



The Global Payment Platform

White Paper (KOR) 1.0 ver

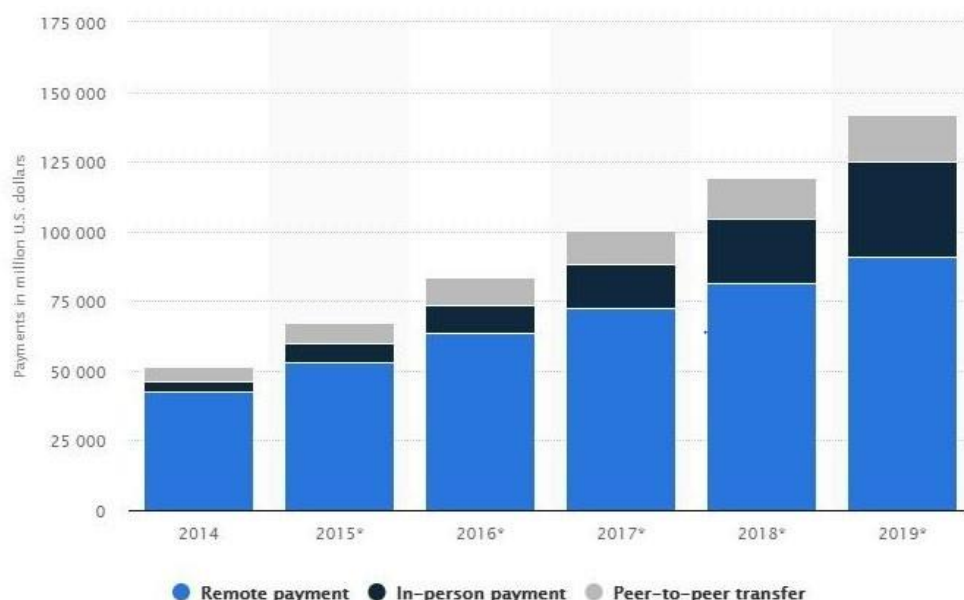
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1. Introduction

We are already enrolled in a number of compensation programs in some form, using services in our daily lives. Recently, as the smartphone market expands, people watch advertisements through various reward apps as a means of corporate marketing, purchase products with mobile coupons with points collected through app installation, and purchase paid items from games or apps. In addition, various point services have recently evolved beyond the level of marketing for loyal customers to become a "second currency" combined with electronic payments. However, each point is used only within the rewarded service and is extinguished when the service is deleted or not used, so the user's point is not guaranteed. The rewards that users get from investing their time and effort are so easy to lose, and over time, they lose their value.

In 2007, the history of 'mobile wallet' began with tech companies, and recently, credit card companies, banks, mobile manufacturers, and stores are competing for mobile pay. In 2007, fintech companies such as Braintree, Klarna, and Ayden launched apps and mobile commerce payments, and in 2011-2012, merchants such as LevelUp, Starbucks, and Dunkin established mobile payment systems to enhance customer convenience and loyalty.

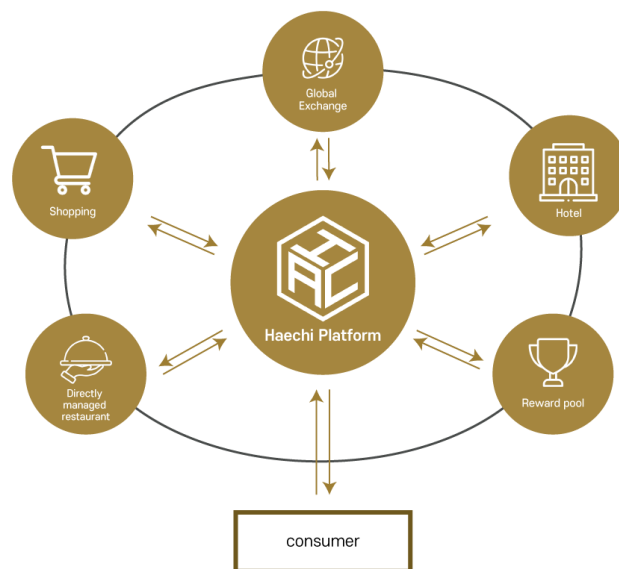


<자료원 : Statista>

2. Haechi Platform

Cryptocurrency used for payment, compensation, and transactions on online and mobile services Based on the Haechi platform, we aim to create a platform that allows users to move and trade their assets even among heterogeneous services by integrating a point compensation system, content purchase and payment. We would like to establish a compensation and trading system, develop a wallet and API that can be connected to services in other fields, and establish an ecosystem system that can be used in the online real economy to promote the usability, connectivity and sustainability of Haechi to users.

