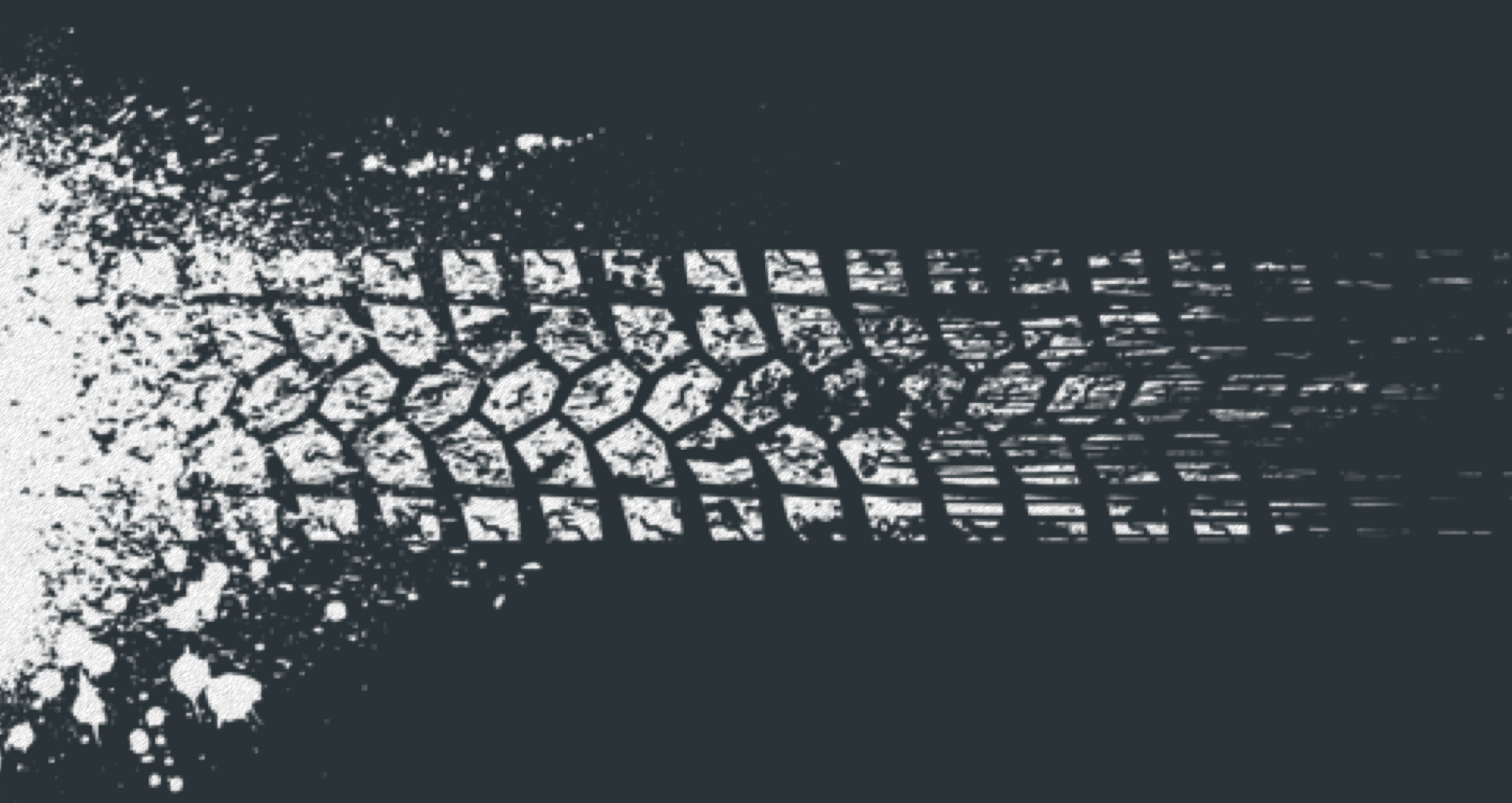

ACARZ

All information from A to Z for cars

WHITE PAPER

March 2021 (V 1.0)

ACARZ

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This is not a prospectus of any sort

This document and any other documents published in association with this whitepaper relate to a potential token offering (i.e. the ACARZ token) to persons (contributors) in respect of the intended development and use of the network by various participants. This document does not constitute an offer of securities or a promotion, invitation or solicitation for investment purposes. The terms of the contribution are not intended to be a financial services offering document or a prospectus.
The token offering involves and relates to the development and use of experimental software and technologies that may not come to fruition or achieve the objectives specified in this white paper. The purchase of tokens represents a high risk to any contributors. Tokens do not represent equity, shares, units, royalties or rights to capital, profit or income in the network or software or in the entity that issues tokens or any other company or intellectual property associated with the network or any other public or private enterprise, corporation, foundation or other entity in any jurisdiction. The token is not therefore intended to represent a security interest.

Executive Summary

The automotive industry faces increasingly complex challenges for ever-evolving consumer needs, government needs, and market-specific requirements. Based on these requirements, ACARZ is a platform that provides a new lifestyle ecosystem in the mobility sector, maintaining the ecosystem and creating its unique exchange of value by the contribution of ordinary consumers and those working in each automotive industry.

The ACARZ platform provides individuals with the convenience of purchasing new and used vehicles and solves the inconvenience of vehicle management within their hands while receiving compensation through performance defined by ACARZ partners according to essential tasks according to vehicle data contribution to the ecosystem.

Our platform consists of Wallet, Smart Contract usage rewards, the marketplace, user-based web, and apps. Partners and individuals using this platform will create our ecosystem.

The ACARZ team has a total of 17 million members and 7,000 B2B partner members and a team with both SI capabilities for financial firms and large business DB quoting systems and marketing and sales infrastructure that brokered more than ₩2 trillion in financial performance.

Based on the long industry experience and capabilities of the mobility market, ACARZ aims to provide a new incentive structure for the automotive industry and present a new paradigm for the automotive industry that has not existed before.

> “ACARZ HAS A CRYPTO MODEL FORM A TO Z FOR THE MOBILITY ECOSYSTEM.

