Castle Peak Game

A Fairer and More Efficient Circulation of Assets in Game

Dec 22, 2017

CastlePeak World White Paper

Version 1.3

CastlePeak World Community

Table of Contents

SUMMARY

The Global Gaming Industry is valued at $109.8 billion, with the MEA region (Middle East and Africa) having 301.4 million players and $3.2 billion in revenue. However, MEA gamers only have access to very limited types of game, thus leading to poor player experiences when compared to other markets. This is due to a variety of problems, including:

1. Limited payment methods
2. Lack of channels to communicate player preferences
3. Lack of access to games outside the MEA region
4. Localization challenges

CastlePeak World will leverage on the latest technologies, including Blockchain, Big Data and AI, to solve these pain points. This will be done on the Ethereum platform and through CastlePeak World's own cryptocurrency, **CPG** tokens, with which smart contracts will be used to:

1. exchange **CPG** to in-game tokens for payments, gifting, etc.
2. fairly distribute revenues to small and medium game providers
3. install a fundraising mechanism to crowdsource player supported gaming projects
4. set up a voting system for players to voice their preferences via voting
5. install a burning mechanism to ensure the Castle Peak tokens will maintain value appreciation

With rich experiences and passionate commitment, the CastlePeak World team is striving to enhance the gaming experiences for more than 330 million MEA players, and contribute towards the success of the global gaming industry.

PREFACE

In the global gaming industry, the Middle East and Africa (MEA) market enjoys the highest growth rate among all the regions; and it is especially so in the mobile gaming sector. The annual growth rate of the gaming market in MEA is 83% in 2015, 57% in 2016 and 46% in 2017[1]. The MEA market also has a large player base of 330 million[2]. However, there are very limited forms of games. And the major game producers and publishers are facing challenges to penetrate the MEA market.

According to the Deloitte report *Evolution of blockchain technology, Insights from the GitHub platform*, the first half of 2017 has seen 25,000 blockchain projects going live on GitHub, while in 2015, only less than 15,000 were created[3]. To some extent, it shows the popularity of blockchain projects around the globe. According to Coinlist.me, in 2017, ICO projects have raised a total of 2 billion USD by summer, and is likely to reach 3 billion by the end of the year[4]. The number of ICO projects are growing explosively and so is the value of cryptocurrencies.

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[1] http://www.gamelook.com.cn/2017/08/300765

[2] http://resources.newzoo.com/hubfs/Reports/Newzoo_Global_Games_Market_Report_2017_Light.pdf?hsCtaTracking=592358e0-8300-4c45-b9c3-69dc81ae31e9%7C38decde4-2ca2-4bf4-8cc8-439a46793f80

[3] https://dupress.deloitte.com/dup-us-en/industry/financial-services/evolution-of-blockchain-github-platform.html

[4] https://coinlist.me/icos/ico-history

All-Time Cumulative ICO Funding

Among the blockchain projects, "ICO + entertainment" enjoys a great level of popularity and positive views from the public. Based on Cryptocurrency Market Capitalizations, up to now, there are 1,281 different cryptocurrencies, with a total market capitalization of 219.1 billion USD[5]. At the same time, according to the ICO platform IcoBench, there are 108 ICO projects under the category "ICO + entertainment" and 43 under "ICO + game"[6]. Tapping into the "ICO + entertainment" opportunity, CastlePeak World integrates game R&D and Ethereum technology and CastlePeak Game, which aims to control costs and risks, and creates a win-win situation for players and game providers.

The solution, effectively removes the disadvantages brought by the traditional centralized game development and publishing, and lays the path for game providers to enter the blue ocean of MEA markets with lower costs and risks. Therefore, the 3,300 million game players are able to enjoy a whole variety of games. Ultimately, an ecosystem where game assets can circulate around the globe in a way that is fairer and more efficient can be established.

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1. OVERVIEW

1.1 Global Gaming Industry

The future of the global gaming industry has never been so bright. According to *the global games market report* from Newzoo[7], the total market size has reached $108.9 billion, with an annual growth rate of 7.8%, and is expected to reach $128.5 billion in 2020[8].

Online games are becoming one of the most popular forms of entertainment. Compared with the past, people are willing to invest more time and money in online games. In 2017, there are a total of 2.2 billion online game players and 1 billion of them have spent money on games. In 2017 the digital game revenues are set to amount to 94.4 billion, taking 87% of the market share[9].
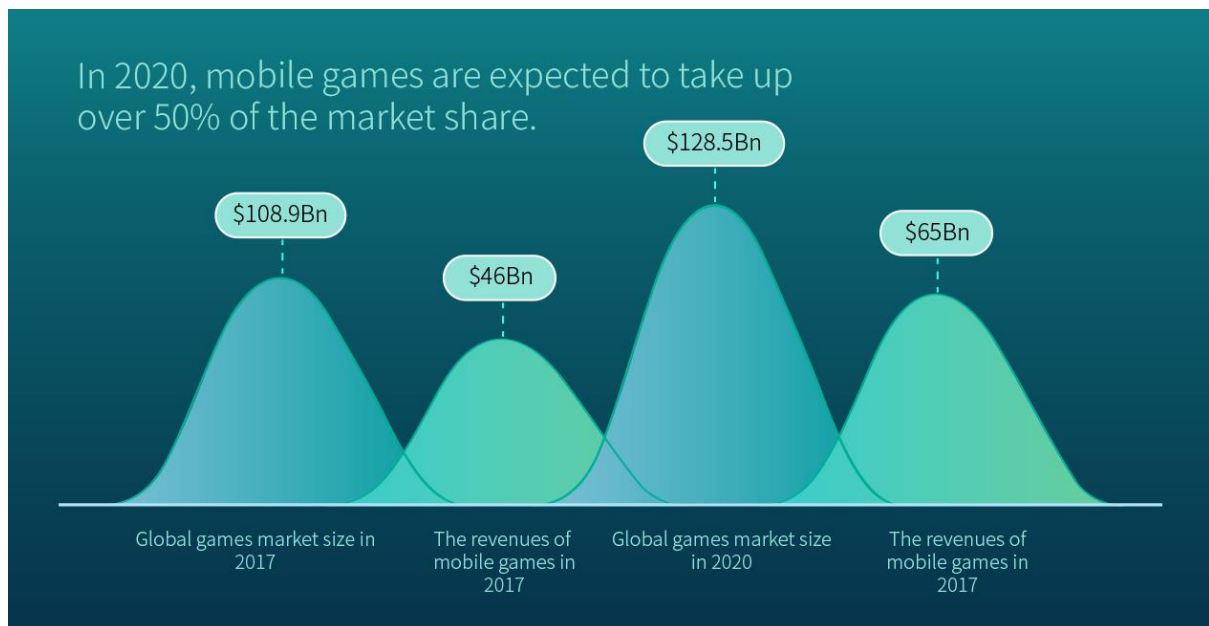
Mobile gaming (smartphone & tablet) has been the most profitable market for the past two years, up by 19% to 46.1 billion USD revenue to 2017, taking up 42% of the total

