

Blockchain-based
Global Medical Tourism plastic surgery Platform

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1.1 About Us and Our Mission

HEALTHMEDI is a global medical tourism plastic surgery platform project.

HEALTHMEDI has rich experience and infrastructure in medical management and medical tourism business. Foreign plastic surgery patients face many inconveniences with payment and currency exchange, and it is difficult to get information about hospitals. Hospitals on the other hand, are struggling to inform and attract foreign patients. HEALTHMEDI is creating a plastic surgery tourism platform that solves these challenges with the rewards of coins and the convenience of payment. In particular, we provide plastic surgery information and O2O services through our YouTube channel BBeuTV and BBeuAPP so that foreign patients and hospitals can exchange services with each other through plastic surgery vlog videos that overcome language barriers.

Based on BBeuTV, a YouTube plastic surgery video channel with 60,000 subscribers, and BBeu Dapp, a plastic surgery O2O service that has grown beyond 100,000 downloads and events with 180 plastic surgery contracts, we are creating a coin ecosystem where patients and hospitals can earn rewards and revenue together.

With more than 5,500 plastic surgery models and over 23 million views, we will translate the videos into different languages to accelerate the attraction of plastic surgery patients through video platforms in each country.

We also plan to develop telemedicine through video chatting for medical consultations overseas and develop AI recommendation services through data accumulation. We will build on our operating income, which has already been profitable for two years, and allow the self-sustaining coin ecosystem to expand, and build on this to expand into diet, health, and overseas platforms.

1.2 Why HEALTHMEDI?

The founder, who has years of experience in healthcare management and international patient recruitment, saw the architecture of an autonomous economic system driven by decentralized algorithms in the Bitcoin whitepaper in 2017 and was convinced that it would be the next evolutionary version of capitalism, so he started a project team with his existing healthcare business team and has been developing the project for three years. While many dapps have introduced coins into existing businesses, HEALTHMEDI started as a pure coin business to create the current dapp.

We focused on developing video content with BBeuTV because YouTube is the best way to distribute video content globally to attract international patients. Patients trust testimonials the most.

Video testimonials are the most trusted and informative form of content. By subtitling and translating this vlog, you can let the world experience Korean medical technology and attract patients.

We are also working on rewarding plastic surgery reviews through the BBeuAPP to generate more reviews and encourage users to drive traffic. This expanded platform is organically connecting patients and hospitals.

Currently, due to the COVID-19 pandemic, it is difficult to attract overseas tourists, so we are upgrading our business by first connecting with domestic plastic surgeons' events and reviews.

The overwhelming number one medical tourism in Korea is plastic surgery. This is a situation that is being followed by Examination Center Orthopedics and others. Therefore, HEALTHMEDI started its service centered on the plastic surgery platform. We will continue the pattern of activation of plastic surgery medical tourism and expand it to medical tourism such as check-ups, incurable diseases, orthopedics, and wellness.

After many years of attracting international patients, one of the most frustrating aspects for medical tourists is the difficulty of currency exchange and payment. It's quite expensive, usually with a limit on the amount of money you can exchange and a 5-10% transfer fee, so there were a lot of illegal exchanges, and there were already plastic surgeries accepting bitcoin as payment.

This made me realize that medical tourism could benefit from the properties of a currency-free, easy-to-transfer coin. You can also use the coins to discount medical fees or provide additional services to further grow the medical tourism ecosystem.

In addition, the platform, which is fundamental to growing the medical tourism ecosystem, leverages the rewarding nature of the coin to reward reviews with coins, and users themselves give rewards and reputation scores to grow the ecosystem. Such content is a natural foundation for attracting international medical tourists.

