

# **PERPLAY**

## **IR Deck**

PERPLAY is the world's first Game and Earn Platform where users can earn coins as rewards no matter what game they play.

PERPLAY for Biz is a 100% targeted marketing platform for game companies to acquire game users and paying users.

# People say that Blockchain and NFT are the future of games. But will it ever come? If so, when?

Should game companies, then, start developing P2E games?

There are various mainnet platforms, such as Ethereum, BSC, Solana, Polygon, and Wax, which one should game companies choose?  
If you were a gamer, you wouldn't play boring games just to make money, would you?

**Shouldn't Play and Earn be implemented in the game you are enjoying now?**

## The game market we see

As always, games have brought forth tremendous impact on different industries, particularly on business and IT, including hardware technology, software technology, and Internet infrastructure. Blockchain is not an exception.

P2E success stories have emerged, as game companies are gradually leveraging blockchain technology in their games.

Games now take the lead in paving the way for blockchain technology and business growth. We expect an ever-increasing market expansion of blockchain games in the future.

Despite its lucrative potential, there are still too many uncertainties. Blockchain games are still in their early stages of development, and both game companies and users are hesitant due to the likes and dislikes of blockchain games.

We aim to bridge this gap and become a **game changer** that links games and blockchain.



# PERPLAY is the world's first Game and Earn Platform backed by web3 technology.

PERPLAY is the world's first Game and Earn platform that redefines the value of time that gamers spend on playing. Our service is straightforward. PERPLAY lets user launch any game and all games installed on your devices are in Perplay. Mining occurs while the user is playing game, bringing more value to the time the user spends in the game.

## Proof-of-play \*Patent pending (10-2022-0152637)

PERPLAY's algorithm accurately measures playing time from the moment the user starts the game and issues rewards based on the verified amount of time played. Recognizing how important it is for users and game companies to coexist, PERPLAY was designed to create a continuous virtuous cycle where all user game flow revolves around one circulation structure. Algorithms were structured in a way that rewards are provided based on all types of user activity such as game downloads, installations, attendance check, playing time, level achievement, and mission completions.

## PERPLAY NFT

PERPLAY NFTs are designed in the form of a vehicle that will take users on a swift ride through a multiverse of games. PERPLAY NFTs are created as a link across various games from different worldviews. All NFTs are unique in their design and attributes, and gamers experience redefined gameplay value using PERPLAY based on rewards that vary depending on the ability (level/class) and composition of their NFTs. Just like when playing games, upgrading your character makes you stronger. So, the more high-grade vehicles you own, the more rewards you can earn.

# NFT Minting

All NFTs are manufactured as NFTs with a unique design by combining dozens of vehicle shapes, paintwork, and wheels, wings, and decals. Also, every NFT has its own unique attributes.

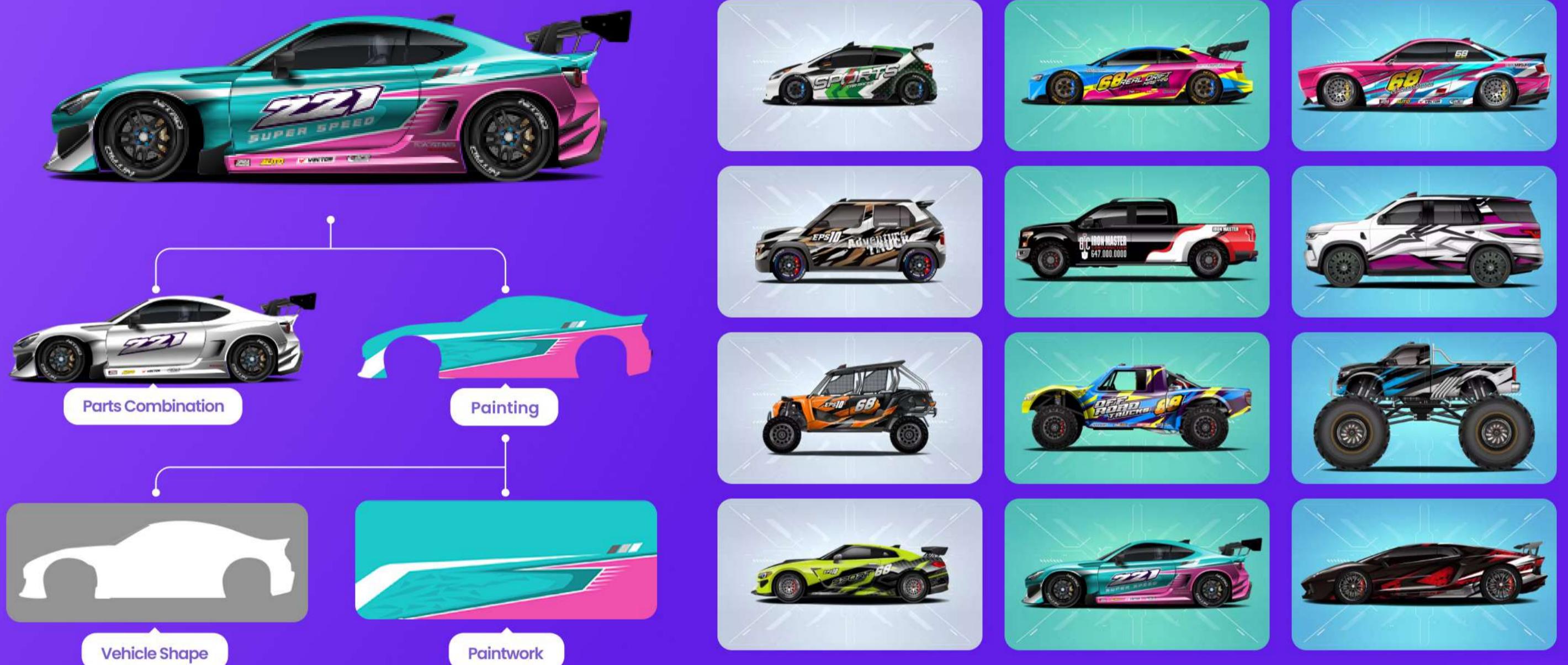
To this end, PERPLAY NFT has been developed as a fabrication algorithm in which various parts are combined to produce billions of unique NFTs.

Gamers can show off their own unique value through different charms of NFT.

## Rewards

Even without purchasing NFTs, users will still be able to earn rewards through mining.