INTRODUCTION

The paradigm shift in the automotive industry

The automotive industry is facing structural changes and paradigm shifts after experiencing a period of upheaval in the automotive industry's history for over 100 years right after the global financial crisis.

As policy-level, systematic, social, economic, and technical environments related to the automotive industry change, the overall megatrend is also changing. As more than 130 years have passed since the start of automobiles' mass production, the technical gap between companies in the basic performance of automobiles has narrowed compared to in the past, and automakers are raising new issues such as safety and convenience to differentiate product quality. Besides, changes in the industrial environment, such as strengthening environmental and safety regulations in the automotive industry, traffic congestion, and an increase in the elderly and female drivers, demand various changes that automakers have not experienced in the past.

The aftermath of the COVID-19 crisis that began in 2020 is no exception to the automotive industry. The automotive industry is entering an era of new mobility, dubbed CASE or MECA, departing from its former focus on internal combustion automobiles, and COVID-19 is a major driver accelerating the paradigm for automakers struggling with these disruptive innovations. Facing a mobility revolution represented by electric vehicles and autonomous driving amid low market growth and fierce competition, the automotive industry focuses on R&D to prepare for the future while striving to reduce costs to improve lower profitability and raise investment funds.

INTRODUCTION

Automotive Industry Trends

The diversification of mobile apps that combine automobiles and IT has made it easier and safer to maintain and manage vehicles from purchasing new and used vehicles. With one app in the palm of your hand, you can easily manage your vehicles, such as regular inspection, repair, washing, and purchase of supplies. Among them, the GPS app stood out. This is because the GPS app of smartphones complements the shortcomings of slow and uncomfortable updates of existing vehicle GPS, and the built-in GPS disappears into the past as the real-time traffic information is reflected. The evolution of GPS is the basis for O2O and app services in the automotive market, creating a new automotive culture.

In particular, the total traffic of mobility mobile app service users has steadily increased over the past three years, and by type, vehicle call is the highest, followed by in order of vehicle maintenance, share & rent, commerce & information, and micro-mobility. Vehicle-related apps can find nearby vehicle-related stores such as vehicle washes, tire stores, and repair shops through location-based services, making it easy to obtain a comparative estimate that allows you to check the quotations of several companies around you at once. The key is to reduce the process of finding a phone number or address to contact through searching. In addition, many changes have been made to the vehicle sales service in used vehicles. With the advent of an app that complimented the hassle of visiting an offline auction house, SELL MY VEHICLE SERVICE pioneered a new O2O market.

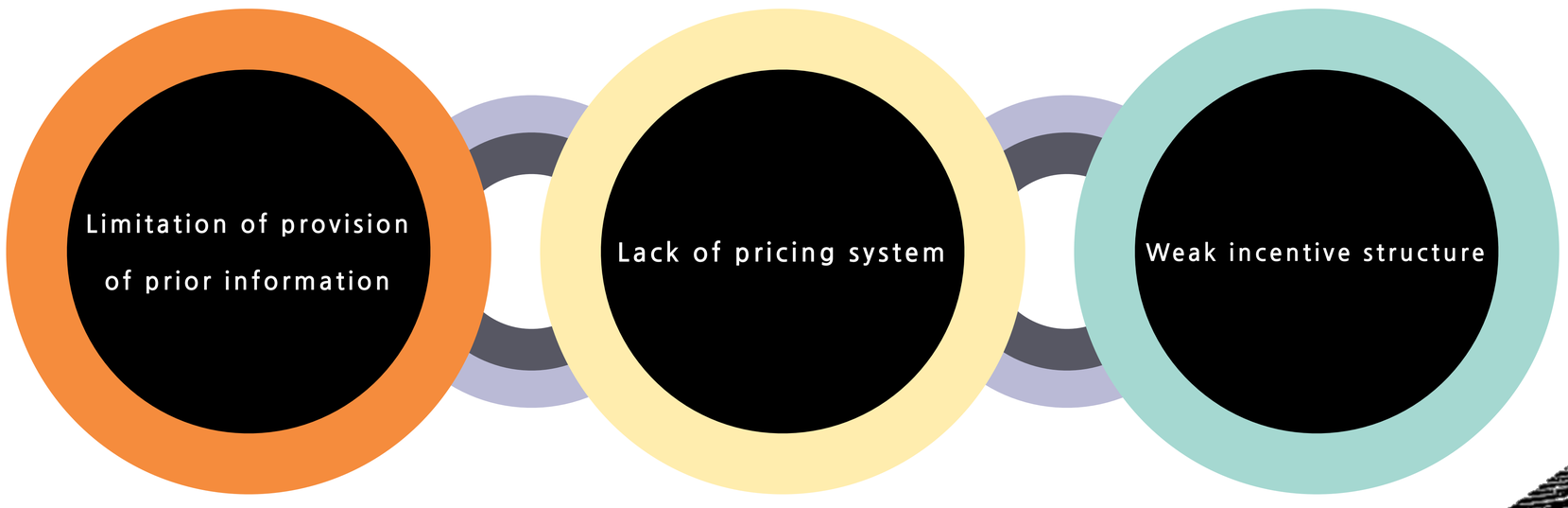
As such, users' dependence on apps that are closely related to their daily life is growing. As various monetization models are developed to prepare for the upcoming smart vehicle era, the mobility app market's growth is expected to continue.

PROBLEM STATEMENT

Despite the steady growth of the mobility market described earlier, it has a disadvantage of non-transparency regarding the trading of goods, new vehicles, used vehicles, and scrapped vehicles to end consumers. In particular, used vehicle transactions are carried out at specialized distribution complexes. Still, consumer awareness has worsened due to inadequate facilities, and online distribution causes consumer damage due to fake sales using large corporate networks.

As a result, information delivery platforms and apps related to pre-used vehicles are being released, but consumer complaints related to this are steadily increasing. It still shows the limitations in providing information such as notification of accident vehicles or false notifications, or notification of complaints about the manipulation of mileage and flooded vehicles.

This is because the search service for performance and maintenance history that affects the final consumer's purchase decision is distributed by related organizations, thus limiting the consumer's information collection. In addition, there are deficiencies in the pricing system for goods and vehicles. Although various platforms such as sites for vehicle maintenance management and new vehicle purchase estimate comparison are available, information is decentralized, and the range of consumer options is widening, the performance of the vehicle or the margin of the product is passed on to the consumer due to the moral hazard of the dealers, causing consumer complaints.