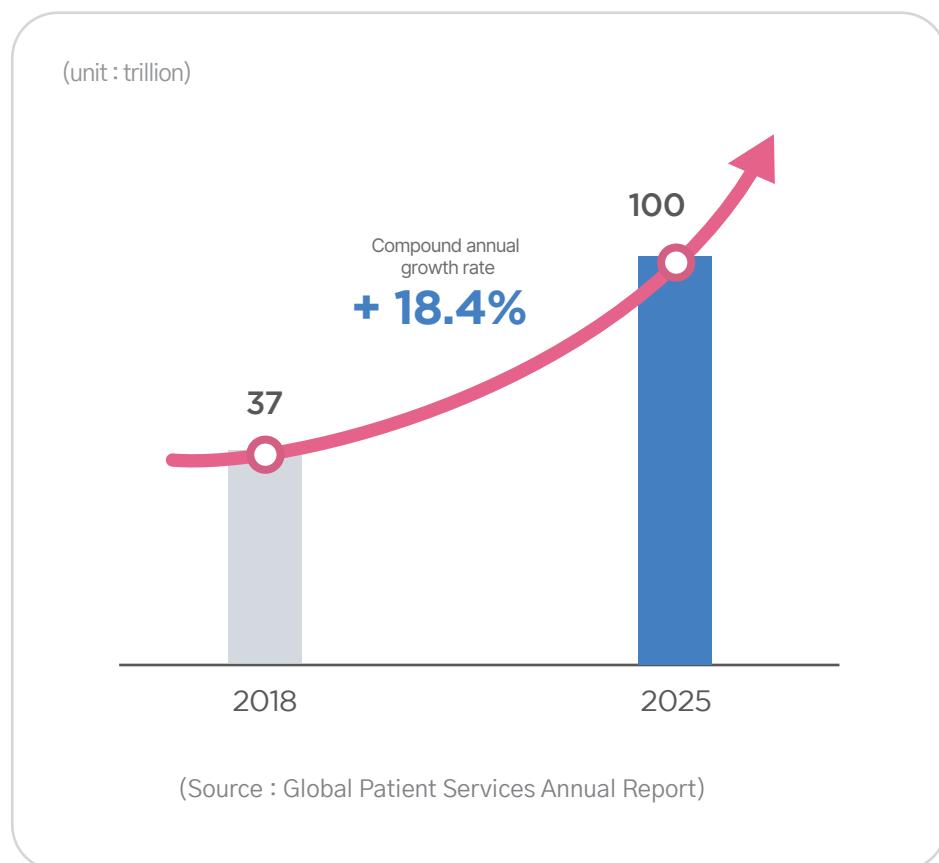


With the human network of HEALTHMEDI Founders and the excellence of the development team, we will expand the medical tourism ecosystem and increase the demand for the coin, which is based on the foundation of 5,600 plastic models, 60,000 subscribers, 613 plastic vlog videos and 100,000 downloads of application services, 180 plastic surgery contracts, and HEALTHMEDI Coin payment services in many hospitals.

2.1 The State of Global Medical Tourism

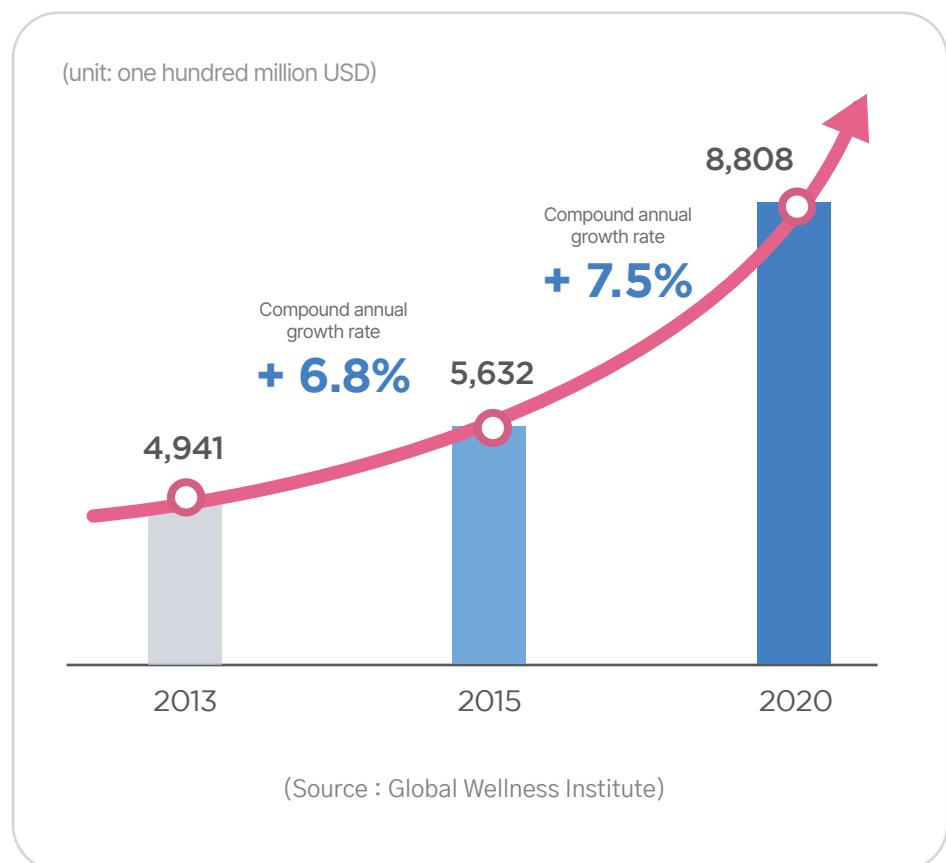
Global medical tourism market size

\$32.5 billion in 2018, \$99.3 billion by 2025,
growing at a CAGR of 18.4 percent



Global wellness tourism market size

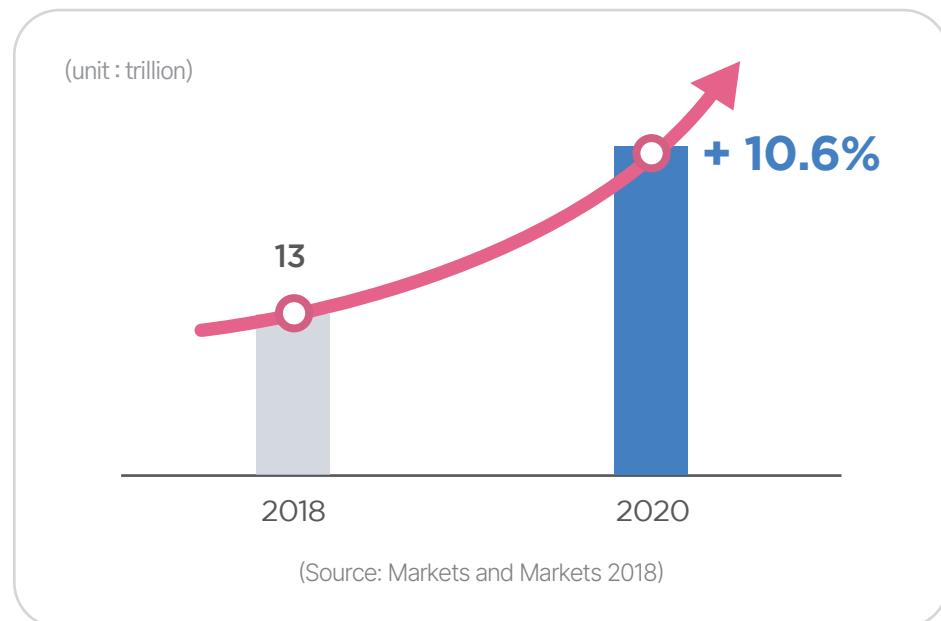
\$563.2 billion in 2015, \$880.8 billion in 2020,
growing at a CAGR of 7.5 percent