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[7] Source: https://newzoo.com/insights/cn/newzoo-2017-report-insights-into-the-108-9-billion-global-games-market_cn/

[8] https://newzoo.com/about/press/in-the-press/newzoo-global-game-market-grow-108-9-billion-2017-128-5-billion-2020/

[9] https://newzoo.com/insights/cn/newzoo-2017-report-insights-into-the-108-9-billion-global-games-market_cn/

market share, and the mobile game revenue will go up to 65 billion USD in 2020[10]. Furthermore, the boundaries between games, media, telecommunications, and sports are vanishing, and new forms of cooperation and mergers are on the rise.

1.2 MEA Gaming Industry

In 2016, in the global gaming industry, MEA has the highest growth rate among all the regions, with an annual growth rate of 26.2%. There are 301.4 million users in the region, and in 2016, 3.2 billion revenues are generated. The mobile game sector is still on the rise, with an annual growth rate of 30%-60% expected in the upcoming years[11].

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[10] https://newzoo.com/about/press/in-the-press/newzoo-mobile-game-revenue-will-grow-66-38-billion-2016-65-billion-2020/

[11] https://newzoo.com/insights/trend-reports/regional-breakdown-99-6-bn-global-games-market-free-report/

Compared with other regions, MEA has one of the highest gaming revenue growth rates in the world, of 83% in 2015 and 57% in 2016, becoming the engine of growth for the global mobile game market[12].
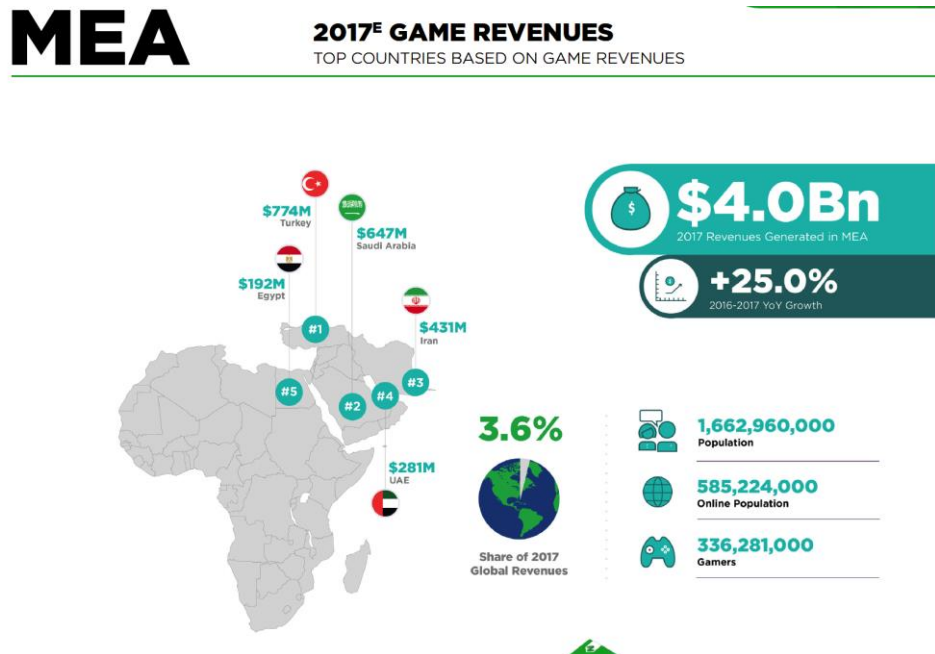
In 2017, game revenues from Europe, Middle East and Africa have reached 26.2 billion, having an annual growth rate of 8.0%. MEA accounts for 4 billion, taking up 3.6% of global market share, having an annual growth rate of 25.0%, with a total player number of 336,281,000[13]. Among all the MEA countries, Turkey, Saudi Arabic, Iran, United Arab Emirates and Egypt are the top five.

In addition, the market concentration of the gaming industry in MEA is relatively low. In terms of market penetration, the number 1 game company in the Arabic region has a yearly revenue of 250 million USD, and a market share of less than 7%. The top 5 companies combined, take up only 21% of the market share. Established game providers are relatively less monopolistic, creating fewer entry barriers and large space for growth.

All in all, the blue ocean of MEA game markets are yet to be explored.

[12] http://www.gamelook.com.cn/2017/08/300765
[13] https://newzoo.com/insights/cn/newzoo-2017-report-insights-into-the-108-9-billion-global-games-market_cn/

1.3 Pain Point Analysis

Game developers and publishers have a keen interest in MEA markets. However, due to various constraints, game players in MEA have very limited choices of game. As a result, the growth of the gaming market is hindered, and game developers and publishers around the globe are also affected in terms of global operation and revenue growth.

