



White Paper

September 2019

AZUMA: UNIFICATION

AZUM is Not Available to U.S. Residents

This is not a prospectus or an offer to sell securities.

This white paper is for informational purposes only.

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Azuma's Vision

Azuma's vision is to develop and seamlessly integrate a period-realistic, commerce ecosystem within a high quality online game that allows for fluid transactions, integrated crypto rewards, open exchange, and versatility. The pursuit of wealth and power is the foundation of all civilizations. This concept will be a priority in our first game release "Azuma-Unification" which will add a unique and realistic dimension to the gaming experience.

We believe that cryptocurrency is a natural addition to the world of digital environments and virtual avatars. Azuma Games constantly pushes boundaries, and is always seeking the path less traveled to inspire innovation in gaming.



The Platform

Azuma is built with the Unity game engine, one of the most advanced game creation systems in the online gaming space. We created our own code and API that enables our game to reward players with Azuma coin. In addition, we have included game objects created with the Enjin game tokenization SDK.

Multiple In-Game Rewards

The Azuma platform combines Azuma ERC20 tokens and Enjin tokens enabling players to give and receive multiple types of game rewards. We incorporate these in-game rewards throughout the game environment. Some are found by chance, some are earned.

Coin Versatility

Azuma coin can be held in any wallet that supports ERC20 tokens, which makes the coin versatile and mobile to future platforms that include Azuma coin in gameplay. The “convert” feature in the game wallet also allows the player to convert Azuma coin to other paired digital currencies.

Game Play

Azuma- Unification is based in feudal Japan. At first glance, the game seems very accurate to that period; however, we have taken many creative liberties so that Unification will stand out from our competition. Specifically, we have incorporated many unique enhancements to weapons, armor and costuming.

For example, Unification will incorporate rocket launchers, but skinned to fit the period. We also include a puckle gun which is authentic to timeline, but ours is fully automatic to give players exciting battle experiences they have come to expect from modern on-line games.

Players can build their character's status, wealth and power and earn tokens to purchase unconventional and unique game assets. These assets can be transferred to other game platforms as the community grows.



The Azuma Economy

Transferability

Players can trade and exchange game items for Azuma coin and Enjin (when on mainnet) in a secure game wallet and send tokens to exchange accounts, even while playing the game.

Azuma Tokens

Azuma tokens are the native token for the game. Azuma (AZUM) are ERC20 tokens that are awarded in the game for winning battles, finding objects, solving puzzles and more.

The tokens may be purchased during the crowdsale and then once the full game is released (30 days after crowdsale) AZUM may be traded on LAToken.com, in the game storehouse and with other players in the multiplayer game release.

Enjin Coin

All Items in the game that are backed by Enjin coin can be melted back into Enjin coin within the enjin wallet, and can be traded within or outside the game once Enjin is live on mainnet. Players may also melt a limited number of special Azuma coins within the Enjin wallet. These coins are rewards for high scoring battles or challenging tasks.