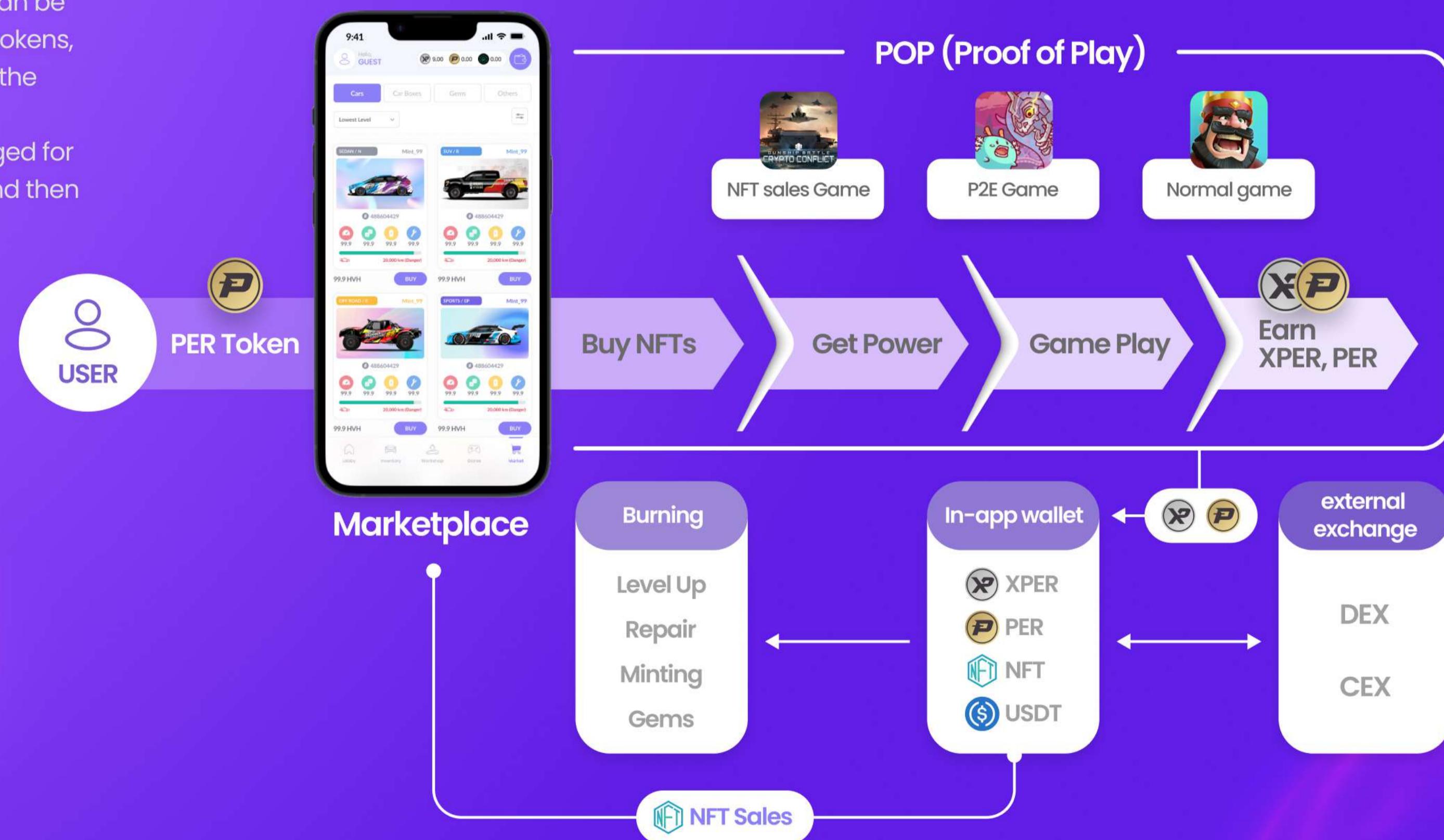
NFT rental system will also allow users to share rewards by leasing NFTs to other users or renting from NFT owners.



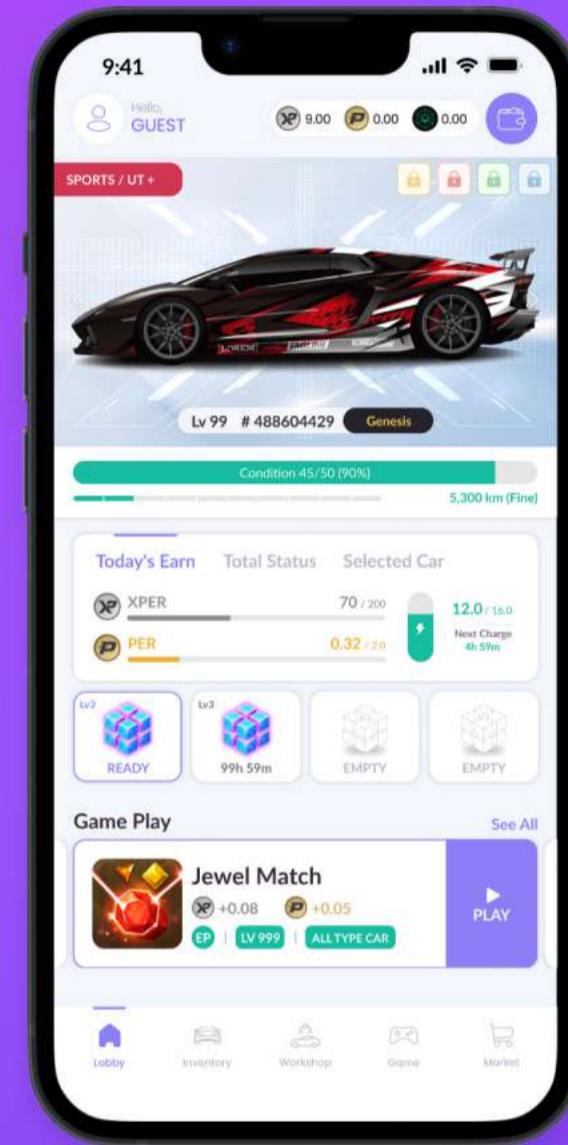
# PERPLAY App

Users can earn \$XPER and \$PER tokens when they play any game with REPLAY. Also NFT items can be strengthened or repaired with the acquired tokens, and new NFTs can be generated that inherit the genes of existing NFTs through minting.