Problems in the automotive industry utilizing the ACARZ ecosystem.

Consumers are now facing a new environment of information sharing. Because information affects everything from data to product marketing, it is difficult to identify the information we share or the behavior contributing to personal data profiles. Most companies value customer data and offer many ideas to reward for providing value to their customers. Accordingly, ACARZ creates a trust-based incentive model that all participants of the ACARZ ecosystem are satisfied.

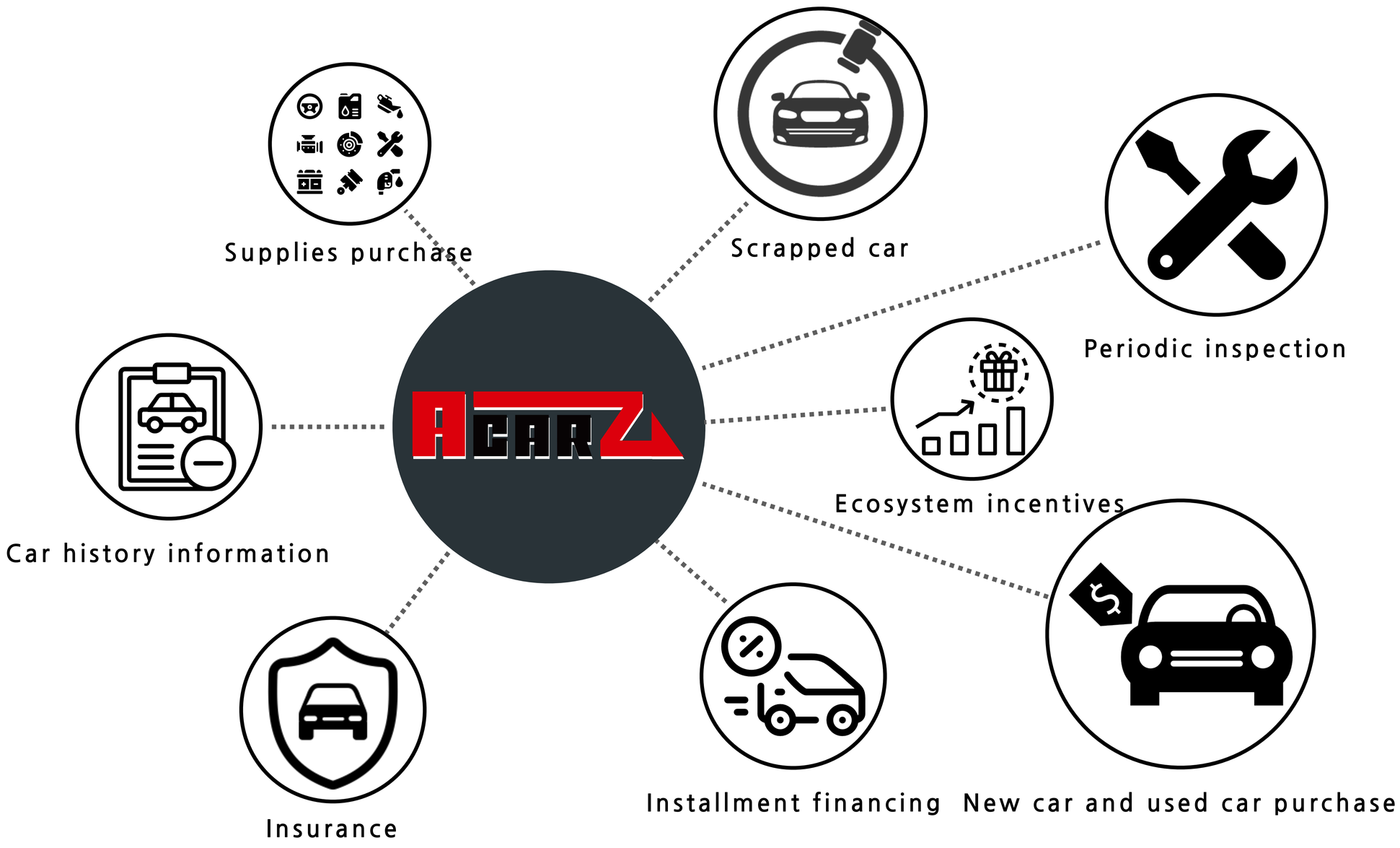
Tokenization becomes a powerful way to encourage small changes to people's behavior and data sharing and reward. Light and trivial tasks provided by consumers in their daily lives often offer fantastic value to the business, saving time and effort and changing behavior for more efficient activities. The mobility ecosystem consists of a regulatory-oriented ecosystem, not an incentive-oriented one. The incentive system in the automobile market could be considered in all types of services, including products and services of not only individual drivers, but also transport operators or mobility-related stakeholders, and reliable maintenance.

Also, the ability to leverage blockchain to obtain and give rewards in ACARZ tokens in a wide range of ecosystems, including mobility marketplace partners and P2P transactions and finance, will significantly impact the quality of the ecosystem. Tokens continually improve the quality of the platform by coordinating incentives from partners and participants.

Problems in the mobility industry Utilizing the Akazu ecosystem.

Next, we endeavor to solve the structure in which each vehicle service model's connection is not made. In addition to vehicle sharing service, there is an inconvenience of downloading a separate app and signing up for membership whenever using numerous mobility-related services such as maintenance, fueling, and vehicle washing services. Each service's records are not linked, and the countless points or coupons provided are not linked. Of course, there are places where some related services are interlinked. Still, they cannot be used in the services of competitors, and there is an inconvenience that customers have to visit only affiliated services.

ACARZ solves the problem by connecting A to Z of the automotive ecosystem as one.



ACARZ PLATFORM

Introduction to ACARZ

The ACARZ team currently operates more than 80 automobile clubs and has 17 million members and 7,000 members of B2B partners. In addition, as a team equipped with all of the marketing and sales infrastructures that mediated financial companies & listed companies' automobile DB estimating system SI capability and financial performance of more than ₩2 trillion, it is growing as a platform that connects each other's needs.