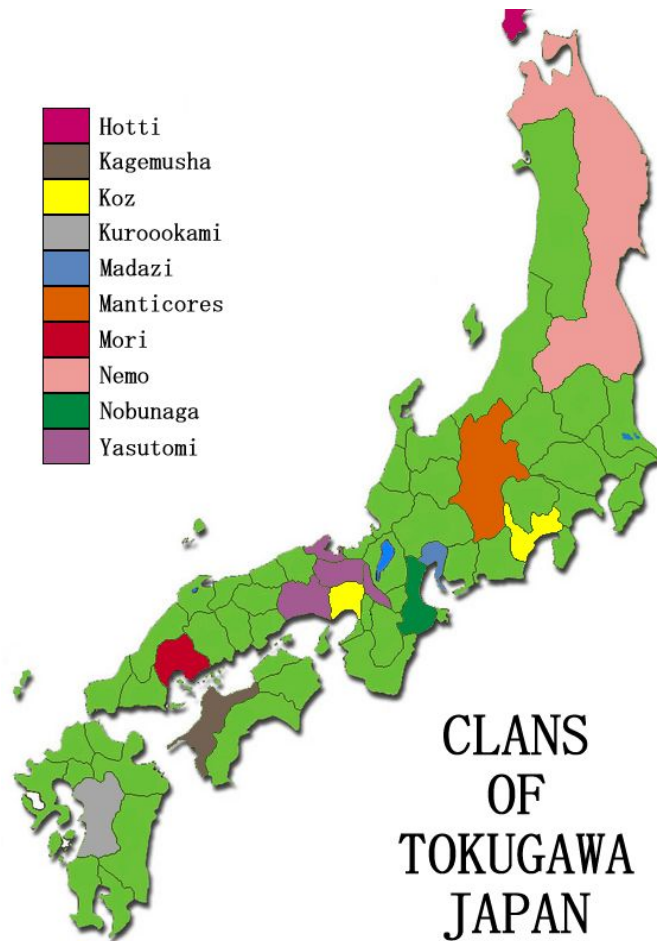
The Game

Game Environment

We have created a cryptocurrency economy in an enhanced Feudal Japan environment. Azuma's unique game reward system will bring your gaming experience to a new level.

Players will encounter unique adaptations of ancient Japan and its Islands. Players will have the ability to travel between the mainland and the outlying islands utilizing ships, small boats and even kites. On land, players can travel on foot or horseback.

After the launch of Azuma-Unification, a multiplayer version of the game will be tested and launched. In our multiplayer release armies can be built, alliances forged and the spoils of war can be shared among the victors.



The Story

There were three men that brought the constant civil war of Japan to an end, starting a period of peace and stability across the country. Oda Nobunaga, Toyomoti Hideyoshi and Tokugawa Ieyasu all had very different personalities; there is a famous Japanese story that shows the character of the three unifiers of Japan.

Nobunaga, Hideyoshi and Tokugawa were watching a cuckoo bird waiting for it to sing, but the bird wouldn't sing.

Nobunaga says "Little bird, if you don't sing I will kill you".

Hideyoshi says "Little bird, if you don't sing, I'll make you sing".

Then Tokugawa Ieyasu says to the bird "Little bird, if you don't sing, I will wait for you to sing".

It was these characteristics that made these men so important for the unification of Japan. Nobunaga's violent and impatient demeanor made him a scary leader, he won over the majority of Japan but was then defeated and took his own life. Hideyoshi was Nobunaga's first man and took over his leadership after his master's death. A loyal and willing leader and soldier soon to become the first official Shogun, only to be taken over by Ieyasu, a soldier feared on the battlefield for his incredible patience and wisdom. It was Ieyasu, becoming Shogun after Hideyoshi who was to finally bring peace to the warring clans of Japan. (history-of-japan.weebly.com)

Characters/Avatars

Feudal Japan was a time of brutal competition and a social structure set in stone. The enemies for the Azuma-Unification are powered by A.I. avatars, some are more challenging than others.



Our characters are brother and sister, children of Tokugawa Ieyasu, the great unifier of Japan.

Katanami, a female Samurai, or Onna-Bugeisha, is a fierce warrior for the Tokugawa Shogunate clan. The character Katanami was inspired by the stories of Mochizuki Chiyome, a famous female Ninja or “Kunoichi” in ancient Japan.

Arashi, a Tokugawa Samurai, was separated at a young age from his sister during a battle. He continues to fight fiercely to defeat the enemies of the Tokugawa Shogunate. His hope is that one day they will be reunited in a victorious battle that will end the warring in Japan.

Game Weapons

There are over 20 different weapons that are used in the game, more will be added as the community grows.

Weapon enhancements include items such as exploding shurikens, full auto puckle guns, fast fire matchlock guns, and other technological surprises.

- Each weapon can be traded or upgraded in the game store or held as an asset in the players' game inventory.
- Many Weapons has a melt value and can be melted back into Enjin coin.



Azuma Tokens



Azuma coin is the native currency in the game. It is tradable and transferable, and built on the Ethereum network.

Ethereum is the largest smart contract blockchain with a worldwide community of developers.

While Enjin is on the Kovan testnet, the tradable tokens in the game will be Azuma coin (AZUM). Azuma coins are compatible with any external wallet that supports Ethereum Tokens.

Through the introduction of Azuma coin as a stand-alone currency within the game platform, players will have game advantages that only Azuma coin can provide. This includes special game objects, rank bonuses, energy, and health.

Why Enjin?



Azuma has been working with the Enjin support team members to create a solid game platform that includes assets minted with their SDK. In 2019 we developed the game utilizing coding for the items backed by Enjin coin.

In addition to the game items backed by Enjin coin (i.e. samurai swords, and more) there will also be special Azuma coins also backed by Enjin. These are unique Azuma coins that are reserved for high scoring battles or completed missions. Sometimes a player may be lucky enough to find them hidden in the game.