1.3.1 The Localization Challenge to Game Providers

There are mainly four barriers for game providers to enter the MEA region: 1) linguistic, religious and cultural barriers; 2) local operation barriers; 3) payment method barriers; 4) project fundraising barriers.
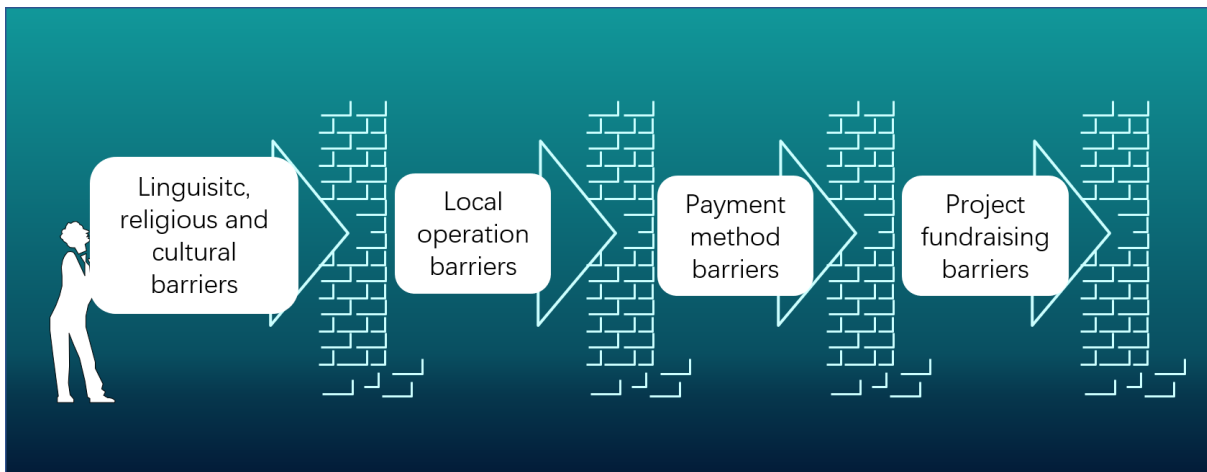
Linguistic, religious and cultural barriers. Arabic is written from right to left, which is different from most parts of the world, and there are more religious taboos compared with other parts of the world. When foreign game developers and publishers enter MEA markets, the localization of product and operation is costly and time-consuming. Taking one large-scale game as an example, the Arabic UI localization takes three months.
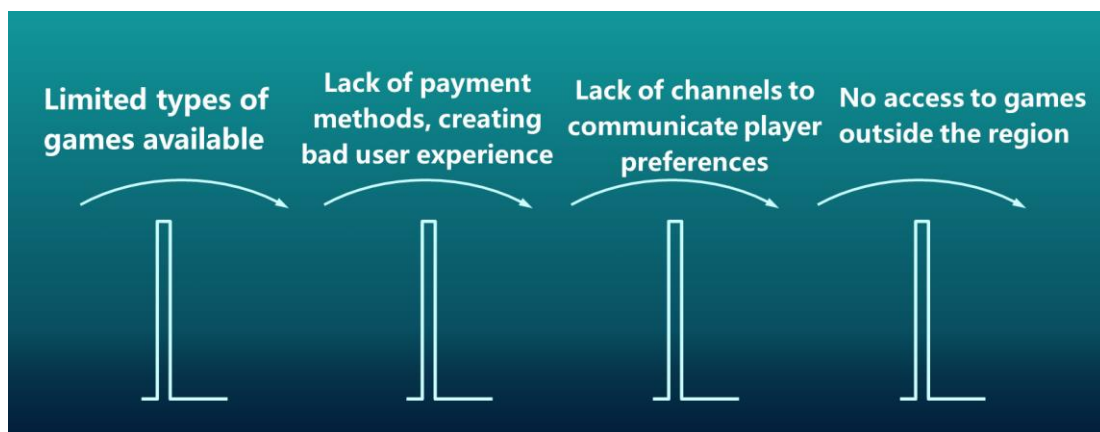
Local operation barriers. Developing and publishing a game in MEA requires the company to have a deep understanding of the local regulations, policy and market conditions, set up local office and team, partner up with local distribution channels and game platforms. These requirements certainly increase the financial costs and operational risks.

Payment method barriers. In MEA region, credit card coverage and payment methods vary largely from country to country. In countries where credit card coverage is low, game lovers without a credit card are having difficulty downloading from App Store, Google Play and paying for games. In MEA, the lack of unified payment also adversely affects the experience of game players, and indirectly increased the cost of game developers and publishers.

Project fundraising barriers. Compared with other hot investment regions, the total amount of financial investment in MEA is lower and is currently only at its infant stage. In 2016, total investment in India is 1.6 billion USD while it is 30 billion USD in China and 72 billion USD in the USA. The MEA region has a total investment of merely 800 million[14]. Moreover, investments in the MEA region mainly falls under the seed stage. Round B and later stage investment takes up only 11%. Apart from lack of later stage investment, investors also face the difficulty in equity allocation and legal hurdles.

1.3.2 Players' Pain Point

Players mainly have four pain points.

Limited types of games available

Lack of payment methods, creating bad user experience

Lack of channels to communicate player preferences

No access to games outside the region

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[14] http://36kr.com/p/5079428.html

1) Limited types of games available.

Take the Middle East region as an example, among the top 20 mobile games in June 2017, 12 are SLG games, 6 are gambling games, only 1 is a war theme RPG and another 1 is a leisure game. In the meantime, the top games in China are mainly RPG and MOBA games.

2) Lack of payment methods, creating bad user experience.

Payment is the most critical step in the gaming experience. Other than the six countries in the Persian Gulf area, other countries lack internet payment and credit card payment infrastructure. The main payment method used in e-commerce is still payment on arrival. In Arabic countries, 51% of the e-commerce transactions are paid by cash on arrival. And due to the low adoption rate of credit cards, only 26% of the online purchases are made by credit card payment. Yet Apple and Google require users to pay for the game through credit card. Thus, the local players are in urgent need of a convenient payment method for games.

3) Lack of channels to communicate player preferences.

Traditionally, a game follows the direction from R&D to officially online and game operation. However, there are no channels available for players to express their preferences to the game. As a result, after putting in huge R&D investment, the game may not satisfy the players' need (especially R level).

4) No access to games outside the region.

Players are very keen to experience high-quality games in other parts of the world. However, game developers and publishers usually develop different games and packages and operate the game differently for different geographical regions. Players are not able to access global game resources.

1.4 Our Solution

1.4.1 Our Advantages

CastlePeak World is a global online game company that focuses on MEA gaming market. Dubai is the headquarters and has a publishing center. In Beijing, we also have an R&D center and a publishing center. We also have a publishing center in Tokyo. And we have offices in Los Angeles, Seoul, Hong Kong as well. The management and core team are from top gaming and internet companies in the world including NCsoft (036570.KS), Bluehole, Yahoo (AABA), Sohu, (NASDAQ: SOHO), Changyou (NASDAQ: CYOU), 7nujoom, Qihoo 360, etc. up till now, we already have a number of high-quality game projects that target the MEA market. We will have more in the upcoming future.

