XRUN
PROJECT

XR, NFTS, METAVERSE, MAINNET

AN AIR DROP ADVERTISING PLATFORM IN WHICH EVERYONE CAN PARTICIPATE.

CRYPTO-CURRENCY REWARD ADVERTISING ECOSYSTEM WITH CROSS-CHAIN EXCHANGE

About XRUN

BM (Business Model)

CEO
대표이사

CDO
사업총괄책임자

Management & Admin
총무 / 인사 /홍보 / 사업관리

Advertising & Marketing Group (마케팅 사업부)

블록체인 기반 XRUN 광고 플랫폼 사업기획 및 관리

- Marketing Communication
- Culture Marketing
- Brand Marketing
- Digital Media Planning & Advertising
- Campaign & Promotion
- Social Media Marketing
- Mobile AD

Smart Digital Media Group (스마트 컨텐츠 사업부)

스마트 미디어 기반 기술 개발 및 컨텐츠서비스 / 블록체인 기술연구

- e-biz Consulting
- Smart Device Development & Planning
- Interactive Media, Digital Piblishing
- Mobile Game Technology
- UX / UI Design
- Creative Consulting Design
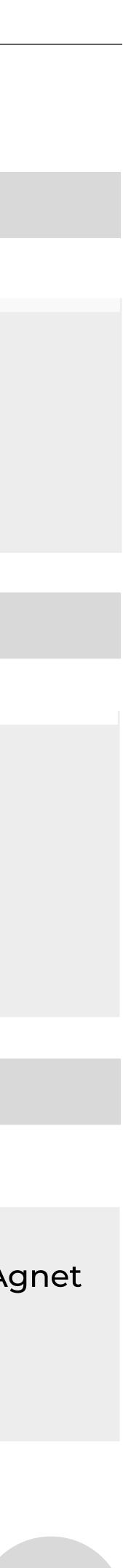- Smart Make Service
- PAYVIL Payment Service
- POPCON Music Service
- Block Chain

Duty-Free Disribution Group(면세 사업부)

공항 면세점 , 인터넷 면세점 유통 및 개발

- Hainan Airport Duty-free
- Hainan Duty-free (Haikou, San ya)
- Kin men Wind Lion Duty-free
- DUFRY Asia Pacific Duty-free Agnet
- Internet Duty-free Shop

BM (Business Model)

N-SCREEN based CMS(Contents Management System)

Cloud-based multi-device integrated management, convergence, and scalable business collaboration models

Web, Mobile(Android, iOS), Pad(iPad, Galaxy Tab), Smart TV etc.

Create/collect/manage content based on different media formats for different content assets in the enterprise. Systems involved in all management/supply of content from distribution to content production/utilization/disposal

Version management and update notification function

Web standard and html5 code work function

Bulletin board creation/deletion/modification function

Board skin/theme management and change function

Content area input/editor function

Member registration/approval/permission management function

SNS login/sharing function - Recommender/point management function

Coupon creation/sharing/use management function

Gift creation/sharing/use/send/gift function

Statistics/chart creation and management function

GPS information/keyword integrated search function

QR code/barcode creation and reader function

RSS reader function

Payment service function

Push sending function by member/permission/group

Reservation push function

User push browsing function

Received push box (archiving/deleting/content linking) function

⚙ BM (Business Model)

Registered Patents:
Analysis of the Pros and Cons of Patents

Smartphone-optimized patents

Patent Rights Equity Structure of Life Good Co., Ltd.

Equity Structure: Life Good 100%
Patent registration date: November 22, 2012
Status of transfer of patent rights: None

Domestic registered patent: No. 10-1205894
PCT Application Number: No. 10-2011-0057856

Advantages

No MMS fee to use push After using the product barcode, the barcode is automatically deleted Safe product barcode transferable BM (Business Model) can be applied to various fields ex) Social commerce, e-wallets, events, etc.

Disadvantage

Text messaging and internet connection required when using feature phone

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Feature Phone Optimized Patents

Patent Rights Equity Structure of Life Good Co., Ltd.

CEO of Life Good and Park Bohyun,
Patent development (attached to notarization contract for legal corporations)
Equity structure: Life Good 40% and Park Bo-hyun 60%

Domestic registered patent : No. 10 -0561546
PCT application number: expiration of national designation period
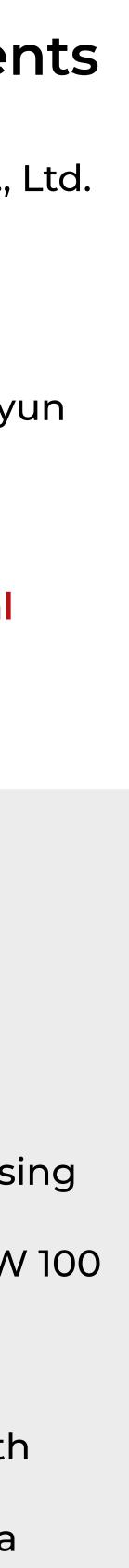

Advantage

Feature Phone-Optimized Patents

Disadvantage

Products under KRW 1,000 at MMS processing cost
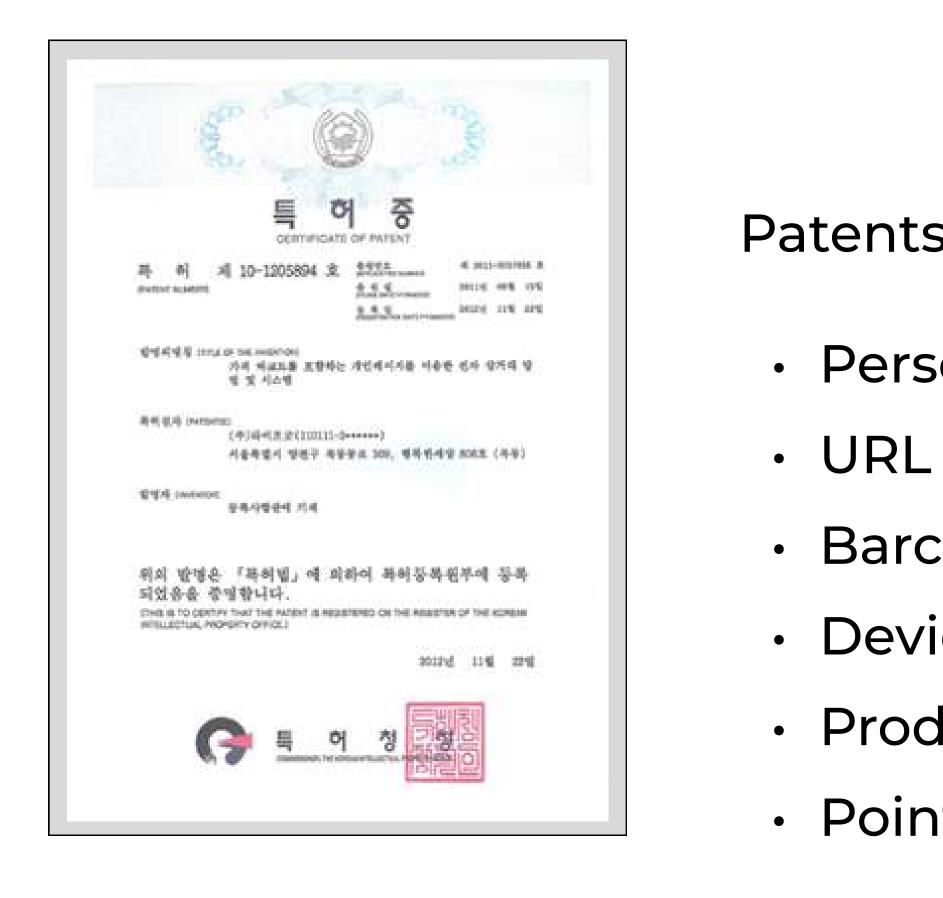Negative profit on sale (approximately KRW 100 loss is incurred)
Barcodes used and barcodes not used
Unable to determine whether to use it
Barcode transfer requires confirmation with service company
Difficult to apply business models (BM) in a variety of difficulty

🌀 BM (Business Model) - Barcode Marketing

Patents and Security Matters

- Personal Information
- URL
- Barcode
- Device unique number
- Product code
- Points/Rewards

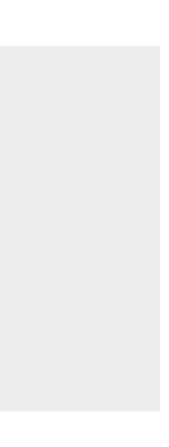**Patents for online/offline barcode trading methods**

Various patent
Based information is applied in the barcode.

Transaction is always available after downloading the application

Consumption-distribution-production can be done with smartphones without a POS system.

(Security, Transfer Prevention, No Duplicate Use, Customer Management System)

(The existing system is only available with a barcode device.)

BM (Business Model) -Hotel Smart TV Platform

Smart TV platform (linked with hotel's key system)
Korea's first smart hotel
(Joint development of XRUN, LG, and Samsung TV development, Daemyung condo)
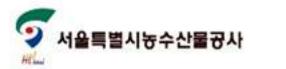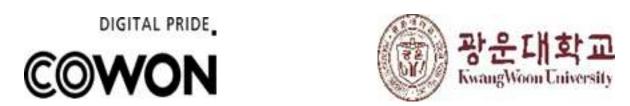
Solution Reference

Solution Reference

Portofolio

Smart media Service_ Mobile

[NOVITA]
Bidet Healthcare Services
- Therapy, Remote Control, Cycle Service
- Smart Services (Electricity/Water Usage Check)

Development
Design
Planning

Smart media Service_ Web / Mobile

[Logicos]
Stock Platform Services
- an asking price/stock/order/loss-cutting
- Socket real-time stock data exposure
- Push notification service for each event

Development
Design
Planning

Smart media Service_ Mobile

[SOLIDED EDUCATION]
Pangraphic Education Service
- SNS for middle and high school students
- Group community
- Smart Pen Interworking

Development
Design
Planning

Portofolio

Smart media Service_ Mobile
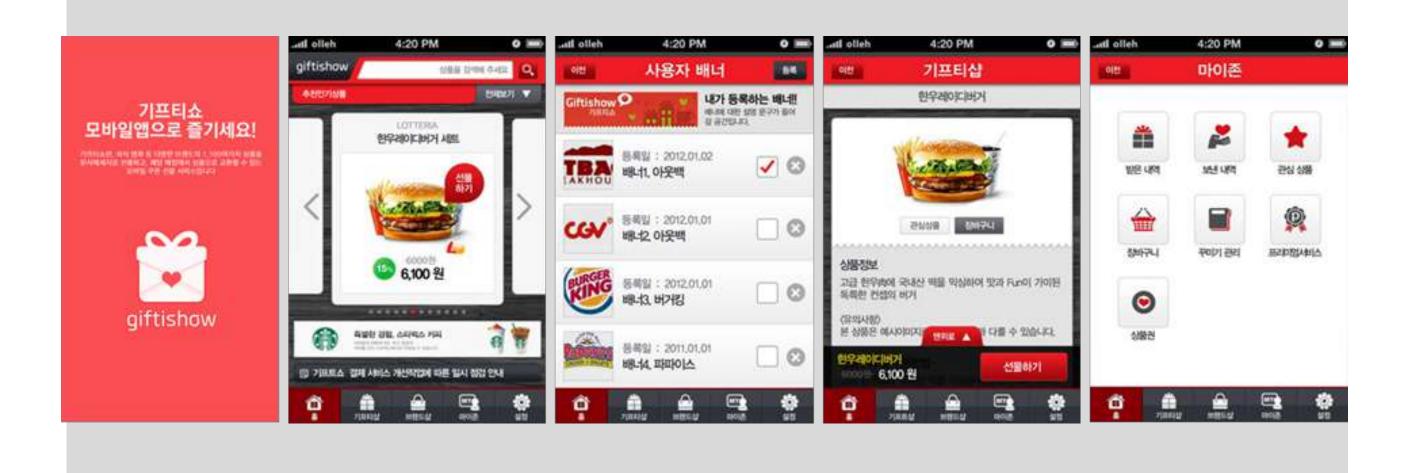
[KT Giftishow]
Gift show coupon service
- Gift shop, brand shop.
- My Page
- Premium service

Development
Design
Planning

Smart media Service_ Web / Mobile

[Good Neighbors International]
Good Neighbors Donation Campaign Service
- Introduction to Good Neighbors
- Gallery, Media
- Sponsoring

Development
Design
Planning

Smart media Service_ Mobile

[Dongnam Health University]
Dongnam Health University School Information Service
- School bus, campus map
Class broadcasting, golf education contents provided.
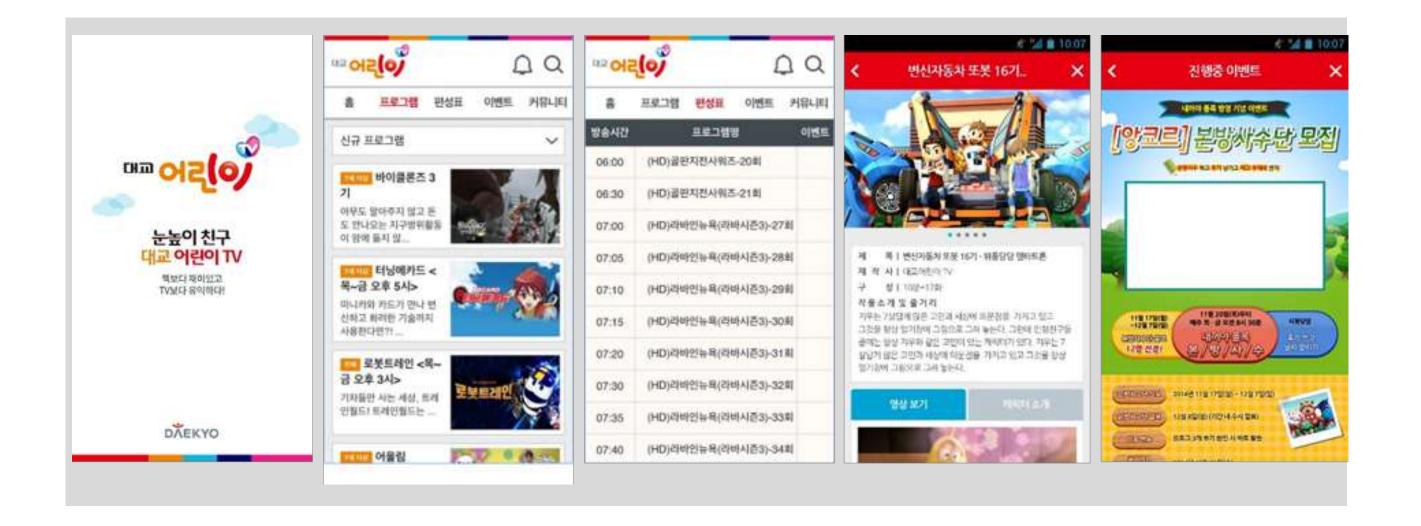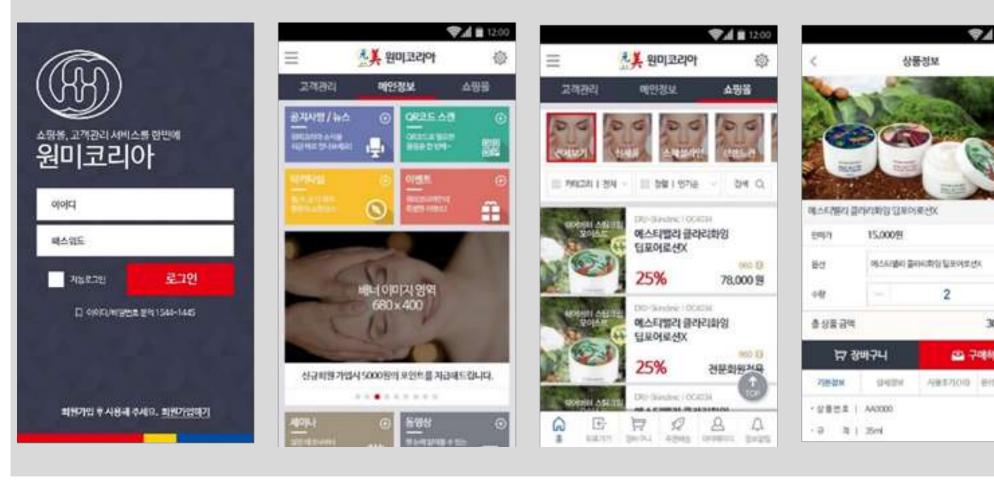
Development
Design
Planning