Note on Enjin status: Enjin is currently functioning on the Kovan testnet. We have implemented and tested the SDK in our game, and it works well on the testnet.

Enjin plans to migrate onto the mainnet in the near future, and once this occurs, all items backed by Enjin coin will be active and tradable.

The Wallets

Azuma Wallet

During gameplay, the players game wallet communicates with the smart contract controlling the game economy. When a player wins a battle, discovers a chest of Azuma coins, or achieves a rank increase, Azuma coin will be awarded to the player and sent to the ethereum address of their Azuma wallet.

Enjin Wallet

The game also utilizes the Enjin wallet to hold certain objects minted specifically for the game environment. These game objects are backed by enjin coin. The player may melt these items back into Enjin coin and transfer that coin to an exchange, or purchase items in the Azuma game store.

About Us

Azuma Games is an international company dedicated to the development of new and exciting online games that include a digital currency reward system. Our team includes experienced game developers, financial experts, avid gamers, and marketing ninjas.

We have developed our own proprietary crypto currency module that can be used by any developer in most game engine environments. The unique ability of this module to function with any crypto currency will allow developers and issuers to create new and exciting games with cross-platform capabilities.

For questions or additional information, email the Azuma Team at contact@azumacoin.io



Azuma's Development Team

James A Lightman - CEO

Gordon Couper

Developer, C# Unity, Full Stack

Quang Phan

Character Art, Modeling,
Animation

Bogdan Fiduer

Token Development, Smart
Contracts

Anton Livaja

Web Development

Aquiba Durrani

Pantheon Digital

Publicity, Digital Media Content,
Blog optimization and Social
Media & Traditional Press