ACARZ

Acarz platform manager

Hana Financial Group Automobile Quotation System

DGB Financial Group Quotation System

Danawa automobile development/operation

Has 80 automotive clubs

17 million members, 22 million UVs per month

Summer platform Enuri Motors operation

Operation of “Cardong”, a club finance platform

Development/operation of B2B platform “Carpan”

Development/operation of Pompu new car consultation room

Operated a signature franchise in Madacosa, USA

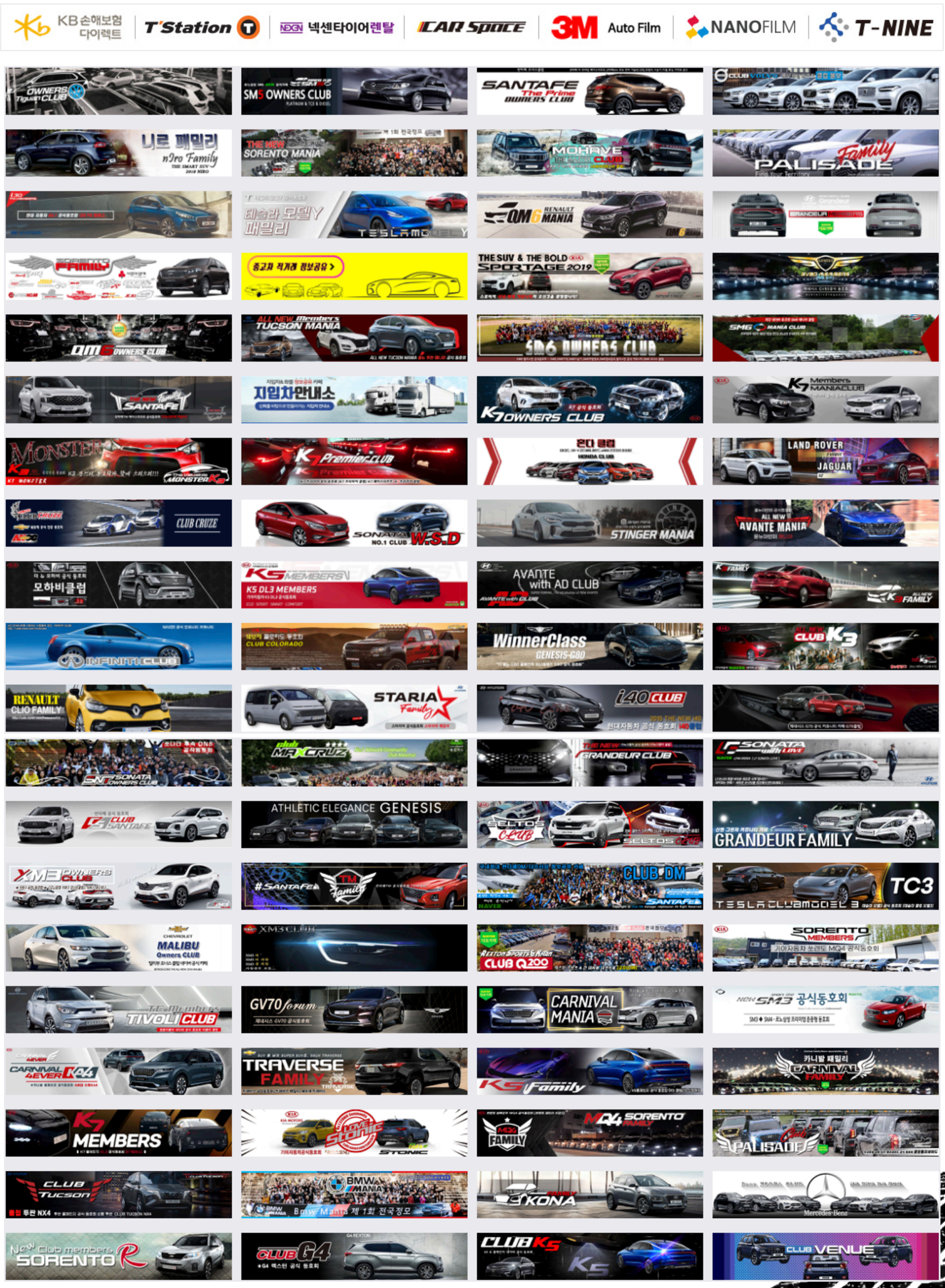
Achieved 2 trillion won in accumulated financial product performance

Domestic No. 1 Carspace Franchise

T-NINE / Bendict Commerce Business

ACARZ PLATFORM

Company services and affiliates



ACARZ ECONOMY

ACARZ TOKEN

ACARZ applies a token economy to the automotive lifecycle to address the problem of no connectivity between the current centralized automotive industry and diverse automotive service models.