Portofolio

Smart media Service_ Mobile

[DAEGYO Children's TV]
Program information and viewing
- Program Information Guide
- Introduction to the broadcast channel.
- Events

Smart media Service_ Web / Mobile

[Our neighborhood golf lesson]
a golf lesson/classbrokerage
- Promoting professional golfers
- lesson/teaching intermediary
- Personal Training Management (My Golf Lesson)
- Golf Training Content
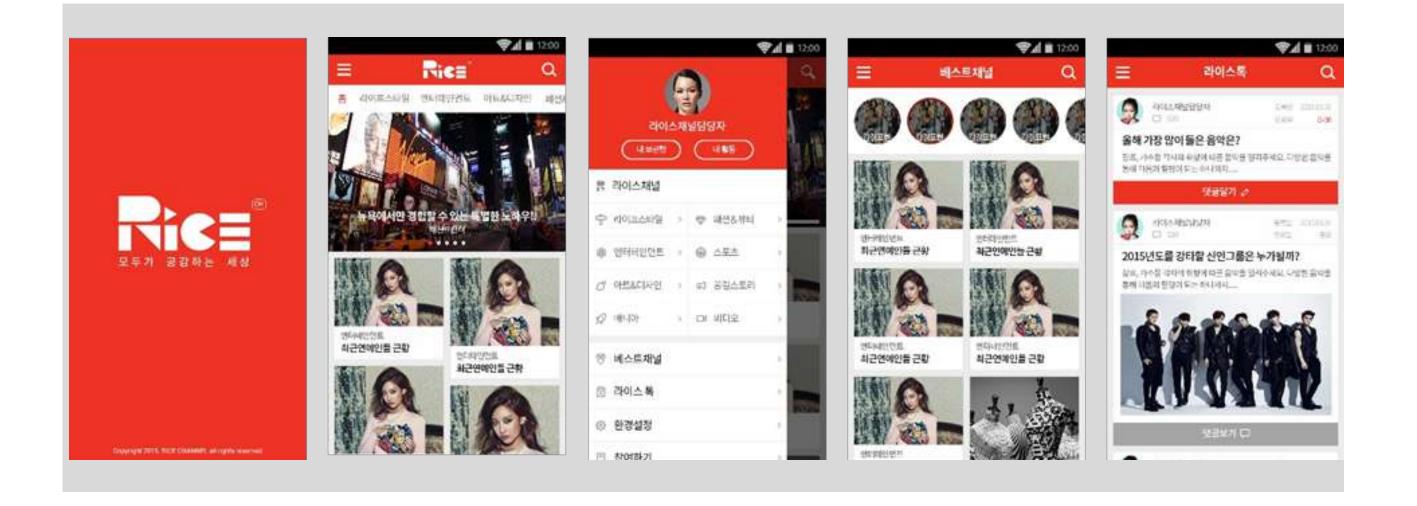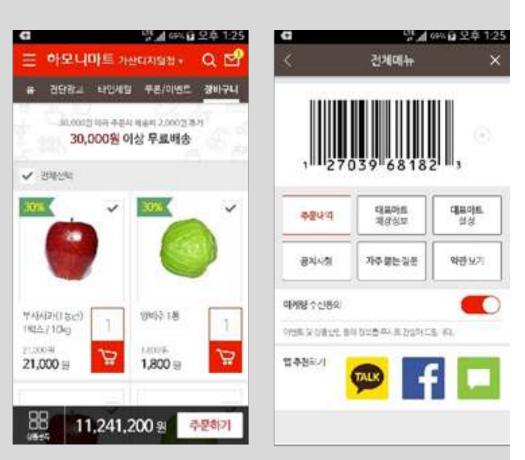
Smart media Service_ Mobile

[Wonmi Korea]
Integrated operator beauty management service
- wholesale/retail shopping mall
- Customer reservation management

◉ Portofolio

Smart media Service_ Mobile

[Rice channel]
SNS-based content sharing service
- Lifestyle, entertainment, art & design, etc.
Delivering content by category
- Specialized services for viewers and reviews

Smart media Service_ Web / Mobile

[TFC]
Integrated Platform Service for Builders-type Mart
- Dedicated advertising, time sale, coupon/event service
- Order/Delivery
- Member bar code provided

Smart media Service_ Mobile

[INNING]
elementary/middle/high school baseball team management
- Team/individual information
- Input/Statistics/Ranking/Winning Rate, etc.
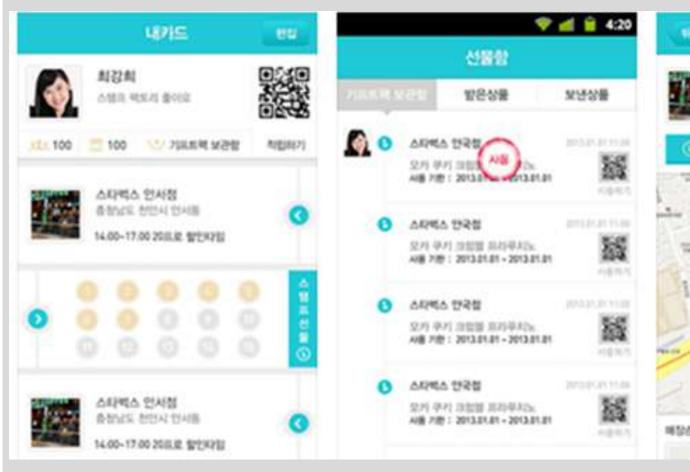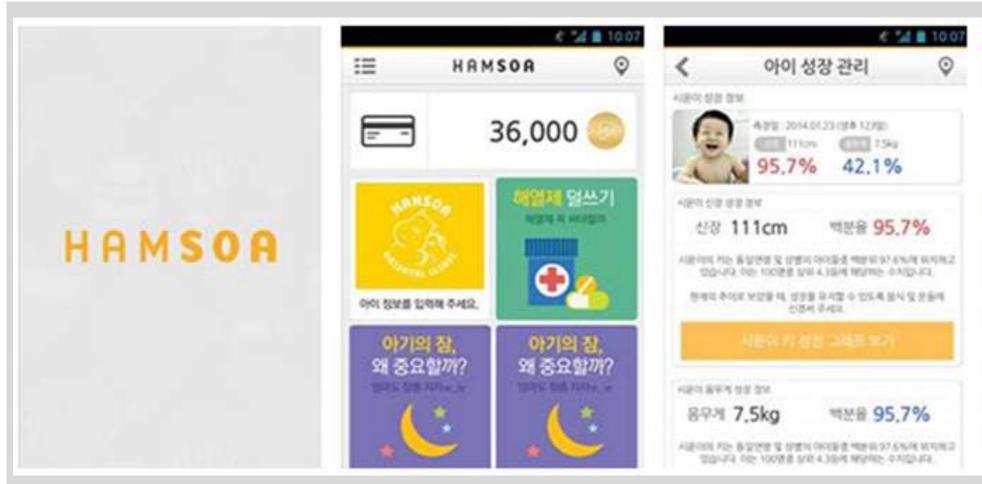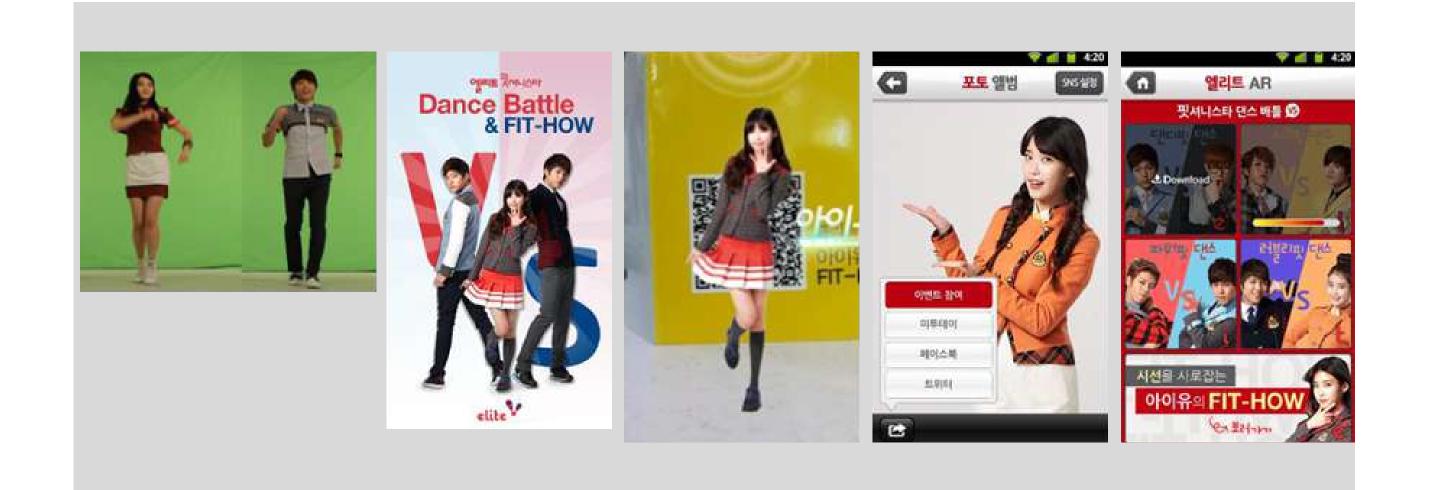
Portofolio

Smart media Service_ Mobile

[Stamp Factory]
Coupons, Points Earned Service Platform
- Manage my coupon, my points.
- Giving gifts / Managing gift boxes
- Store Information

Development
Design
Planning

Smart media Service_ Web / Mobile

[HAMSOA]
Hamsoa Member Management Service Platform
- Member management and child formation management services
- Manage My Points

Development
Design
Planning
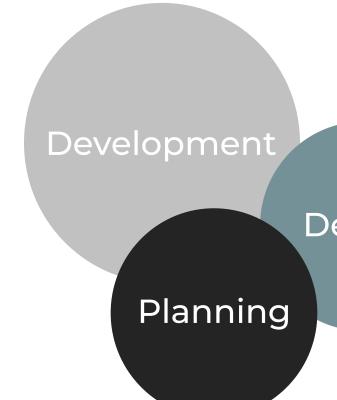
Smart media Service_ Mobile

[Elite student uniform]
Promotion using AR augmented reality
-3D object image enhancement
-AR Take Photo Marker Object Tracking

Development
Design
Planning

Portofolio
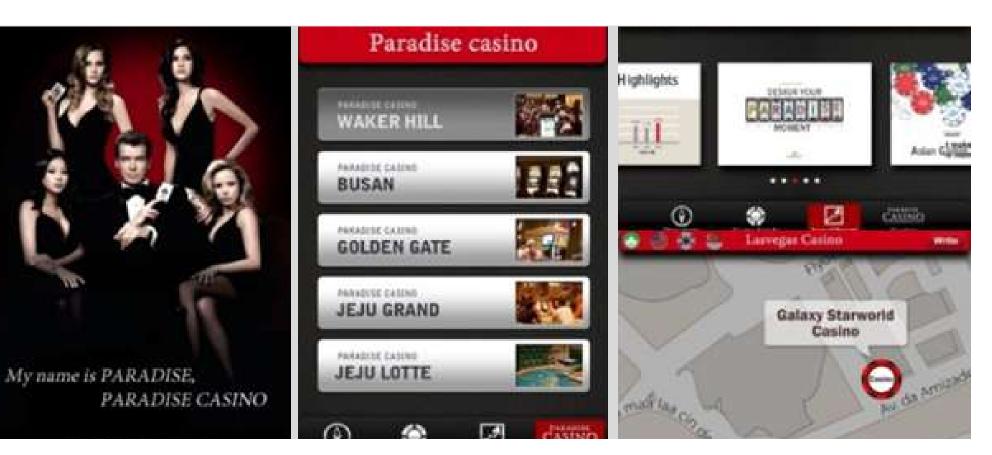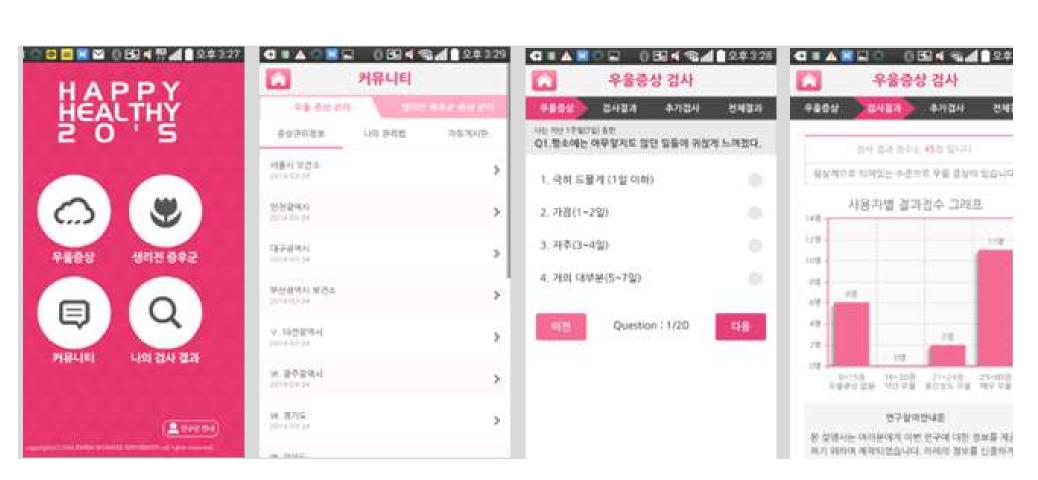
[Paradise Casino]
Casino game type, information provision

[US Software Company CALYX]
Enterprise-style services

[Fair Trade Commission]
Fair Village Information Provision and SNS Service

[SMB Seoul Broadcasting]
Securities Information Service

[Dasan Call Center] Text message/video consultation service

[Doosan Tower] DOOTA F-Coach,

[Ehwa Women's University] Happy Healthy.
Statistical services for depression, premenstrual syndrome tests

[2012 Yeosu Expo Support Service]
Volunteer operation management

[Picknut] Photographic printing/photo book production Photo printing, photo book production, and application service.