We are preparing to develop various mobile-based wallets on the platform and link various services such as online markets where you can purchase products. Typically, a reward system used in one service will have zero rewards held by the user at the end of the service. The reward from the services linked to the Haechi platform is the value of the asset. Users are able to meet their needs for new services with the Haechi platform, engage in private transactions, and rotate to systems that can be used in the real economy, even when services are terminated. We are striving to stabilize the Haichi Ecosystem through various business developments based on blockchain and to establish a system that can be continuously linked with external services.



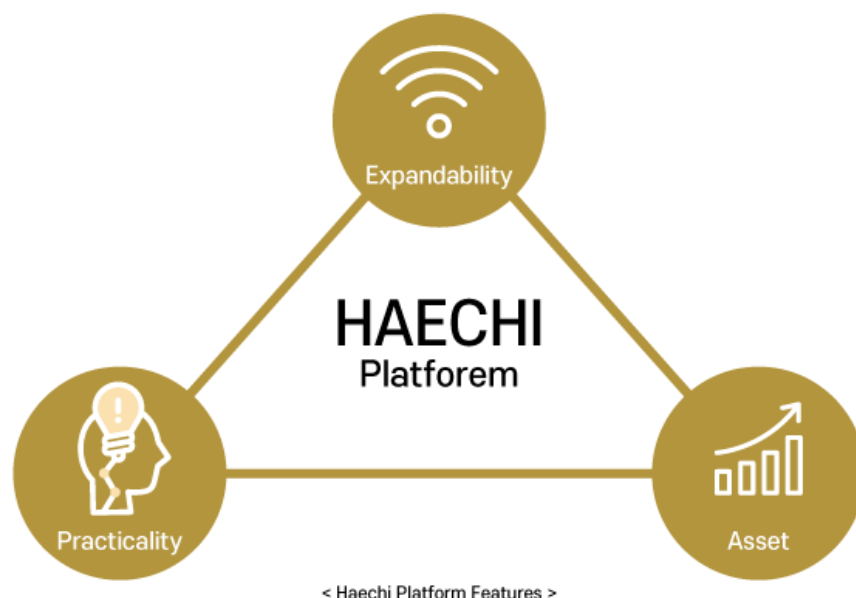
< Haechi Platform >

2-1. Haechi Platform Characteristics

Utility Usability - The Haechi platform focused on actual implementation of the functions of assets and money into cryptocurrency. This is distinct from existing cryptocurrencies that have been attempted to explore the technological implementation of blockchain and the possibility of replacing real currency.

Asset - The Haechi platform creates an ecosystem based on practicality. These structural features can enable Haechi to have value as an asset, such as gold, which will function as a net asset within the Haechi platform.

Expansion Availability The Haechi platform is available in all areas of business due to the nature of the platform. Continuous expansion of business areas can increase the scope of Haechi's utilization indefinite use. This applies to the areas of business that exist today, and to new types of business models that will emerge. Most commonly used currencies are safe assets and have a reserve currency status in recognition of their future value. Haechi will serve as a safe asset by creating continuous demand and value for those in need of new currency.



