

POOLS



*Please note that the images attached to this planning document are example images for better understanding.



Even if I sleep a shrimp's sleep, my dreams are like that of a whale's. I shall travel to that wide sea today in the hopes that the dream may sublimate with eternal value.

“



Let's take a look,
shall we?

The new consumption power - 'MZ generation'

Why isn't there a **phone**
that understands the

MZ generation's heart?

”



“

The first issue is reward.

Now is the time to make money
by playing P2E and M2E games.

Isn't there a smartphone that can
also earn money?

”

Phone-to-earn?



-
-



What if it gets stolen?



-
-

“

The second issue is security.

I am also worried about hacking or phishing.

I have everything on my phone.

If my priceless phone is stolen

Who's responsible?

”

Web 3.0, the Metaverse era

Complex ID
management, No



“

The third issue is DID

Web 3.0 Era and the Metaverse Era

Many services necessitate the use of identification.

Will one ID be enough?

I do not want to give others access to my personal
information.

I am the owner of the Web 3.0 era.

”

The number of cryptocurrency users worldwide has risen to 320 million.



“

Smart digital economy life

The fourth issue is Integrated Wallet

Each exchange has its own wallet in your personal wallet.

Airdrop, Staking, Farming, NFT, DeFi

There are numerous ways to make money,

but I prefer to take it easy.

”



Wallet full of check and credit cards,

I can't lose it



The fifth issue is biometric authentication card



only one, .plz..



Is there a safe card that, even if I lose it, I won't have to worry about?

Debit or credit card

I don't want to carry around too much.

One card is adequate.

SO. . .



A smartphone with educational value
A phone with life guidance
A phone that makes life more enjoyable

Let's make a
change right now!



Enjoyable Phone & Fun

PHUN PHUN !



Let's go, shamelessly.





POOLS

Participate in the POOLS environment

POOLS SOCIETY

More and more people are now utilizing POOLS and earning rewards through POOLS thanks to affordable prices and buying advantages, assisting POOLS in gradually becoming a part of people's lives and giving those who are experiencing hardship new hope.

A phone that can generate the first and best rewards at the moment is born.

‘ There are **more** poor people than well-fed people in the world today. ’

Reward phone aimed at the mid-low price range



Make Money On Your Smartphone

- WEB 3.0 TECHNOLOGY
- REWARDS PLATFORM
- REFERRAL REWARD
- CRYPTOCURRENCY WALLET
- DECENTRALIZED EXCHANGE
- REWARD MUSIC
- REWARD SHOPPING



“

POOLS Phone, a device that helps you get **rewards** every day through **Phone-tech** and become wealthy, will be a **hundred times** better than **high-end**, **pricey** phones with features that take up room but have little impact.

”



POOLS - a phone that will help you get rewarded with Phone-Tech technology - is the birth of a **unique** phone product that is expected to explode the **mid-range & low-end** smartphone market.

First in the world

POOLS



REWARDS

Bring about ongoing advantages

CHEAP

High tech but affordable

SECURITY

Perfect security

REFERRAL

Mode of Referral Rewards



POOLS

“

POOLS's value is to make
your life more enjoyable by
providing daily rewards and
earning money with just one
phone, similar to mining
gold from a mine.

”



We do

Don't even think about calling it a second phone. A phone... Every day, it is reborn with greater worth.

It comes in a different color and a unique design. The most important features are more prominently displayed.

It emphasizes the significance of security even more. It has the most effective compensation function. It offers a simple crypto environment.



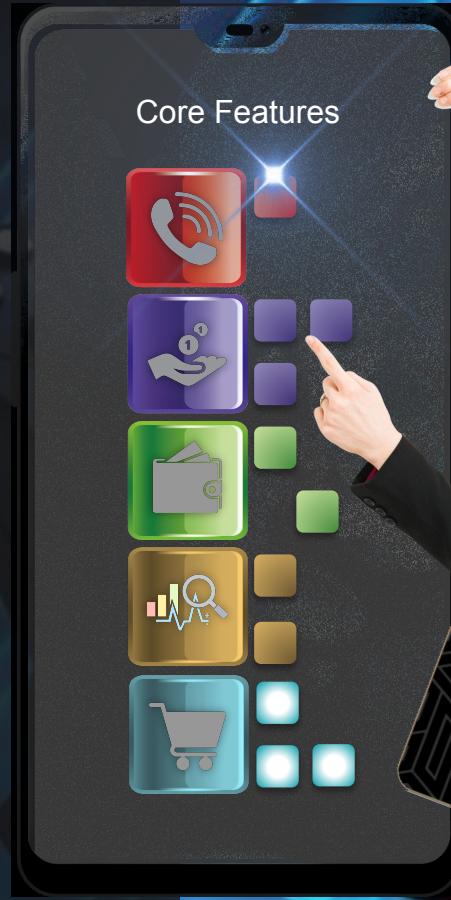


Mounted App

Smartphone Monetization



- # Offer Message and Call **Advertising Rewards** 
- # Support exclusive platform - **POOLS Store** - for rewards 
- # **Integrated ID and wallet** for complete safety and security 
- # Provide payment cards based on biometric verification platform 
- # **NFT Marketplace** and **POOLS Shopping Mall** 
- # Decentralized Financial Pools Exchange & **DEX** 
- # **POOLS Music** - **Music Rewards** 
- # Decentralized Crypto Function **Security Messenger** 
- # Club **POOLS PARTY** 



Released July 2023

Features & performance

PRIVATE





POOLS # 00001

5000mAh battery
Triple Rear Camera
Dirac Sound
Fingerprint & Face Unlock

6.6"HD+ Waterdrop Display
AndroidTM 9 Pie
Fingerprint & Face Unlock



POOLS # 00002

5000mAh battery
Triple Rear Camera
Dirac Sound
Android™ 9 Pie
Fingerprint & Face Unlock



POOLS # 00003

5000mAh battery
Triple Rear Camera
Dirac Sound

6.6"HD+ Waterdrop Display
AndroidTM 9 Pie
Fingerprint & Face Unlock



POOLS # 00004

5000mAh battery
Triple Rear Camera
Dirac Sound

6.6"HD+ Waterdrop Display
Android™ 9 Pie
Fingerprint & Face Unlock



POOLS # 00005

5000mAh battery
Triple Rear Camera
Dirac Sound
Fingerprint & Face Unlock

6.6"HD+ Waterdrop Display
Android™ 9 Pie
Fingerprint & Face Unlock

Recently released

POOLS Phone Manufacturer - Concept phone released by Infinix

To change the color of the smartphone's back to silver or blue, this product uses electrochromic and organic electroluminescent (EL) technology.