2.2 State of the Plastic Surgery Market

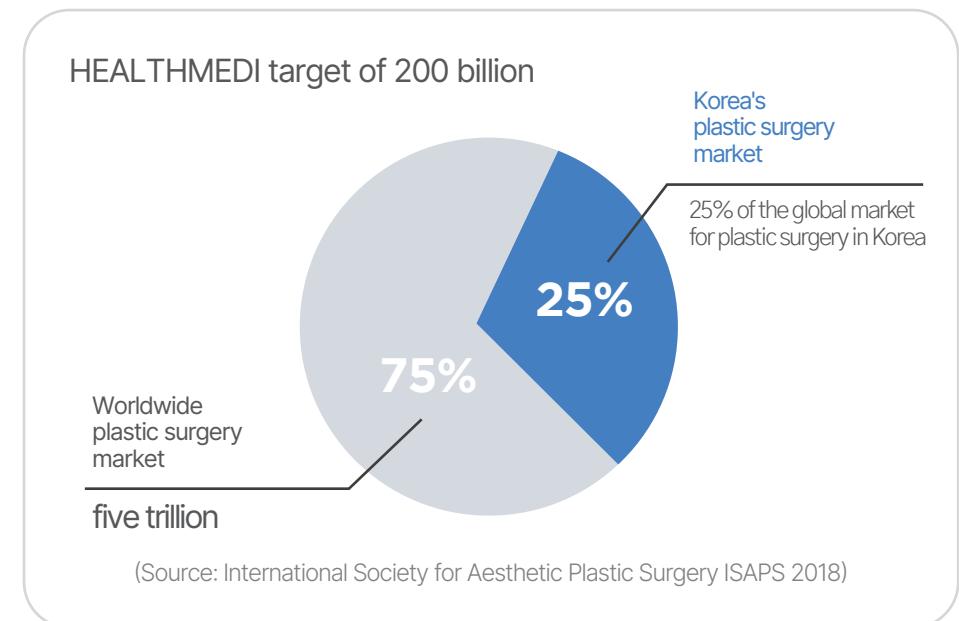
Global plastic Surgery market size

\$10.3 billion in 2018, growing at a 10.6% CAGR



Korea's plastic surgery market is

\$5 trillion, 25% of the world's market
Average number of surgeries per 1,000 people

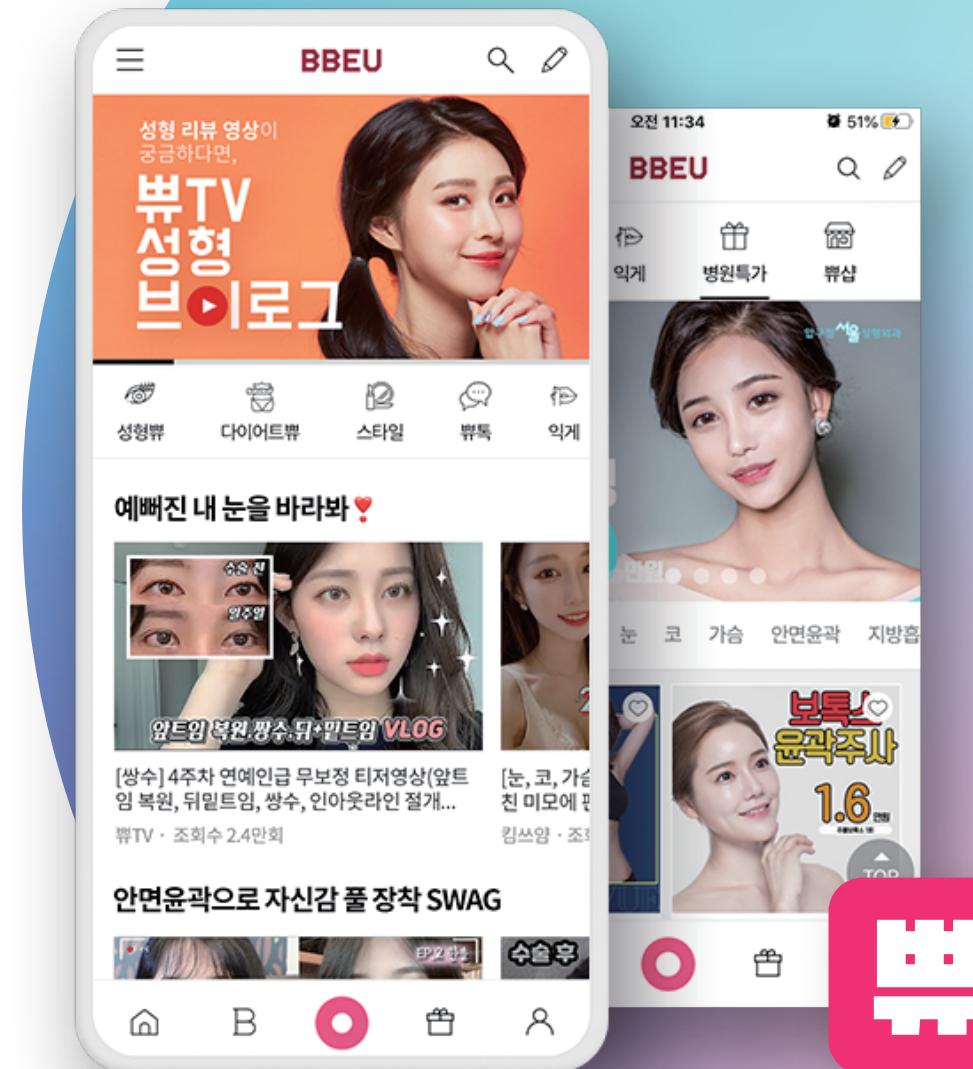


* What customers trust and like the most is the story of the experience. They trust stories (interviews) and video experiences the most.