2-2. Haechi Platform Scalability

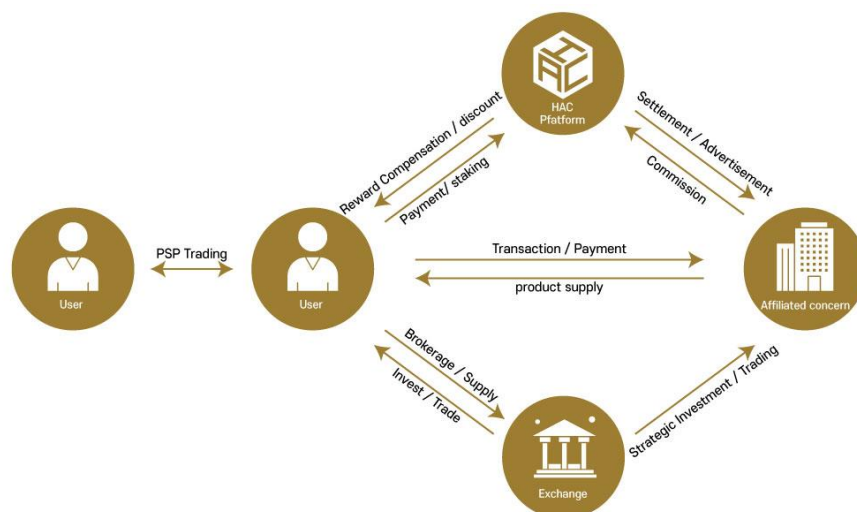
A typical platform is an underlying technology or framework that enables various activities of different economic players. Eisenmann et al defines the platform business as a combination of infrastructure and rules that facilitate interaction in the user network, and the platform is viewed as a socially open standard by setting operations and regulations. Based on this, a business model is emerging that encourages third-party participation, and through this participation, can build a platform. Platform giants such as Amazon and Google have dominated markets in various fields such as distribution, advertising, and content, and are becoming key players in the global economy through ripple effects of opening and sharing. In fact, according to Statista's 2014 data, nine out of the top 10 companies in startup evaluation are newly emerging platform companies such as Uber and Airbnb. Since Naver and Kakao's influence is very large in Korea, this shows the great potential of platform business in a digital convergence society. According to the World Economic Forum, the market capitalization of the top 242 platform companies reached \$7.176 trillion as of the end of 2018. In addition, the World Economic Forum predicts that digital platforms will generate 60 trillion dollars (6,620 trillion won) around 2025, accounting for 30% of total global corporate sales. In addition, the World Economic Forum predicts that 60-70% of the new value created in the digital economy over the next decade will come from data-based digital networks and platforms. The development of various fourth industrial revolution technologies such as artificial intelligence (AI), Internet of Things (IoT), cloud, and 5G is expected to further accelerate the platform's influence and dominance, and at the center of the platform economy, the Haechi platform is striving to become the core of the platform business. Through the substantial increase in value of the Haechi platform, we aim to increase the value of Haechi by expanding the business model and building the ecosystem, and increasing the number of participants. Platform businesses operate businesses as a medium that connects stakeholders and generate revenue from them. As a result, the business platform generates revenue from connecting stakeholders, and the larger the stakeholders, and the higher the level of organic collaboration among stakeholders, the more profitable it is, the more sustainable it is, and the value is generated by interaction between participants. As a result, the higher the number of participants, the lower the transaction and operational costs per person, and the greater the utility by enabling connectivity and interaction between participants.

3. Haechi Platform ECO Economy

The Haechi platform can benefit all of its affiliates by offering a low payment commission rate for all commercial transactions that HAC applies to real-life use. Through this. More offline alliance networks can be expanded, which will soon benefit all ecosystems on the Haechi platform.

In order to pay for Haechi from the expanded affiliate, you must purchase HAC first. In addition, as the number of affiliates increases under favorable conditions, investors who expect to naturally increase the number of users using the Haechi platform will also purchase Haechi for investment purposes, which can lead to an increase in the value of Haechi. If the Haechi ecosystem is activated, affiliates will accumulate big data, and they will be able to expand their users through various marketing and compensation policies.

The Haechi Foundation will continue to reinvest the generated revenue to expand the platform. Re-investing in revenue generated within the Haechi platform. We plan to expand the new business platform configuration and ecosystem without limiting the establishment of offline commerce payment systems. This will create its own revenue model and encourage the influx of new players within the platform. As the demand for Haechi grows with the ecosystem, the value of the Haechi platform will continue to cycle and rise. Based on the above step-by-step approach to engagement-inflow-expansion-circulation, Haechi is planning a gradual development structure.