Infinex created the product to automatically change the color of the smartphone's back in certain scenarios. When a call comes in, for example, the color of the back panel changes from silver to blue. In addition, when charging the smartphone, the color changes and the center of the device blinks green.



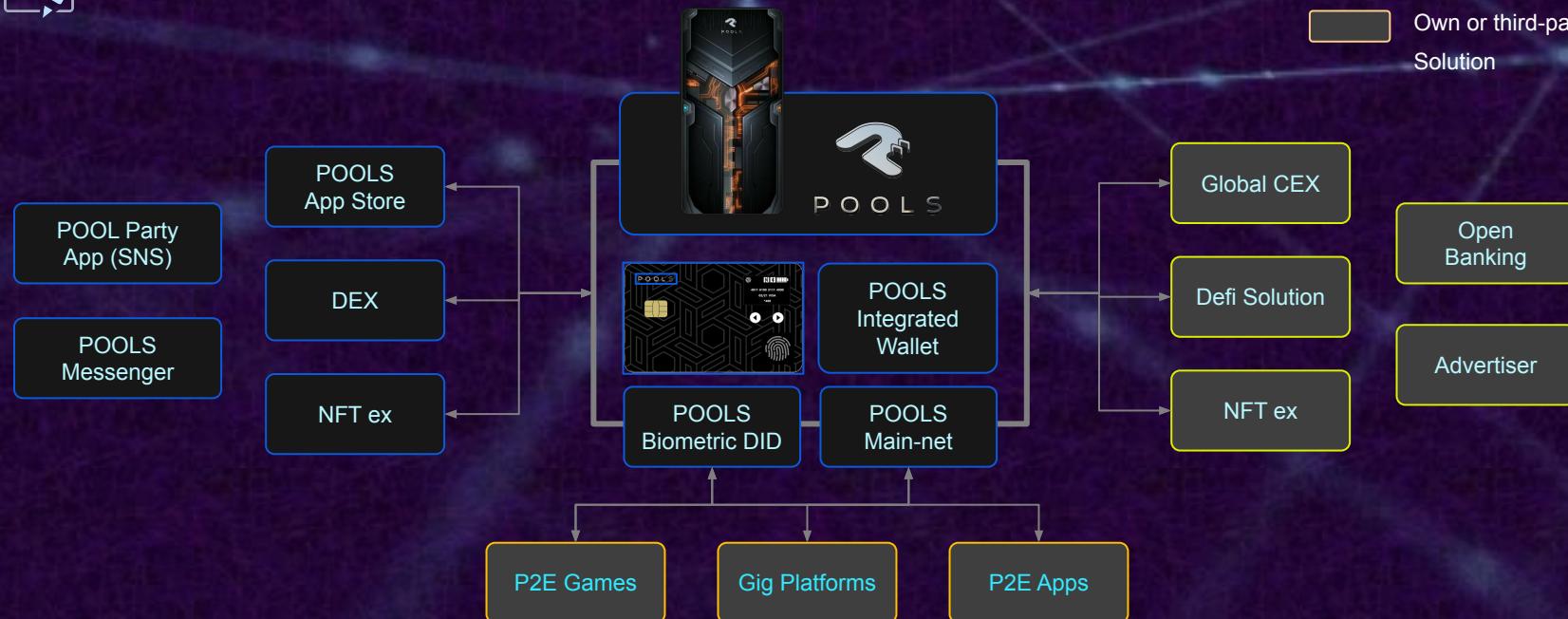
Business Overview





Business Structure

- Own platform/ Solution
- Affiliate Platform/ Solution
- Own or third-party platform/ Solution



Phone / Card / Accessory Distribution

Platform Business

App Service Business

POOLS Community



POOLS Phone Features



POOLS Phone & Biometric Card

Purchase
Referral Reward

Advertising
reward for
calls/texts

Biometric One DID
Integrated Wallet &
Security Solution

Rewards
Exclusive
POOLS DAPP
Store & P2E
Games

Exclusive
POOLS APP
Store

POOL Party
(SNS Community)
&
POOLS Messenger

Gig App
Partners

Reward phone specializing in crypto finance and security

POOLS Phone Linkage (Bluetooth) Card

Biometric authentication-based POOLS ID & Wallet Payment

Card (credit card, check card, transportation card), easy payment, etc.

20 payment methods on one card (All in One card)



POOLS Advantages

Money Making Phone

Phone Referral Reward – Phone Purchase Referral Reward

Advertisement Reward – Reward for just calling and texting

P2E, Reward Curation – Auto-recommended apps and games

A variety of benefits!! – Purchase discount, fee discount

Don't just earn, let's have fun !! – POOL Party SNS & Community

Cost performance

\$ 570 – Latest phones and high-tech cards at this price?!?

MZ Lifestyle

Phone



Crypto Phone

Integrated Wallet for Phone – Easy and Convenient Crypto Economy Life

Pools Exclusive Reward Marketplace – POOLS Dapp Store / DEX / NFT Store

Anyone can be NFT Creator – The World's First NFT Camera App

The best security (Security Phone)

Secure personal information – Biometric-based identity

Secure payment – Biometric card

Safe phone – The best security solution



Pools Smartphone A/S

: Collaboration with "Infinix" as a partner firm, operate a customer support center

- # Principal Target Nations make use of Infinix's A/S infrastructure.
- # Additionally, in other nations, we collaborate with local vendors and carry out repairs on refurbished phones.
- # Online assistance is available in many languages, depending on the nation.



INFINIX

Infrastructure support

VENDOR

support

ONLINE

customer support



Infinix [About INFINIX](#)

Infinix



Founded in 2013
現 Assets 10 trillion

Rapid Growth

DESIGN & TECHNOLOGY

Infinix' intuitive products offer trendsetting and intelligent experiences for young people all around the world, making your everyday life more pleasurable and easy with sleek, creative designs and smart gadgets.