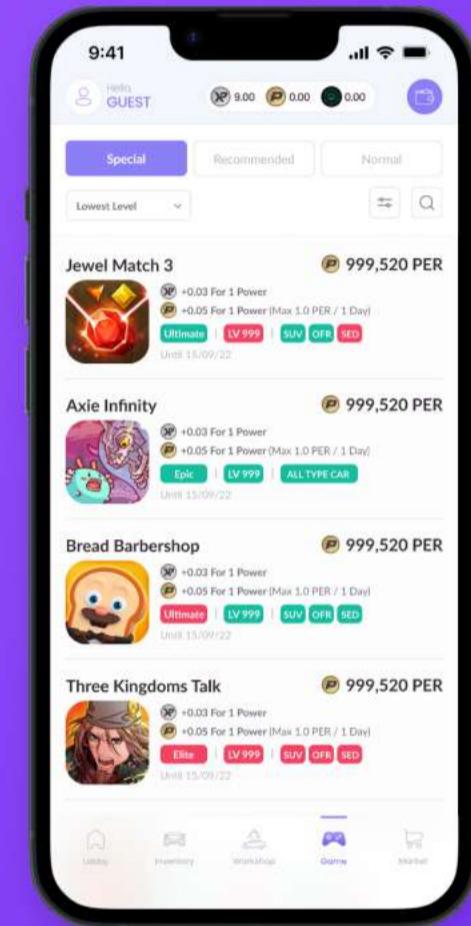
Tokens acquired by PERPLAY can be exchanged for an external coin through an in-app wallet and then cashed on the exchange.



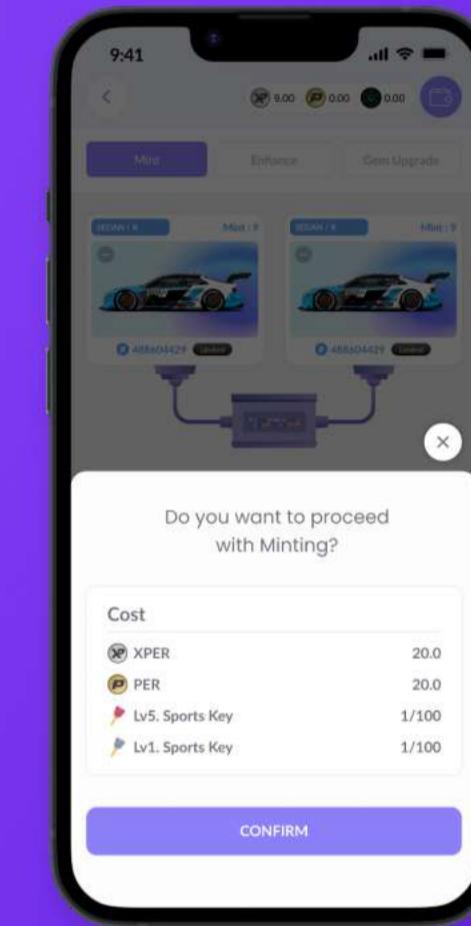
# PERPLAY App



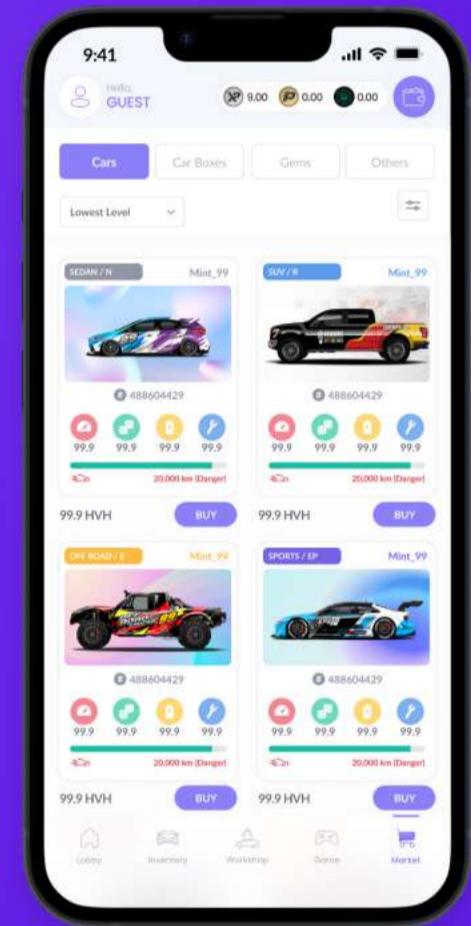
Main Page



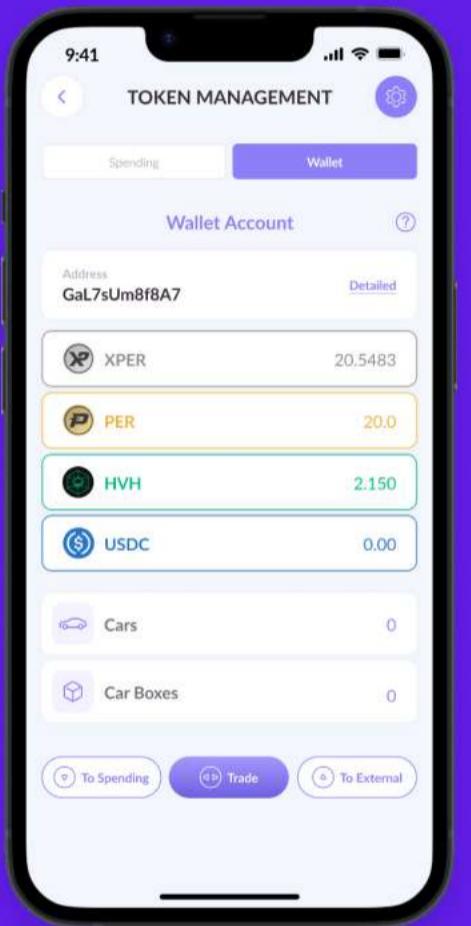
Game Select Page



Minting Page



In-app Marketplace



In-app Wallet

## In-App Wallet, In-App Marketplace

PERPLAY users can monetize assets through the in-app wallet and asset trading functions, and they can buy, sell, or rent NFT through the in-app marketplace.

## Next-generation blockchain based on HAVAH

PERPLAY uses an interchain-based HAVAH blockchain that allows NFT to be freely traded on different blockchain platforms. HAVAH is a next-generation blockchain mainnet that allows users who are not familiar with blockchain technology to trade safely and easily on any blockchain.