3.1 Plastic Surgery Video Review APP BBEU

BBEU APP, a video cosmetic beauty platform leading the trend change of Generation MZ

- App downloads : **100,000**
- Membership : **16,021**
- Event Hospitals : **180**
- Events : **607**
- Plastic Surgery Vlog
TimeLink Video Review Service
- Recommended Plastic Surgery Events
O2O Advertising Service



3.2 For the First Time, Plastic Surgery Vlog "Exceed" 23.27 million Views

- Number of subscribers : **6.25million**
- Average views per episode Total cumulative viewing time : **101.44 million views**
- 1st episode average view : **3.8 million views**



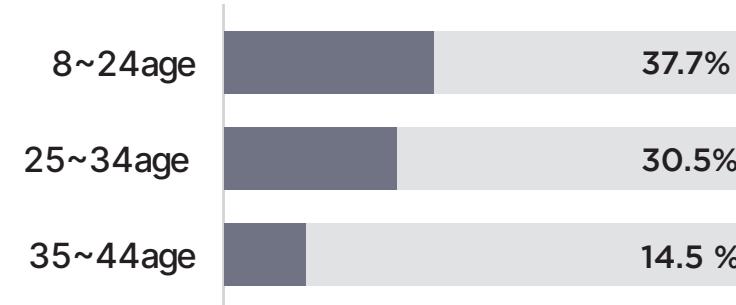
- Gender ratio
- Ratio by age



**Female
70.2%**



**Male
29.8%**



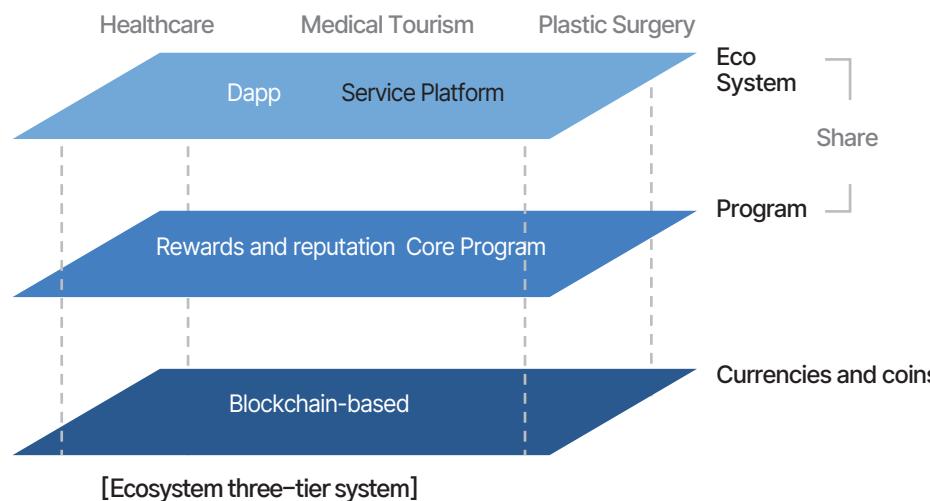
Average of 500-1000 plastic surgery inquiries per day after watching the video

4.1 HEALTHMEDI Coin Reputation Reward System

Reward ecosystems currently in service on BBEU

Reputation System

Reputation system users are leveled from Lv1-12, and the number of votes they can cast increases with their level. The reputation score is based on the number of votes, likes, follows, bookmarks, and contributions.



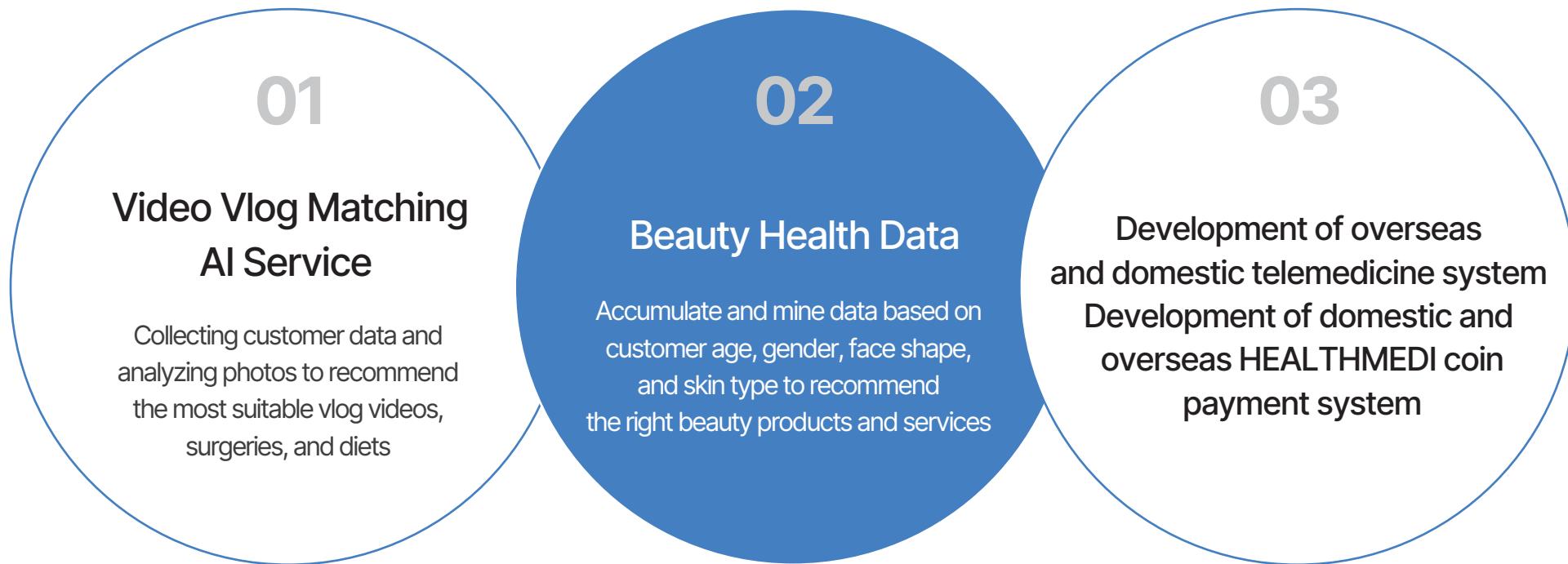
- **Dapp** Healthcare Platform, Medical Tourism , Plastic Surgery Platform
- **Core Program** Rewards and reputation social network platforms and service platforms programs
- **Blockchain** Blockchain monetary system