INTERNATIONAL

Infinix brand and its products Focused on emerging markets such as Africa, Latin America, the Middle East, Southeast Asia, and South Asia. The company's global offices are continuing to grow and flourish.

Concentrate on modern technology research and development Develop with the aim of creating cutting-edge mobile devices that are aesthetically pleasing via the fusion of fashion and technology





POOLS Card - Biometric All in One Card & POOLS Root ID

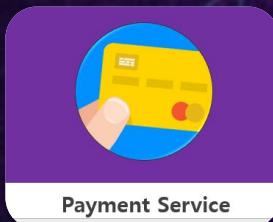
The safest card in the world
POOLS Card



Continued
expansion of
service functions



Biometric based



Payment Service



Authentication Service

Biometric authentication security (**POOLS Wallet linkage**)

Biometric information-based ID generation (**POOLS Phone & Wallet integrated ID**)

ID Authentication (Non-Blockchain, Blockchain “DID, KYC, Self-Sovereign”)

Easy payment service (Same way as Samsung PAY, Apple PAY)

Standard credit card (EMV, etc.) is available at the same time

QR-based mobile payment service can be installed

POOLS ID-based payment service, cryptocurrency payment service

POOLS-ID authentication function

KYC, DID function

Key pair function

OTP function



POOLS Card – Feature/Technical Application



- IC CHIP

- Equipped with credit and check cards such as VISA and MASTER
- POOLS ID, Biometric based private KEY creation and storage



M/S



IC 칩



충전



바코드



QR코드



블루투스

- MCU : Micro Controller Unit
[POOLS Card Payment function support]

- Fingerprint sensor

- GU-ID, Biometric based private KEY creation and storage
- Secondary security authentication (available only for registered users)

Card (credit card, check card, transportation card, etc.), simple payment, QR payment, etc
Up to 20 payment methods on a single card



POOLS Card – Feature/Technical Application



- EPD(Electrophoretic Display)
 - Low power e-ink display
 - ID authentication and registration
 - QR code-based payment service (with various mobile payment services)
- Keypad
 - Selection of functions stored on the card
 - Intelligent Algorithm
- NFC, BLE(Bluetooth)
 - ID, Biometric based private KEY authentication and registration
 - Non-face-to-face identity authentication
 - National ID, civil ID and security access control
 - e-Car user authentication and payment
 - Transportation card, mobile payment, international service (Suica, Felica, etc.)
 - Service through connection with smartphone



POOLS Card – Mobile App



1st

First download the POOLS Mobile App and the Service Mobile App along with your Electronic Wallet

2nd

Connect (Pair) POOLS Card Bluetooth with your smartphone or NFC

3rd

Automatically download the Electronic Wallet to your POOLS Card or OTA



POOLS – Integrated ID based on biometric authentication

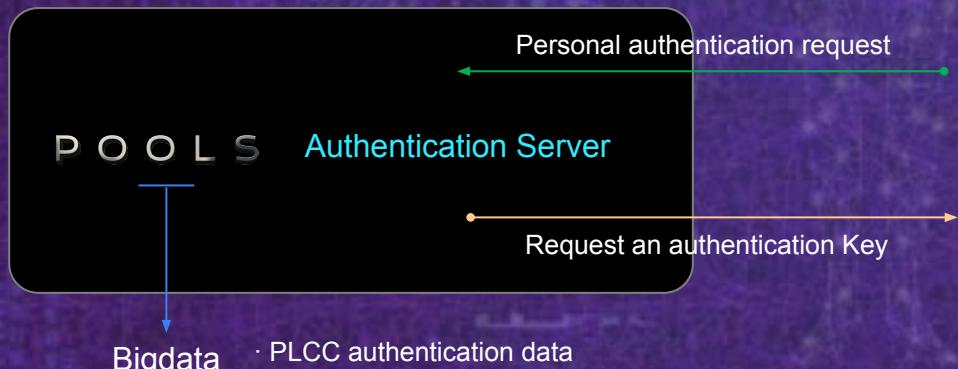


KEY
Creation
ID generation
(linkage)

Create “Private KEY based on biometric information” using user’s fingerprint information

Use the created private key

- ① Non-face-to-face identity authentication
- ② Authentication and payment functions can be expanded through ID generation (linkage)



- PLCC authentication data
- Simple payment authentication data
- SSI (Self-Sovereignty Identity) authentication data



POOLS Main-net – Function Comparison part 1

	POOLS	Bitcoin	Ethereum	Cardano	Cosmos	Polkadot
Blockchain Generation	3rd Gen	1 st Gen	2 nd Gen	1 st Gen	3 rd Gen	3 rd Gen
Consensus Mechanism	Developed PBFT	PoW	PoW	PoS	BPoS	NPoS
Consensus Energy Consumption	Low	High (small state)	High (half of Bitcoin)	Low	Low	Low
Block Time	1~3s	600s	14s	20s	7s	6s
Transactions Per Block / Second	13,500 TPB / 4,500 TPS (Single Micro-chain)	2,700 TPB / 4.5 TPS	70 TPB / 5 TPS	5,000 TPB / 250 TPS	10,000(Hub) TPB / 1,420 TPS	6,000(Relay) TPB / 1,000 TPS
Transaction fee (2021.01)	\$0.0X	\$8	\$4	\$0.0X	\$0.0X	\$0.0X
Smart Contracts	Yes	No	Yes (EVM)	No (planned)	Yes (WASM, EVM)	Only Parachains (WASM, EVM)
Contracts Terms	Any	Any	(EVM)	(WASM)	(WASM)	(WASM)



POOLS Main-net – Function Comparison part 2

	POOLS	Bitcoin	Ethereum	Cardano	Cosmos	Polkadot
Decentralized Apps	Yes	No	Yes	No	Yes	No (Planned)
Decentralized Exchange	Yes	No	Yes	No	Yes	No (Planned)
Decentralized Finance	Yes	No	Yes	No	Yes	No (Planned)
Digital Identity Management	Yes	No	Yes	No	Yes	No (Planned)
Data Oracles	Yes	No	Yes	No	Yes	No (Planned)
Cross-chain Communication	Yes	No	No	No	Yes (IBC peg zones)	No (Planned)
Scalability Options	Scale-up (planned with ETRI) Scale-out (Micro-chain Architecture)	No (planned lightning)	No (planned ETH 2.0)	No	Zones	Parachains