Portofolio
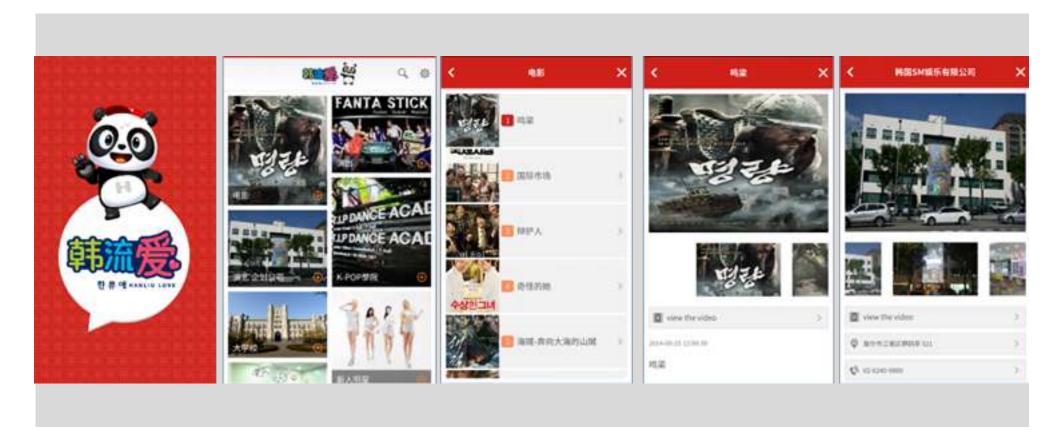
[HAMSOA] Member management and child growth management services exclusively for members.

[Juwon E&M] 16 K-Culture contents. Information/ promotion of Korean Wave contents in the field

[Tory Lab] Billie Zone Billiards Club Portal Service Store Services / Introduction Services

[ESMOD SEOUL] S Mode Seoul School Information Service

[Sky Order Pick] SKY broadcasting and call service.

[Payvil] One-click payment service.
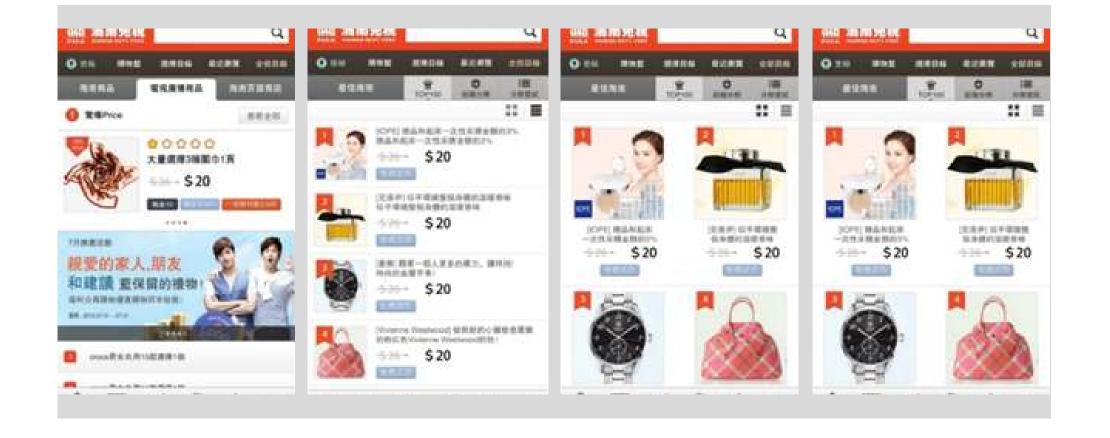
[Popcorn Music] Advertising reward music service. Music player, commercial reward platform.

[Duty free shop in Hainan, China]
Duty free shopping mall.
Service product introduction, one-click payment service

[BioFood] Health Care Service Health Care System Provision

[SOLIDED EDUCATION]
Company website.

Paradise Hotel Room Pad

[Korea Volleyball Federation]
Main website

[Kwangwoon University]
Main website.

[KT QOOK TV] Microsite.

[Nonghyup] Human Resource
Center website

MVL HOTEL
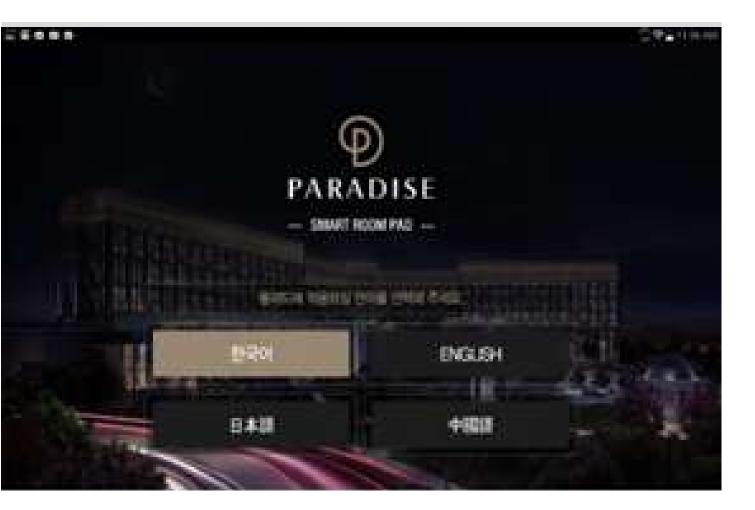
[Kwangwoon University] Promotion
and promotion website.

Department
(About 20 types) Website

[Kwangwoon University] Job
Support Center website

[Kwangwoon University] Electronic
Information Technology University
website

[Dongwon University] Job application
office, promotional promotion website

Portofolio

[Dongwon University] A promotional
site for recruiting new students.

[Dongwon University] Lifelong
Education Center website

[Dong Won University]

[Apgujung High School] The main
website.

[Korea Rehabilitation Association for the Disabled]
Do Dream Fund. the main website

[한국언론학회] 논문접수 웹사이트

[한국언론학회] 논문접수 웹사이트
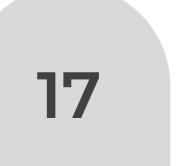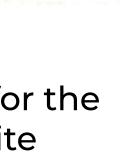
[Wonkwang Welfare Center for the
Disabled] the main website

[Hanyang Cyber University]
eCornell.

[Safety administration, Korea Public
Design Regional Support Foundation]
Main website

[Daemyeong Collection, Korea Legend]
Promotion website.

Dongnam Health University
Admissions Office and others (15 types)

Portofolio

[Dongnam Health University]
Main website

[Beetle] A blog note.

Seoul Public Art Museum
Cooperation Project
3D United Museum Collection

Create a promotion banner

IPTV Home Shopping GUI
Based on Patent Technology

Clip Note (for members only)

Lee Mi-do's ice cream genius
English grammar.

SK Broadband TV

Lotte Outlet Gwangju Suwan
Branch

Korea MSD

POSCO Gwangyang Digital Experience
Center Information Display

Prugio, Eoullim Home Automation

⬡ Portofolio
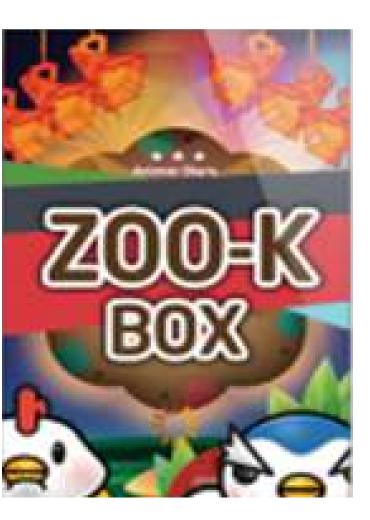
Interactive Mobile Rhythm
Game: Jukebox

Interactive Mobile Action
Game: Bloody Rush

Casual action game:
Docheon Online

MMORPG: Florentia

Songdo Well County IDEA
Promotion Video

[Nonghyup] Human Resource
Center website

XRUN

METAVERSE

CLUB X

XRUN Metaverse (Market Forecast)

Experts predict that the metaverse market will increase by more than 33 times by 2030, 10 years from now.

"The size of the global metaverse market, which stood at 50billion USD in 2019, will reach about 1700billion USD in 2030, 10 years later." Global accounting consulting firm Price Waterhouse Coopers (PwC)
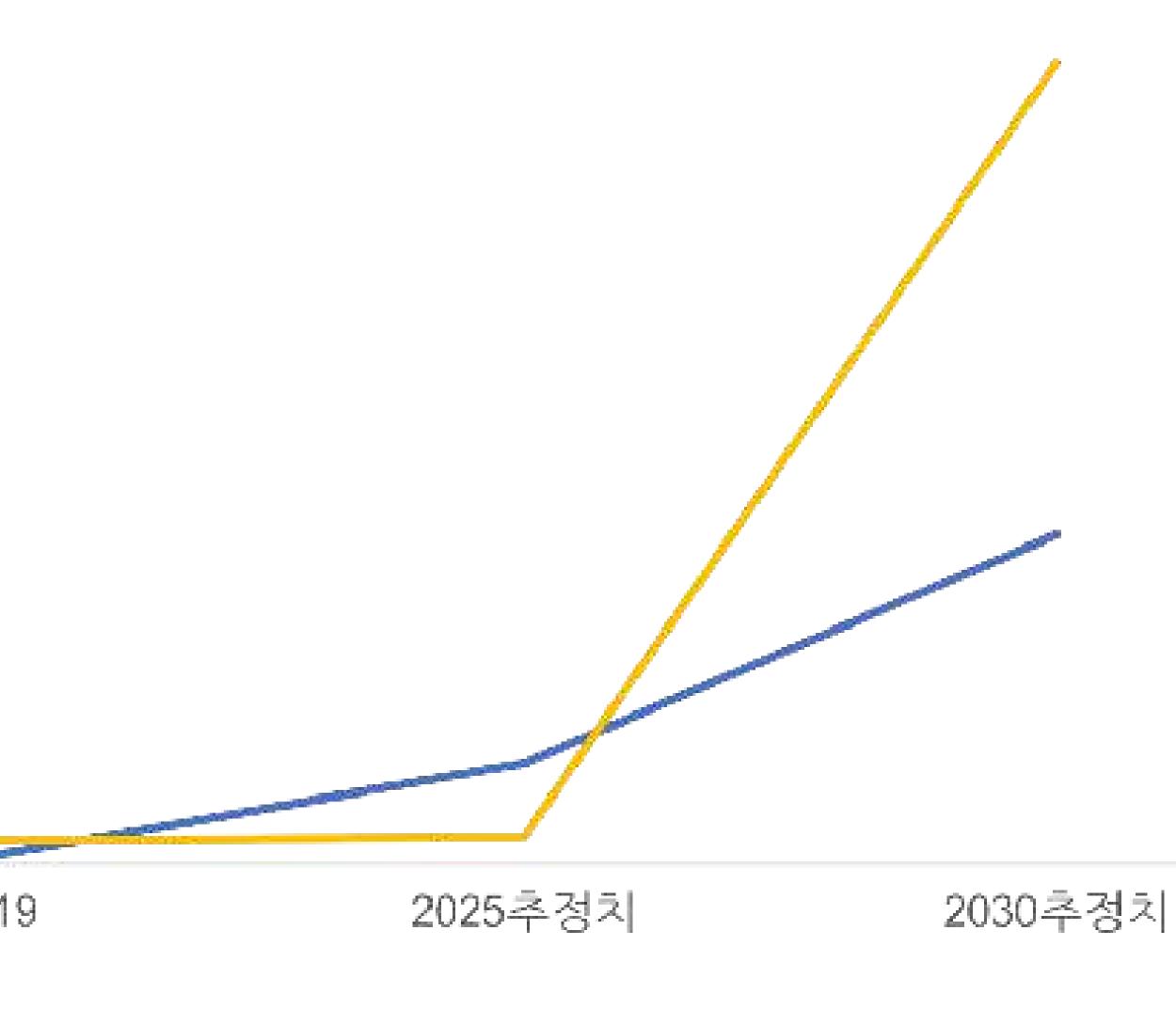
Unit :USD

Source: Price Waterhouse Coopers (PwC)

XRUN Metaverse (Market Forecast)

An event where you can participate as if you were in the field by implementing a real place as a metaverse.

As all events have been conv erted to non-face-to-face due to the COVID-19 pandemic, it has changed from existing online conferences or conferences to events using the metaverse platform.

Entrance Ceremony & Graduation Ceremony

Corporate MOU signing ceremony

Concert & Fan Meeting

XRUN Metaverse (Market Forecast)

XRUN METAVERSE CLUB

No matter how far we are from each other, we can meet at the same time and place. Beyond the limitations of time and space with people on the other side of the world, we can face each other, talk, and interact with each other, and even in our home room, we can easily encounter, experience, and interact with other countries' cultures.

XRUN Creates the best content through more diverse and fun spaces, services, adn music with NFT
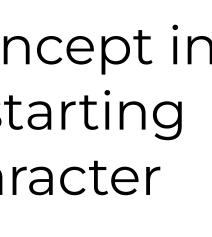
CLUB-X INTERFACE

This is the User Interface concept in game **Metaverse CLUB X**, starting from login, main menu, character selection and so on.