Tassio Rafael, Enjin Coin

Technical development support
for Enjin coin and platform
development

Helga Sokolova- Wallet Design

William Bougas- CTO

Wallet design frontend

Nick Ashton

Game Development/Music

Roberto Liccardo

Good-noon Publicity / Media

Digital Marketing

Sarosh Waiz- Marketing
Strategist

PROJECT ADVISORS

Rinu Jacob

Exchange Advisory

Tendul

Exchange Advisory

Anthony Sanchez

Gameplay Advisory

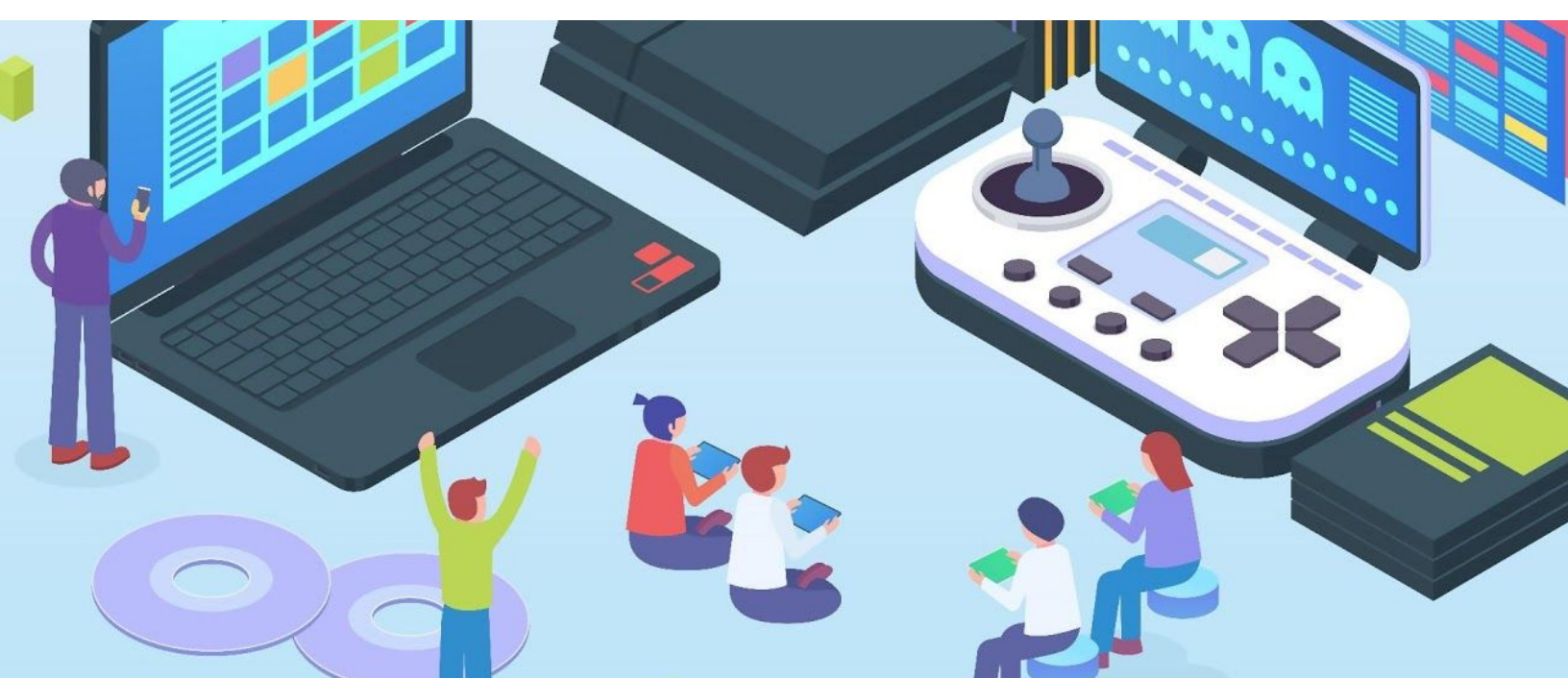
Development Roadmap



9. A Brief History of in-Game Commerce

It all started with IGE which was founded in 2001 and became a pioneer of digital currency in online games. The company achieved revenue exceeding \$100 million in 2006.

Other companies quickly followed including D10e, GoCoin, Blade Payments, Five Delta (sold NASDAQ: SRAX), Xfire 2.0, Playsino, Evertune, GamesTV, and D.E.N.



The technology developed by these and other teams has defined the path for today's gaming entrepreneurs who see the power of including in-game rewards and economies within 3d games.

- ⇒ Warcraft Gold became available on their platform in 2015, and others followed.
- ⇒ Tron was recently used in a mobile game featuring Tron cryptocurrency

The Market Today

The landscape of online gaming is ever changing.

Unique styles and genres are emerging with each new developer that enters the space.

“In 2018 2.3 billion gamers across the globe will spend \$137.9 billion on games in 2018. This represents an increase of +13.3% from the year before, or \$16.2 billion. Digital game revenues will take 91% of the global market with \$125.3 billion.” - (Superdataresearch.com)

SuperData



2019 will see a large increase in online game earnings with the introduction of at least nine new AAA games in January 2019.

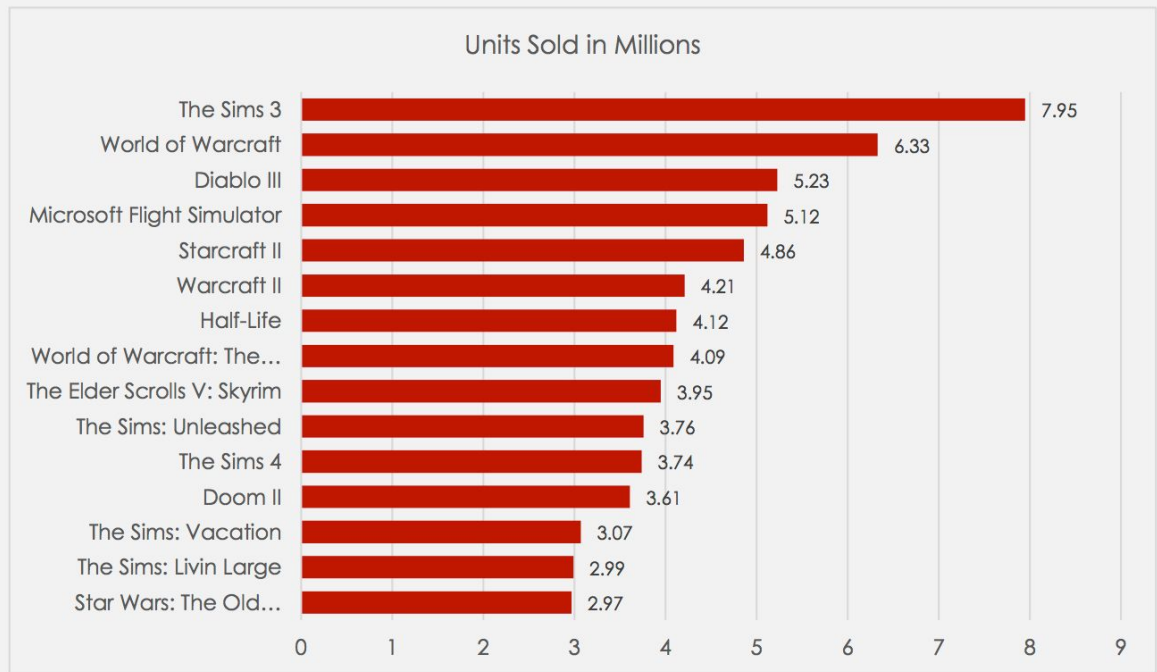
World of Warcraft took the second place among the best selling PC games of all time around the world, with a total of 6.33 million units sold as of January 2018. (VGChartz, 2018).