CastlePeak World offers mainly three advantages:

1) The team has rich experience in game R&D, MEA local game R&D and global game publishing.

2) CastlePeak World is the first in the world R&D and publishing ecosystem based on Ethereum. First mover advantage is our biggest advantage. CastlePeak Game combined game publishing with blockchain technology and uses smart contracts to support the payment and interaction between players and game providers, revenue distribution between game developers/publishers, and fundraising for high-quality game providers.

3) CastlePeak World has 200,000 potential customers. After CastlePeak Game is online, we expect at least 200,000 new users in 15-30 days, who mainly come from UC platforms, in emerging markets including 6 countries in the Persian Gulf, India, Indonesia, Russia and Brazil.

1.4.2 CastlePeak Game

To solve the four issues game providers face in entering the MEA region, based on the local religion, language, culture, policy and game market environment, CastlePeak World uses the latest technology including blockchain, Big Data and Artificial Intelligence, and also created the first Ethereum based game development and publishing platform, CastlePeak Game.

CastlePeak game uses the Ethereum platform to issue CastlePeak Game tokens, to generate 4 smart contracts, namely exchange smart contract, profit sharing smart contract, fundraising smart contract, and voting smart contract, as well as for burning mechanism, to solve the pain points created by traditionally centralized game development and publishing mechanism, and realize mutual benefit between game players and game developers and publishers. CastlePeak game not only enables the 330 million players in the MEA region to enjoy a wider range of games and higher game quality, but also empowers game providers to lower costs and risks for entering the MEA market.

2. TECHNICAL SOLUTION

2.1 Overview

As mentioned in 1.4.2., the foundation of CastlePeak Game includes Ethereum based token issuance, four smart contracts, as well as a burning mechanism.

CastlePeak Game uses Ethereum language Solidity to issue tokens, **CPG**, and also follows the ERC20[15] token standard. **CPG** will be used for value exchange for game development and value of the ecosystem. CPG can be used for interaction with each other, decision making, information storage, and can be circulated among game providers, players and other users in the ecosystem. The contracts are operated on CastlePeak game ecosystem itself.

The burning mechanism for CastlePeak game would control the number of tokens in circulation in the secondary market and prevent inflation, thus ensuring that **CPG** will appreciate in the long run.

WHAT IS ETHEREUM:

Ethereum was proposed in late 2013 by Vitalik Buerin, and the system went live on 30 July 2015. Simply put, Ethereum is a decentralized platform for running "smart contracts", which can be described as highly programmable digital money. Imagine automatically sending money from one person to another, but only when certain conditions are met. For example, a game store wants to buy 3000 copies of a game from a game company. Traditionally there are multiple third parties involved in the exchange, including escrow agents and lawyers, which unnecessarily slows down the process and makes it expensive. With Ethereum, a piece of code could automatically transfer ownership of the 3000 game copies to the buyer and the funds to the seller after the deal is agreed upon without needing a third party to execute on their behalf.

Many of the centralized systems that we use today, could be built in a decentralized manner on Ethereum. Transactions can be made effectively trustless and, and open up a world of decentralized apps, thus eliminating single points of failure and control, and

lowering costs for the users by cutting out the middlemen! It is an incorruptible system of enforcing contracts. **(https://blog.coinbase.com/a-beginners-guide-to-ethereum-46dd486ceecf).**

The Ethereum platform distributes Ether, which is currently the 2nd most valuable cryptocurrency by Market Cap, thus showcasing its popularity. It is open-source and opened to the public, and thus there have been numerous Decentralized Apps built on the Ethereum platform, with major companies such as Accenture and Deloitte forming partnerships with the Ethereum foundation **(https://entethalliance.org/members/)**. Ethereum also supports the creation of new cryptocurrencies through its ERC 20 Token Standard, with many ICO tokens such as Bancor (which raised 150 million USD in its ICO -**https://www.coindesk.com/150-million-tim-draper-backed-bancor-completes-largest-ever-ico**/) using its protocol.

Due to its popularity and robustness, CastlePeak Game has decided to use Ethereum to launch the CastlePeak Game (**CPG**) token.

WHY ICO

ICO, which gained tremendous popularity in 2017, are a way for companies to raise money to fund their Crypto and Blockchain related projects. In return for distributing their tokens/cryptocurrencies to the public (Which will appreciate in value over time if the ecosystem strives), they receive Bitcoin or Ethereum which can be sold on exchanges to receive Fiat Money for their needs of the companies. Hence, due to the numerous Blockchain Innovations, **CPG** has decided to launch an ICO as well.

CastlePeak Game aims use to Ethereum's Smart Contract innovation to implement a range of Smart Contracts on the CastlePeak Game platform, which will host and support a variety of games. Some of the Main Use cases of **CPG** include:

1. **An Exchange Smart Contract**

2. **A Profit Sharing Smart Contract**

3. **A Fundraising Smart Contract**

4. A Voting Smart Contract

These smart contracts are the building blocks of the CastlePeak Game, and are operated on the Castle Peak game ecosystem itself. The burning mechanism for the CastlePeak Game, which will be explained in depth later, would control the number of tokens in circulation in the secondary market and prevent inflation, thus ensuring that the value of **CPG** tokens will appreciate in the long run.
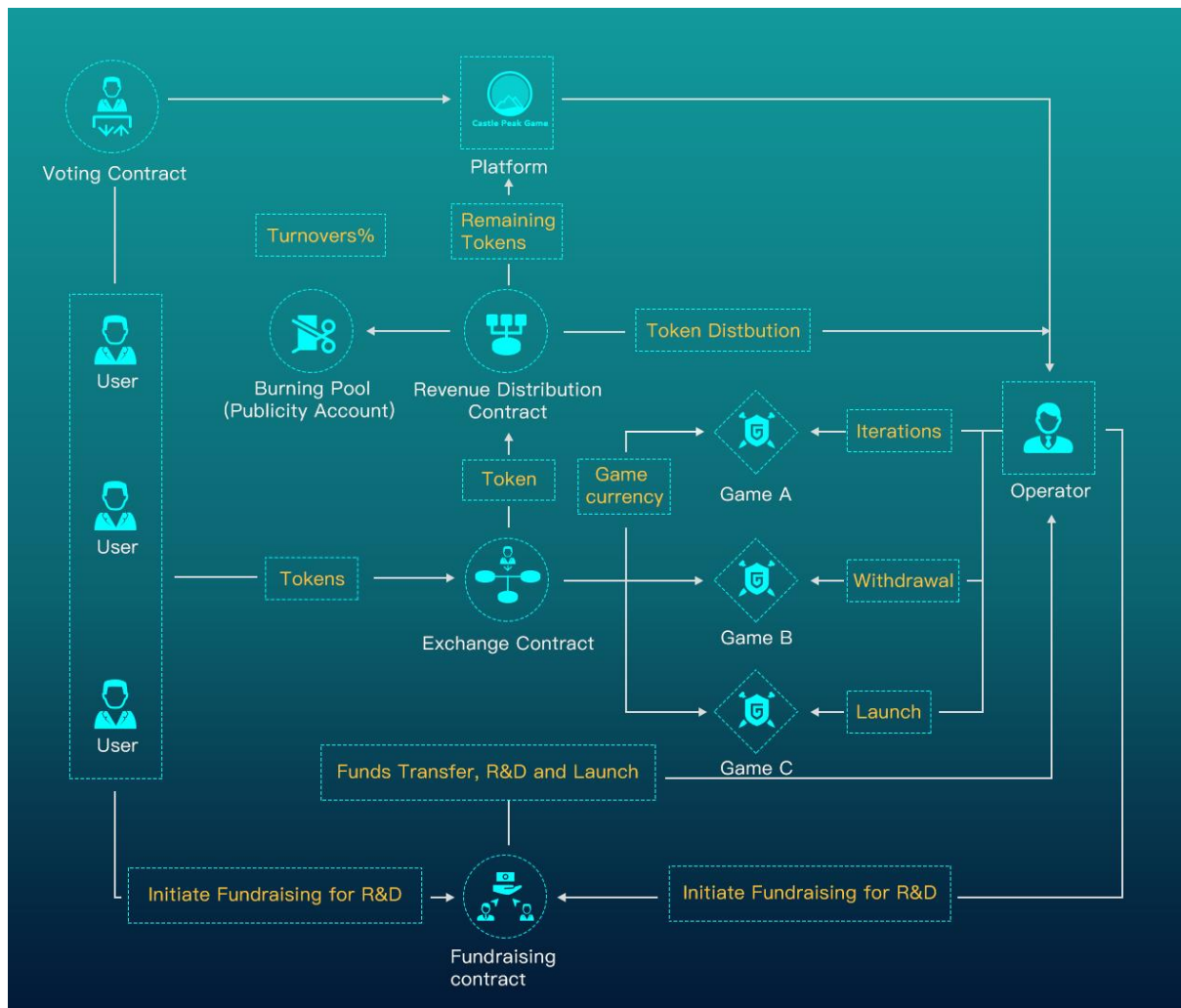

2.2 CPG

CPG is the cryptocurrency of the CastlePeak Game ecosystem. Here are some of its other main use cases:

1. For purchase and sale of in-game tokens of the games hosted within the ecosystem

2. For trading between users of the ecosystem

3. To facilitate payment for fundraising projects/investments

4. To qualify for the Voting CastlePeak Game voting process

5. As a means of revenue distribution between game developers/publishers, players and the CastlePeak Game developers

2.3 Exchange Smart Contract

The Exchange Smart Contract mechanism enables the exchange of **CPG** into in-game tokens of the games hosted within the ecosystem. To encourage the use of **CPG**, players of the CastlePeak Game ecosystem will enjoy a higher exchange rate when they use **CPG** to top up their in-game token accounts instead of fiat currency.
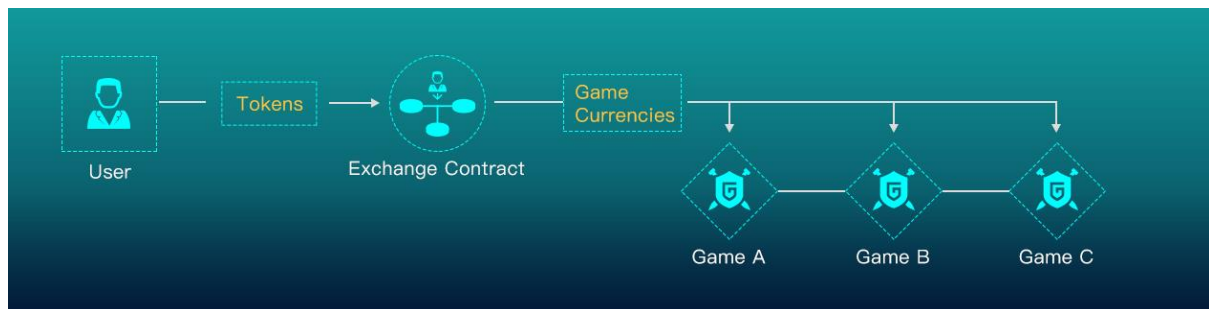
1. Users can obtain **CPG** through the ICO, or by trading with other users or trading on exchanges which lists **CPG**. For example, GDAX is a major exchange with the highest daily trading volume, but it only lists 3 different cryptocurrencies. We will aim to list **CPG** on as many major exchanges as possible.

2. Any fluctuations in the price of **CPG** – especially when it is traded openly on exchanges – will not affect the value of in-game tokens. Why? Firstly, the value of in-game tokens within the ecosystem is fixed. Secondly, the Exchange Smart Contract will be able to dynamically calculate the exchange ratio between **CPG** and in-game tokens, by using the average prices of **CPG** (prices of cryptocurrencies tend to vary across different exchanges due to reasons such as geographical location) and the price of in-game tokens. Thirdly, after calculating the price, **CPG** would be exchanged into in-game tokens based on real-time exchange rate.

Therefore, players who have already purchased **CPG** do not need to worry about the fluctuation of the price of **CPG** since they can receive the same amount of benefits within the game ecosystem.

2.4 Revenue distribution Smart Contract

Small and medium game producers are suffering from unfair revenue distribution between them and other game operators. This has hindered the development of good small and medium game companies. The revenue distribution smart contract resolves this issue by ensuring transparent and fair revenue distribution between game producers and game operators.