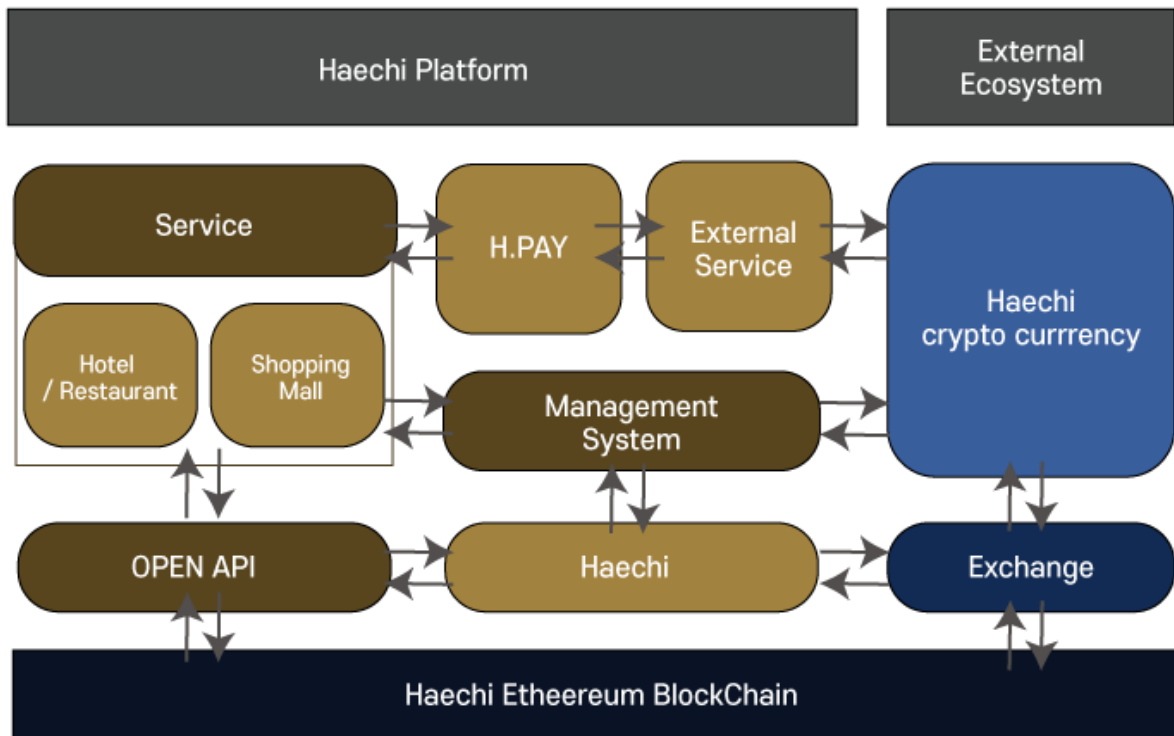


< Haechi Platform ECO Economy >

3-1. Haechi Blockchain Technical systems

Haechi Token uses the Ethereum platform using ERC-20 technology to improve the transmission rate of cryptocurrencies and ensure transparent management of transactions and assets. Ethereum is a platform that allows you to create smart contracts beyond simple currency functions and develop and distribute decentralized applications through them. Ethereum supports distributed applications (DApps), which are built on traditional Ethereum blockchain. In return, Ethereum charges developers for the computing power of the network. However, this is paid only in Ethereum, which is an inter-platform currency. A smart contract is a blockchain computer protocol that technically commands a project, such as an unchangeable agreement on how a transaction is approved according to the rules written inside it. The Smart Contract basically acts as an objective escrow mechanism. Bitcoin can also represent transactions that are more than just remittances, but it has limitations in expressing complex logic, so it has limitations in implementing functions that are more than money. To address this limitation, Ethereum puts the concept of Gas to provide a complete language for any computation and implementation, but prevents malicious computation by paying for it with gas depending on the computation and memory usage caused.