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CLUB-X PROGRESIVE

This place is suitable for those of you who like **elegant and luxurious** interiors.
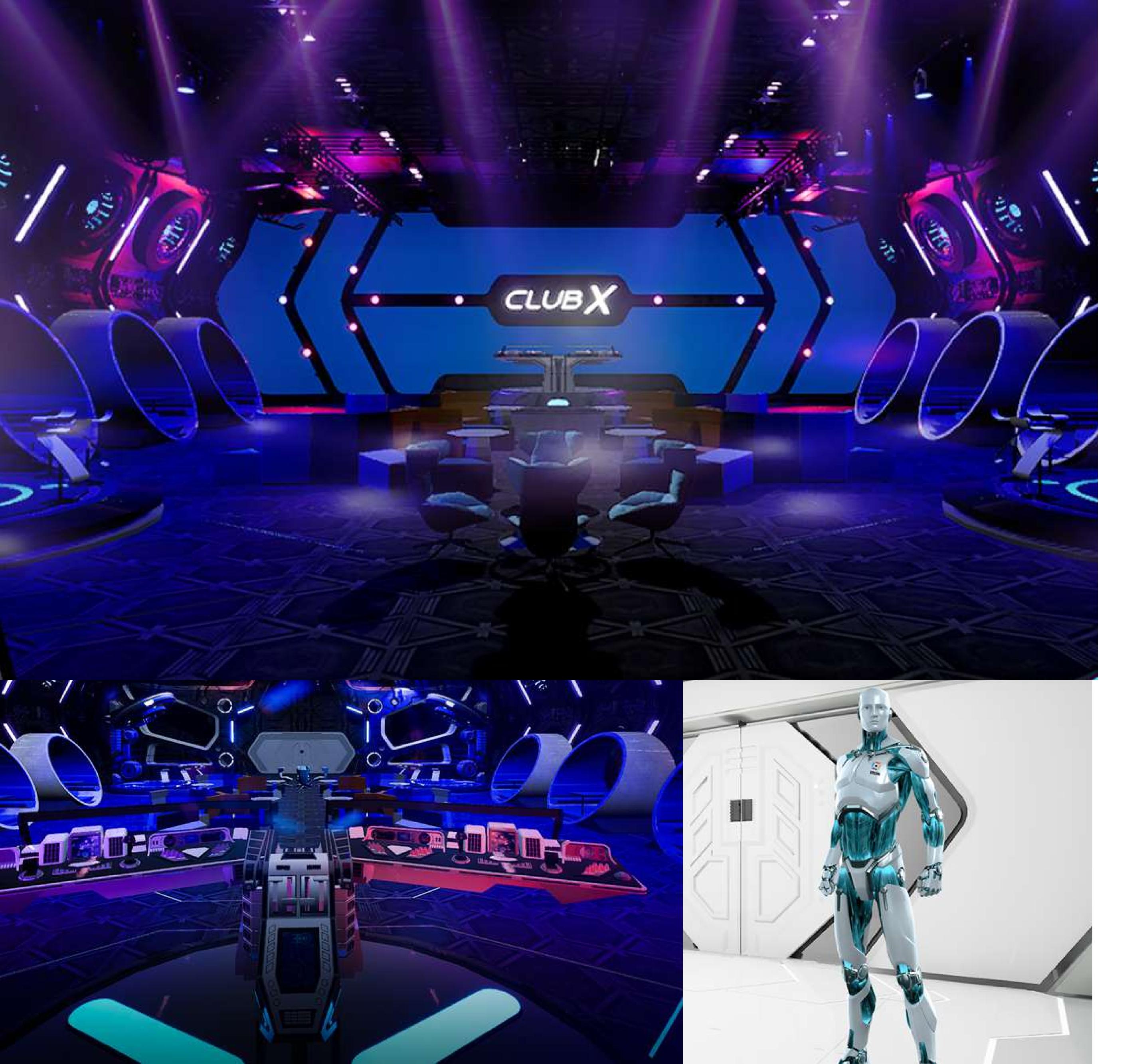
CLUB-X
INDUSTRIAL

You can choose the
Industrial CLUB-X concept
if you want to feel a retro
and youthful feel
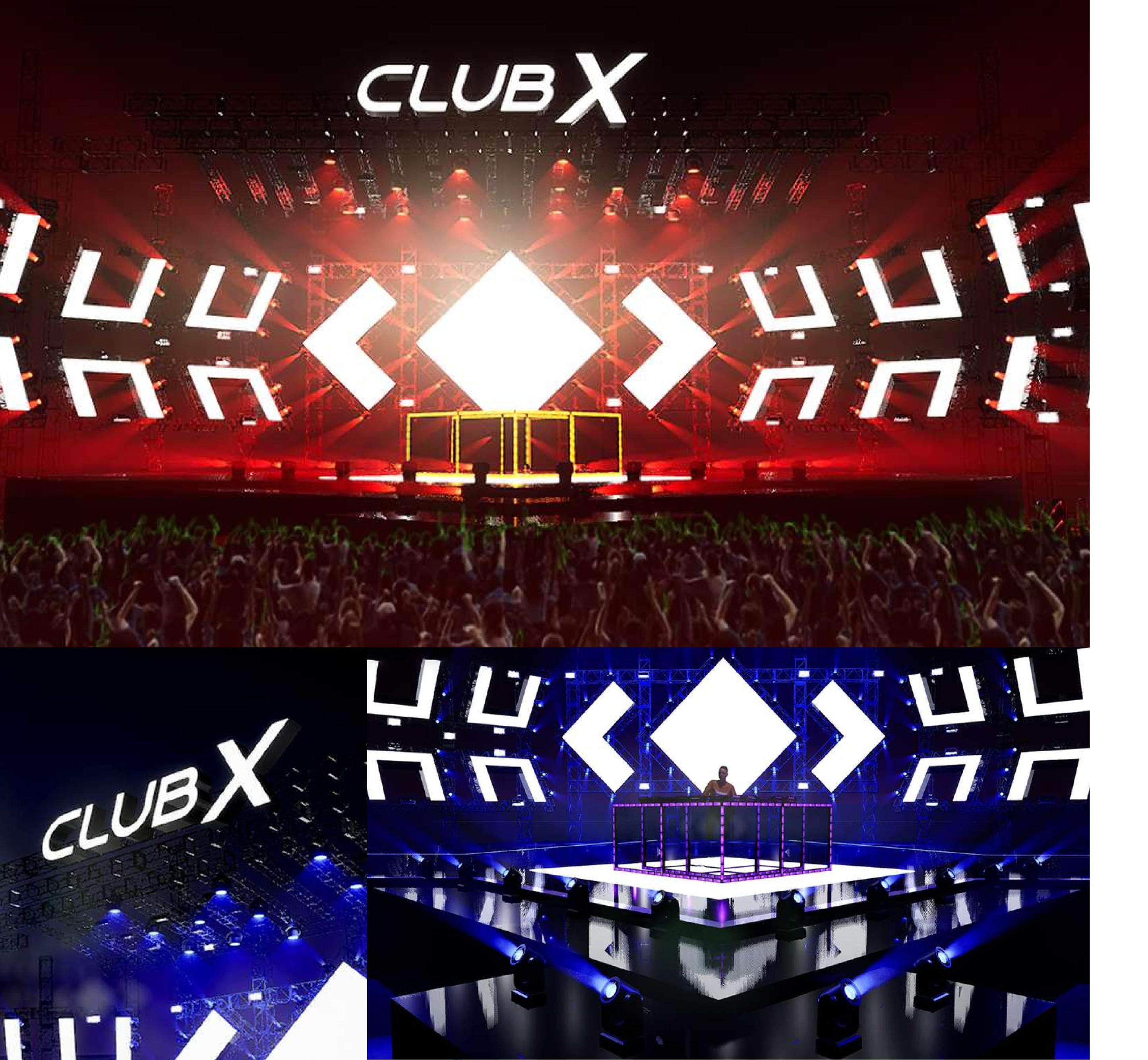
CLUB-X
SCIFI

Feel the **atmosphere of the Club** in the future. No need to wait a long time, You just have to choose it in CLUB-X

CLUB-X
CONCERT

Feel the grandeur of a concert, with a great atmosphere of **Lights and Live Music.**

XRUN Metaverse (Market Forecast)

XRUN

XRUN Infinite virtual world!

XRUN metaverse, which includes strong community functions an is being prepared for expansion, will become a huge society that anyone can participate in and transcend and space

XRUN WALLET

Online Advertising Market Problem

- Traffic Manipulation
- Advertising Fraud
- Inneficiency
- Unreliability

AR + VR + MR = XR

Blockchain Advertising Platform

Solution

- High Reward System for Advertising
- Blockchain Reliability & Ensuring Fairness
- Increased Efficiency
- Increased Concentration of Advertising
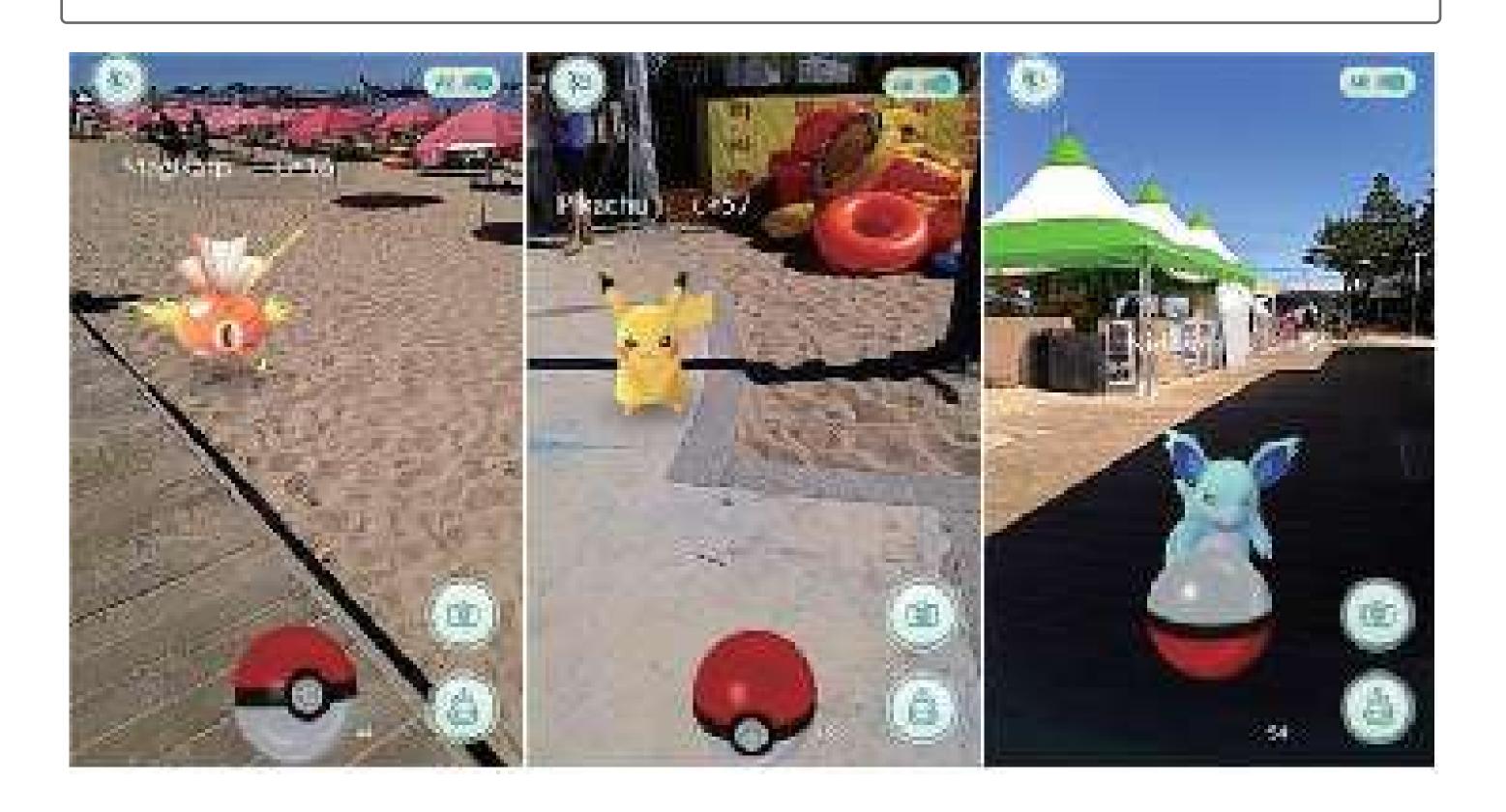
XRUN WALLET (Development Background)

Game content with AR (Augmented Reality) and GPS technology Collecting and fostering Pokemon characters

About 3 days after its release, the app store in the U.S.Google Play's No. 1 Sales Record

2.5 Biillion won in sales from May 2016 to August 2018

AR (Augmented Reality) and GPS technology are applied. blockchain advertising platform

Collect XRUN Cryptocurrency (Advertising Content) and carry out missions

Blockchain application, AR utilization Increased reliability and concentration of advertising Increased advertising

Efficiency with a high compensation system through cryptocurrency

XRUN WALLET (PoD Mining)

Search around: Check the location of the cryptocurrency

AR : Cryptocurrency Catch

Mission accomplished: Cryptocurrency acquisition

storage Mission Wallet	Catch and store cryptocurrency, complete the mission within a set time, and the caught cryptocurrency (ad) disappears after a set time: quizzes, making cryptocurrency wallets, surveys, uploading images, checking videos, etc. The acquired cryptocurrency can be stored as Hot Wallet and stored again as Cold Wallet for safe storage. It can be exchanged for other cryptocurrencies.

XRUN WALLET (PoD Mining)

XRUN Coin BUY

XRUN Cryptocurrency on External Exchange advertising purchase: Increase in transaction volume

XRUN cryptocurrency transactions on the exchange rise and attracting funds outside the cryptocurrency ecosystem

compensation for completion of a mission / daily compensation

Compensation in accordance with the compensation policy after completion of the mission in a PoD (discovery proof) manner You can advertise various cryptocurrencies and increase trading volume. 790 million XRUN cryptocurrencies can be obtained as proof of discovery

Depending on the cryptocurrency held as daily compensation using PoS (Proof of Share) method, Increased XRUN cryptocurrency holdings and compounding effects of equity compensation users 210 million XRUN cryptocurrency payments over four years

50% allocation to user

Burning Policy

Account for 5% of revenueXRUN Cryptocurrency burning for 3 Years
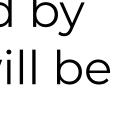
XRUN Cryptocurrency's Value Rise

Selective Compensation

Registered cryptocurrency will be used by advertisers. 20% of advertising sales will be paid upon selection