Through this method, game producers pay CastlePeak Game less publishing fees and face fewer risks in publishing, and are able to collect their payments in real time. This can be done as Smart Contracts removes the need for middlemen to facilitate payments as well as reduce operational risks, therefore there will be reduce fees and more profits that can be shared between both producers and operators. By enabling more profit margins for small and medium game producers, there will be healthier competition within the game market and thus the industry will grow.

Revenues within the CastlePeak Game platform is distributed between game developers/publishers, players, the platform and the account for coin burning. This is to cover the costs and required margins for game development, operations and incentives for game players.

2.5 Fundraising Smart Contract

The Fundraising Smart Contract provides an innovative and effective way for game developers/publishers to raise funds for their projects, as well as an opportunity for game players to invest in and participate in game projects. The Smart Contract ensures that the funds will only be disbursed once conditions are met, thus reducing fraud that is prevalent on crowdsourcing platforms such a Kickstarter. Users and players who participate in such crowdsourcing projects will also be able to collect additional rewards for being backers.
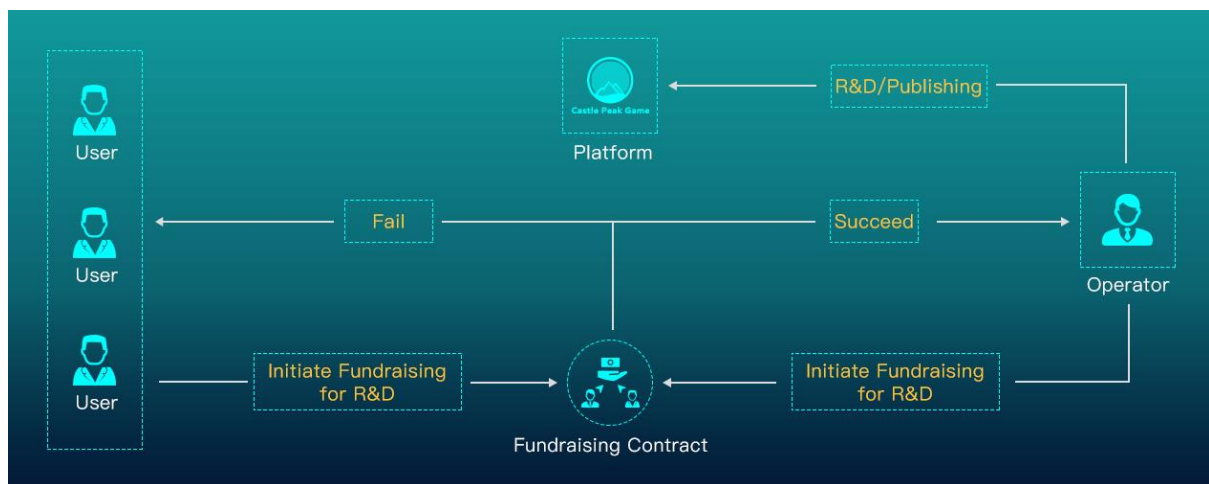

From the MEA players' perspectives, the fundraising smart contract gives them an access to a greater variety of games. For instance, the Simulation and Gambling Game genres currently dominate the MEA region and there are very limited games of other genres available such as RPGs. Players within the MEA region can crowdfund their ideal games, and interested developers can pick up and develop such game ideals and publish the games on the CastlePeak Game platform.

Players can also specify the requirements of the projects, thus leading to a renaissance of high quality games!

From the perspective of the Game, the Fundraising Smart Contract mechanism not only provides the necessary financing of the project, it also enables them to accumulate a large amount of seed and angel users and a large in-built player base that will support the game.

2.6 Voting Smart Contract

Another smart contract also enables voting capabilities. It will transform the traditional game company dominated game development process into one where users participate in the decision making. Players can vote from the commencement of a game project and only projects that satisfy player needs will be selected, thus leading to improvements in the game industry and less waste of resources on unwanted game ideals. Moreover, the voting smart contract allows users to participate in game project since early stages, indirectly lowering the entry barriers, costs and the risks in game operation.
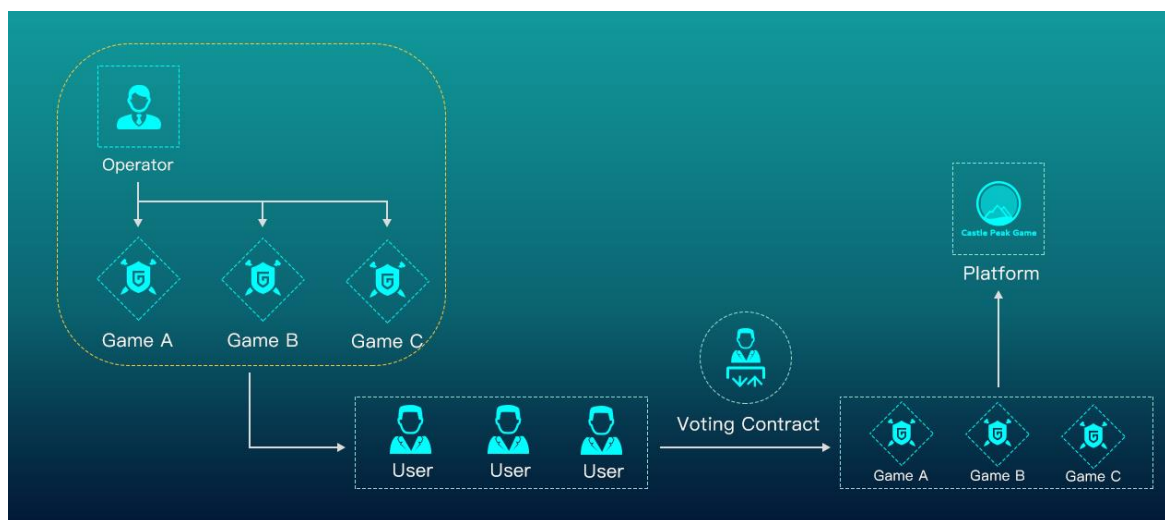
1. **CPG** holders could vote for the games through the Voting Smart Contract. The voting result will decide on which type of game the game developers/publishers would go for, or even the detailed design of the game.