POOLS – Wallet

The screenshot shows the POOLS Wallet interface. At the top, it displays the POOLS logo and the current balance: 53 147.69 ETH. Below the balance, there are tabs for Bitcoin, Ethereum Balance, and Ripple. A dropdown menu shows the current balance in ETH, with an option to switch to USD. The main area shows a transaction history with the following entries:

Category	Transaction Type	Amount	Value
TODAY	Received	1.345 ETH	+ 1.345 ETH
	Bought Ethereum	1.345 ETH	+ 3.345 ETH
	Sent to Sx6...bj	1.345 ETH	- 2.934 ETH
YESTERDAY	Received	1.345 ETH	+ 0.14 ETH
			424 USD

: Advantages of a POOLS' exclusive POOLS Wallet in a POOLS Phone

- Easily manage digital assets such as tokens acquired as rewards from POOLS
- Quickly send cryptocurrency anywhere in the world from the chat window of the wallet messenger function
- Provide secure security and transactions with military security solutions
- Able to generate additional profits with a better asset management system (staking, lending, secured loan, etc.) than the financial sector
- Trade various cryptocurrencies by linking with the decentralized pools exchange

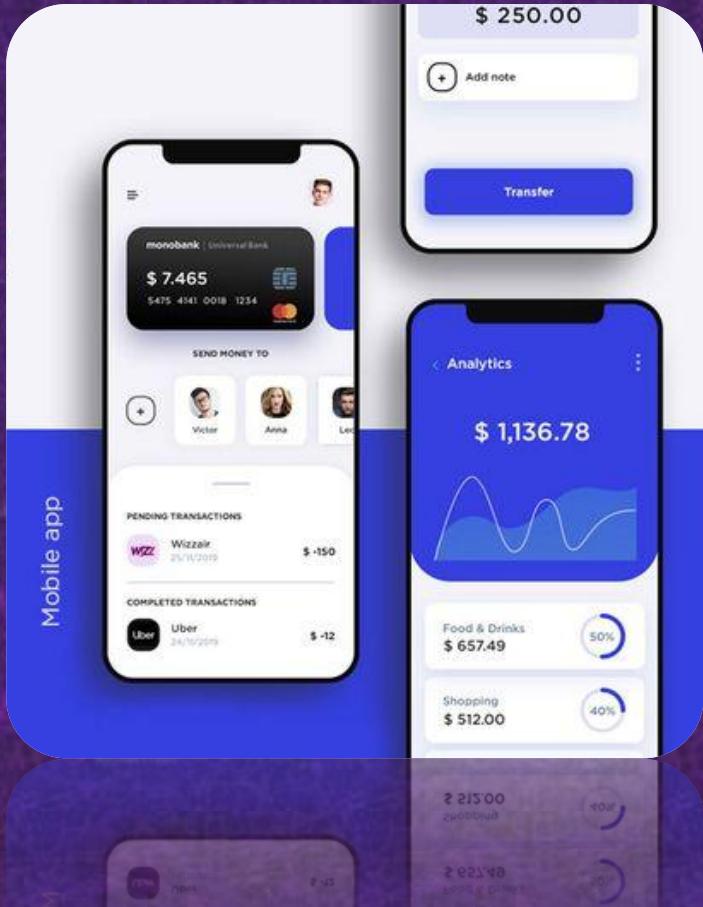




POOLS Dashboard

:: POOLS Phone “Dashboard” function support

1. User basic information and management
 2. POOLS exclusive biometric ID card management (additional registration of other financial card cards)
 3. Referral Reward Information: (Phone Sales/ POOLS App Store/ POOLS Shopping Mall, etc.)
 4. Basic reward information: (Call/ Text/ POOLS App Store/ POOLS Music, etc.)
 5. Reward statistics (visualized statistical data by service, month, day, country, etc.)



Differentiation strategy



POOLS

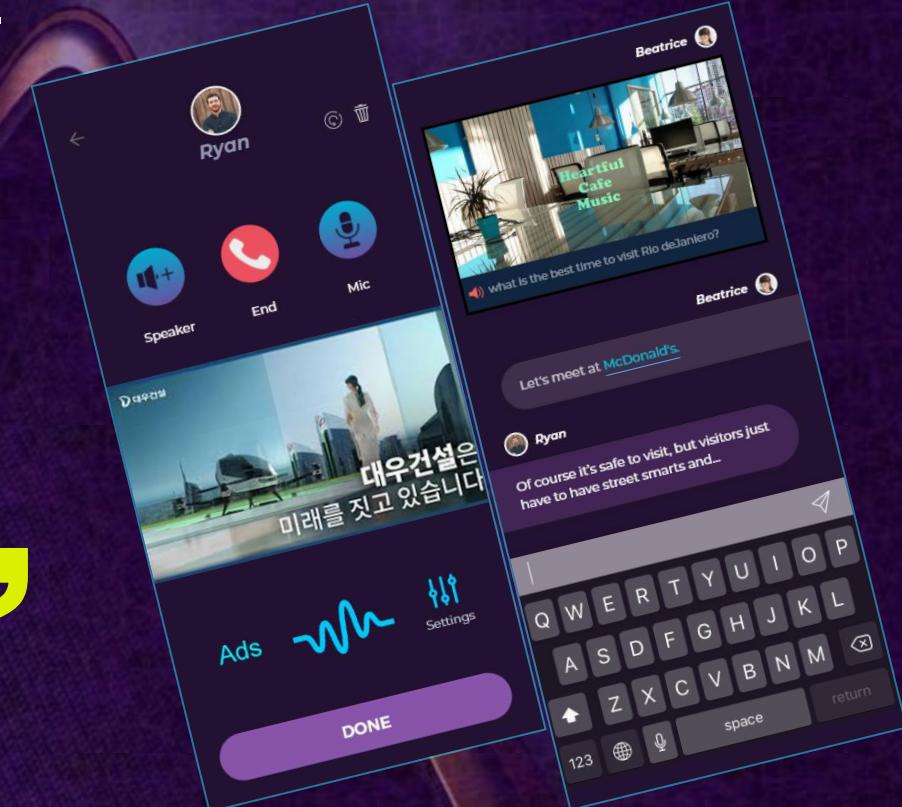


You will receive a reward whether you phone or text.

