approximately 66,900 ETH tokens.

Fansdaq Foundation is entitled to decide whether to bring forward or postpone the commencement of blockchain issuance according to the market conditions. If the blockchain issuance is not commenced within two years for any reason, or the issuance of the blockchain fails, such portion of FansGold will be eliminated.
Project Operation Progress

- April 2018, Established the FansGold Project
- August 2018, Completed Planning for FansGold Project
- September 2018, FansGold Project officially connected to the FreeCoin System
- September 2018, Matsu Dream Castle Kicks Off
- November 2018, FHD Public Presales
- January 2019, Fansdaq Stock Exchange goes online in Japan for Public Transactions
- January 2019, FansGold Project Public Presales
- March 2019, FansGold officially goes on market/May, 2019 Public Transactions
- April 2019, Launch of FHD in Cinema Chains of China
- September 2019, Q1 FansDoom Official Public Operation
- July 2019, FHD Official Public Sale – China/Taiwan/Japan
- December 2019, FHD 2.0 Presales
- January 2020, Establish Fansdaq Base in Shanghai
- March 2020, Launch of FHD 2.0
- May 2020, Q2 FansDoom Official Operation
- May 2021, Q3 FansDoom Launch
- September 2020, Commence Dream Castle Tour in China
- December 2020, Establish Fansdaq Base in Chengdu

Fansdaq and FansGold Project Execution Schedule
Team

Founding Team:

HUANG, WEI-LUN/CEO of the Group
NYU Stern
Possess 15 years of experiences related to the industry. The founder of “Fansdaq Entertainment Group,” an online cultural and creative platform which expands to the top five countries in Asia. Held positions as the international brand marketing consultants for multiple listing companies such as GIGABYTE Technology/Yaojia Technology Co. Ltd., HTC, and Farglory Land Development.

JIANG, JIAN-CHI/Chief Investment Officer
Possess 15 years of experiences in the capital market, primarily engage in cross-border mergers, private equity, assist overseas investment, overseas listing, and Sino-foreign cooperation for Taiwanese and Chinese enterprises. Own abundant experiences in global capital markets, plan and operate multiple, diverse categories of projects, including fields of agriculture, environmental protection, renewable energy, biotech, culture and innovation, and education. Hold the position as the chief investment officer of AFC in Hong Kong, responsible for the overseas project expansion and strategy planning. Candidate of DBA at SJTU.
Team

Founding Team:

CHENG, YU-TENG/Chief Architect Designer

Master of interior design at Chung Yuan Christian University, Level A Interior Designer, China National Senior Interior Designer, lecturer of Department of Architecture at Lan Yang Institute of Technology, double certificates of Indoor Decoration of Buildings – Design/Engineering from Ministry of the Interior, Wanfa Altar Recorded Pupil Buddhist Name: Luo Chen (Yang Zhai Fengshui/science of name).

CHEN, CHAO-XIANG/Chief Innovation Officer

Posses 12 years of experiences in related industry, held positions as the branding channel and image designer for Taiwan WeChat, Yaojia Technology Group, ION WATER, and Executive Aviation Taiwan Corporation.
**Team**

**Consultant Team:**

**CHEN, JUN-CHING (Nando)/Market Operation Consultant**
Possess over 17 years of experiences in R&D, business, strategy, patent law affairs, and management. Held positions as the chief information officer at a large-scale technology group. Excels in leading the group to resolve complicated R&D and business requirement with high-efficient, high-precision, and high-return investment plans.

**TSAO, AI-WEI (Ivy)/Market and Marketing Consultant**
Taipei Food Festival, Color Me Red Taiwan planning and coordinating, and mobile game company listing PR and IR operation. Possess over 15 years experiences in marketing. Excels in brand marketing, project management, and cross-industry integration.

**HONG, YEN-KAI (Kent)/Technical Consultant**
Started as the system analyst. Excels in network structure, data security, Big Data information analysis, and user-centered design system.

**CHANG, LIANG-YU (Alex)/Technical Consultant**
Possess more than 10 years of experiences in large-scale network services and mobile device APP design, development and integration experience. Excels in AI, ML, Big Data and multiple programming languages.
Consultant Team:

**WU, LI-MING (Jack)/Financial Consultant**
Possess 12 years of experiences in foreign banks. Held positions as managers in ANZ, DBS, and Citi Bank. Excels in financial operations management and tax-saving planning.

**HSU, BIN-XIANG (Ricky)/Technical Consultant**
Chairman of Guidercare
Department of Engineering at National Taiwan University of Science and Technology, EMBA at National Taiwan University of Science and Technology, and the second phase of enterprise training class at Beijing Tsinghua University in 2012.

General manager and chairman of IBM Taiwan Guider Technology, member of NICI Users Consultant Committee, chairman of TCA Silver Cloud Care Alliance, deputy chairman of TCA Cloud Service Alliance, president of National Taiwan University of Science and Technology Alumni Association.
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Contact:

Fansdaq Official Website  http://Fansdaq.com

FansGold  https://FansGold.io

Contract: 0x13893F2a61C42E412624DABca9e5Bd7b2Ac5C5Cf