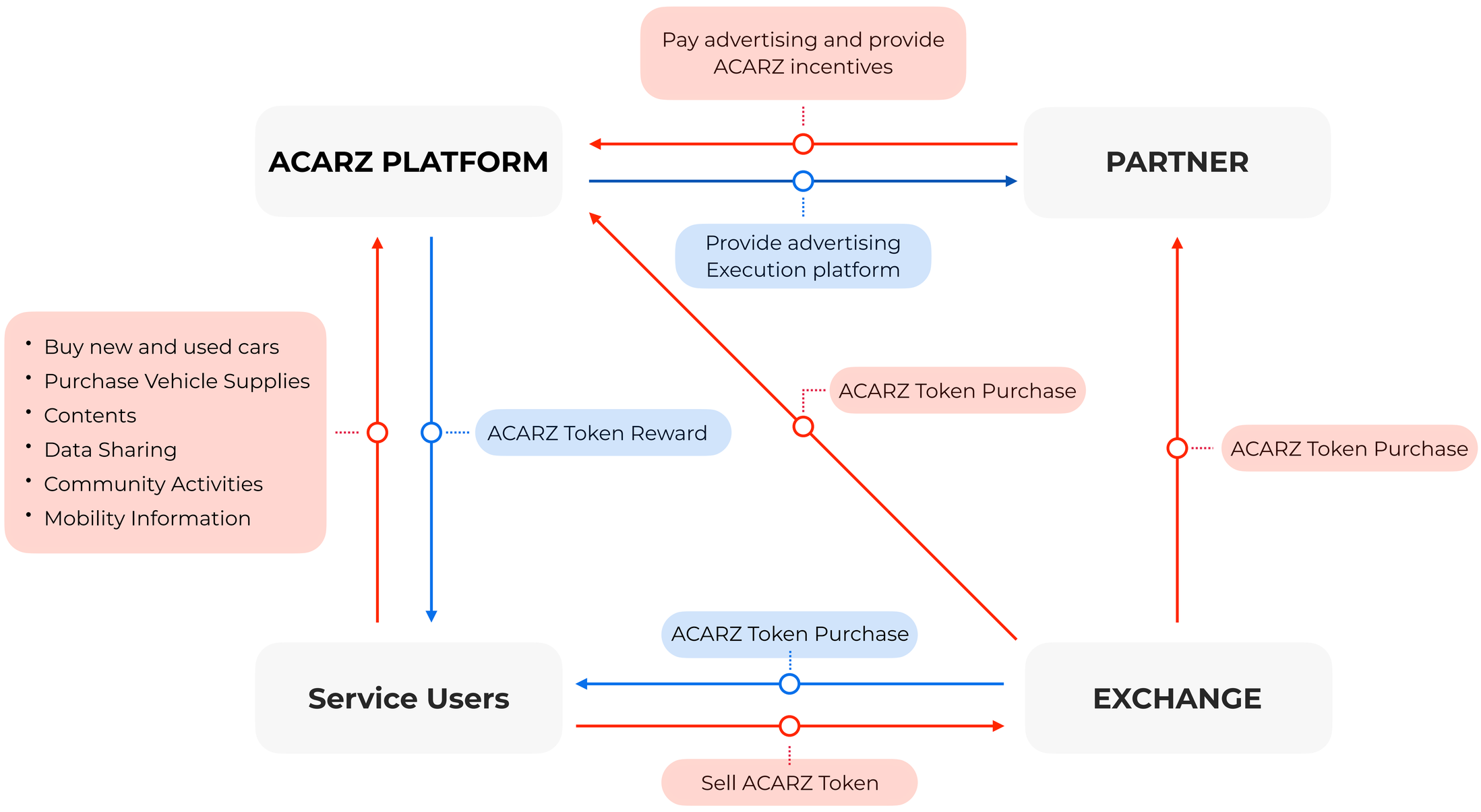
ACARZ ecosystem encourages participation in the ecosystem by establishing various compensation systems (incentives) for individuals recording their vehicle lives, technicians, dealers, and goods stores. ACARZ tokens are paid according to ecosystem contributions to motivate all participants to receive sufficient rewards for accurate data recording. For example, by registering a vehicle and sharing test-drive and vehicle usage information, users will be compensated by ACARZ tokens and will be connected with experts of the desired services such as purchase, finance, used vehicle, tire, maintenance, tinting, rental, and insurance.

The ACARZ token is an ecosystem currency that can replace someone's vehicle-related information with value, so we are confident that the value of these currencies can be achieved together through the participation of numerous users in the knowledge ecosystem, along with the ACARZ team's service and institutional efforts.

ACARZ ECONOMY

ACARZ TOKEN

In the integrated mobility ecosystem that ACARZ wants to create, many officials will participate in vehicle-related businesses such as new vehicle purchases, transportation, used vehicle companies, rental vehicle companies, insurance companies, card companies, vehicle consumers, and parts makers.



ACARZ token Flow

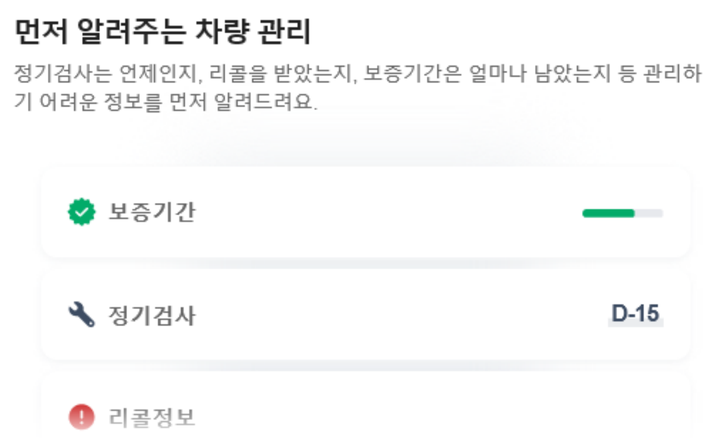
ACARZ ECONOMY

ACARZ vehicle information sharing platform

The ACARZ vehicle information sharing app is a vehicle information sharing platform created by users and provides information that is difficult and cumbersome to manage, such as periodic inspections, recalls, warranty periods, related goods, and affiliate services to the vehicle owners who registered their vehicle information. Owners register their own vehicle information, share vehicle usage information such as photo and test drive information of the vehicle, evaluate their vehicle options, and receive ACARZ tokens as compensation for these actions.

In the data-driven era, the data activity flow of content providers and buyers is the most important. Product providers have products converted into data; content producers create a variety of marketing-based data content; buyers provide evaluation data such as product purchase reviews through these data products or content; and such purchase data will again spread through ACARZ automotive information sharing apps, which will voluntarily lead to a commercial transaction cycle that leads back to purchase.