,

You will earn rewards whenever you pick up the phone, make a call, or text.

,



Pools Store

POOLS



Integration of rewards ~

PLAY TO EARN
P2E Game

METAVERSE
Metaverse

NFT
NFT Game

POOLS STORE Integration - Get
the Best Rewards

#Download

#Review

#Rate

#Share

#Watch Ads

POOLS Prevent Source Hacking~

“

Implement a stringent security system
Integrate a defense to prevent hacking
and improve security

”

POOLS 💰 Secure wallet support ~

“

Protect **digital asset** with a **Blockchain-based**
Transaction Crypto Wallet
Easy to manage and set up with simple steps
Utilize a quick and simple **exchange**.

”



Consistent revenue
creation with the DeFi
function

POOLS Free Card Offer ~

“

Payment by ID and
Card based on
biometric authentication

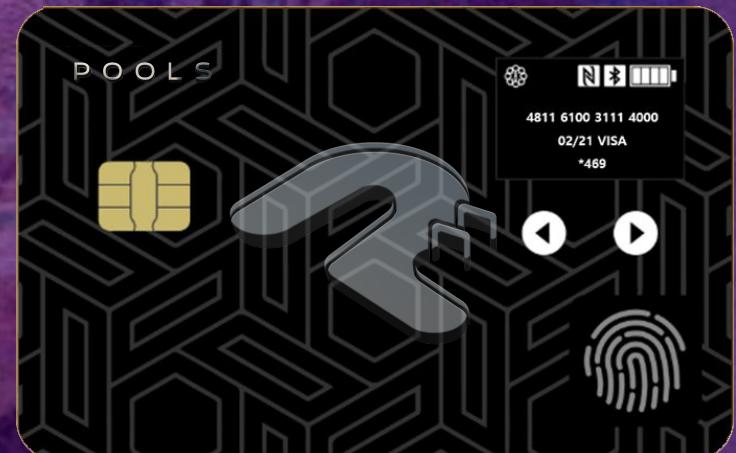
”

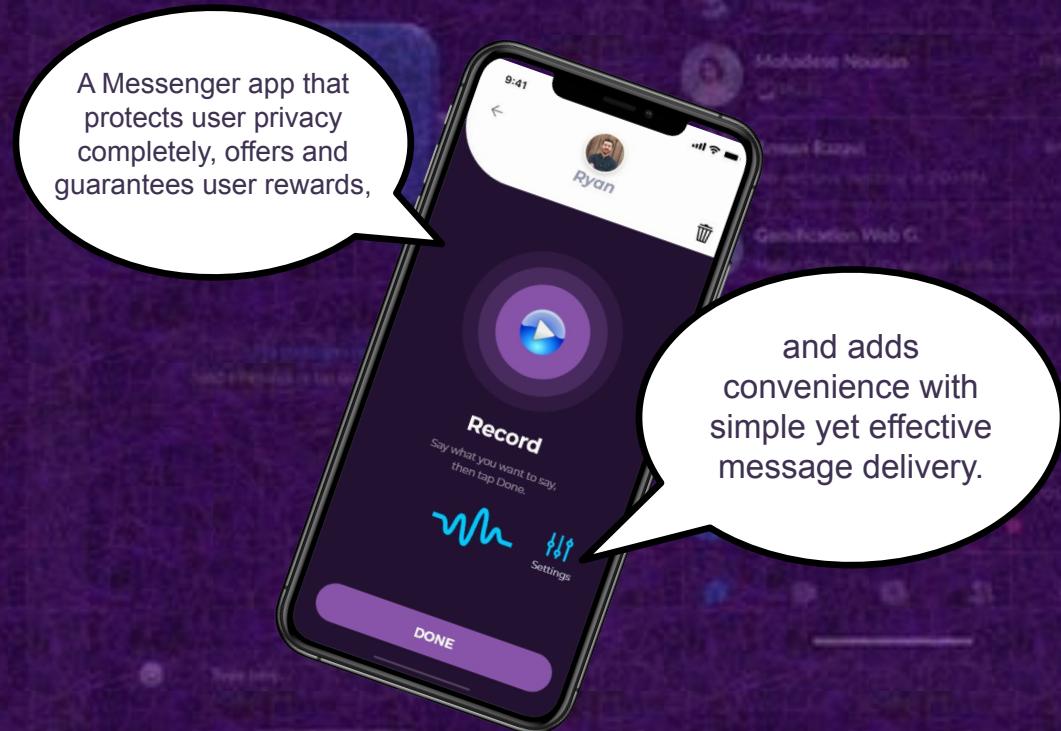


- ① Indirect Identity Authentication
- ② Verification through initialization (ID link)
- ③ Possesses a payment feature

Use the user's fingerprint data to create and utilize a "Biometric information-based private key."

**Provide a biometric verification card exclusively for POOLS/
link with POOLS Phone for free**





POOLS Privacy and strong rewards!

A Messenger app that
protects user privacy
completely, offers and
guarantees user rewards,

and adds convenience with simple yet effective message delivery.



“
Absolute anonymity
Perfect security
Unlimited rewards

11

100%

570

Q1

POOLS



Through the SNS App designed exclusively for POOLS, young people with similar interests may connect in the **POOLS Community** and share photos and videos with each other.

Join POOL Party every day to have fun ~



Through videos or images, you can communicate your experiences and ideas with friends all around the world about your preferred subjects, such as event culture, technology, sports, etc.

You may stay up to date on the newest trends with the POOL Party app with a variety of information.

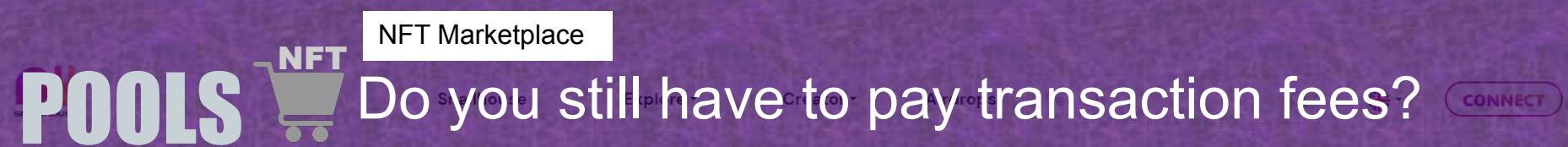


Turn it into NFT the moment you take it

“

NFT Camera: You can convert any image into NFT, register it on the NFT Market, and sell it.