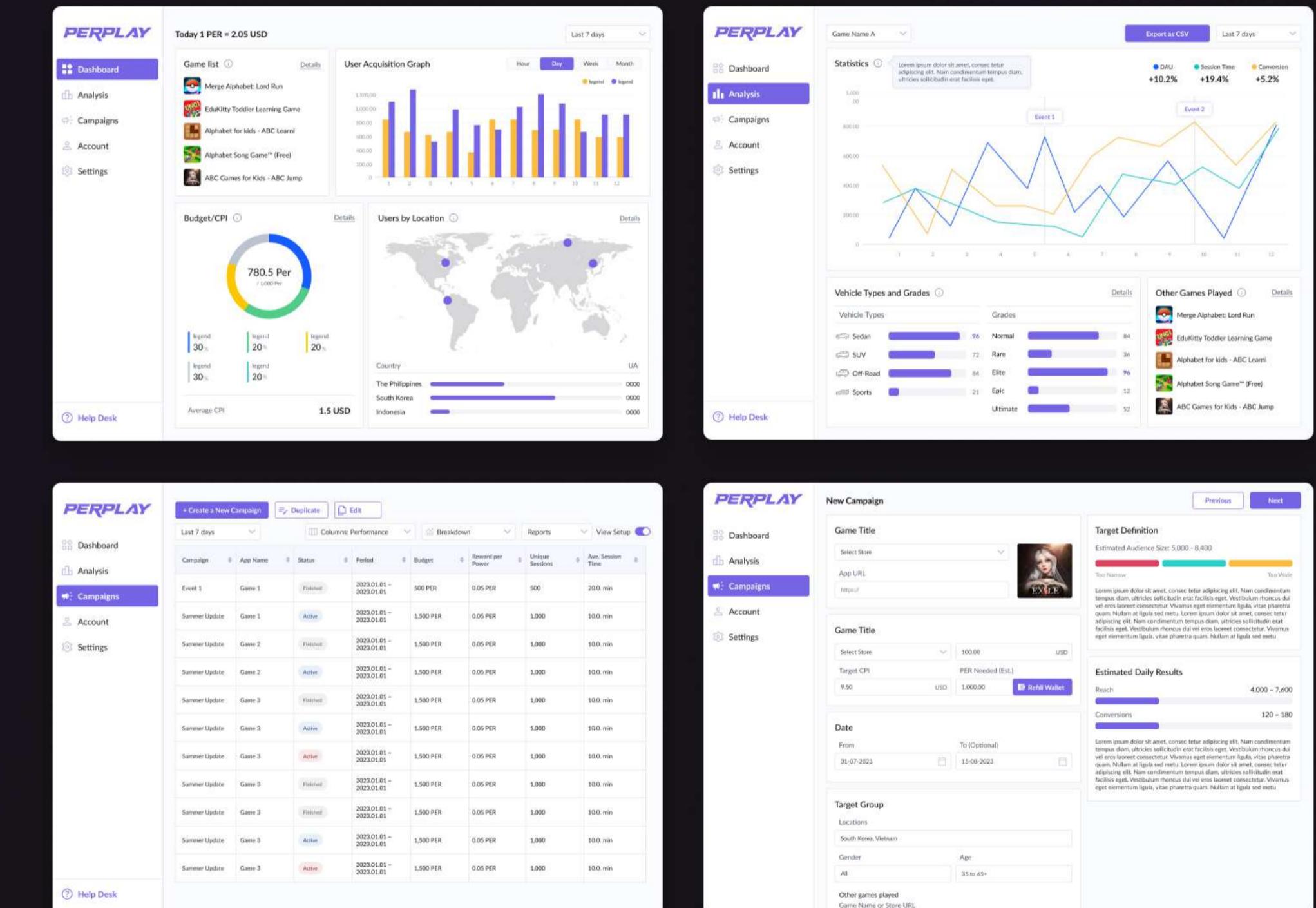
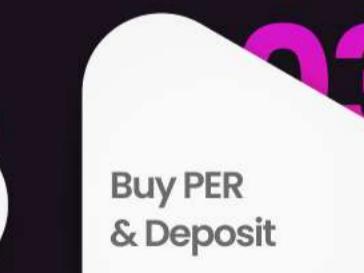
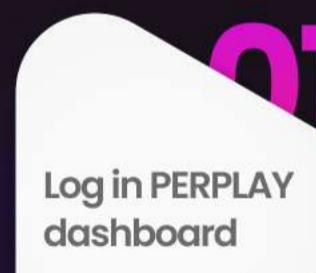
# Introducing PERPLAY for Biz, 100% targetable game user acquisition platform

Perplay is a game platform used by 100% game users.

PERPLAY for Biz is a marketing platform that provides game companies 100% achievement rate for game users targeting based on various demographics and indicators of their choice, such as country, genre, and average game playing time.

It provides a next-generation marketing platform that enables game companies to extract crucial information such as download and installation, registration, attendance checks, playing time, level achievement, and mission completion. More significantly it helps secure retention of existing users and acquire new users.

PERPLAY for Biz's boosting program ensures a steady influx of invaluable users.



# Game Company's Marketing Cost

Most of the marketing cost of game companies are advertising marketing for game user acquisition.

Lifetime Value(LTV) is the most important Metric on marketing.  
LTV has to be greater than UAC. (LTV > UAC)