The Haechi Platform system can be divided into a blockchain area that stores smart contracts and payment ledger, an OPEN API that connects the blockchain area with the actual service, and a service area that implements actual service. The service area is operated by individual services, but H.PAY rewards and payments are used in conjunction with APIs, and each service is integrated into the management system. API is a channel that provides various functions to be serviced in the future, such as various cryptocurrencies, PoS APIs, and reward APIs that are linked to Haechi Platform, and is used to introduce, link, and create transactions of third parties.



4. Haechi Wellet

Wallet, which is provided by the Haechi Platform, is a service provided by users to utilize cryptocurrency that is convenient for practical use. Haechi Wallet is an integrated wallet service that includes the ability to securely trade HACs issued by Haechi Platform and manages each compensation generated by the services within the platform by integrating them into HACs. The Haechi Wallet includes coin safe transmission and reception, security, Haechi PAY payment service, and multi-wallet functions for Tacon link. Wallet use can be used in shopping malls, hotels, direct restaurants, global exchanges, and rewards that have MOUs with the Haechi Foundation, and has an integrated platform function that provides various services to users.

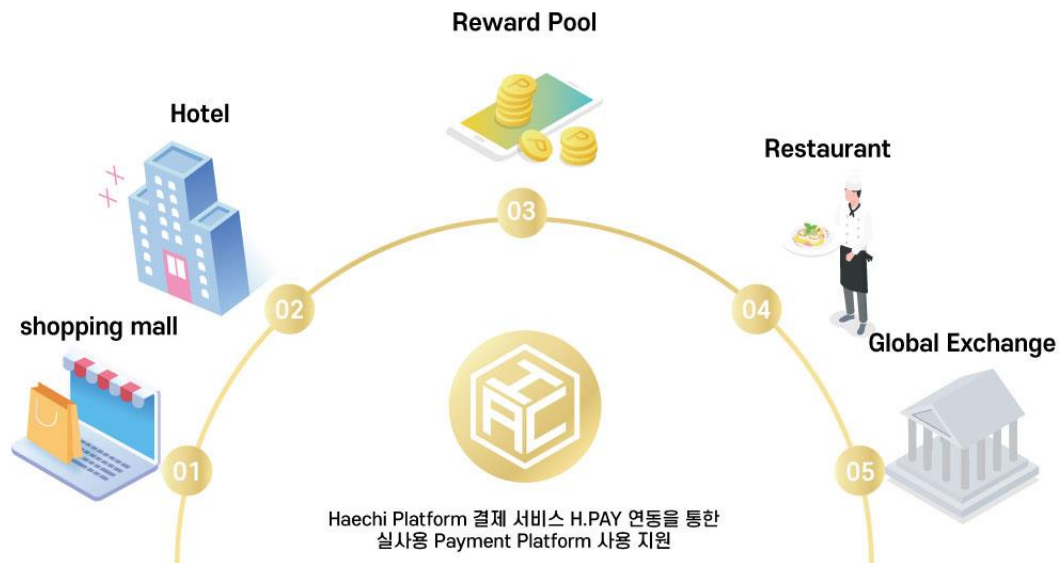


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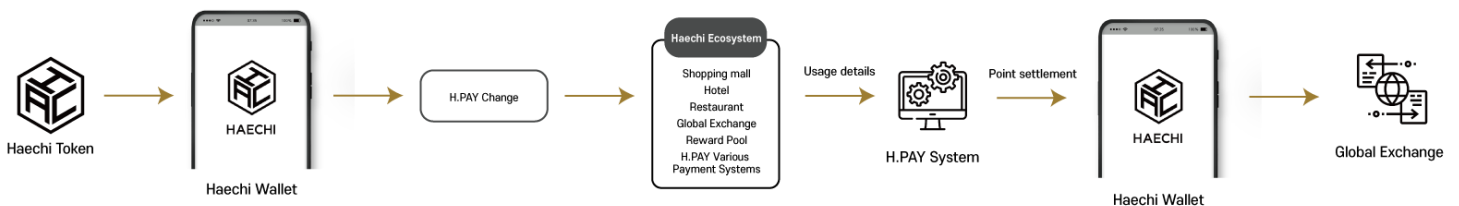
4-1. H.PAY Service

H.PAY is a PAY system provided by the Haechi Platform. It is a payment service that enables H.PAY to be paid and compensated on-off line, and H.PAY and HAC have the same value of 1:1.