2. Users' voting will be weighted by the amount of **CPG** they hold. The winning parties would be able to decide on the direction of the game and receive **CPG** rewards as well. It is a democratic, fair and decentralized mechanism for decision making and preference expression.

a) If a player who holds a large amount of **CPG** voted for a low-quality game, resulting in other game players unwilling to play the game, the tokens rewarded to the player would be discounted.

b) For the projects that were not chosen in the end, the voters would not enjoy any rewards. Thus, the players would try to vote for the most popular games, ensuring that

the voting result reflects market conditions, and this is valuable information for game development and publishing.

3. TOKEN SALE

3.1 Token Distribution

The total number of issued tokens is targeted at 98,000,000, of which 39,200,000 (40%) would not be for sales, 20% is kept for the team, 5% serves as reward to advisors, 15% is for marketing expenses, and the number of tokens for sale is 58,800,000 (70%).

Total Tokens Issued			98,000,000		
Not for Sale (%)			For Sale (%)		
40%			60%		
Not for Sale (# of token)		39,200,000	For Sale (# of token)		58,800,000
Kept for the Team	20%	19,600,000	Early Participating Game Providers	15%	14,700,000
Advisors	5%	4,900,000	Platform Operation	10%	9,800,000
Marketing Expenses	15%	14,700,000	Technology Development	20%	19,600,000
			Marketing Expenses	15%	14,700,000
Total			100%		

## 3.2 Utility of Tokens and Technical Details

60% of the tokens would be used for fundraising. 15% would be used for introducing game providers into the platform at the early stage, 10% for platform operation, 20% for technical development and 15% as the marketing budget.

15% would be used for introducing game providers at the early stage of platform development, to attract high-quality game providers. It solves game providers' lack of initial capital investment.

10% is to be used for platform operation, to make sure smooth daily operation during expansion. And we will invest in process improvement and hire more manpower in operation.

20% will be spent on technology development. The majority of core development would be focused on improving user end experience and new functions.

15% is allocated for marketing, mainly for community management, to increase exposure among the players and encourage game providers to come in.
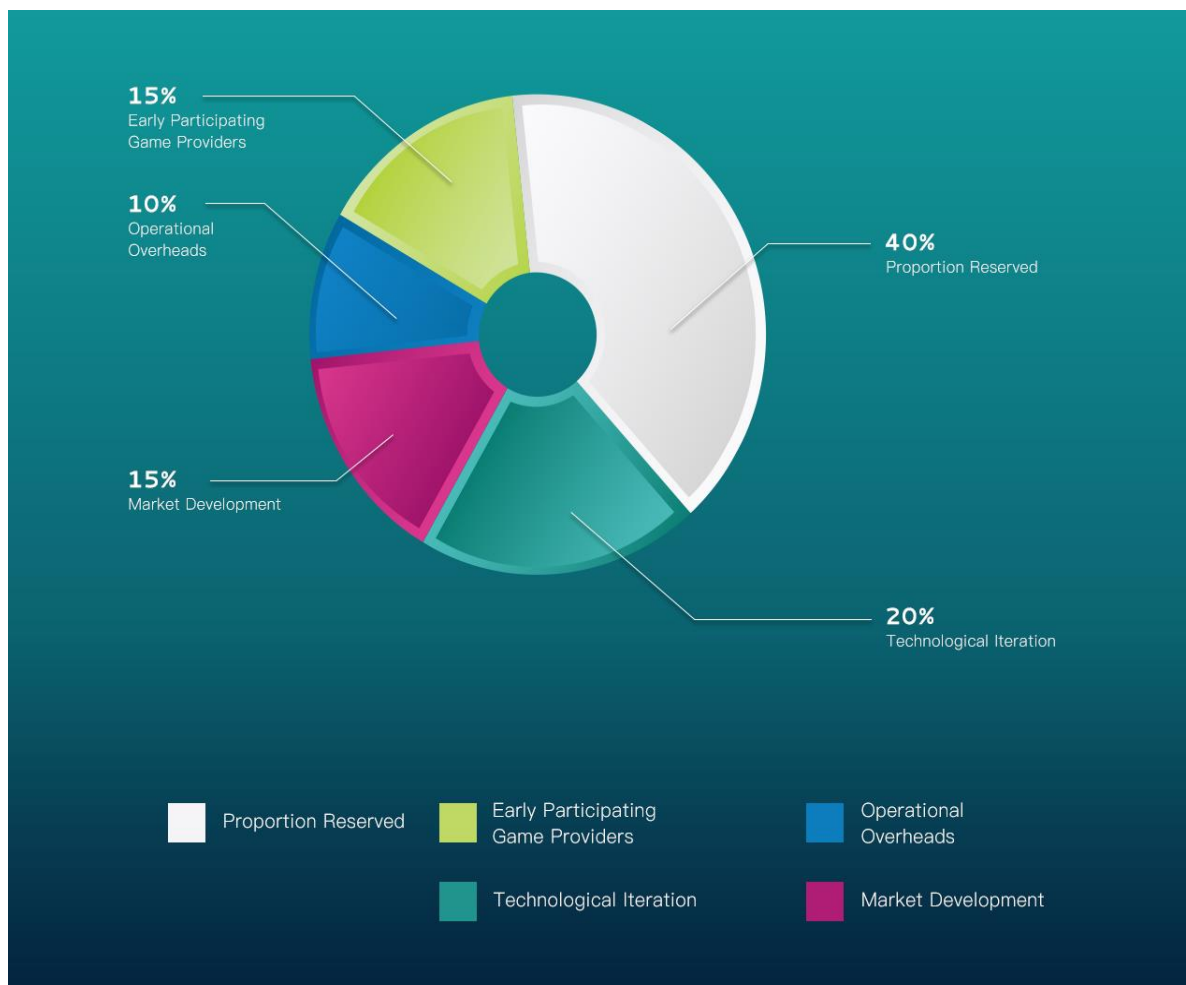
4. THE TEAM

CEO
Mohammed AI-NADARY

Mohammed AI-NADARY is CEO of CPW. He is a Yemeni, who once worked in 7nujoom, the largest live-show platform, as Product Manager, Sales Manager and head of the Internationalization Operations Department. He has considerable experience of internet market operations in the MENA markets and a deep understanding of the local culture.