League of Legends is the most popular core PC game worldwide as of March 2018, followed by PUBG and then Fortnite. (Newzoo, 2018)

In mid-2018 Fortnite Battle Royale game, announced that it had made more than \$1 billion from in-game revenue, or by selling features during the game, such as extra costumes for players, according to data from market research firm SuperData.

GLOBAL GAMES MARKET

Worldwide Unit Sales of the Best Selling PC Games of All Times in Millions Units



January 2018 – Source: VGChartz

Azuma Games has focused on the PC market for our initial release of Azuma-Unification. Building a solid foundation in this space will allow the company to expand to other platforms such as console gaming.

The Crowdsale

Azuma (AZUM) Tokens can be purchased on LAToken

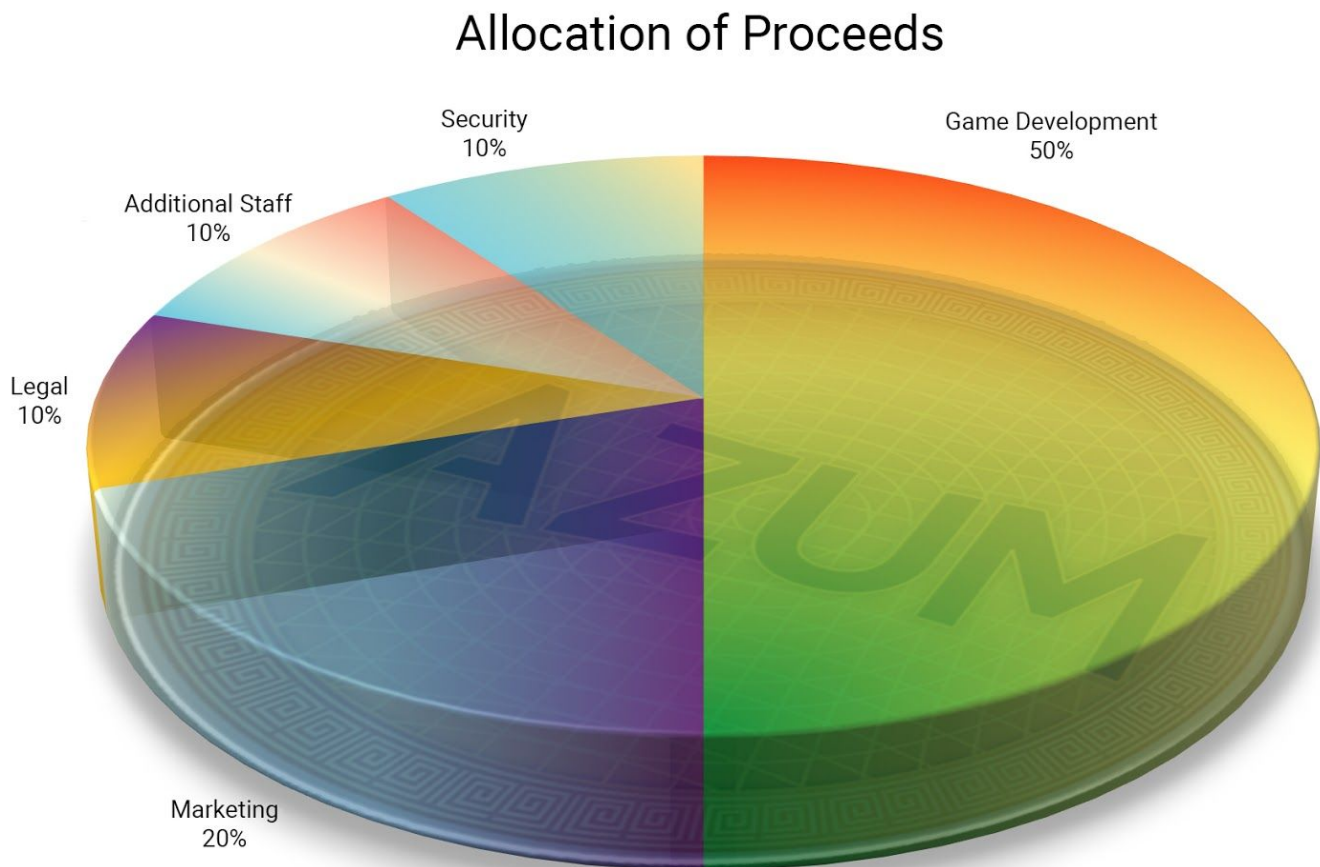
During the token sale 500,000,000 Azuma tokens will be minted. The token distribution is shown below. The Crowdsale figure is a fixed unchangeable allocation. Percentages may vary slightly in final allocation for the other areas shown.