20% allocation to cryptocurrency companies
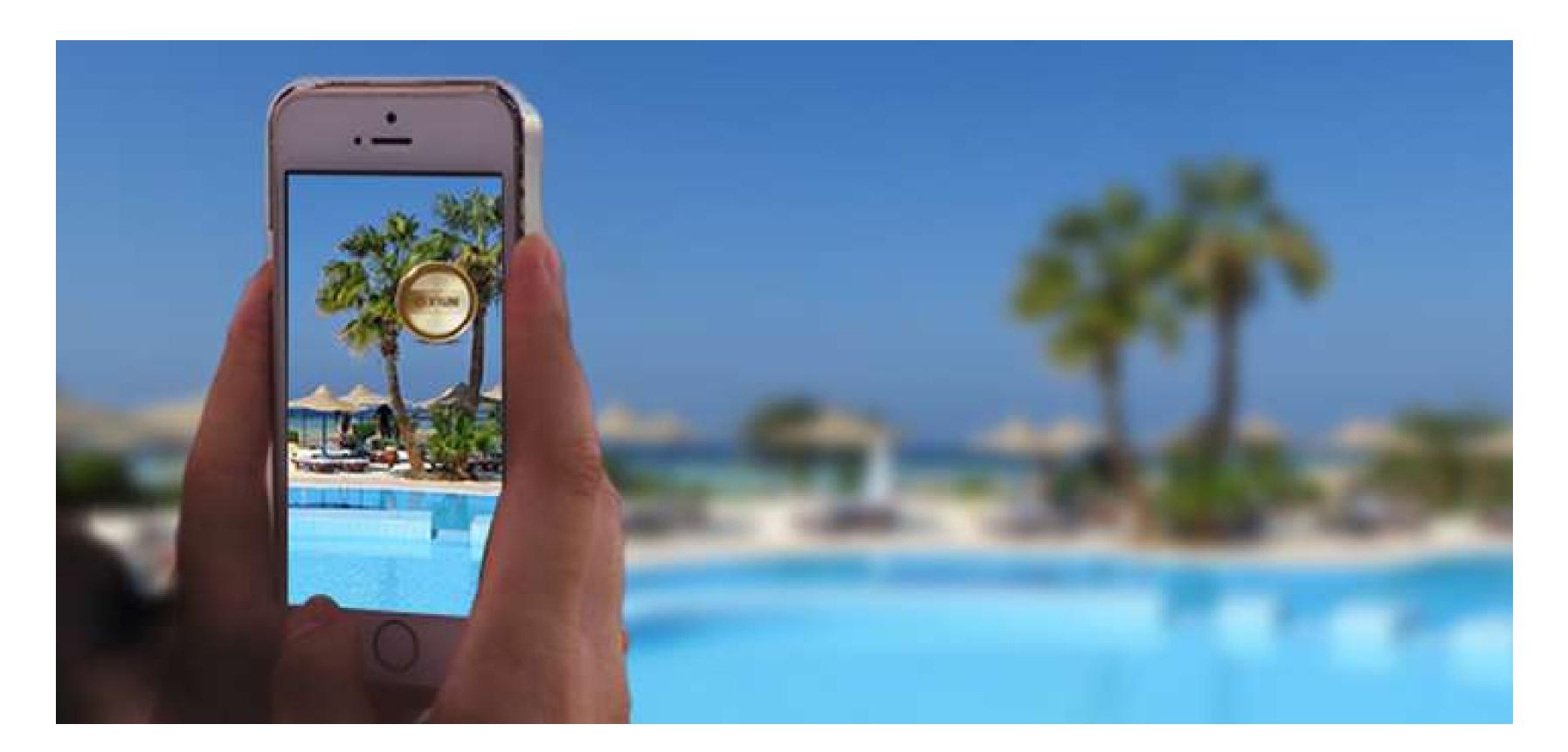
XRUN WALLET (PoD Application Case : AD-Platform
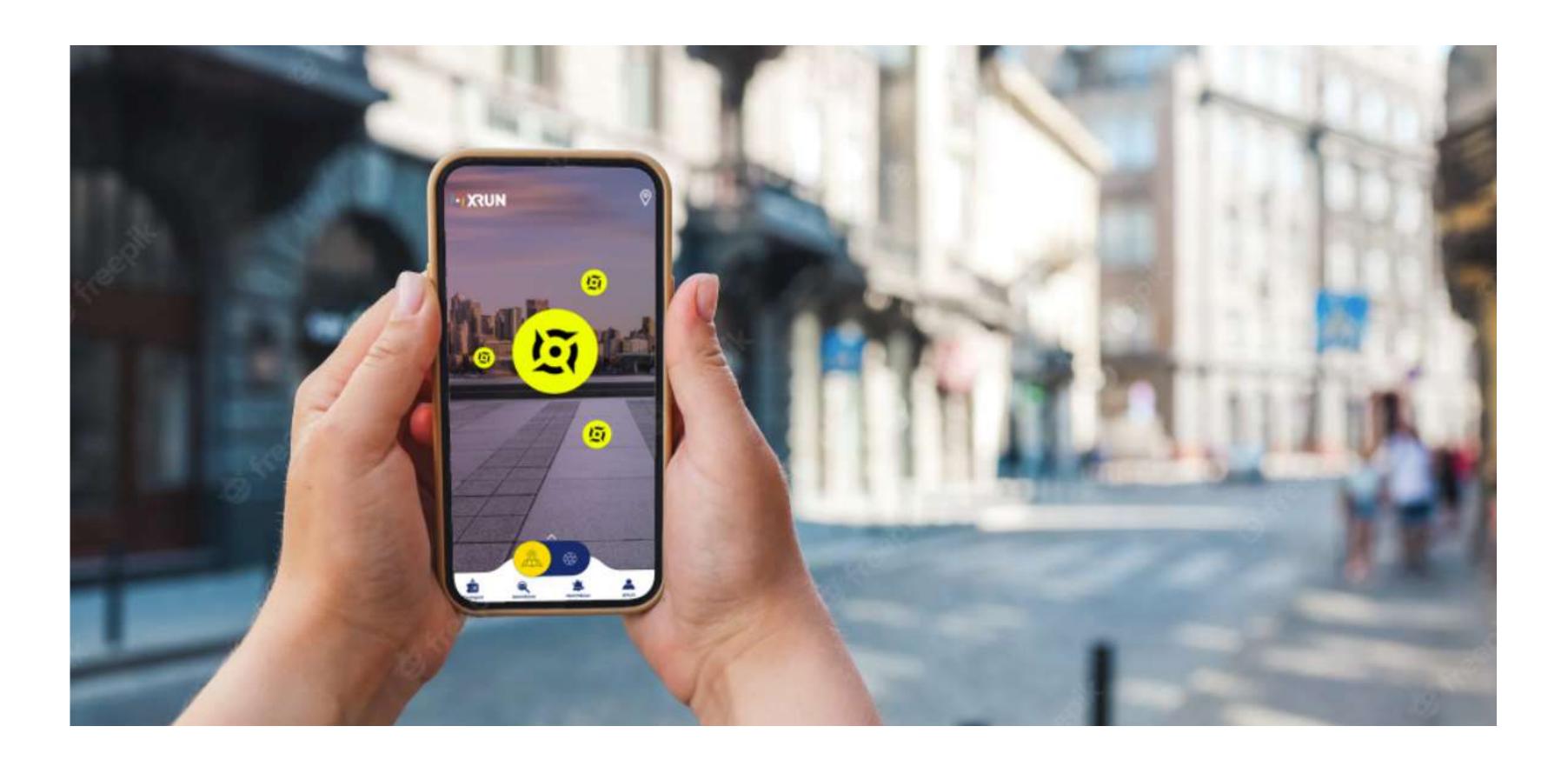
Partnership With Travel Agencies

Travel agencies set up ads on tourist courses. Participants search for surroundings through the XRUN app, hold advertisements at the set advertisement location, and perform missions. For example, if you enter the answer to a multiple-choice question, such as "Why don't you eat fish from Lake Susupe in Saipan?", the mission will be completed and cryptocurrency will be obtained. The contents of digital content can be expected to promote the development of tourist courses, customer services and events, and revitalize local industries

Advertising Store

After installing the XRUN app as an open event for the store, the XR Engine camera of the signboard XRUN dApp activates cryptocurrency and missions. After selecting a menu and eating to perform the mission, share the content of the food photo on SNS and authenticate it with a receipt barcode to obtain cryptocurrency after the mission is completed. The contents of digital content can be expected to increase advertising efficiency by combining chain store promotion, product promotion, viral marketing, and customer service events.
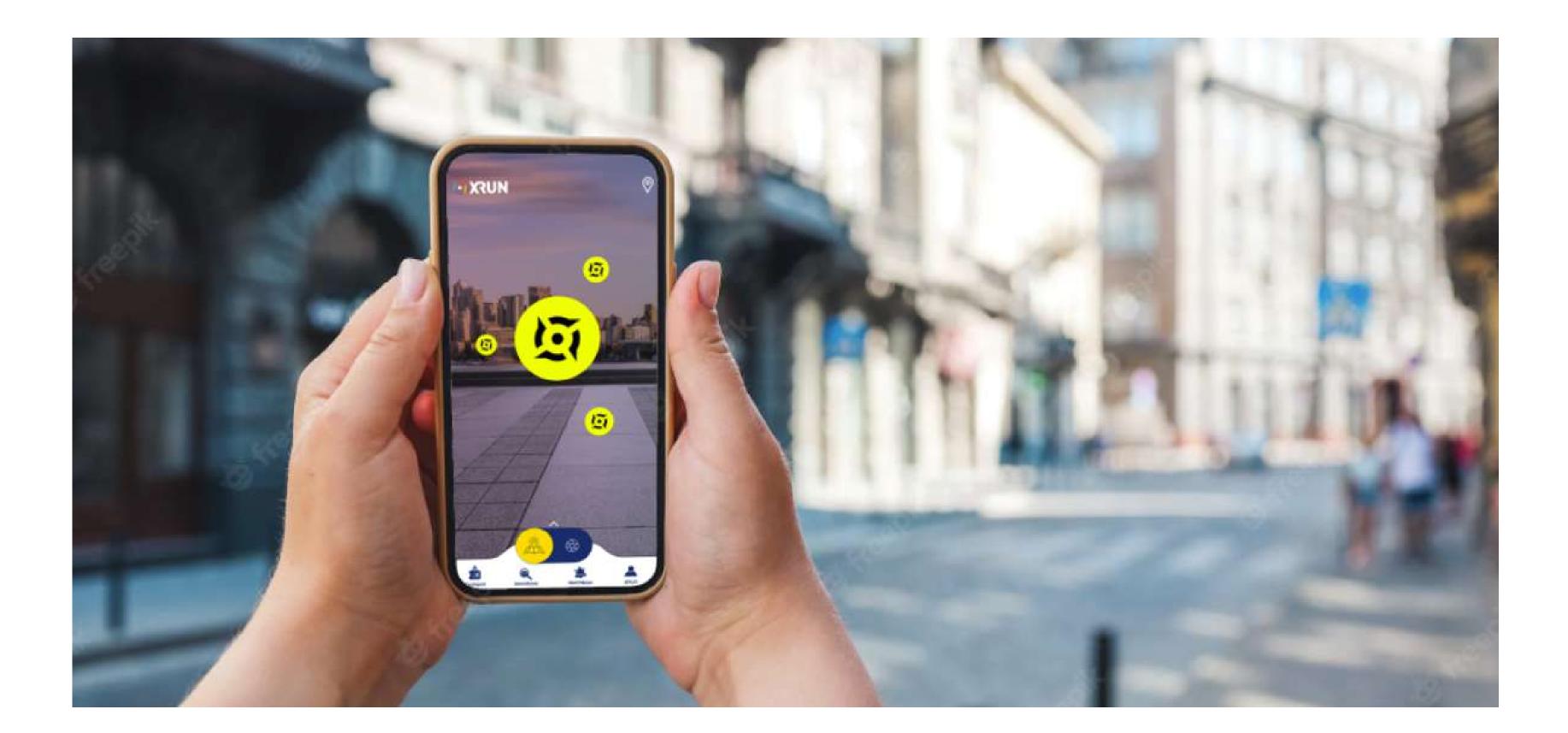
XRUN WALLET (PoD Application Case : AD-Platform

Automobile promotion
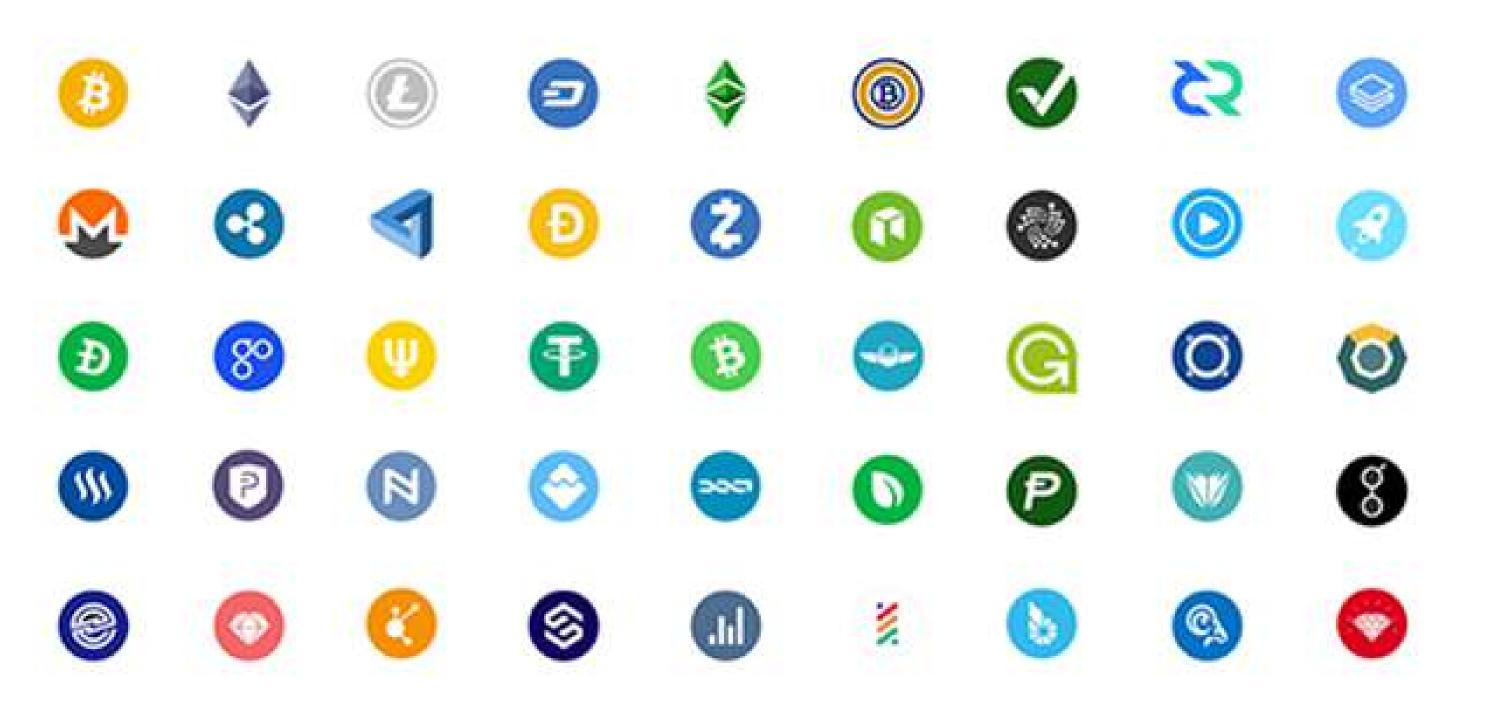
The automobile company registers the content of the advertisement in the object of the newly released SUV,

activates the content of the advertisement with XR Engine's camera, virtualizes the SUV vehicle, and acquires cryptocurrency after completing the mission.

Cryptocurency company

Cryptocurrency companies register cryptocurrency advertisements in XRUN, and if they are reflected in XRUN dApp's XR Engine's camera at the advertising branch, the cryptocurrency will be enhanced, the cryptocurrency wallet will be created to complete the mission, and the cryptocurrency will be acquired. Cryptocurrency companies receive profit distribution when XRUN's registered cryptocurrency is selected as a reward cryptocurrency for advertising sellers. It can compensate for the shortcomings of not mining distributed cryptocurrency, replace mining functions, and secure interesting DBs for cryptocurrency.

XRUN MAINNET & NFTs (Intro)

XRUN MAINNET & NFTs

hard fork separated from Ethereum network
Produced with a concept to solve the cost problem
and give freedom to participate in the network.
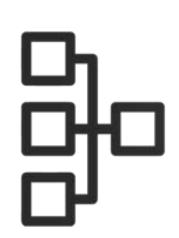
Safe and multi-functional Decentralized Operational system implementation

Any cost incurred on the network can be used free of charge

Regulate through network consensus on incomplete or malicious users

Breaking of capacity and service limitations through the use of large data and IPFS

XRUN MAINNET & NFTs (Special Merit)

1. XRUN mainnet is free of charge such as NFT registration, coin transfer, etc. (When a transaction occurs in the network, XRUN receives filecoin's IPFS protocol and receives compensation for transmission cost because Filecoin is mined.)