H.Pay is a simple payment service to use Haechi Platform, a blockchain-based cryptocurrency, for payment, and H.PAY is currently used in real life in conjunction with various services.



H.PAY users can use various services through H.PAY with their own cryptocurrency. With its own wallet, you can use H.PAY right out of the box. We seek to guarantee the free and selective use of cryptocurrency by utilizing cryptocurrency in real life.



5. Token Distribution

The final form of the Haechi platform is to implement an ecosystem centered on payment systems that people around the world can easily use anytime, anywhere without any inconvenience.

To this end, the Haechi platform aims to ensure that all network participants, including platform participants and strategic alliance partners, benefit.

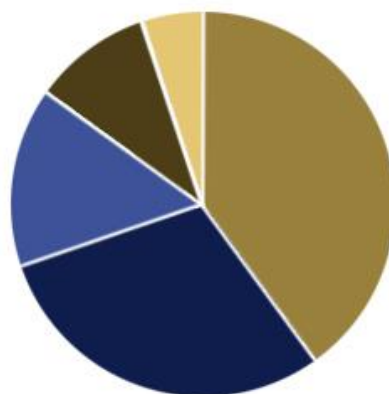
Publication Information

Token name	Symbol	Token Type
Haechi	HAC	ERC-20

Total Issuance
1,000,000,000 HAC



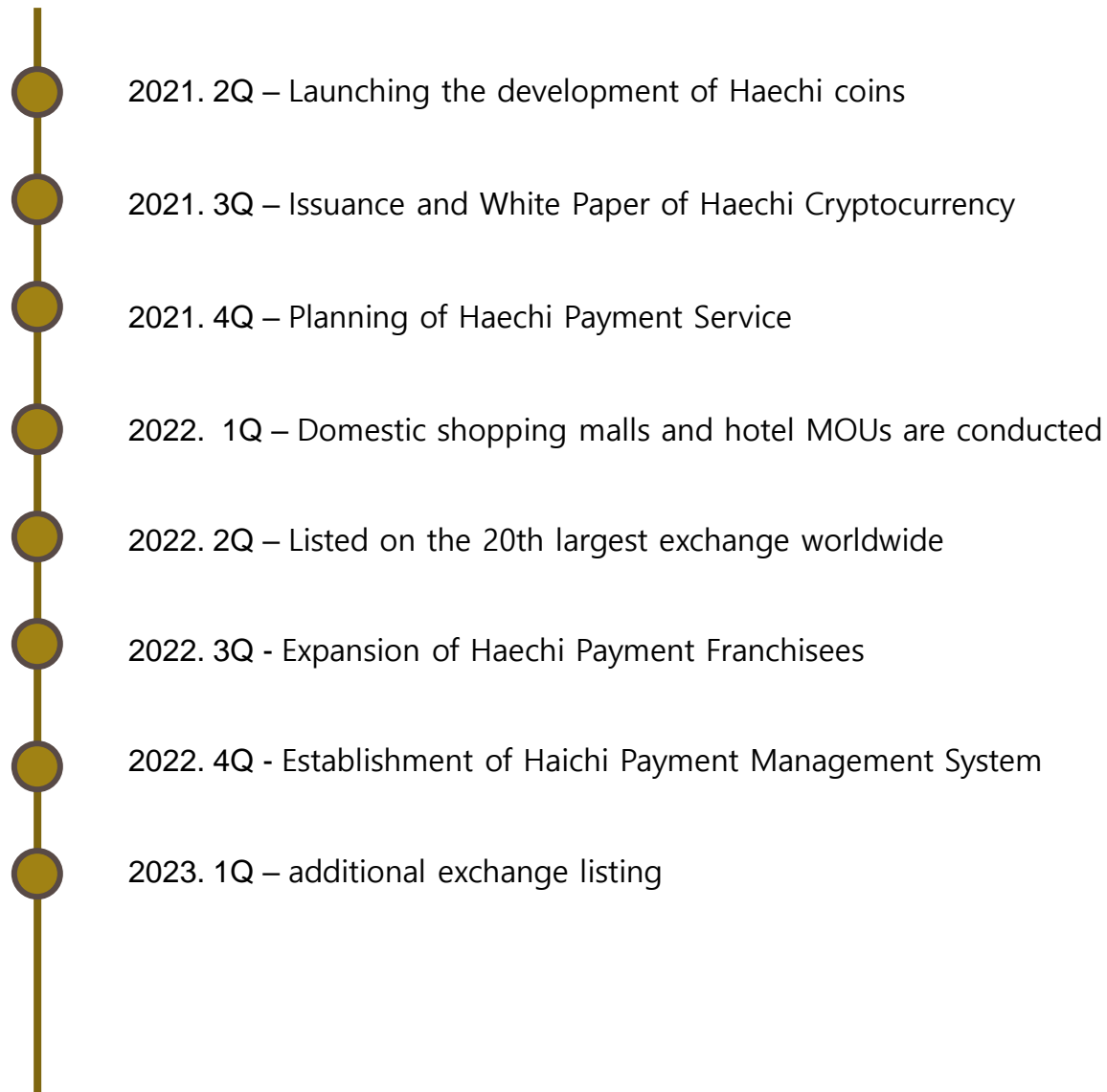
Use of Fund



- The amount of circulation 40%
- Marketing & User Incentive 30%
- Strategic Partnership 15%
- Private Sale 10%
- Team & Advisor 5%

6. RoadMap

Haechi has been preparing for technology and systems by carrying out various projects to expand services and apply businesses, and has grown through overseas listing and partnership. Based on technology development and system know-how, we will aim to establish ourselves as a global platform through service stabilization of the Hai chi PAY system, expansion of domestic and foreign service regions and franchisees, and overseas cooperation. We will also focus on developing various Haechi PAY services and functions and being used in the real economy.



7. Team



Park Dae-chul

CEO

- Representative Director of Hwajo Holdings
- President of the International Association for the Promotion of Bullockchain Technology



Jung Ji-su

VP

- an adviser on artificial flowers and birds
- an agricultural company consultant
- Representative Director of Hwajo M Food



Lee Hyeong-seok

PM

- Areum Holdings CEO
- Virtual Currency Exchange System Design
- Design and Development of Automatic Securities Trading System