Car registration, test drive information sharing, option evaluation provided

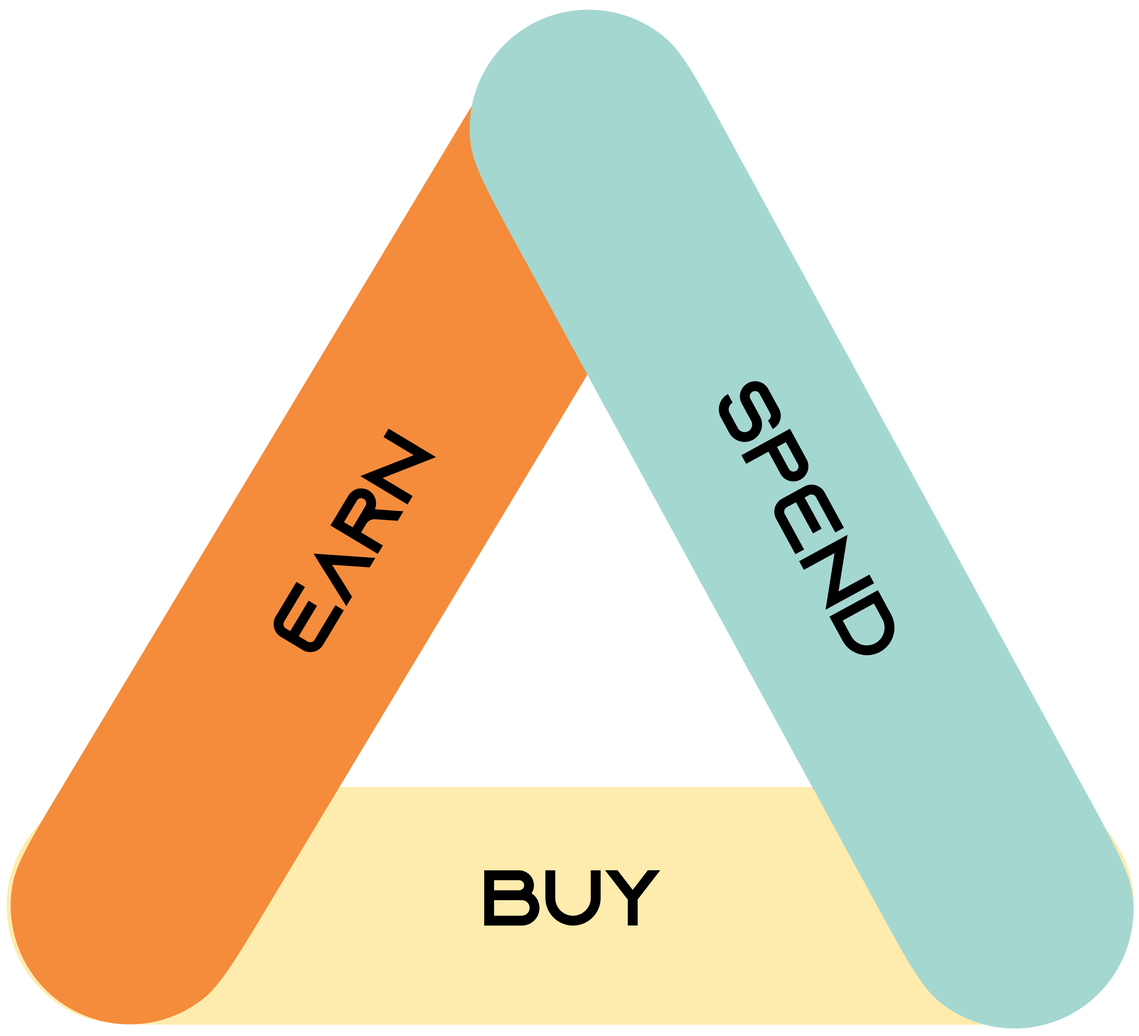


Vehicle periodic inspection and recall information, product search, etc.

ACARZ ECONOMY

This platform consists of two key participants: providers who need promotion and sales channels for vehicles and vehicle-related products and consumers who purchase products. Each of them creates data flows according to their roles, and a virtuous cycle occurs according to these ecosystem activities and interactions. The key point is connecting with the desired experts and companies for buying vehicles and goods, buying and selling new vehicles, used vehicles, tires, maintenance, tinting, rental, and tuning.

ACARZ's circular economy is used to generate revenue through tools from previously impossible mobility service platforms. In other words, ACARZ tokens can be paid as incentives as users contribute to the ACARZ platform. The ACARZ token has monetary value and is priced in the market. In other words, as much as the user contributed to activating the ACARZ platform, the received token creates cashability and liquidity.



ACARZ ECONOMY

ACARZ token demand

The core of ACARZ business is the expansion of Token Demand. Stakeholders of ACARZ business need to hold ACARZ tokens in the following situations.

No.	Token demand
1	Car dealers (new car, used car, scrap car)
2	Installment financing companies (card companies, insurance companies)
3	Automotive supplies and maintenance companies
4	Vehicle related expert
5	Car wash, fueling and other related parties
6	Proxy driving company
7	Other individuals and entrants to the Arcaz ecosystem

The main token consumers of the ACARZ platform's estimate comparison and the section on the progress of new, used and scrapped vehicles will be automotive dealers. ACARZ provides a platform that compares and analyzes the prices of dealers and dealer companies to find the lowest price, and dealers and dealer companies give additional promotions ACARZ tokens to provide better service to customers. Besides, ACARZ tokens are used as cashback promotions even in installments, leases, and vehicle rentals.