Initial Supply:	500,000,000 AZUM (fixed supply)
Team:	(5%) 25,000,000 (3 mo. lockup)
Developers/Exchange:	(5%) 25,000,000
Azuma Game Reward Reserve:	(20%) 100,000,000
Public Crowdsale:	(70%) 350,000,000
Target Price:	\$.80 (Tokensale price)

Allocation of Proceeds

Funds contributed in the Crowdsale will be used for the development, promotion, and growth of Azuma Game Platform.

A detailed description of funds allocation is shown below. This is the preliminary allocation of resources and the distribution may change as needs arise.



50% Further Development of the Azuma Game Platform

These costs include the development and operational costs of all technology described in this whitepaper, including the development of smart contracts, wallets, game objects and third party plugins.

Also included are the costs associated with site hosting and game server maintenance including load balancing for high traffic servers, and other aspects of hosting such as increased protection from firewalls, data archiving, backend server management for blockchain and server side interaction.

This portion of the funds allocation will also be used to hire additional full-time game developers to code the Multiplayer version.

As Additional Enjin-backed items are minted, Enjin coin will be purchased to back these items.

20% Marketing

Marketing professionals will be added to help support the growth of the platform. We are creating a worldwide campaign that will reach out to all segments of the target markets, specifically gaming and digital currency markets.

10% Legal

Azuma has expert legal counsel. They have provided consultation on all aspects of the game and crowdsale. It is the intention of Azuma Games to remain vigilant and compliant in all aspects of our business. Our Attorneys will be available throughout the crowdsale and beyond to insure the company is compliant with the ever-changing legal landscape of digital currency.

10% Staff

As the game platform becomes popular, we will require additional support staff, customer service and other team members as needs arise.

10% Security

Security for a game that involves digital currencies is critical. We take players security very seriously, and steps have already been taken to use the best methods to protect accounts. If additional security work is required, we will have the funds available to hire as needed.

Use & Design of the Azuma Tokens

Our Tokens are designed to be used on the Azuma Game platform to reward players for accomplishments.

The game rewards are decentralized in nature. The outcome of gameplay rests solely upon the efforts and skill of the player, and not upon any input of a third party. Azuma is designed for online gaming entertainment and to challenge each player to achieve personal goals.

Azuma coin is not designed with an expectation of profit. The melting of items and exchanging of tokens on the platform is designed to give players the opportunity to increase the status and rank of the character through the purchase of in game items.

Legal and Regulatory

Azuma coin was developed to be utilized in an online game, not for speculative purposes. While it is possible to trade the coin on exchanges, the design and purpose are to enhance gameplay and player competition within the target platform and worldwide gaming community.

The following legal framework indicates that the Azuma token is unlikely to be considered a security token.

A Securities Law Framework for AZUMA Tokens

Used to estimate how likely **AZUMA** tokens are likely or unlikely be a security under US federal securities law

RESULT: UNLIKELY TO BE CONSIDERED A SECURITY

Element 1: Investment of Money

Is there an investment of money?

Characteristic	Points	Explanation	Examples	Y or N
There is no crowdsale. New tokens are given away for free, or are earned through mining	0	Tokens which are not sold for value do not involve an investment of money. For example, if all tokens are distributed for free, or are only produced through mining, then there is no sale for value.	There was never any token sale for Bitcoin. The only way to acquire new bitcoin is via mining. A token which is randomly distributed for free	N
Tokens are sold for value (crowdsale)	100	Tokens which are sold in a crowdsale, at any time, regardless of whether sold for fiat or digital currency (or anything else of value) involve an investment of money	A token which is sold for bitcoin in a crowdsale. A token which is sold for ether in a crowdsale.	Y

Total for Element 1 **100**

Element 2: Common Enterprise

What is the timing of the sale?