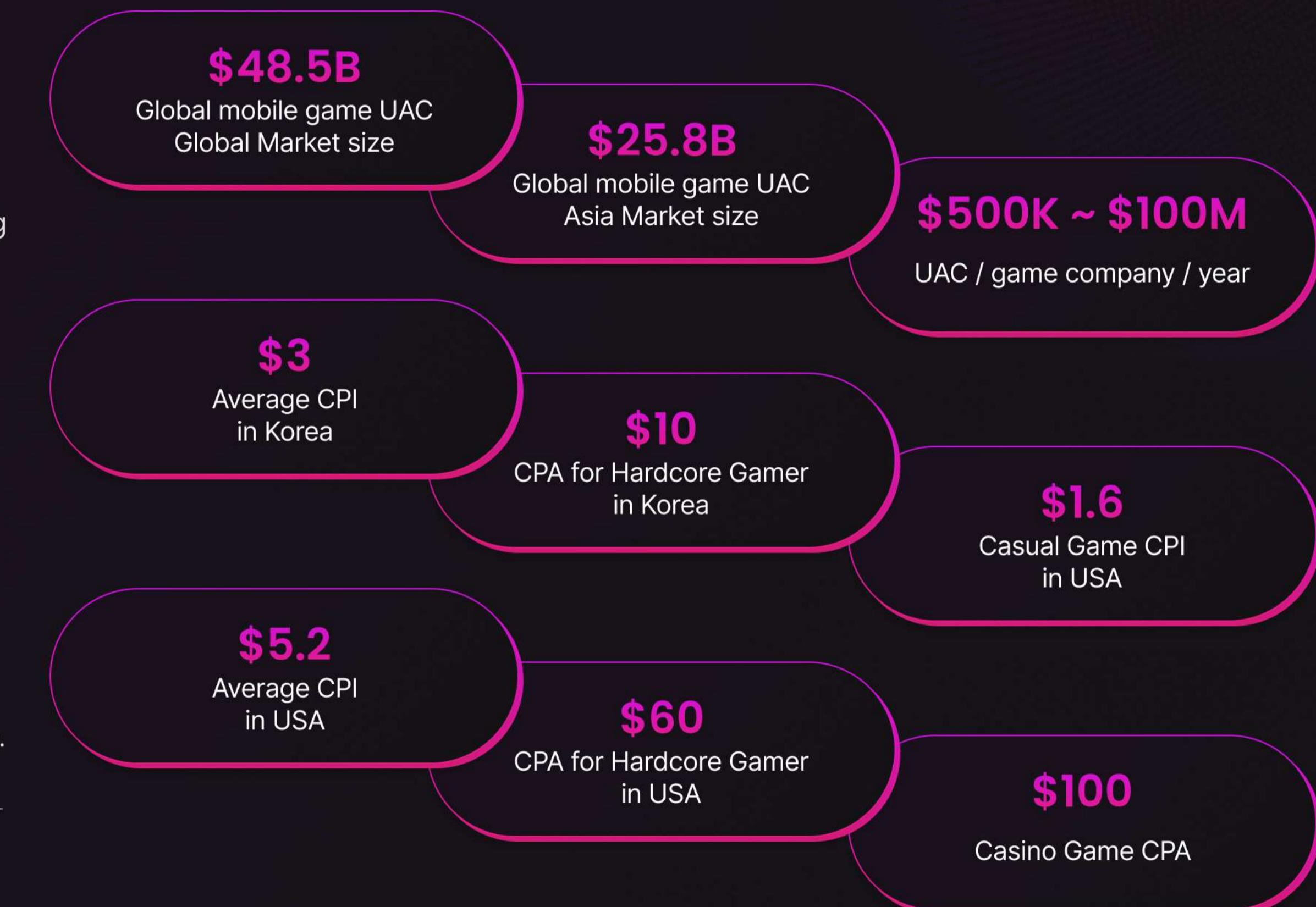
User who satisfied all four steps below becomes LTV User.  
Download → Registration → Play experience → Continuous play

Marketing costs increase significantly at each step, and since there are many fake users, bad targeting results in bad ROI.

Even a simple casual game requires tens of dollars to be invested to get one user acquisition, and a hardcore game requires more than 100 dollars.

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UA: User Acquisition  
UAC: User Acquisition Cost  
CPI: Cost per Install  
CPA: Cost per Acquisition  
LTV: Lifetime Value



# Case Study

The charts on the right show a huge mountain graph of the token price of major P2E and M2E projects. These Projects are making a lot of money, but token prices are falling endlessly.

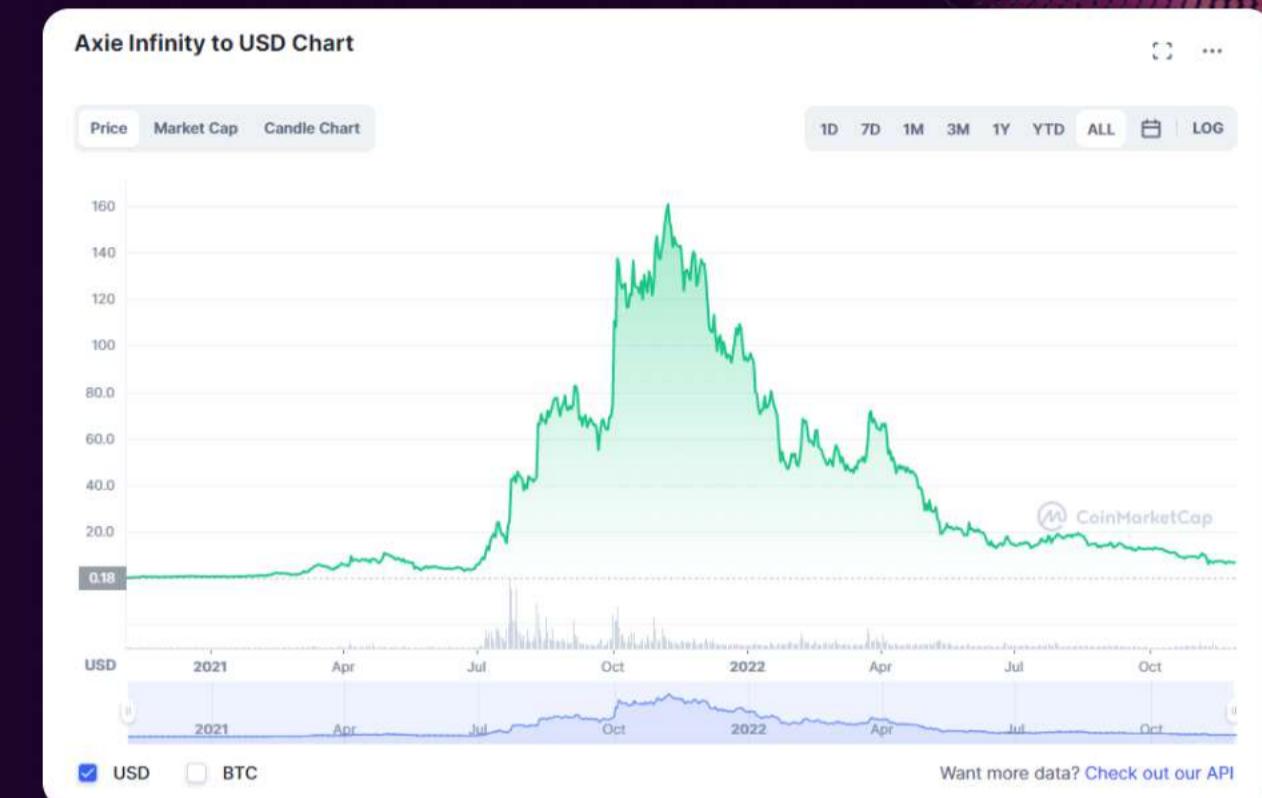
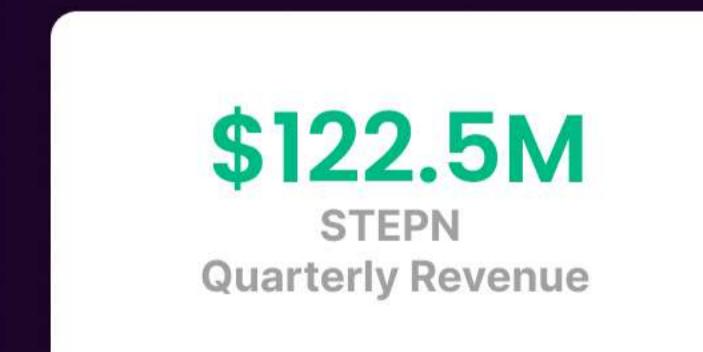
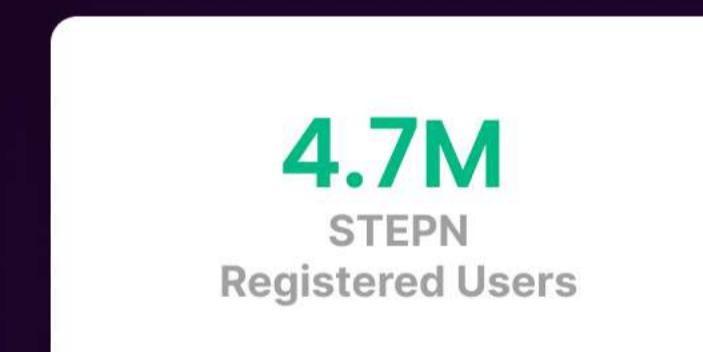
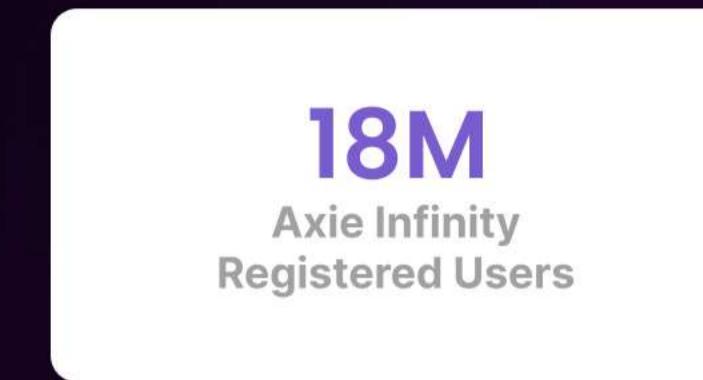
Price is dependent on the interaction between demand and supply of a market. Both Axie Infinity and Stepn's token prices are raised by the influx of new users. As the number of new users increases, the price rises, and then the price decreases as the inflow stops. As the circulating supply of tokens continues to increase and existing users start to exit the market, the price decline accelerates.