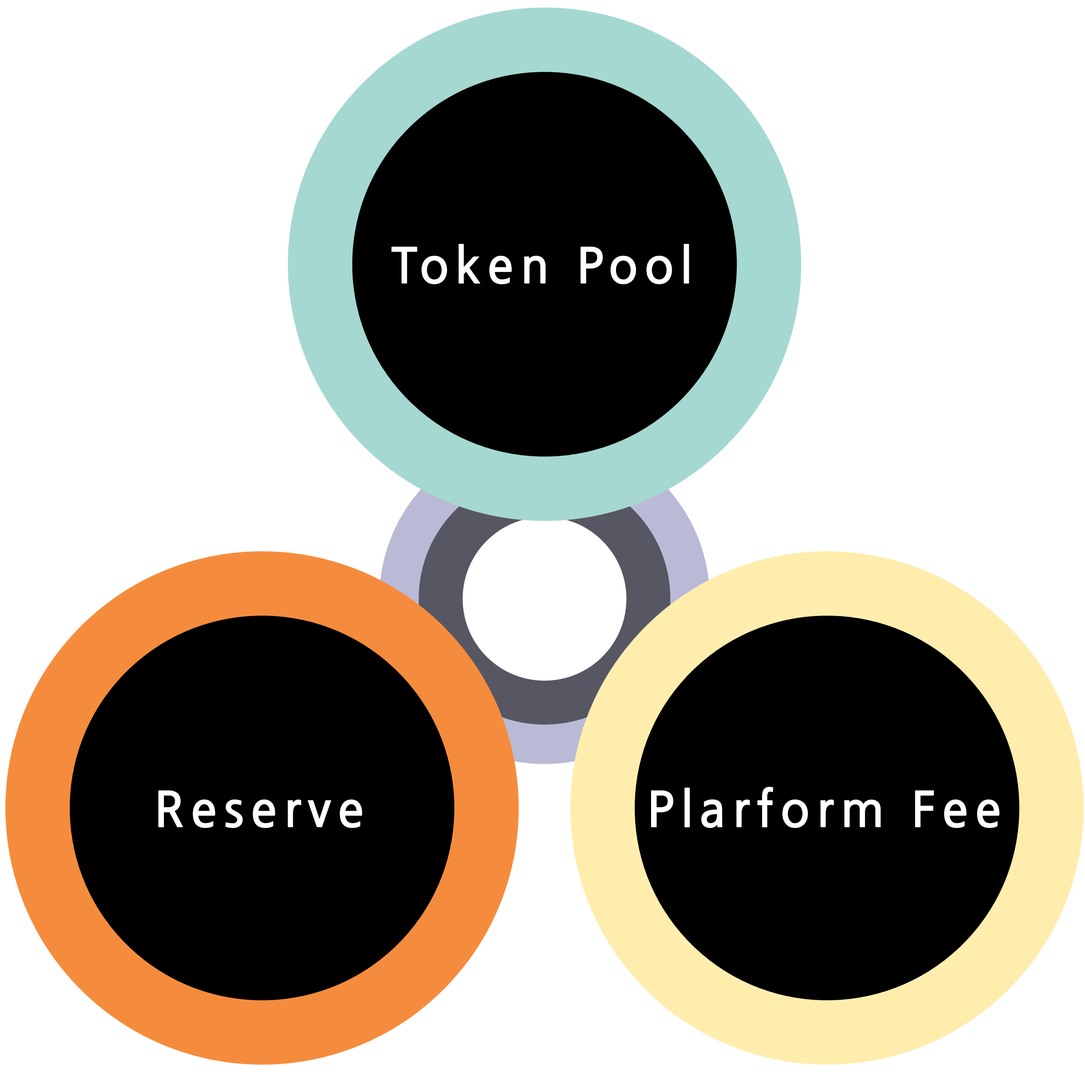
There are several items in automotive goods, but most consumers find it challenging to choose a product. When you select the desired vehicle type, a list of bestseller products related to the vehicle type will be displayed, and goods and maintenance companies will require ACARZ tokens for publishing. ACARZ tokens will also be required for location-based local target advertisements.

ACARZ ECONOMY

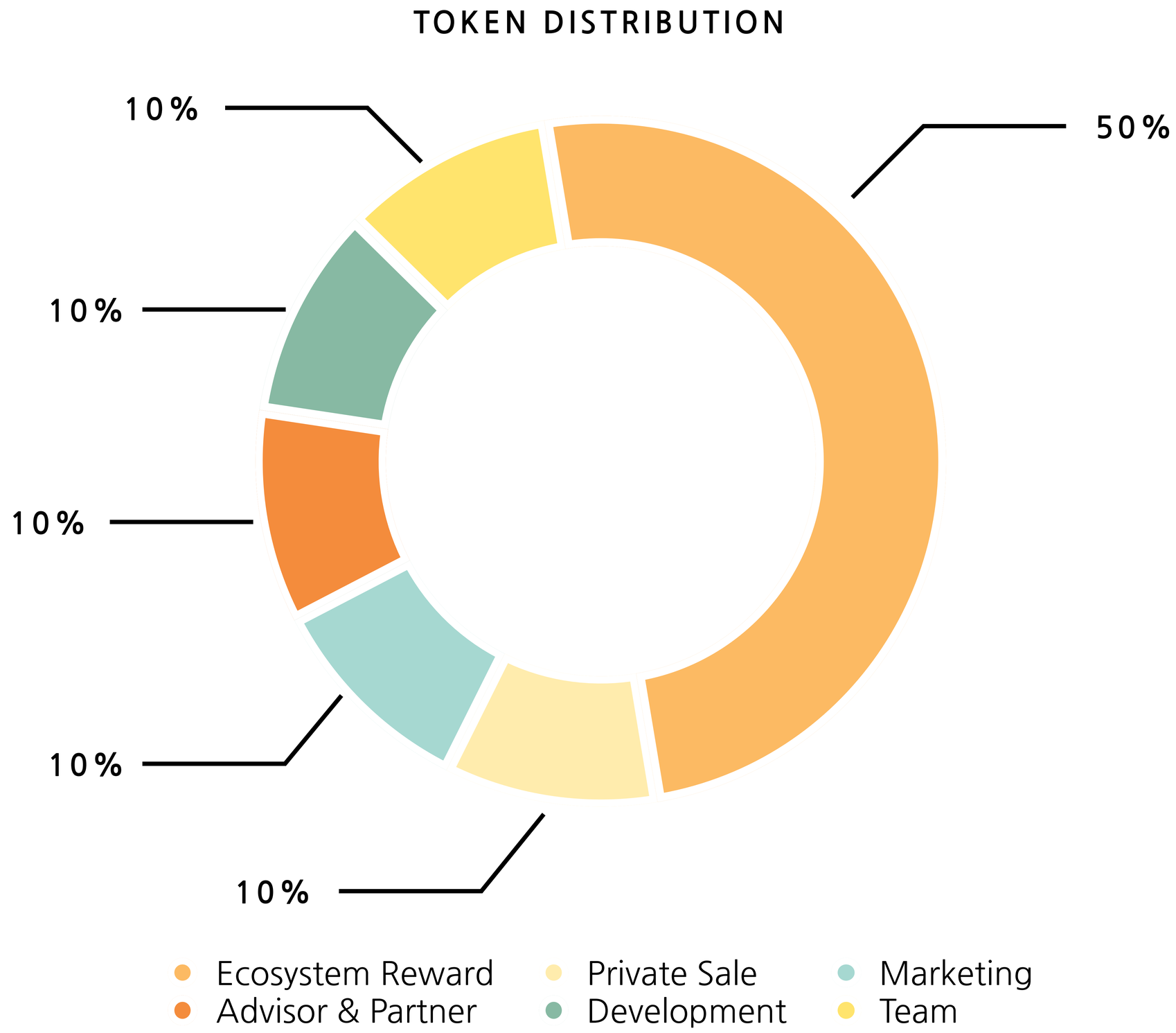
ACARZ Token Incentive Pool

All participants who contribute to the ACARZ platform will receive the ACARZ token as an incentive through activities on the platform. These incentives are paid from the ACARZ incentive pool provided through some of the platform fees and some of the first issued tokens. ACARZ reserves some of the fees incurred on the platform in the incentive pool to reliably incentivize platform participants, allowing some of the revenue to be allocated to participants who worked on the transaction.