Characteristic	Points	Explanation	Examples	Y or N
Pre-deployment	70	A sale of tokens before any code has been deployed on a blockchain is more likely to result in a common enterprise where the profits arise from the efforts of others. This is because the buyers are completely dependent on the actions of the developers, and the buyers cannot actually participate in the network until a later time.	A developer has an idea for a new protocol, writes a white paper and does a crowdsale.	
The protocol is operational on a test network	60	If there is a functioning network there is less likely there is to be a common enterprise where the profits arise from the efforts of others. The closer the sale is to launch of the network, the less likely there is to be a common enterprise.	A developer has an idea for a new protocol, writes a white paper and deploys a working test network before doing a crowdsale.	N
Live network is operational	50	If the token is sold once there is an operational network using the token, or sold immediately before the network goes live, it is again less likely to result in a common enterprise	The crowdsale is done at the same time the network is launched.	Y

What do token holders have to do in order to get economic benefits from the network?

Characteristic	Points	Explanation	Examples	Y or N
All token holders will always receive the same returns	25	If returns are paid to all token holders equally (or in proportion to their token holdings) regardless of any action on the part of the token holder, then their interests are more likely aligned in a common enterprise	'HodiToken' holders are automatically paid an amount of ETH each week, based on fees generated by other users of the network 'FoldToken' does not pay any return, and there is no way to earn more tokens within the network (but they can be bought, sold or traded)	N
There is a possibility of varying returns between token holders, based on their participation or use of the network	-20	If token holders' returns depend on their own efforts, and can vary depending on the amount of effort they each put in, then there is less likely to be a common enterprise	'CloudToken' holders can earn more tokens by providing data storage on the network, or can spend tokens to access data storage. Holders who do not provide data storage do not earn any more tokens.	Y

Total for Element 2 **30**

Element 3: Expectation of Profit

What function does the token have?				
Characteristic	Points	Explanation	Examples	Y or N
Ownership or equity interest in a legal entity, including a general partnership	100	Tokens which give, or purport to give, traditional equity, debt or other investor rights are almost certainly securities.	A developer releases and sells 100 'BakerShares' tokens. Each token entitles the holder to 1 share in Baker, Inc.	N
Entitlement to a share of profits and/or losses, or assets and/or liabilities	100	If one or more of these characteristics apply, the token is almost certainly a security, notwithstanding the results of the other elements	A developer releases and sells 100 'BakerProfit' tokens. Each token entitles the holder to 1% of the profits of Baker, Inc. for the next year.	N
Gives holder status as a creditor or lender	100		A developer releases and sells 100 'BakerDebt' tokens. Each token entitles the holder to principal and interest repayments based on the initial token sale price.	N
A claim in bankruptcy as equity interest holder or creditor	100			N
A right to repayment of purchase price and/or payment of interest	100			N
No function other than mere existence	100	A token which does not have any real function, or is used in a network with no real function, is very likely to be bought with an expectation of profit from the efforts of others, because no real use or participation by token holders is possible. Voting rights alone do not constitute real functionality.	A developer releases and sells 100,000 'SocialCoin' tokens to fund the development of a new Social Network. However, SocialCoin is not required to access the network and has no real function after the sale.	N
Specific functionality that is only available to token holders	0	A token which has a specific function that is only available to token holders is more likely to be purchased in order to access that function and less likely to be purchased with an expectation of profit.	'CloudToken' is the only way to access and use a decentralized file storage network.	Y

Does the holder rely on manual, off-blockchain action to realize the benefit of the token?				
Characteristic	Points	Explanation	Examples	Y or N
Manual action is required outside of the network (e.g. off-blockchain) in order for the holder to get the benefit of the token	80	A token whose value depends on someone taking specific manual action outside of the network means that the token is not functional in and of itself. Instead, the token relies on a level of trust in a third party taking action off-blockchain. This sort of token is more likely to be bought for speculation - i.e. the expectation of profits.	A developer releases and sells 'FreightCoin', which will allow the holder to pay FreightCoin to access capacity on a new real-world freight network. The network relies on legal contractual relationships and manual actions. (This alone does not make FreightCoin a security)	N
All functionality is inherent in the token and occurs programmatically	0	A token which is built with all the necessary technical permissions means that the token holder does not rely on manual actions of any third party. This means that the buyers are more likely to purchase the token for use rather than with the expectation of profit from the efforts of others.	Holders of 'SongVoteToken' can sign transactions on the network as votes for their favorite new songs and earn rewards for doing so.	Y