DISCOVER, COLLECT
AND SELL NFT

Snailhouse platform
to sell and own artworks
click

Explore Now

Every year, the global
NFT Marketplace for
NFT lovers will
airdrop free NFT to
POOLS Phone users.

37 K+

Artworks

20

Artists

1000+

Auctions

SNAIHOUSE

SNAILHOUSE V2 MIGRATION

Version 1 will no longer be supported. move your NFTs to



Exclusive Shopping mall

POOLS

Even when shopping, you can get a special discount.

The more you shop at
POOLS' exclusive Online
Shopping Mall, the more
points you earn.



COIN POINT SWAP

PAYMENT

#When you pay with your harvested bonus tokens at "POOLS Shopping Mall," you will receive a discount.

#You can pay and exchange coins with the points you earn at checkout.

POOLS



Listen to music while receiving rewards

Get unlimited access to free music from across the world while daily token mining

Through the radio broadcasting service on PC and App, you may earn tokens every day by listening to music of many genres from around the world for free.

Big events and diverse reward policies depending on the level of participation

With various reward systems, such as sharing, liking, commenting, viewing advertising, etc., you can earn a lot of tokens every day. Additionally, through the daily Airdrop event, you will have the chance to take on the role of the main character while streaming on the platform and receive a random number of prize tokens.



Music Play-to-earn
Through the Music Reward app, you can randomly receive a ton of enormous rewards whenever you listen to music.



Big Data

POOLS



Big Data is all ours. ^^



Reuse Big Data accumulated on POOLS Phones of users.

Big Data analysis can help you understand and respond to the competitive market.

Increase the use of platforms that can effectively deploy strategies.

Use data to increase ad revenue and secure rewards.

“
Big data from users
collected in its entirety

”

Marketing Strategy



P O O L S

MZ Generation **Keyword**



The MZ generation is familiar with the digital environment, primarily uses mobile devices, is at the center of the world, and seeks out the latest trends and one-of-a-kind experiences.

Digging Consumption

Value consumption, Own brand,
Virtue

On-tact Consumption

OTT, Digital experience

Metaverse virtual reality

Virtual and Reality, Second life

SNS, Game & Short Form

YouTuber, Influencer, Play culture

SNS-based Tegrity

Your own taste-sharing community

Gig Worker

Freelancer, N-catcher, Upwork, Grab, Didi



Worldwide distribution of cryptocurrency users by continent

The Web 3.0 Era



Cryptocurrency users throughout the world,
320 million people ↑

The trend of cryptocurrency holdings is growing across all six continents

- Asia ranks first with 103 million people
- In 2nd place, Africa has 53 million people
- 3rd place in North America, including Central America, with 51 million people
- 4th place in Europe with 43 million people
- 5th place South Africa has 27 million people
- 6th place in Australia with 1 million people

** Determine the figure using the assumption that it will rise by 4.2% each year.



Top 10 Countries for Cryptocurrencies

Country	Number of crypto owners	Percentage of the population
United States	46,020,521	13.74%
India	27,416,309	2.00%
Pakistan	26,457,317	11.50%
Nigeria	22,332,791	10.34%
Vietnam	20,210,834	20.27%
China	19,883,262	1.33%
Brazil	16,652,150	7.75%
Russia	14,647,694	10.10%
Indonesia	12,237,009	4.45%
South Africa	7,712,116	12.45%

In South Korea, people who hold cryptocurrencies account for 3.88% of the population, or 2,015,027 people

Vietnam is the only country with more than 20% of the population

- The United States took first place with 46,020,521 people..
 - The percentage of people who own cryptocurrencies to the whole population was 13.74%
- With 27,416,309 people, India is in second place
 - Only 2% of the population owns cryptocurrencies
- Pakistan was ranked third, followed by Nigeria at number four
- Vietnam came in fifth place, with 20.27% of the population (about 20,210,834 people)

Decentralized Exchange, Dex, P2P trading standards



Rank by country based on Cryptocurrency users trading volume

1st Place	2nd Place	3rd Place	4th Place	5th Place	6th Place	7th Place	8th Place	9th Place	10th Place
Vietnam	Philippine	Ukraine	India	USA	Pakistan	Brazil	Thailand	Russia	China
11th Place	12th Place	13th Place	14th Place	15th Place	16th Place	17th Place	18th Place	19th Place	20th Place
Nigeria	Turkey	Argentina	Morocco	Columbia	Nepal	United Kingdom	Ecuador	Kenya	Indonesia

2022 Internet User Standards



The top countries with the highest percentage of Cryptocurrency users

1st Place	Thailand	20.10%	7th Place	Indonesia	16.40%
2nd Place	Nigeria	19.40%	8th Place	Brazil	16.10%
3rd Place	Philippine	19.40%	9th Place	Singapore	15.60%
4th Place	South Africa	19.30%	10th Place	Korea	13.40%
5th Place	Turkey	18.60%	11th Place	Malaysia	13.20%
6th Place	Argentina	18.50%	12th Place	Greece	8.60%

Unique and different



Marketing Strategy The first "Cryptophone" of my life

: The first <Cryptophone> is dependable for cryptocurrency enthusiasts worldwide

Conduct the first "Cryptophone" event intended towards people in Southeast Asia, the Middle East, Africa, and South America with greater value than a second phone

Marketing promotional movies (laughter, fun, touches) for cryptocurrency aficionados that stress total security, safety, and thorough difference

The worldwide issue of a phone that everyone wants to touch, own, and be proud of because of its distinctive and fancy design

Use reward and referral features to clearly demonstrate the goal of generating sustainable revenue and appear on YouTube and social media on a regular basis

Concentrate on the Target Countries

Season 1 Vietnam, India, Indonesia, Philippines, Thailand, Singapore, Malaysia, Bangladesh, Myanmar, Korea