ACARZ ultimately aims at a flexible mobility platform where various participants collaborate. However, the drastic change could trigger a backlash from the market, so we will take a phased approach to realize it.



ACARZ TOKEN MATRIX



Token allocation	% of total	Quantity	Distribution Schedule
Ecosystem Reward	50%	105,000,000	10 years vesting
Private Sale	10%	21,000,000	20% before listing, 5 months vesting
Marketing	10%	21,000,000	36 months vesting
Adivisor & Partner	10%	21,000,000	1 year lock up, 24 months vesting
Development	10%	21,000,000	1 year lock up, 24 months vesting
Team	10%	21,000,000	1 year lock up, 24 months vesting
Total	**100%**	**210,000,000**	

ROADMAP

ACARZ ultimately aims to be a flexible mobility platform in which various participants collaborate. However, rapid changes can cause market backlash, so we will take a step-by-step approach to realizing this.

Q4 2020

ACARZ Consortium establishment

Partner onboarding work - Mobility Economy Industry

ACARZ Project Start

Q1 2021

ACARZ Introduced ERC20

Attracting Private Investment

1st Business Development

Q2 2021

Listing of ACARZ

ACARZ Platform Pre-Launch(Beta)

ACARZ Ecosystem Network Building(Alpha)

Q3 2021

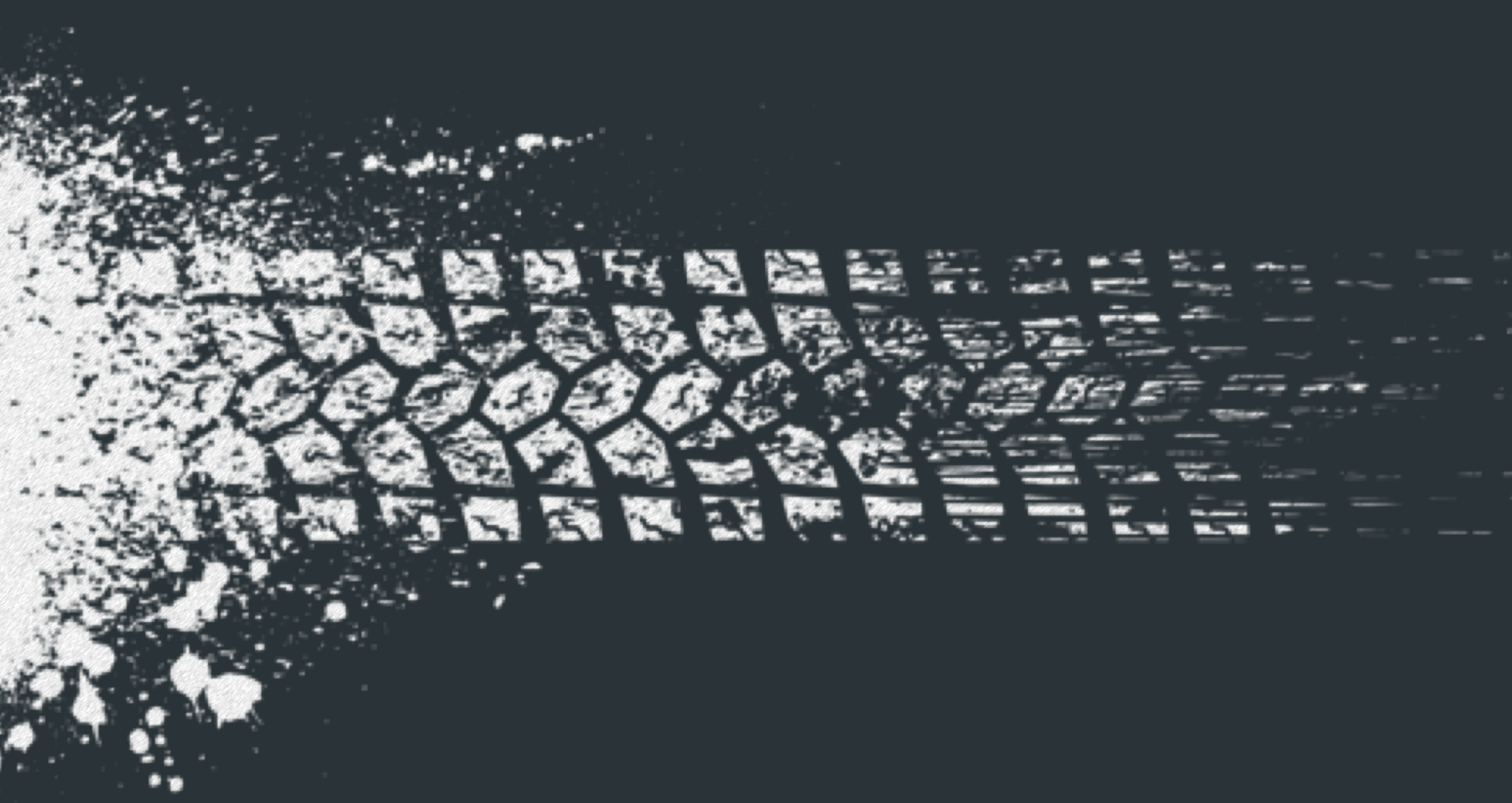
Service Offering in Korea

Open API based partner platform

2nd Business Development

Q4 2021

Integrating ACARZ Platform



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