2. Customer-first mainnet design and service (Provides various APIs and basic services for dApp: free of charge such as wallet and coin manager, CRM, CMS, etc.)

3. Patent-based security application (Authentication using NFC to safely store customer assets, server authentication security, and coin operation with a cold wallet structure)
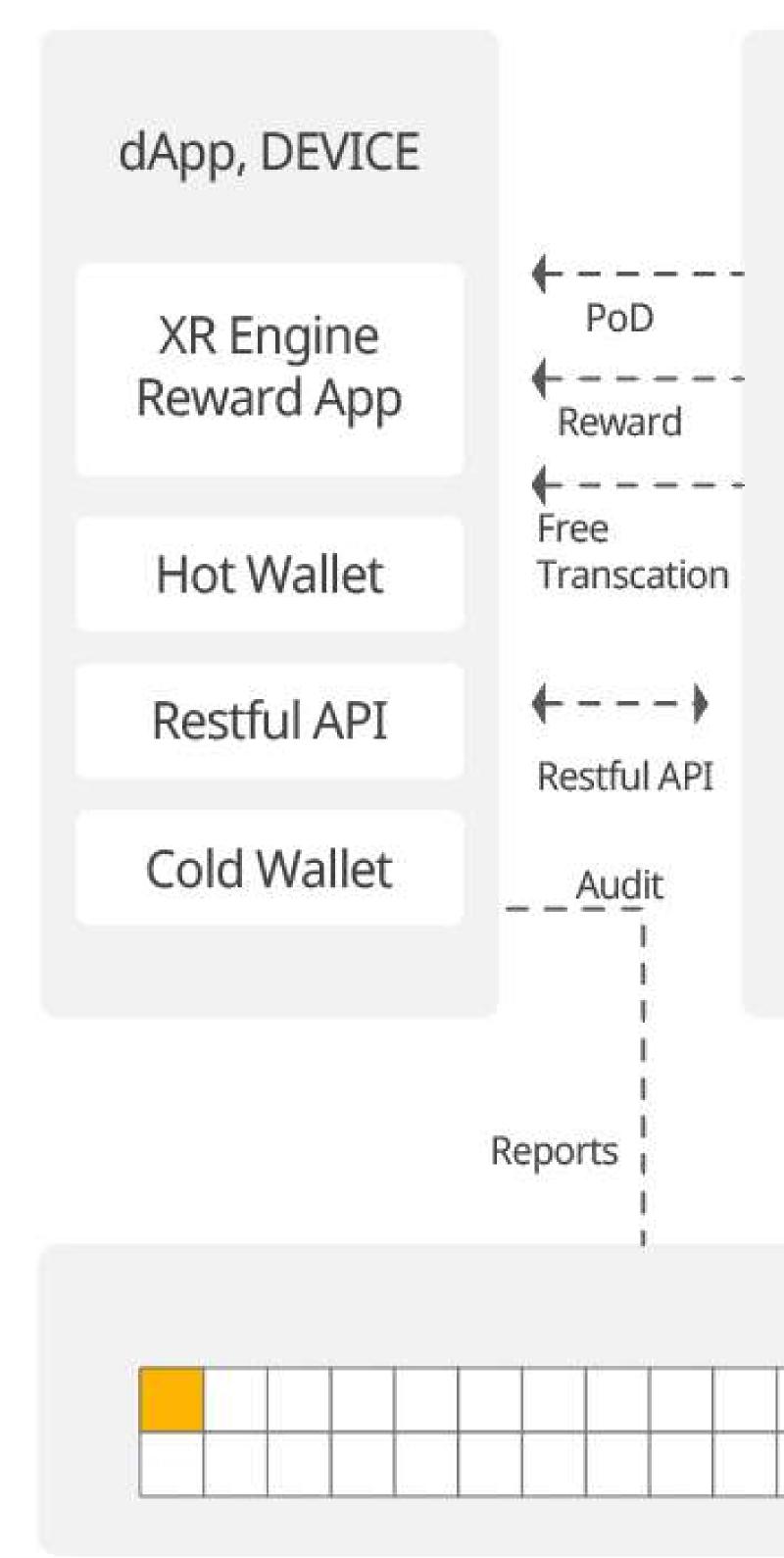
4. Fast responsiveness (Fast service addition by collecting customer VOC and VOB, and traffic distribution with network-oriented miners)
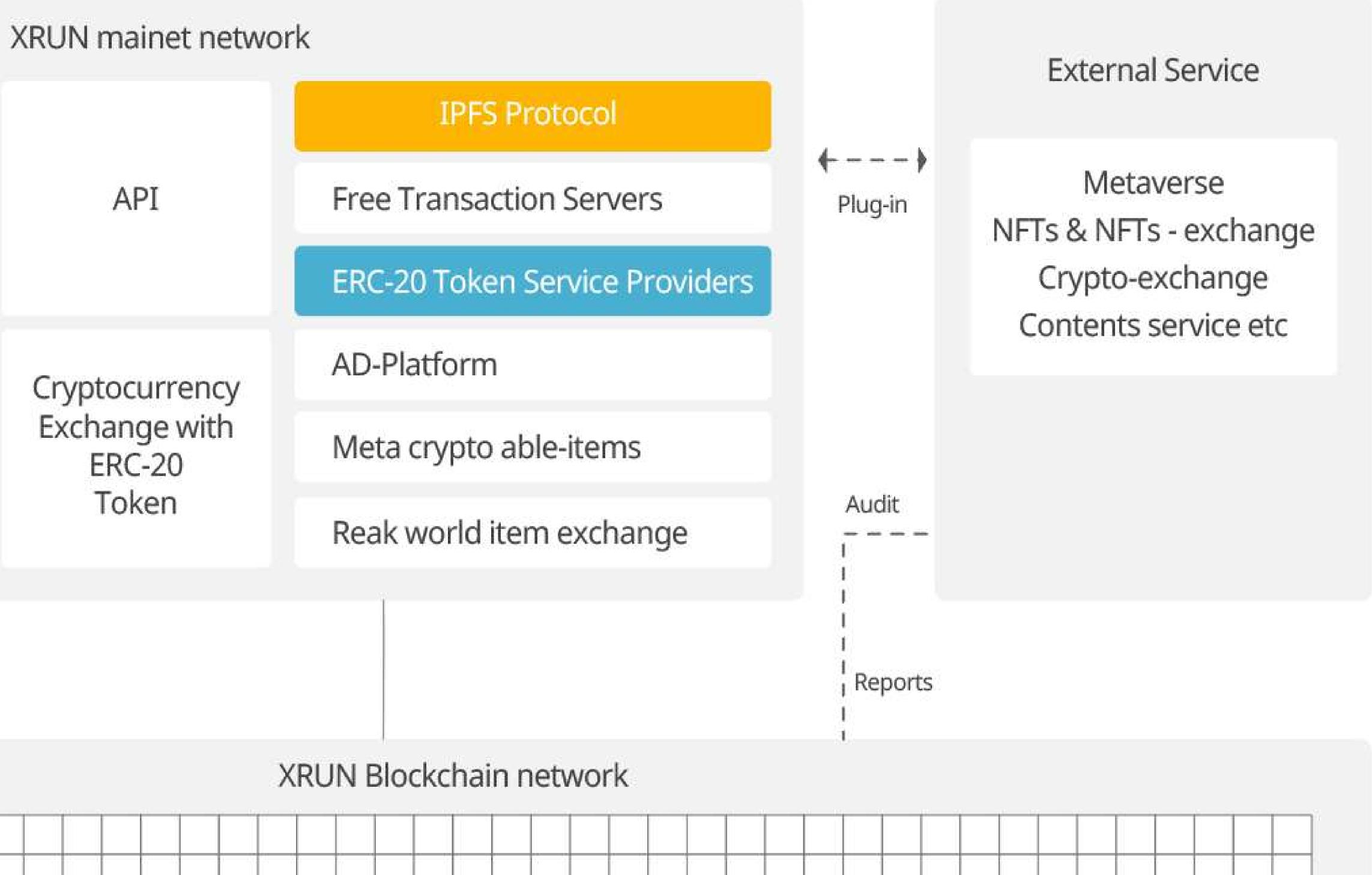
5. Various mining methods provided (PoD, PoS, PoW, Network-oriented mining, etc.)

XRUN MAINNET (Structure)

dApp, DEVICE

- XR Engine Reward App
- Hot Wallet
- Restful API
- Cold Wallet

PoD

Reward

Free Transcation

Restful API

Audit

Reports

XRUN mainet network

API

Cryptocurrency Exchange with ERC-20 Token

IPFS Protocol

Free Transaction Servers

ERC-20 Token Service Providers

AD-Platform

Meta crypto able-items

Reak world item exchange

Plug-in

Audit

Reports

External Service

Metaverse
NFTs & NFTs - exchange
Crypto-exchange
Contents service etc

XRUN Blockchain network

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XRUN MAINNET (xscan.xrun.run)

XRUN NFT EXCHANGE (Structure nft.xrun.run)
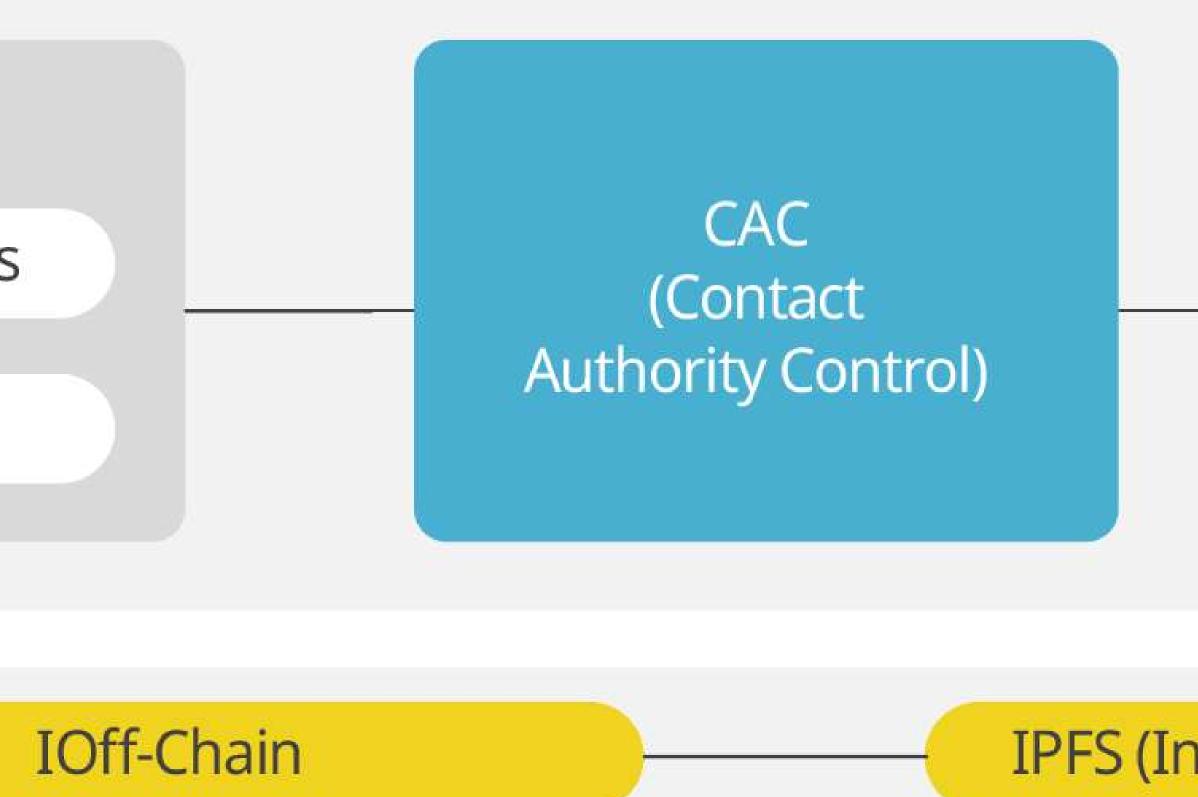
On-Chain Area

Contact

Owner Addres

Token URL

CAC
(Contact
Authority Control)

Meta Data

IOff-Chain
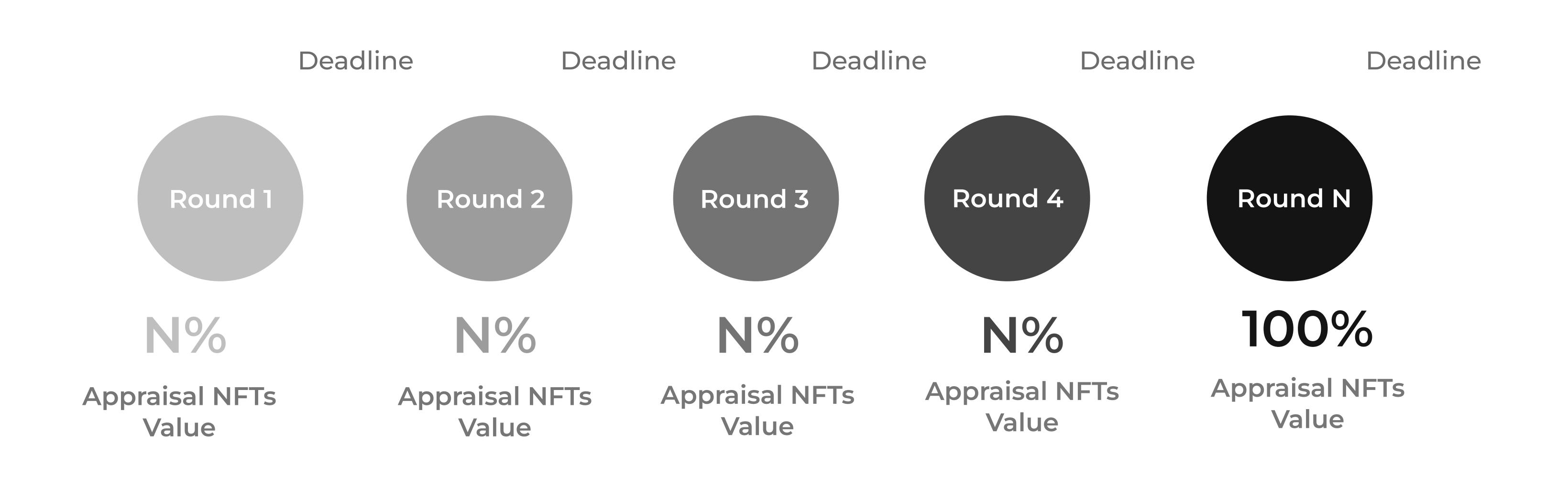
IPFS (Interplanetary File System)

XRUN NFT EXCHANGE (Property NFT)