Reward system

(when rewarded 10 million won per month)

Author compensation 67.5% (224,999.775won)	Daily from 00:00 to 23:59:59 UPvotes you received / total votes * Author Reward EX) · The number of upvotes (comments + posts) he received on June 21st (100) · 700 upvotes for comments and 1300 upvotes for posts on the platform $100/(700+1300)*224999.775$ My Author Rewards: 11249.98875won
Vote Rewards 22.5% (74,999.925won)	Daily from 00:00 to 23:59:59 Number of votes you've cast / total votes on the platform * Vote Reward EX) · Total votes on June 21: 2,000 · 5 of your own votes $5/2000*74999.925$ My Author Rewards: 11249.98875won
Attendance Rewards 10% (33333.3won)	Daily from 00:00 to 23:59:59 Attendance Rewards / Total Attendees EX) · 1,000 attendees on June 21 $33333.3/1000$ My Author Rewards:11249.98875won

4.2 Technical Deverlopment

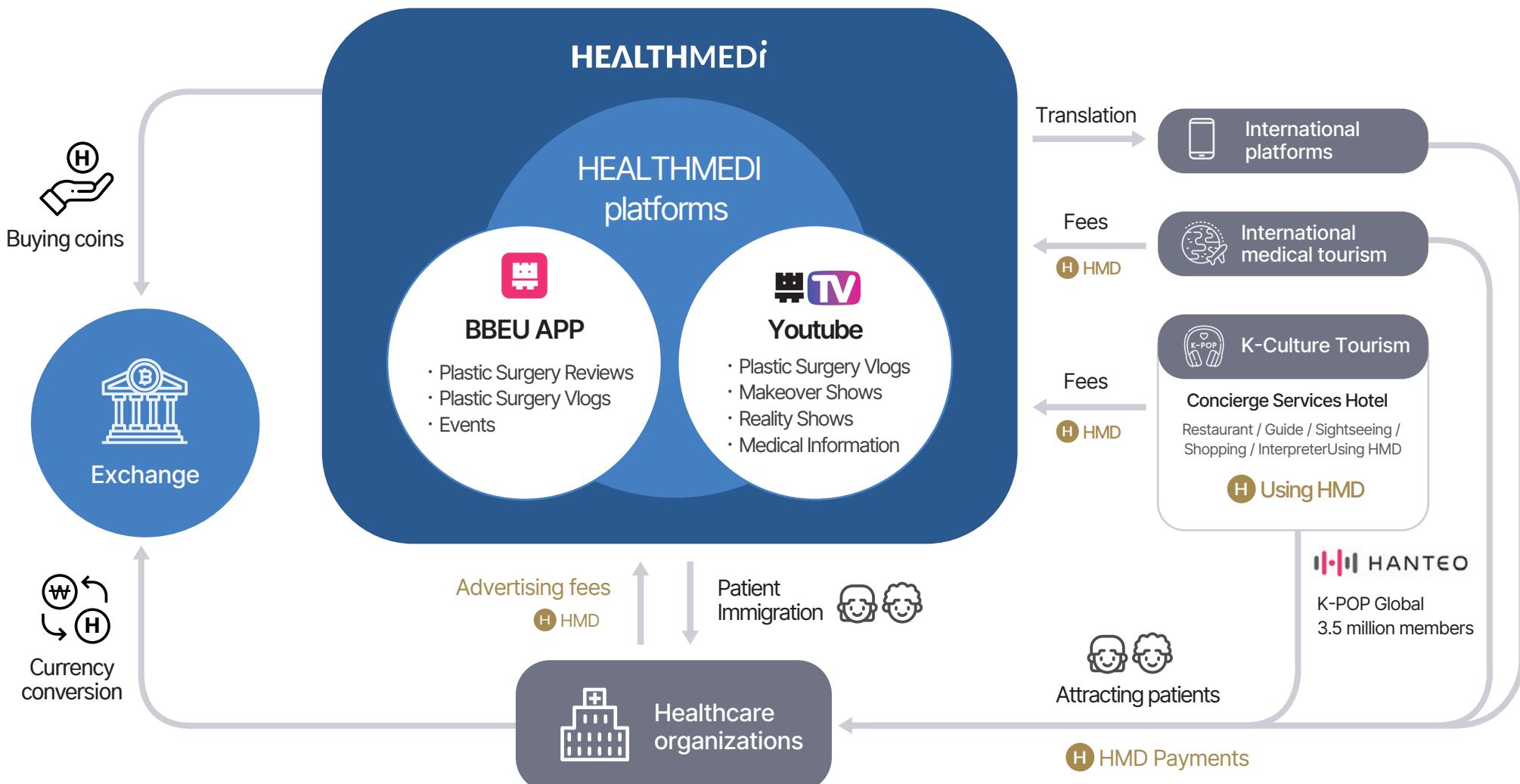


The video cosmetic beauty platform that's changing the face of Gen MZ

4.3 HEALTHMEDI Ecosystem

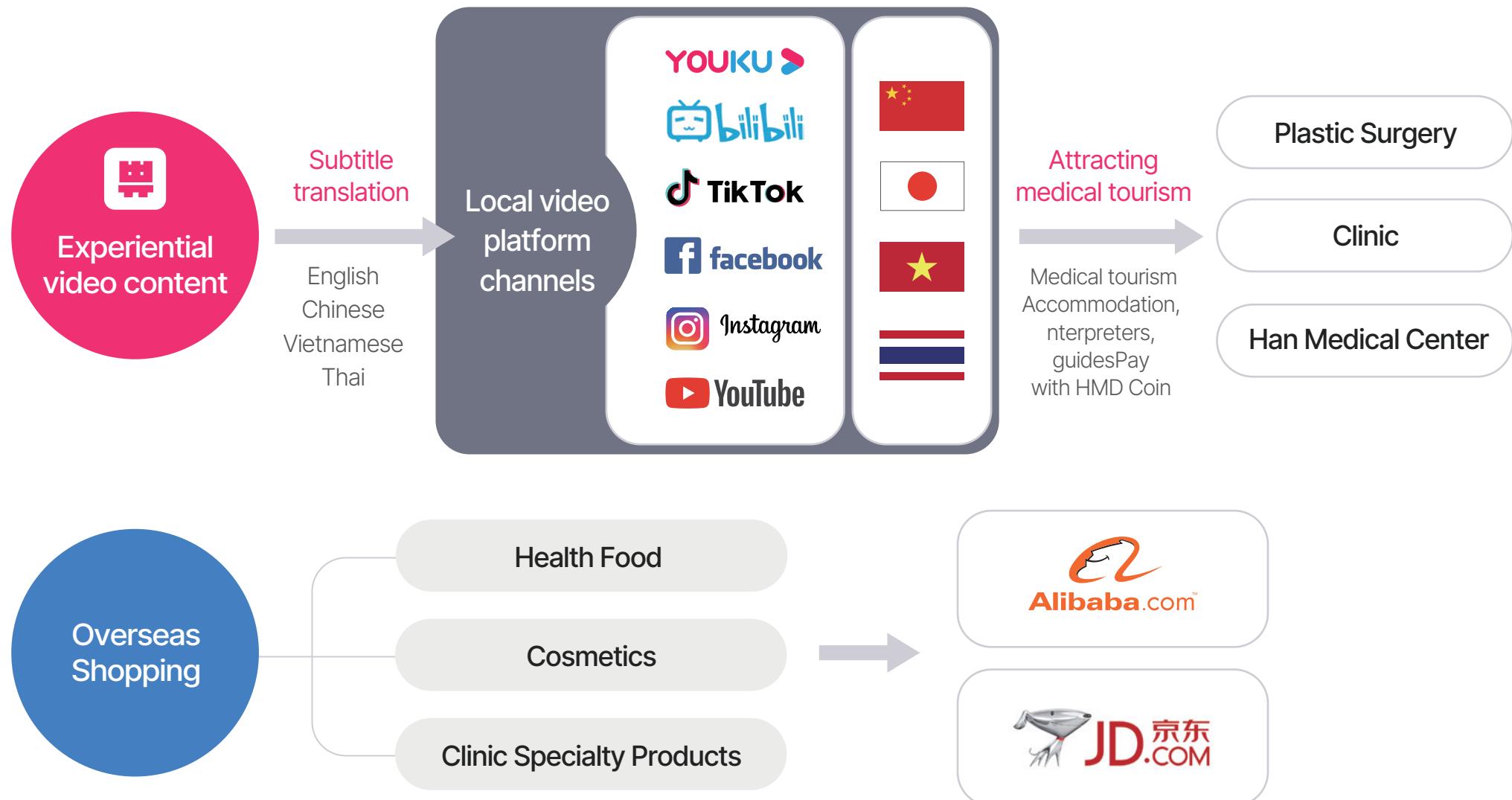
Global medical tourism aesthetic platform expands to include screenings, orthopedics, wellness, and more

- Source of profit : Plastic surgery, medical tourism infrastructure
- HMD Rewards: Content Production Influencers, Cast, Development Team
- Surplus: Exchange coin purchase, partial burning