- General Manager of Hwajo Holdings Co., Ltd



Um Dal-ho

R&D Director

- a professor of chemical engineering at Soongsil University
- ASTA, Director of Nosquest Laboratory
- B. Braum Vietnam (Germany) Corporation President



Yoon Kyung

Advisor

- the head of Koscom
- an expert member of the Korea Exchange
- an adjunct professor at Dankook University

8. Disclaimer

This white paper is intended to provide information on business models and related technologies and various uses of the platform to those interested in its own cryptocurrency platform and related projects (hereinafter referred to as the "Haechi Project") developed by the Haechi team. This white paper is not intended to encourage investment in the Haichi project and does not give you the right to participate in decision-making regarding the development of the Haichi platform, although you may consider opinions and feedback from the Haichi owner. This white paper is prepared based on the current status at the time of creation and does not warrant the accuracy or appropriateness of any content on the white paper, including the schedule and performance of the project planned on the roadmap, and shall not be liable. For example, there is no guarantee that profits or profits are guaranteed, that they are written on a legitimate basis without infringement of third party rights, that there is no error in content, that is duly written and distributed by the State, or that there is no violation of the Owner's State Code in the white paper. In addition, it is not limited to those illustrated above that are exempt from the responsibility of the Haechi team. Please refer to this white paper and note that you are solely responsible for the consequences of making decisions. In other words, the Haechi team is not responsible for any damage, loss, debt or other damage caused to you in connection with the use of this white paper. This white paper is subject to change depending on the policy or decision of the Haechi team and should be used as an overview of the business plan and vision in the course of the project, and the final details should be found in the final version.