What is the timing of the sale?				
Characteristic	Points	Explanation	Examples	Y or N
Pre-deployment	20	A sale of tokens before any code has been deployed on a blockchain is more likely to result in buyers purchasing for speculative reasons with the expectation of profit, rather than practical use cases.	A developer has an idea for a new protocol, writes a white paper and does a crowdsale.	N
The protocol is operational on a test network	10	If the sale occurs after code has been deployed and tested, the token is closer to being able to be used	A developer has an idea for a new protocol, writes a white paper and develops a working test network before doing a crowdsale.	Y
Live network is operational	0	If the token is sold once there is an operational network using the token, or immediately before the network goes live, it is more likely to be purchased with the intention of use rather than profit.	The live network is launched before the crowdsale.	N

Can the token holders exercise real and significant control via voting?				
Characteristic	Points	Explanation	Examples	Y or N
Token holders as a whole are able to control the development team's access to funds	-20	If the collective approval of token holders is required in order for the development team to access the funds raised in the crowdsale, then any value realized by the token holders is more closely tied to their own decisions, and less reliant on the efforts of others.	A development team sells 100,000 Tokens for a total of 100,000 ETH. 50,000 ETH will be released from the token contract to the development team immediately, but the remainder is only released once milestones are met, which requires approval of a majority of the token holders each time. If the milestones are never met, the remaining ETH will be returned to the token holders.	N
Token holders as a whole are able to vote on significant decisions for the protocol	-10	If the collective approval of token holders is required in order to make significant changes to the protocol, then any value realized by the token holders is more closely tied to their own decisions, and less reliant on the efforts of others.	Changes to the protocol require a vote by token holders.	N

Note: Voting rights must be in addition to functionality. A token with voting rights alone and no other real functionality is very likely to satisfy element 3

How is the token sale marketed?				
Characteristic	Points	Explanation	Examples	Y or N
Marketed as an 'Initial Coin Offering' or similar	50	It is not possible to prevent some buyers from buying a token purely for speculation. However, marketing the token as an investment leads buyers to believe they can profit from holding or trading the token, rather than from using the token in the network. Using terms like 'Initial Coin Offering' or 'ICO', and investment-related language like 'returns' and 'profits' encourages buyers to buy a token for speculation, rather than use.	'ProfitCoin' includes potential of 'high ROI' and 'investor profits' in its marketing material.	N
Marketed as a Token Sale	0	Marketed as a sale of tokens which give the right to access and use the network		Y
There is no economic return possible from using the network	-100	If there is genuinely no economic return possible for the token holders, then there is unlikely to be a common enterprise. This will be rare.	Backers contribute to a cause and receive a 'thank you' token which has no economic value.	N

Results				
Guide			Your results	
Total Points	How likely is the element to be satisfied?			
0 or less	Very unlikely		Total for Element 1	100
1 - 33	Unlikely		Total for Element 2	30
34 - 66	Equally likely and unlikely		Total for Element 3	10
67 - 99	Likely			
100 or more	Very likely		Overall Risk Score	10

A token will only be a security if it satisfies all three elements. The higher the point score for each element, the more likely the element is to be satisfied.

For many blockchain tokens, the first two elements of the Howey test are likely to be met. The third element has the most variables and the most different outcomes depending on the characteristics of the particular token.

Important notes

Please remember that this methodology produces nothing more than an estimate. The Overall Risk Score and the categories of likelihood are a guide only.

The Howey test has not yet been directly applied by the courts to any digital currency or blockchain token. The Howey test as applied by the courts does not involve any points-based calculation. The points system is intended as a guide - to highlight the characteristics of a token which are relevant to the securities law analysis.

This Framework should be read together with the full legal analysis. This Framework and the full legal analysis may be updated in the future as the law in this area develops.

You should not rely on this Framework as legal advice. It is designed for general informational purposes only, as a guide to certain of the conceptual considerations associated with the narrow issues it addresses. You should seek advice from your own counsel, who is familiar with the particular facts and circumstances of what you intend and can give you tailored advice. This Framework is provided "as is" with no representations, warranties or obligations to update, although we reserve the right to modify or change this Framework from time to time. No attorney-client relationship or privilege is created, nor is this intended to be attorney advertising in any jurisdiction.

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