Season 2 Middle East, Africa, Eastern Europe, Latin America



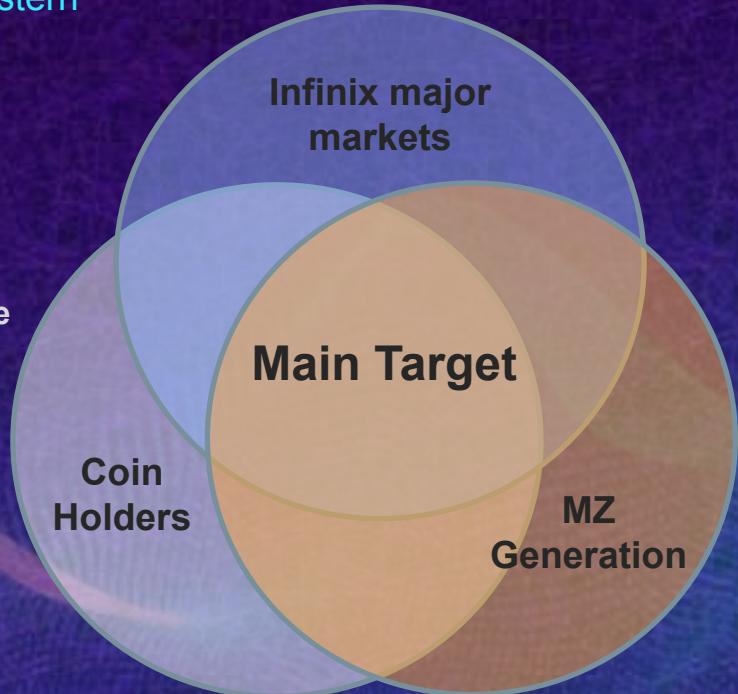


Marketing Segmentation & Targeting

: Main Target Markets: Southeast Asia, Africa, Middle East, Eastern Europe, Latin America

Season 1 Vietnam, India, Indonesia, Philippines, Thailand, Singapore, Malaysia, Bangladesh, Myanmar, Korea

★★ Priority launch in countries with well-equipped A/S infrastructure among Infinix's 50 countries





Marketing Strategy

- Project Mission

★ Platform & 1 million phone users in 3 years (2026)

Before the release of the phone (the first half of 2023)

- Marketing goals
(Marketing Theme)

- ★ Pre-purchase reservation: 100,000 units (referral)
 - Purchase right NFT sales: 50,000 units
 - Referral sales: 50,000 units

- Marketing strategy
(Marketing Challenge)

- ★ Advance Purchase Benefit Promotion (NFT)
- ★ Brand priming - Phone design, key features revealed sequentially
- ★ Referral Reward Promotion
- ★ Major chain foundation cooperation

After the release of the phone

- ★ 1st year (end of 2024) sales target: 300,000 units
 - Online sales: 100,000 units (referral)
 - Sales by telecommunication companies and distributors: 100,000 units
 - B2B (foundation, DAO, partner community): 100,000 units

- ★ SNS experience group & , sharing reward experience (success)
- ★ Referral Contest (Excavation of excellent local referral communities)
- ★ Strategic partner telecommunication company, distribution company pre-sale contract
- ★ B2B affiliate marketing