Deadline	Deadline	Deadline	Deadline	Deadline
Round 1	Round 2	Round 3	Round 4	Round N
N%	**N%**	**N%**	**N%**	**100%**
Appraisal NFTs Value	Appraisal NFTs Value	Appraisal NFTs Value	Appraisal NFTs Value	Appraisal NFTs Value
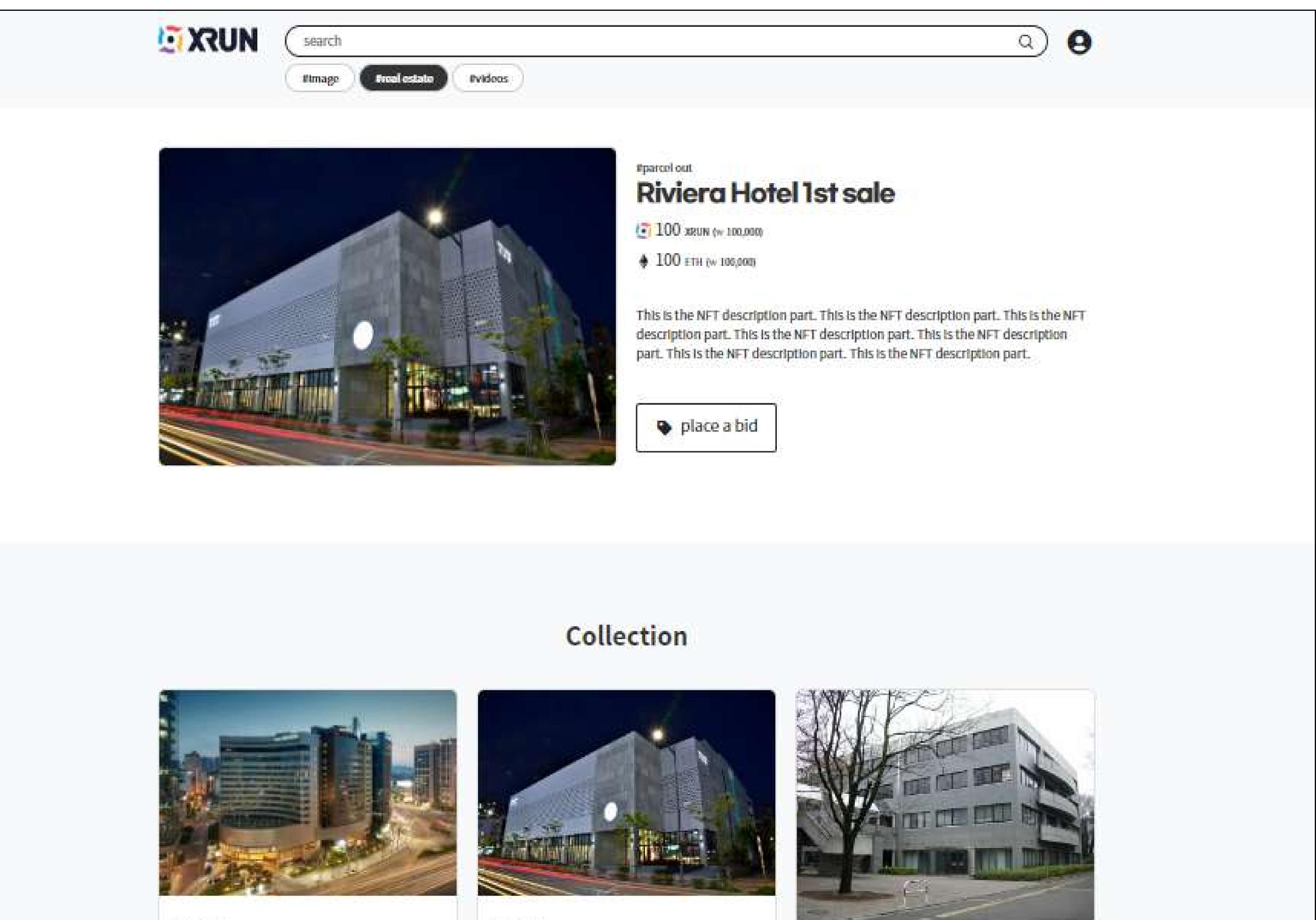
XRUN NFTs utilizes Ethereum's ERC-721, a standard interface issued and traded on the XRUN blockchain network. There are many ways to create NFT, but I will explain based on the XRUN NFTs exchange. To create NFT, real estate, products, XRUN coins and XRUN Wallet are required. XRUN NFTs incur minting fees, but registered NFTs can upload by paying XRUN . XRUN NFTs calculate the value in conjunction with a credible appraisal agency and accounting firm, and the value fluctuates from time to time

XRUN NFTs Valuation = Appraisal (price appraisal) + Accounting firm(DCF) /2

XRUN NFTs can be sold from 1st to Nth by setting a period, and divided sales are possible until 100% sale is reached, and the value of XRUN NFTs varies with each discrimination.

XRUN NFT EXCHANGE (NFT)
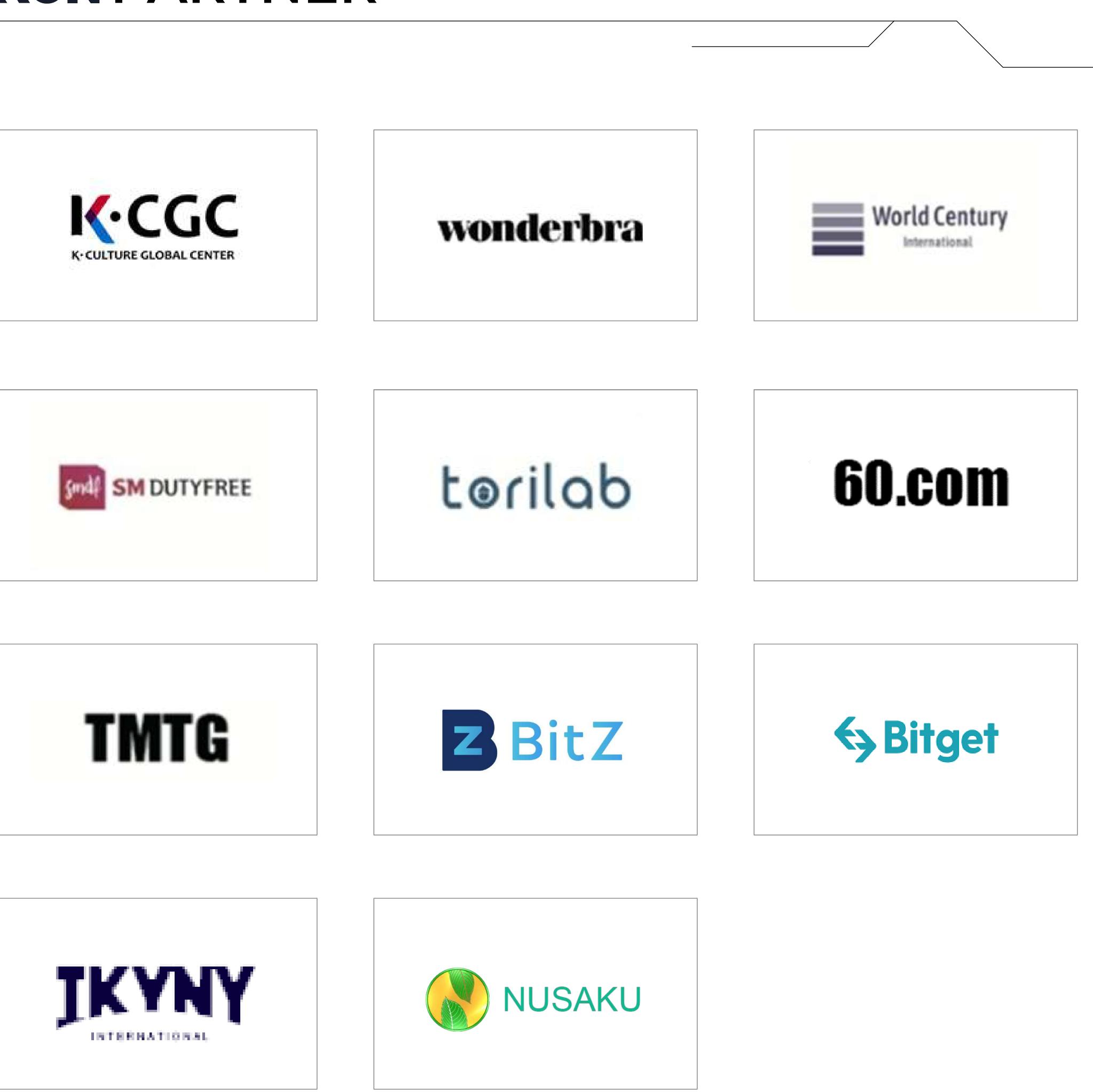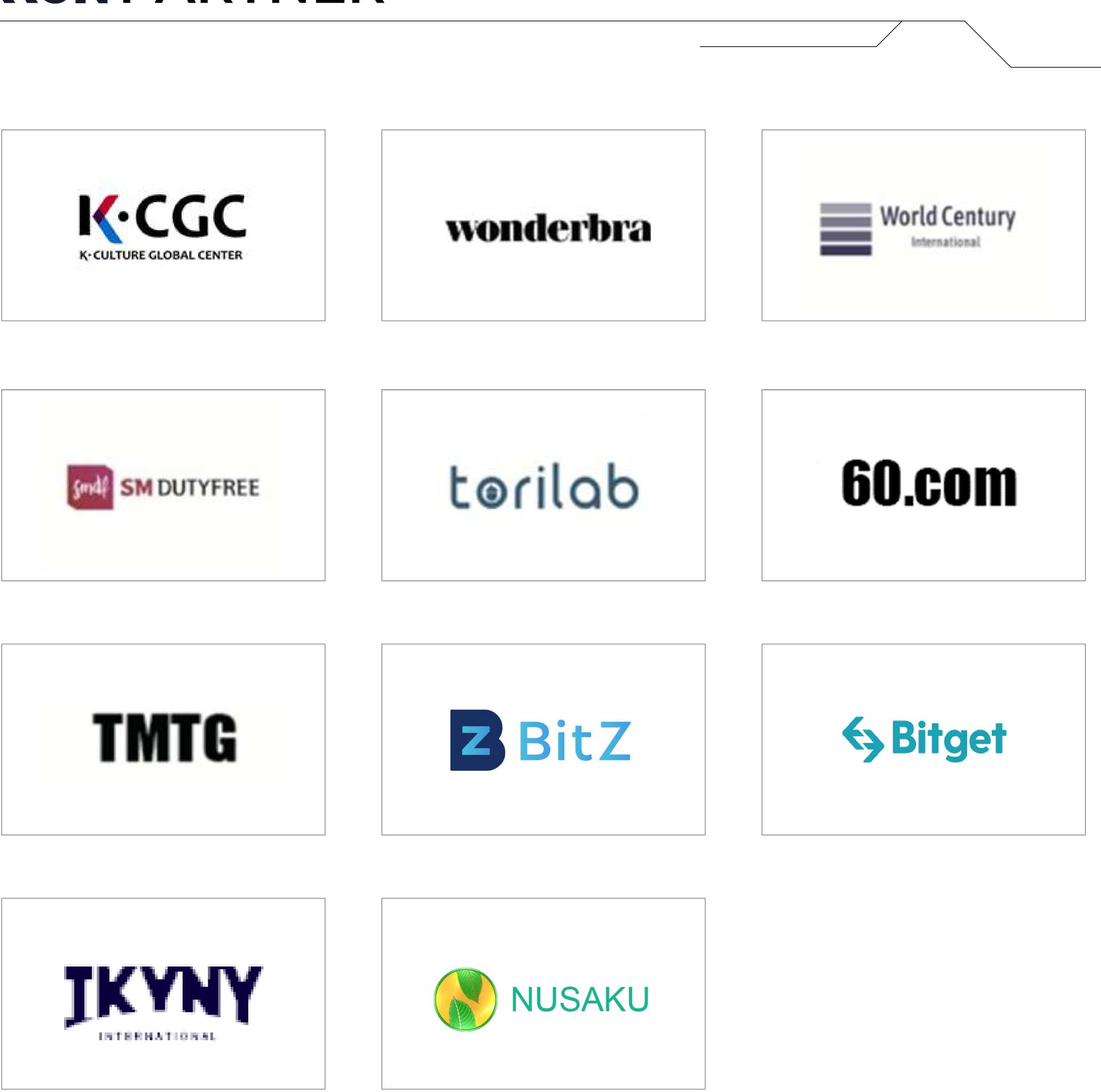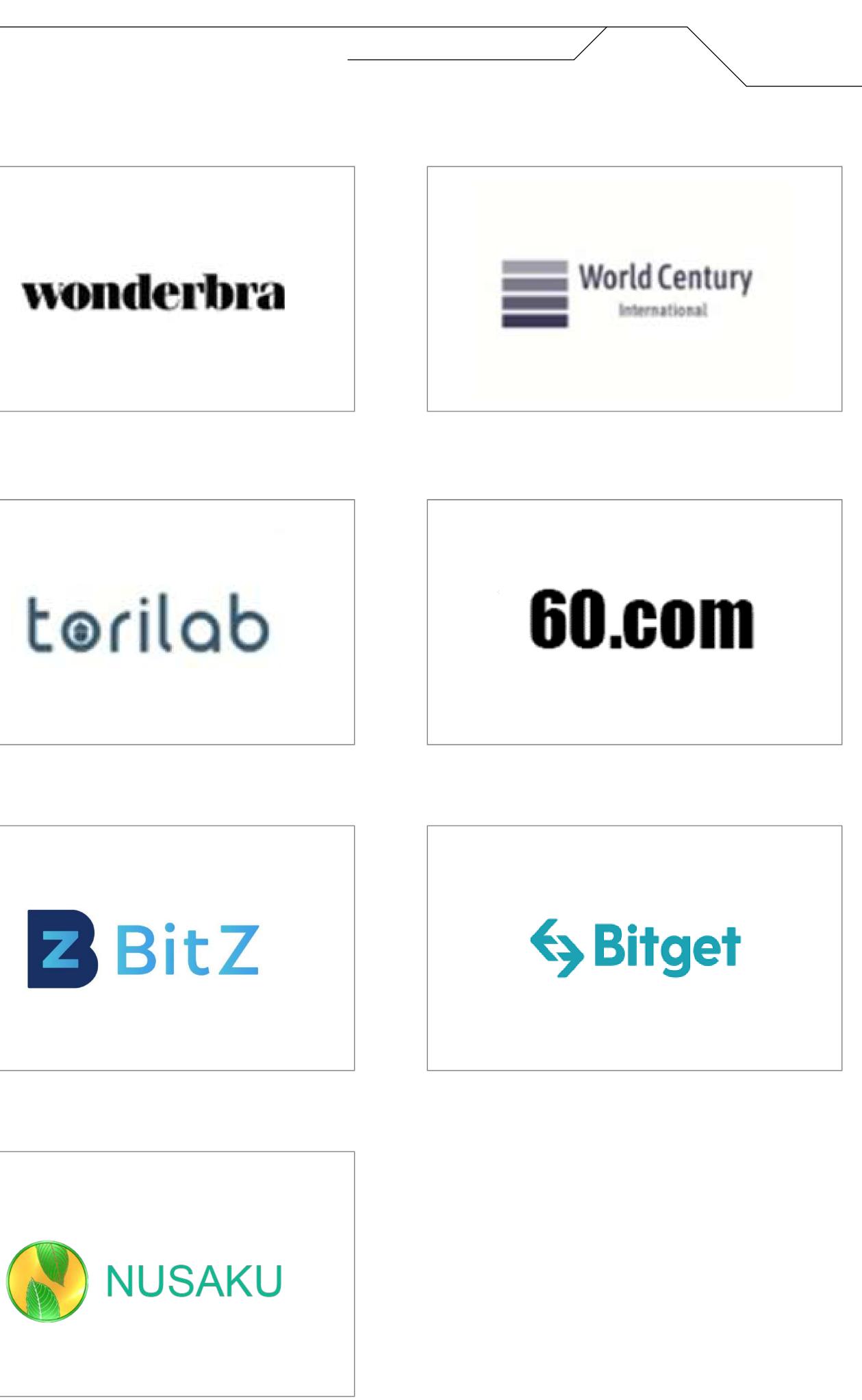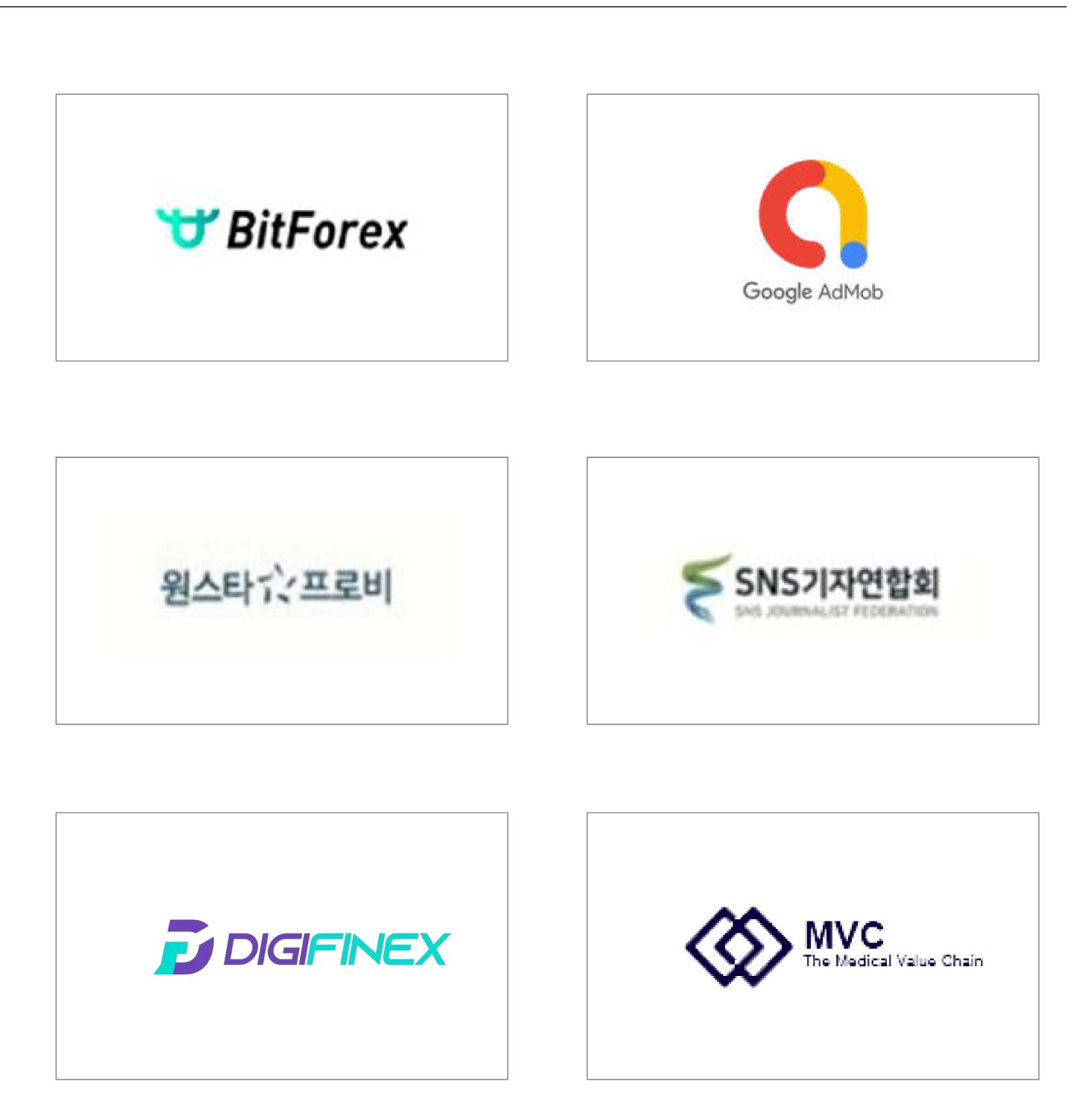
PARTNER & IP
Intellectual Property