The price have plummeted, but nonetheless, it is forming a price above dozens of times its initial value. In other words, early investors have reaped more than several tens of times the initial investment.

**AXS token price: Investor \$0.08 → \$6.98 (87 times ROI)**

**GMT token price: Investor \$0.005 → \$0.38 (76 times ROI)**

\* 11/30/2022 coinmarketcap.com



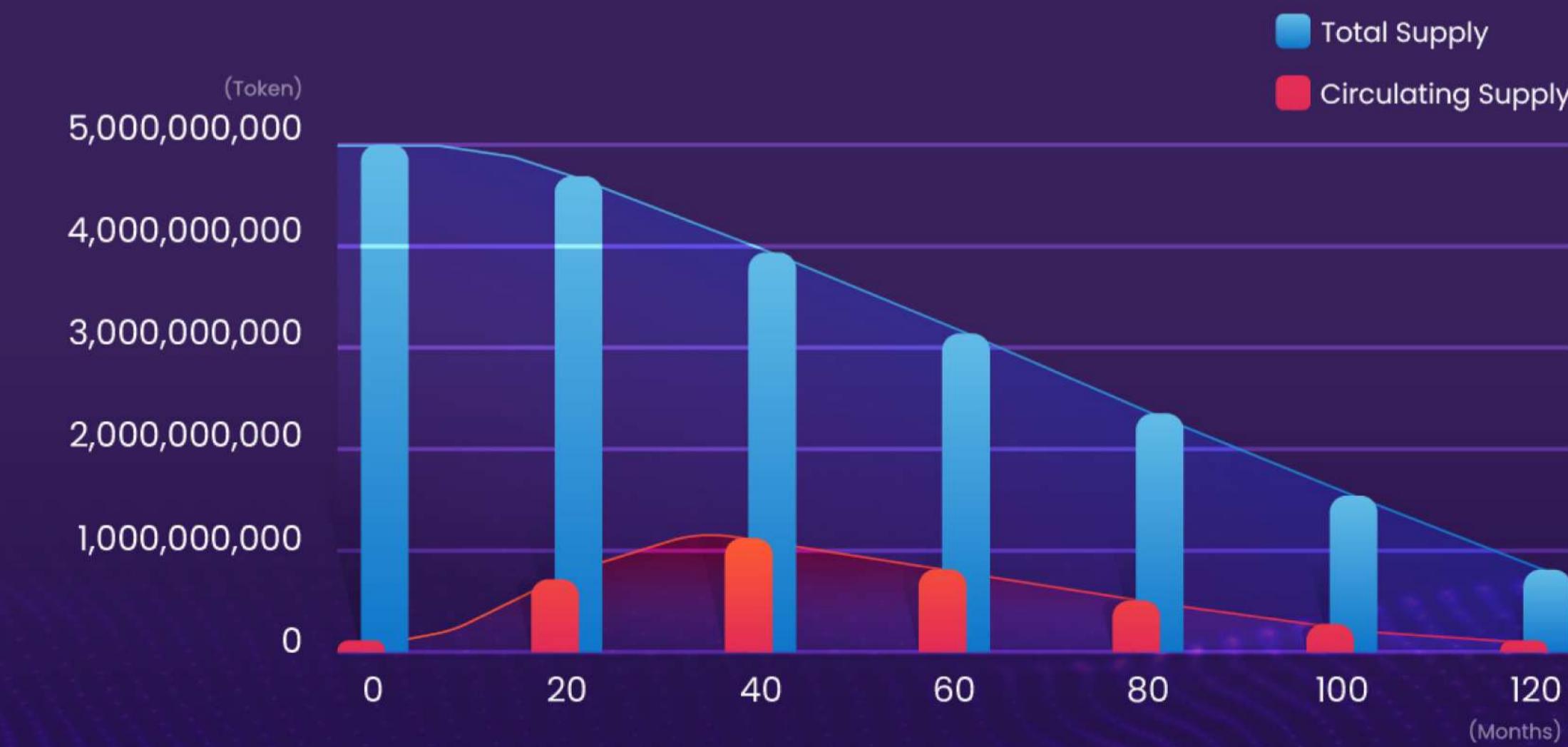
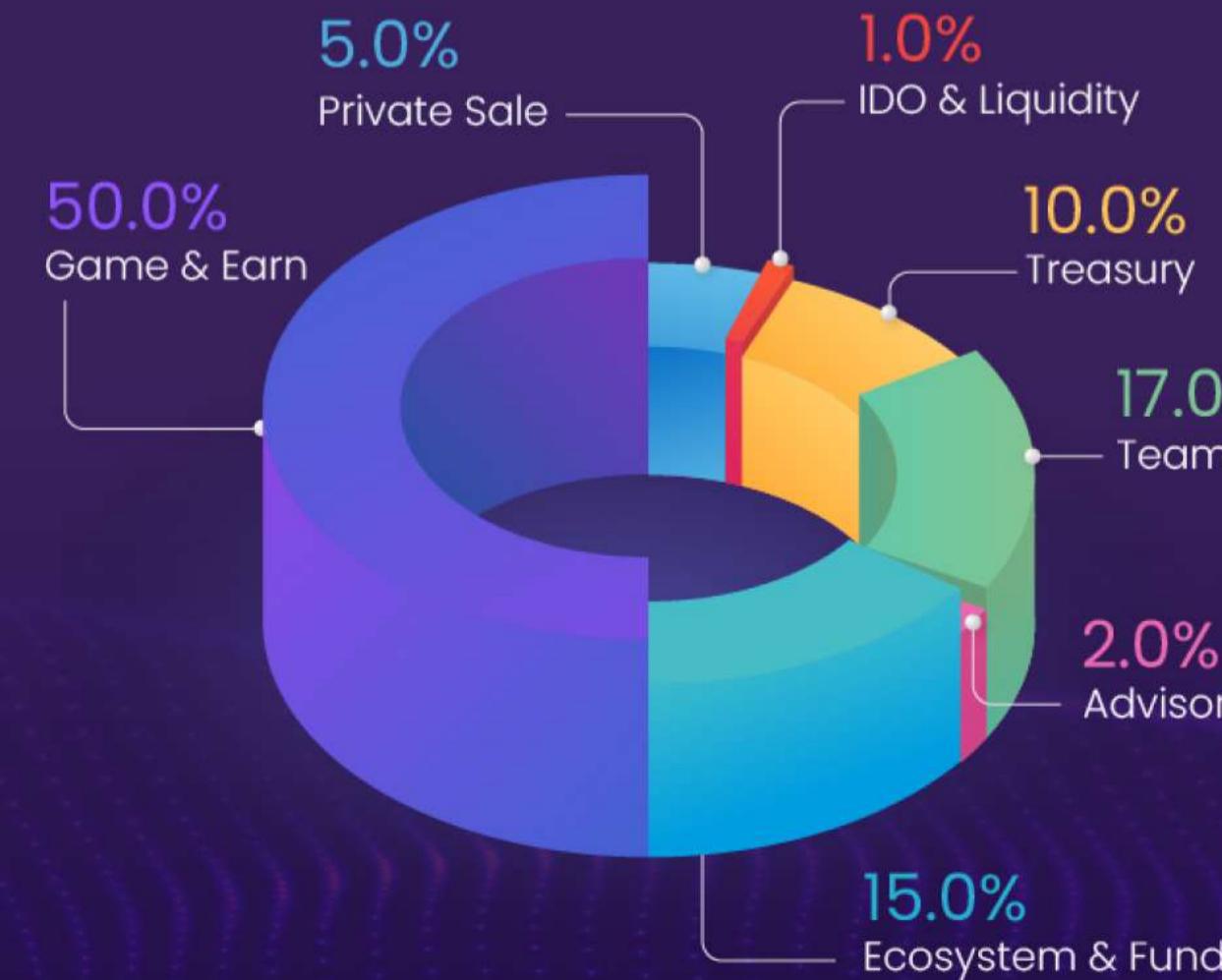
# Structurally, PERPLAY tokenomics has been designed to prevent token price from declining