COO
Mohannad Galal

Mohannad Galal is COO of CPW. He is a leading expert in game operations. Galal was Operating Manager of PLAYSHOO. Texas Hold'em poker developed by the team once ranked No.7 in the Middle East in terms of revenues, making PLAYSHOO the most grossing company in the region.

Product Design Advisor
이양훈(Lee yang hun)

Lee Yang-Hun is Product Design Advisor of CPW. He is a senior game concept designer/developer with a great grasp on the artistic quality of games. Prior to coming to CPW, he worked as Design Director for Ncsoft and Bluehole from 2003 to 2016, and participated in the development of many games, including Lineage 2, AION, Tera, etc.

General Manager of Beijing Publication Center
David Chen

David Chen is General Manager of the Beijing Publication Center of CPW. He is a senior expert on mobile internet and internet games, with ten years of experience in game development and operations as well as mobile application. From 2014 to 2016, he was VP of Mobogenie, responsible for business development and commercial operations, and achieved great results in MENA, Brazil, India, South East Asia and Russia.

Senior VP of Operations
Hussain Hao

Hussa Hao is Senior VP of Operations of CPW. He is an informed specialist on game publication. Since 2012, Hussa has been Overseas Marketing Director of Changyou (NASDAQ: CYOU), responsible for the publication of mobile games in overseas markets, among which General War generated over $20 million of capital flow and Dragon Oath 3D in 2015 had over 500 million yuan of capital flow. In 2016, Hussain built an overseas publication team for the company, which successfully launched a number of overseas games, including Castle of Legends.

Chief Technology Officer
Frank Wang

Frank Wang is Chief Technology Officer of CPW. He is a senior game producer with 12 years of experience in game development and operations as well as team management. Before coming to CPW, he worked as Product R&D Director, Director of Incubation, etc. at Sohu (NASDAQ: SOHU), and led and participated in the development of many massive multiplayer online games, including Dragon Oath, Royal Tramp and Sky Legend. He is one of those people in China who have the deepest understanding of online games.

VP of Technology
Park Li

Park Li is VP of Technology of CPW. He is a senior engineer of Blockchain and Java, with two years of experience in Ethereum smart contracts development, six years of experience in Java development and management, and rich experience in AI and machine learning. Park is also an enthusiast in cryptocurrencies.

Senior Marketing VP
Aaron Wang

Aaron Wang is a seasoned expert on internet products, with 5 years of experience in the operation of overseas apps and games. She worked as the senior operation manager in Mobogenie, the biggest android games publishing platform in global emerging markets, which has an accumulated user base of 430 million, highest DAU of more than 10 million, daily downloads of apps and games exceeding 100,000 and tens of millions of fans on social networking sites.

CBO
Jianwei Guo

Jianwei Guo is Chief Business Officer of CPW. Since 2010, he has been Overseas Business Manager of Qihoo 360 Technology, Senior Overseas Business Manager of Changyou (NASDAQ: CYOU) and CBO of Beijing Mengxiang Technology. He has over ten years of working experience in the gaming industry, and closed deals for the company with many famous game brands, including Clash Royale, MU Online, Novoland: The Castle in the Sky, etc.

5. ADVISORS

NsSoft
Senior Game Producer
– Eugene, Lee

PTMIND
former VP
–Katsuyuki Kasahara

Zodiac Consulting
CEO
—Masanori Mitani

NHN
Senior R&D Director
–박태규

NetEase
Producer of Onmyoji
–Tao Jin

Tencent
Senior Operation Manager
–Peng Peng

Ubisoft
Senior Concept Artist
–Peng Qin

Mobogenie
Founder
–YanZhang

Changyou
Senior Operation Director
–Leal LV

Testin
vp
–Fei Ran Jing

Newborntown
Senior Business Director
–Meng Zhang

Gameley
Senior Operation Director
–Zi Xiang Shen

Perfect World
Overseas Operation
Director
–Zhen Yang

Cheetah Mobile
Global Think Tank
Director
–Rong Rong

Sungy Mobile
Overseas Marketing
Director
–Si Jian Chen

ValueBank
Game Project Director
–Ho–tien Lee

Coinwall
co–founder&COO
–Justin Hung

6. ROADMAP

6.1. Project Roadmap

2018.1.31
ICO Closed

2018.2.15-2018.3
All Tokens Distributed
&
Start Trading on Exchanges

2018.2 ~ 2018.3
Platform Development Phase

2018.3
The First Game Launched

2018.4
Platform Iteration

2018.6
The Second Game Launched

2018.10
The Third Game Launched

6.2. Game Providers to be introduced in Early Stages

Based on local competition and local game publishing conditions, CastlePeak Game has already prepared four games, covering RPG games which the market lack currently, modern war, and SLG game, which is the most profitable ones in the region. They are expected to be online in 2018.
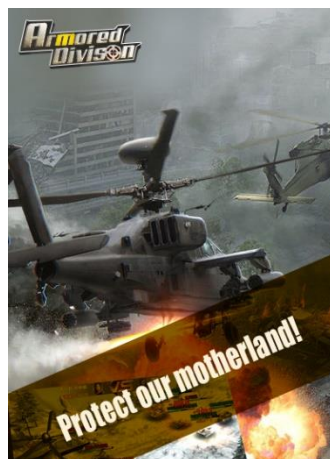
6.2.1 Hero of Legends

Type of game: RPG

Online in: February 2018

6.2.2 Armored Division

Type of game: Modern War

Online in: June 2018

6.2.3. Imperial Eagle

Type of game: Ancient War

Online in: November 2018

6.2.4. Shadow Fury

Type of game: Magic RPG

Online in: March 2019

7. CONCLUSION

With strong capability and rich experiences of CastlePeak World Company, we are confident to successfully bring off CastlePeak Game. CastlePeak is not only an innovation in "blockchain + game" business application, but also goes along with the trend of blockchain 3.0.

With the development of blockchain technology and the growth of the global game market, "blockchain + game" model will gain more attention from entrepreneurs, investors, and game players. CastlePeak Game global ecosystem not only offers an effective decentralized mechanism for global game providers to enter the blue ocean of MEA game market, but also enables the 330 million MEA game players to better enjoy the global realm of games, and even created a grander future for the global gaming industry.

8. LEGAL INFORMATION

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