4.4 Global Medical Tour

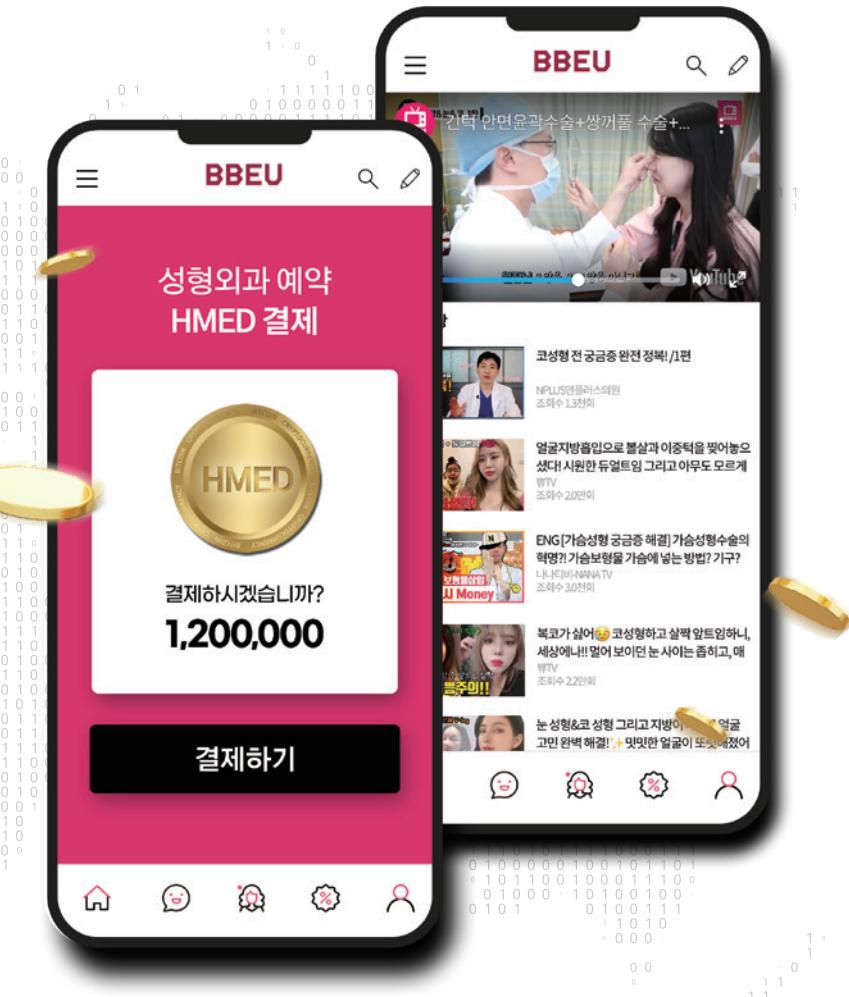
Building a global medical tourism ecosystem for HEALTHMEDI Coin



4.5 Global Medical Tourism

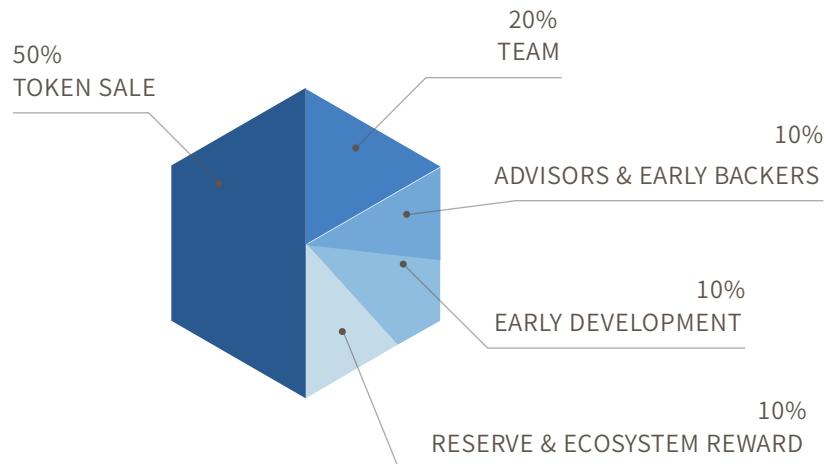


- Best medical care and medical interpretation, hotels, tours, shopping and more
- Provide medical discounts through HMD payments
- Currency exchange fee benefits



4.6 Publish Information and Distribution

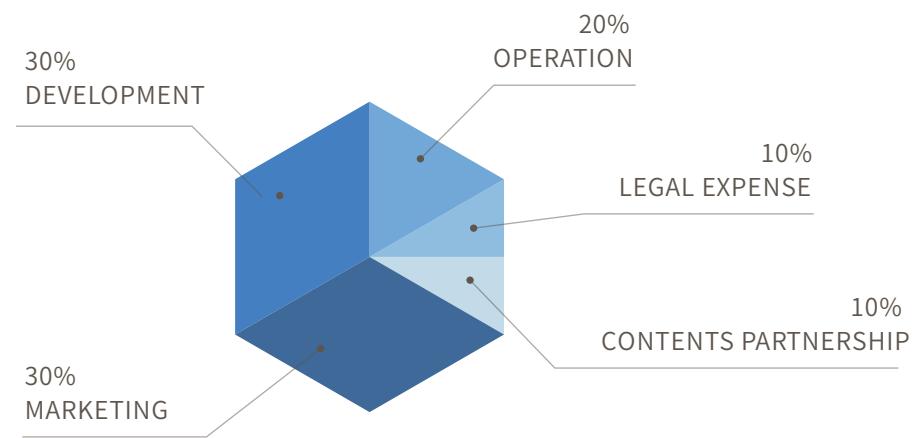
The issuance of HEALTHMEDI tokens is to support the development of the HEALTHMEDI platform and the creation of a decentralized ecosystem of health and beauty. Participation will be via Ethereum. 50% of the total initial mintage will be distributed through a Token Generating Event.



TOKEN DISTRIBUTION

- 50% token sale
- 20% team
- 10% advisors & early backers
- 10% early development
- 10% reserve & ecosystem reward

20% of the total token issuance will go to the Healthmed team and 10% to advisors and early investors. 10% of the total token issuance will be allocated to early business development and 10% will be reserved and used for early ecosystem rewards.