- ① It is not a structure that depends on the influx of new users to maintain its token price.
- ② Tokenomics does not rely on the life cycle of a particular game. The game market is endless and demand is endless.
- ③ Token supply is insufficient compared to token demand.
- ④ Since the maximum supply is reduced to one-tenth of the total supply, the token's theoretical value is ten times as much.

The maximum supply of \$PER is 10,000,000,000 and 5,000,000,000 are issued as Fiat Backed Token.

\$PER is continuously burned through the participation of game companies in the economy and users gameplay (through NFT upgrades and other burning mechanisms), resulting in a gradual decrease in issuance and distribution. As the volume in the Ecosystem and Game & Earn decreases, the number of tokens circulating supply in the market continues to flow in and to be burned.

Therefore, the token value increases due to the decrease in circulating supply.



# Business Model

## 01. NFT Marketplace fee

PERPLAY charge **4 percent royalty fee** and **2 percent platform fee** for NFT transactions taking place in In-app marketplace.

NFT can be traded on external marketplaces as well, in this case, PERPLAY charge 4 percent royalty fee only.

## 02. Tax and fee

PERPLAY charge different tax and fee to various In-app Activities.

NFT upgrade, NFT repair, NFT breeding, NFT evolving...

## 03. Decentralized Exchange fee

The working mechanism of DEX on PERPLAY is similar to Uniswap.

Token exchange activities will take place in Perplay DEX.