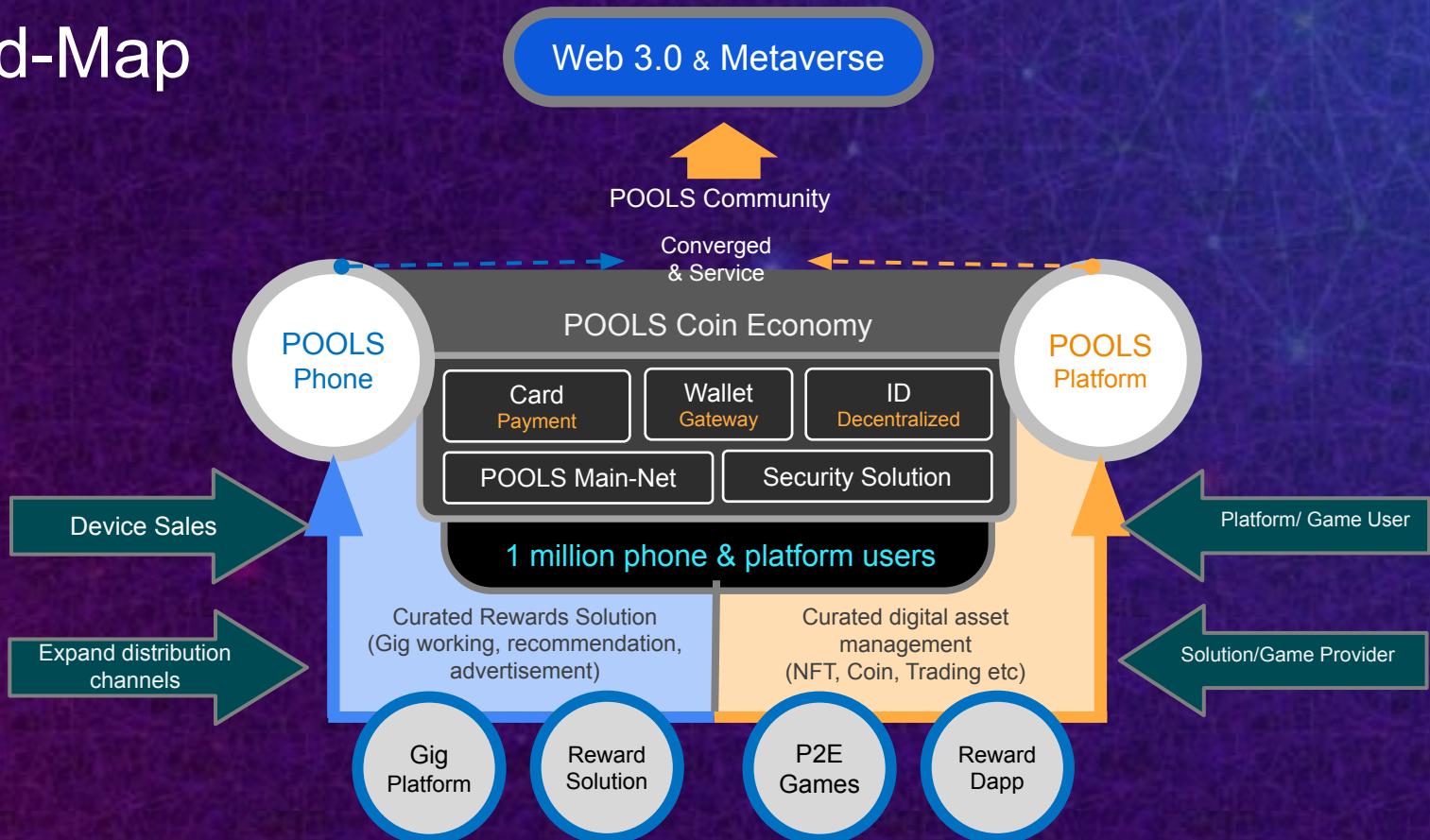
Time Schedule



POOLS



Road-Map





Project Time Schedule

Second half of 2022 Business plan	First half of 2023 Business preparation	Second half of 2023 Phone launching
<p>Financing / Marketing</p> <ul style="list-style-type: none">• Seed securing (Partnership NFT Sales)• POOLS brand development• Marketing strategy plan <p>Action / Partnership</p> <ul style="list-style-type: none">• Market research analysis, Business plan confirmation• Confirmation of product spec• Core partner agreement/ project consortium launch <p>System</p> <ul style="list-style-type: none">• POOLS Integrated System Planning/ Design• Phone Embedded System Planning/ Design• Completion of Main-net development completed/ POOLS coin issuance• Upgrade of Existing Platforms	<ul style="list-style-type: none">• Brand Launching / Brand Priming• Pre-sale – Referral Marketing & Pre-Season Promotion• Angel & VC Funding <ul style="list-style-type: none">• Main target country carrier/ distributor contract• Expansion of consortium partners• POOLS Membership NFT Issuance <ul style="list-style-type: none">• POOLS integrated system development• Phone Embedded System Development• Main-net based integrated ID & Wallet development• Independent platform upgrade/ affiliate solution linkage	<ul style="list-style-type: none">• Experience Team Open Beta Test• POOLS Phone Grand Launch Show (planned in October 2023)• Marketing focused on main target countries <ul style="list-style-type: none">• Expansion of marketing partners by country• Service Expansion Partner Expansion <ul style="list-style-type: none">• POOLS Integrated System Beta test & Open• Phone Embedded system Beta test & Open• Main-net based integrated ID & Wallet Beta test & Open• Independent Platform/ Affiliate Solution Beta Test & Open

Financial Projection



POOLS

- Release in the second half of 2023 / Yield 8%

Project Performing

Best

Sales unit 1,000 ea / Amount unit: 1,000 USD				
Division	Y1	Y2	Y3	Y4
Sales (ea)	300	500	1,000	1,000
Total Sales	171,000	285,000	570,000	570,000
Total Expenditure	157,320	262,200	524,400	524,400
Net Income	13,680	22,800	524,400	425,400

Moderate

Division	Y1	Y2	Y3	Y4
Sales (ea)	200	400	700	1,000
Total Sales	114,000	228,000	399,000	570,000
Total Expenditure	104,880	209,760	367,080	524,400
Net Income	9,120	18,240	31,920	45,600

Conservative

Division	Y1	Y2	Y3	Y4
Sales (ea)	100	300	500	700
Total Sales	57,000	171,000	285,000	399,000
Total Expenditure	52,440	157,320	262,200	367,080
Net Income	4,560	13,680	22,800	31,920

Financial performance estimation (POOLS Phone business)



Partners



POOLS



POOLS

PARTNERS



Appendix

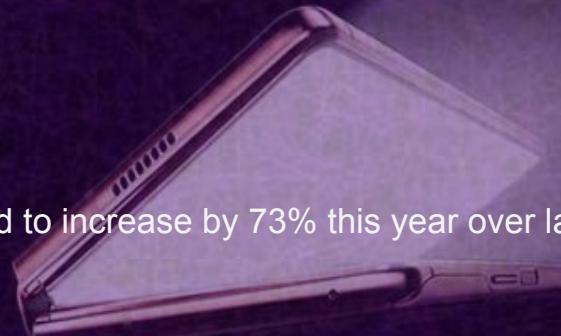


POOLS



Smartphone Market Trends

Shipments of foldable smartphones are expected to increase by 73% this year over last.



Samsung's foldable market share was 62% in the first half of the year, with 80% expected in the second half.

Shipments of foldable smartphones are expected to reach 16 million units in 2022.

Demand for foldable smartphones with large screen space is increasing as smartphone use expands into the media and entertainment sectors. Samsung Electronics was the market leader with a 62% share, followed by Huawei (16%) and Oppo (3%).





Analysis of the Mid/ Low Priced Smartphone Market

The domestic smartphone market¹ growth rate slowed to 7.8%, with low-cost/mid-range products accounting for roughly 60% of the market.

In the first half of 2022, the volume of smartphone products exported to the domestic market fell by nearly 8%. In particular, approximately 7,900,000 phones are produced. The market share of mid-range and low-end phones (prices under \$800) has increased from 47.7% to 58.3% in comparison to last year.

- Due to the exchange rate and the launch of new mid- to low-priced products by major brands, the market share of mid-to-low-end products has increased.
- Telecommunication companies' continuous launch of 5G low-end models and the introduction of eSIM services are expected to drive 5G market share growth.
- As competition in the domestic 5G smartphone market heats up, consumers have a strong desire to purchase smartphones that are tailored to their specific needs.



The use of smartphones to create a device ecosystem of various devices (typically wearables) and allow for continuous content consumption anytime, anywhere is becoming more popular.

Mid/ low priced smartphone



Recent Trends - Nothing Phone

:Nothing, what did you believe in to defeat Apple?

Successful reason: it raises expectations with a revolutionary design that shakes the smartphone design industry.

The YouTube showcase video criticized Apple's slow innovation and demonstrated the effectiveness of companies belonging to the "Underdog" class.

Products in the 600,000 -700,000 won, but received a variety of opinions

- Design is simple and one-of-a-kind, with white and black color options.
- Unveiling design with full back display of parts.
- Nothing is just a flagship, but it is more than a showcase; it is a product with many high-end features at an affordable price.
- With 200,000 pre-orders, the product is receiving public attention and response.



< Nothing Phone Homepage>

<https://intl.thing.tech/pages/phone-1>

< BBC NEWS - Nothing Phone Introduction Video >



<https://www.youtube.com/watch?v=nf7rxVc9o-g>

Thank you



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Playground & DecentPlanet