FUND ALLOCATION

- 30% development
- 30% marketing
- 20% operation
- 10% legal expense
- 10% contents partnership

5. MILESTONE

HEALTHMEDI

- | | | | |
|-------------|---|-------------|---|
| 2017 | ○ 12 Organizing your HealthMedi project team | 2020 | ○ Reached 1.9 million video views
Reached 20 million total views |
| 2018 | ○ 04 Create a corporation BBEU application
○ 05 Launch BBEU Alpha version on PC
○ 08 Launching BBEU TV on YouTube | 2020 | ○ 08 August Let's Make It Me Plastic Surgery Makeover Project Launched channel activation service for invasive plastic surgery
○ 10 Live Diet Care launches online home beta service Launches diet YouTube channel |
| 2019 | ○ 02 Launching the BBEU APP
○ 05 Establishment and certification of corporate affiliated laboratories
○ 10 Certify your venture | 2021 | ○ Overseas cosmetic medical tourism services (China, Vietnam, Thailand, South America)
○ Expansion of makeover channels
○ Content Commerce Services |

6. FOUNDER & TEAM

Kim Yong Min

Korean medicine doctor specializing in IT platforms, CEO of HEALTHMEDI

- Master of Arts in Graduate Studies, Kyung Hee University
- Started 40 community disease cafes while a student
- Run a 200,000-member community hospital website with a large number of articles, reviews, and formal meeting
- Submitted a national project to develop a diet counseling platform
- Currently MSO of 23 Ilmac Network Diet Clinics & FOUNDER of HEALTHMEDI
- Appeared on KBS, MBC, SBS, and Let Me In, a beauty surgery broadcasting program.
- IT-related projects, food and cosmetics business
- General Manager of a medical device cosmetics company in Guangzhou, China
- Appeared on several shows, including Let Me In Diet Master
- Experience running a cosmetics and nutraceutical company
- Writing a health-related book and exporting overseas rights to Taiwan, China, etc.
- Hosted a Chinese home shopping cosmetics commercial show
- Winner of the Korea Healthcare Award
- Participate in crypto-related meetup panels
- Former member of the Network Hospital Association
- Former member of the Healthcare Industry Forum
- Full member of the Silver Business Forum
- Former Seoul Delegate to the Korean Medical Association



COO LEE KYUNG HO

General Manager of Healthmedia Planning
Active member of the Healthcare Management MCF Forum
CU Clean Up Co.,Ltd Cosmetics PR
Head of PR Team at MedTV21 Co.,Ltd



CFO PARK BYUNG SEO

Business Planning Operations Management
Domestic and international healthcare
Head of Planning and Partnerships

Marketing Director



General Manager CHOI WON SUK
Marketing Director
Healthcare
Affiliates Marketing Teamworkout



Head of a department JANG DAE KYU
Marketing Director
Big Data Analytics in Healthcare,
Medical, and Beauty

Planning and Marketing Team



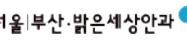
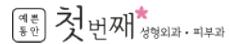
Team Leader KIM SUN HEE
Planning Public Relations Marketing
Strategy Formulation
Advertising Public Relations Bachelor of Arts
YOOKKY Communication Planning

Development teams



Team Leader LEE SANG WOOK
Program Development General Manager
Big Data Analysis Computer Information and
Communication Bachelor's Degree in Computer
Science and Engineering AEnsoft (Maryland, USA)
Development Team Leader Beauty4U (Virginia, USA)
Development Team Member

7.1 Non-Plastic Surgery Partner Providers



180 contracts with other plastic surgeries / 120 partnerships with oriental medicine clinics / 47 partnerships with clinics

7.2 K-Culture Tourism Joint Business Project with HanteoGlobal



HANTEO Global www.hanteochart.com

HANTEO Global and K-Culture Tourism Joint Project

Our partner, HANTEO Global, is the world's only K-POP charting company and operates the whosfan service with 3.7 million global app downloads.

HEALTHMEDI is planning a K-Culture tour with HANTEO Global. Based on the popularity of K-POP and K-DRAMA, we will create tourism products to attract overseas tourists, and HEALTHMEDI will be in charge of medical tourism and beauty.



NEOFECT www.neofect.com

NEOFECT and Orthopedic Rehabilitation

Our partner, NEOFECT, is a KOSDAQ-listed company that is leading the way in global telerehabilitation and is expanding the home telerehabilitation market with its network of rehabilitation hospitals around the world.

HEALTHMEDI will work with NEOFECT to develop orthopedic rehabilitation medical tourism and telemedicine systems.



mymt

Hair Heavy Metals Testing Company

Analyzing hair tissue to assess 11 heavy metals and 19 essential minerals for health status.



PhiiBeauty

Medical tourism host companies

Medical tourism partnerships



TREASURE HUNTER

Korea's top influencer MCN company

Provider of new media comprehensive marketing solutions



Genoplan

Genetic testing services

Providing products and services optimized for each individual using biotechnology (BT) and information technology (IT)

8. Legal Matters

We, the HEALTHMEDI team (collectively, HEALTHMEDI and its shareholders, employees, and affiliated companies), have written this whitepaper for informational purposes only to provide those of you who have been following the HEALTHMEDI platform with more specific information about the platform and the team's plans for it. In other words, this whitepaper is not intended to convince you to invest in the HEALTHMEDI team or platform, and is completely unrelated to that. The HEALTHMEDI team is providing you with this white paper as of the date of its creation and does not warrant that anything in the white paper, including its conclusions, will be accurate at any future date. The HEALTHMEDI team does not represent or warrant the accuracy of, and accepts no liability for, any statements made to you in connection with this whitepaper. For example, the HEALTHMEDI team does not warrant that (i) the White Paper is based on lawful rights and does not infringe the rights of third parties, (ii) the White Paper is commercially valuable or useful, (iii) the White Paper is suitable for the fulfillment of your specific objectives, or (iv) the content of the White Paper is error-free. Of course, the scope of this disclaimer is not limited to the foregoing examples.

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THANK YOU

GLOBAL MEDICAL TOURISM OF BLOCK CHAIN

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