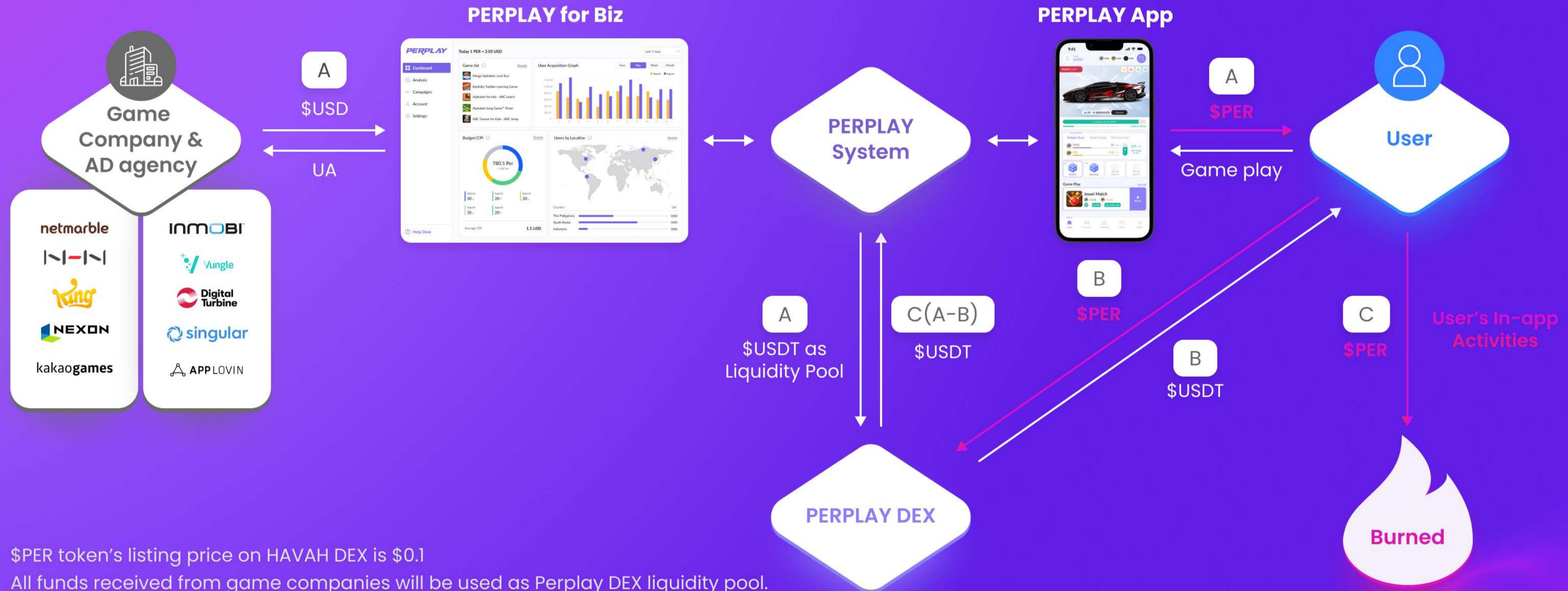
The fee for each transaction will be 1% fee, where:

- **0.3% fee** will be sent to LPers as a liquidity reward
- The remaining **0.7%** will be deposited into PERPLAY System. This will be used to buyback and burn XPER



※ Decentralized Exchange fee structure

# Token Circulation structure

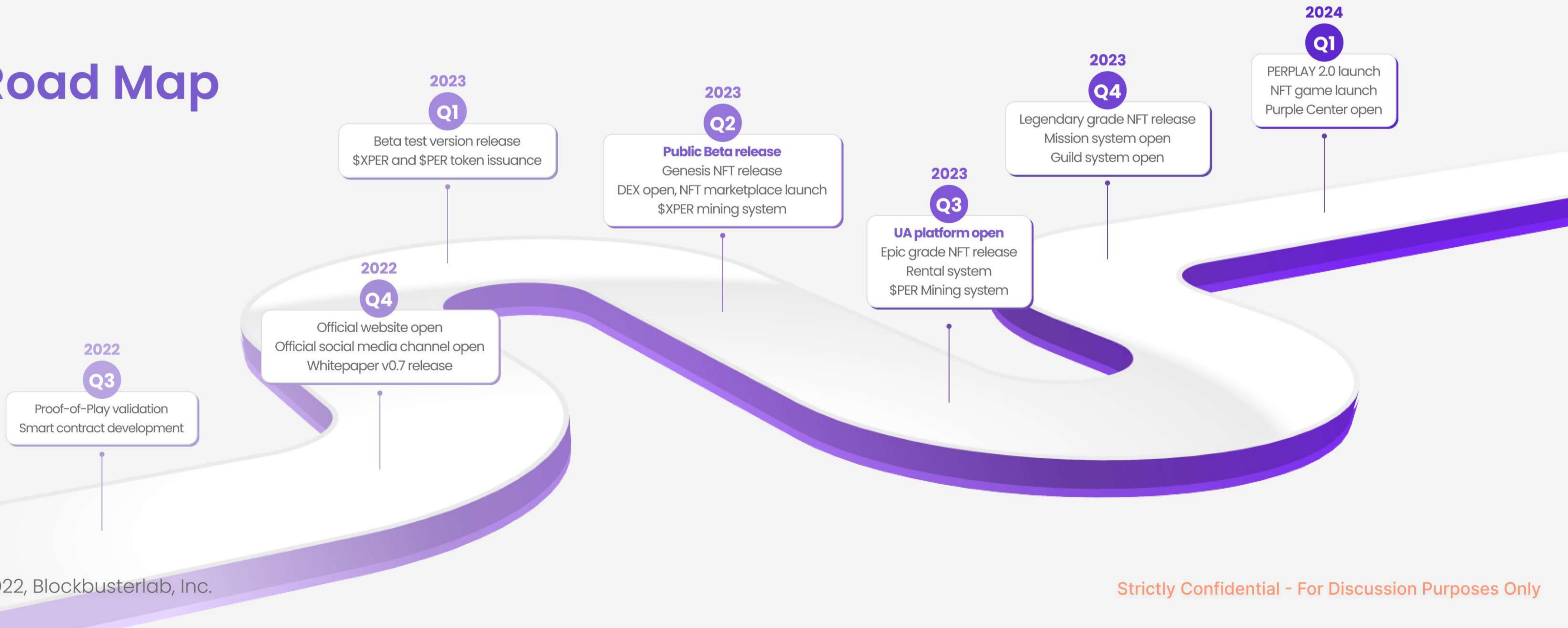


# The Team

The PERPLAY team is made up of veterans who have led various gaming and IT projects for over 20 years. The team has previously spearheaded the development and service of game companies such as NCSoft, SoftMax, WeMade, Electronic Arts, Bandai Namco Games, and have experience in the development of leading IT projects for Samsung, LG, KT, NSUSLab, and Daum.

In addition, we have expertise in successfully developing and operating blockchain mainnet and have an operations and marketing team that provides 24/7 services to global users coming from various cultural backgrounds, providing industry-leading teams for global services.

# Road Map



# Private Sale Fact Sheet

01. Token Ticker

**PER**

02. Total Token Supply

**5,000,000,000 PER**

03. Total Private Sale Token Allocation (3% of Total)

**300,000,000 PER**

04. Private Token Price (Purchase Price)

**0.01 USD**

05. Token Sale Volume

**3,000,000 USD**

06. Minimum Amount / Purchaser

**10,000,000 PER**

07. Maximum Amount / Purchaser

**50,000,000 PER**

08. Token Distribution Date

**3 Jan 2023**

09. Lock-up Period

**10 month lock-up period + 10 month vesting(10% per month)**

10. Token Sale Structure

**Capped First-Come First-Served**

\* Token release for private sale will be held earlier than the team & advisor token release.

# Thank You!

Contact to: [contact@perplay.io](mailto:contact@perplay.io)