XRUN PARTNER

XRUN Core Technology and Awards

Core technology

- **Patent No. 10-1137523**

  Authentication medium, authentication terminal, authentication server and authentication method using them

- **Patent No. 10-0982253**

  Online information input and financial transaction system using personal identification media, online information input and financial transaction method using the same, and a recording medium recording a program for the same

- **Patent No. 10-1205894**

  E-commerce method and system using page including price barcodepersonal

- **Patent No. 10-0955625**

  Merchant financial transaction method and device

- **Program registration**

  No. S-2010-002628-3 Augmented Reality Solution

  Advertising through publications such as educational practice guidebooks and book magazines through augmented reality Promotional images using university/company logos, smartphone augmented reality Apps Easy and convenient augmented image replacement possible, marker or object matching process through serial number management Augmented reality When the related mark is projected on the webcam, a 3D video is displayed depending on the webcam, and it interacts with the video according to the user's actions.

Awards

1. 2016 Excellent Trademark. Design Rights Competition 'Winner' (December 01, 2016 Korea Patent Information Service)

2. 2012 Korea Invention Patent Competition 'Silver Award' (November 29, 2012 Korean Intellectual Property Office)

3. 2008 Chung-Ang University Excellent Company Award (December 16, 2008)

XRUN Core Technology and Awards

- **Patent No. 10-1137523**

- Program registration certificate (S-2007-006417-2)

- Program registration certificate (Intranet Shopping Mall, No. S-2007-006418-2)

- Program registration certificate (Community Portal, No. S-2007-006419-2)

- Program registration certificate (UCC Solution, No. S-2008-004775-2)

- Program registration certificate (FLV PLAYER, No. S-2009-000816-2)

- Program registration certificate (VoIP-based voice chat solution, No. S-2010-002627-2)

- Program registration certificate (Corporate CMS, No. S-2010-002624-2)

- Program registration certificate (University CMS, No. S-2010-002625-2)

- Program registration certificate (Project Management Construction System, No. S-2010-002626-2)

- Program registration certificate (UCC Shopping Mall Construction System, No. S-2010-002656-2)

- Program registration certificate (news portal construction system, No. S-2010-002655-2)

- Program registration certificate (Widget and Personalization Service, No. S-2010-002802-2)

- Program registration certificate (Augmented Reality Solution, No. S-2010-002628-3)

- Program registration certificate (Android App Builder, No. S-2011-003573-3)

- Program registration certificate (OS App Builder, No. S-2011-003479-2)

- Patent (Patent Registration No. 10-0880595)

- Patents (Patent Registration No. 10-1205894), (PCT application-United States, China, Japan)

- Membership card of the Korea Software Industry Association

- Membership card of the Korea Industrial Technology Promotion Association

- Confirmation Letter for Small and Medium Enterprises with Management Innovation Type

- Certificate of designation for promising small and medium-sized export enterprises

- Agreement on Industry-Academic Cooperation

- Certificate of confirmation of direct production

- Acknowledgement of R&D department

- Quality management system certificate

- Completion of reporting to an industrial design company

-On/Off Virtual Currency Electronic Gift Certificate Agreement

- Software business report confirmation

-Venture company confirmation

- Acknowledgement Letter from the Corporate Research Institute

-Certificate of reporting mail order business

- Confirmation of corporate credit rating

- National Human Resource Development Consortium Agreement

- Trade business unique numbering certificate

- Membership card of the Korea Trade Association

XRUN ROAD MAP
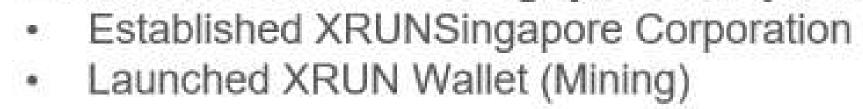
2018 — **XRUN Project Started**
- Founded XRUN
- White Paper ver1.0 Published

2019 — **Established XRUN Singapore Corporation**
- Established XRUNSingapore Corporation
- Launched XRUN Wallet (Mining)

2020 — **XRUN Mainnet Kick-off**
- XRUN Mainnet Kick-off

2021 1Q — **Mainnet Kick-off XRC-1155**
- Mainnet Kick-off XRC-1155
- ClubX Metaverse Prototype Open

2022 — **Establishment of XRUN LLC headquarters in Saint Vincent and Granadins**
- Establishment of XRUN LLC headquarters in Saint Vincent and Granadins
- XRUN Mainnet 1st prototype open
- Entered Indonesia (Establishment of Metaverse development company)
- Started development of next-generation XRUN wallet advancement
- Started development of next-generation ClubX advancement

2023 1Q — **Ecorun Wallet launch**
- Ecorun Wallet launch

2023 2Q — **Ecorun Wallet Advancement Development and open**
- Ecorun Wallet Advancement Development and open

2023 3Q — **XRUN service site development and conversion**
- XRUN service site development and conversion
- Next generation ClubX prototype open

2023 4Q — **ClubX Metaverse Open**
- ClubX Metaverse Open
- Listed on Global top 10 exchanges

2024 1Q — **Started the carbon-neutral ecorun business**
- Started the carbon-neutral ecorun business
- Started development of next-generation ecorun wallet advancement

2024 4Q — **Integrated development of XRUN and ecorun wallet**
- Integrated development of XRUN and ecorun wallet

2025 — **XRUN Carbon Neutral Exchange Open**
- XRUN Carbon Neutral Exchange Open
- XRUN Carbon Neutral Exchange and Wallet Open

2026 — **XRUN Ranking 50th Goal**

XRUN MARKET SIZE (Mobile AD, NFTs, Metaverse)

Mobile advertising market forecast

How Has the Forecast for Mobile Ad Spending in the US Changed? 2019-2024
billions, March 2020 vs. Oct 2020

$174.14
$156.38 $167.25
$140.72 $155.26
$123.59 $137.13
$105.34 $117.35
$87.30 $96.07
$87.30

2019 2020 2021 2022 2023 2024

● March 2020 forecast   ● Oct 2020 forecast

Note: includes classifieds, display (banners and other, rich media and video), email, lead generation, messaging-based and search advertising; includes ad spending on tablets
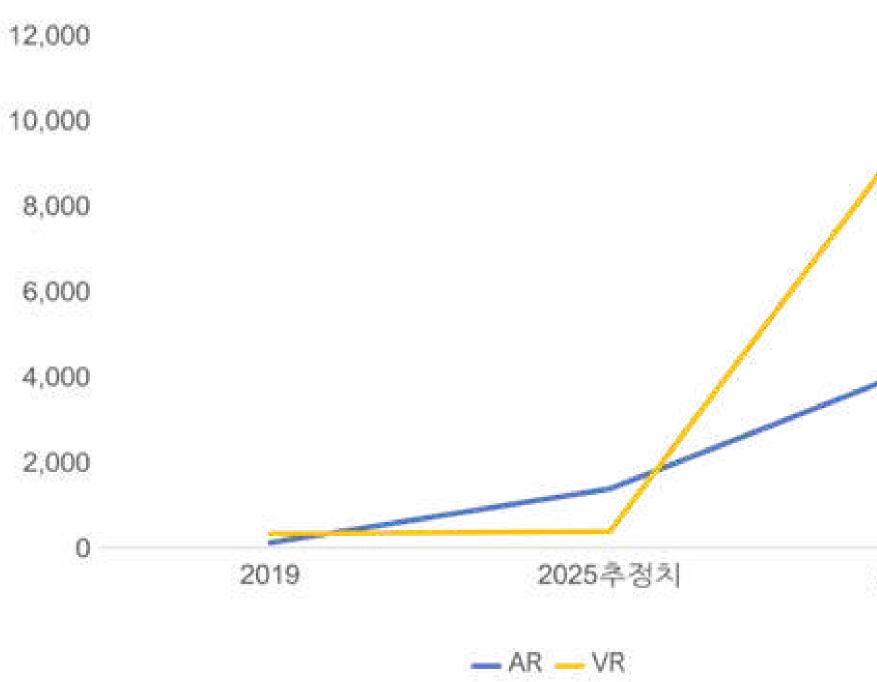*Source: eMarketer, October 2020*
T11236   eMarketer | InsiderIntelligence.com

Global mobile advertising by 2023 market forecast size

· $123.59 billion in 2021

· $140.7 billion in 2022

· $156.3 billion in 2023

· $174.114 billion in 2024

· $190.10 billion in 2025

METAVERSE Market Prediction

12,000
10,000
8,000
6,000
4,000
2,000
0

2019   2025추정치   2030추정치

— AR — VR

Global METAVERSE Market Size Forecast to 2023

· 20 billion in 2021

· $40 billion by 2022

· $90 billion in 2023

· $150 billion in 2024

· $200 billion by 2025 (explosive HMD hardware supply and development)

· $500 billion in 2026

· $1.7 trillion in 2030

NFT Market Prediction

글로벌 NFT 시장 규모 추이	(단위:달러)
연도	시장 규모
2019	240만
2020	668만
2021	140억
2022	350억
2025	800억

※2022·2025년은 예상치   자료:스태티스타·제퍼리 투자은행

Global NFT market forecast size by 2023

· $14 billion in 2021

· $35 billion by 2022

· $50 billion in 2023

· $65 billion in 2024

· $80 billion by 2025

XRUN MARKET SIZE (Mobile AD, NFTs, Metaverse)

Unit : / 100milion $

	XRUN Growing Season			XRUN Explosive Leap Forward	
	2021	**2022**	**2023**	**2024**	**2025**
Market Size	1,576	2,157	2,964	3,891	4,700
Market Share	0%	0.005%	0.01%	1%	3%
Sales	**0**	0.1	0.2	38.9	141
COGS	0.012	0.05	0.1	5	30
Expenses	0	0.01	0.05	0.5	5
Profit	-0.012	0.04	0.05	33.4	106
C/F	-0.012	0.028	0.078	33.48	139.48

Main assumptions:

Market Share = Mobile Advertising Market Size + NFTs Market Size + Metaverse Market Size (Emarketer, Statista Jeffery Investment Bank, Pricewaterhouse Coopers) COGS (Cost of Goods Sold) continues to increase as a growth engine such as XRUN service development, system expansion, high-quality manpower, and R&D.

· In 2025, the market is expected to grow explosively due to Metavers' HMD hardware distribution and technology development.

· Gross margin decreases as sales increase. However, when the use of new business and R&D funds increases, it decreases by the ratio.

· Operating expenses continue to increase due to market growth.

THANK YOU