

ENJOY & EARN

# N A D A Protocol Token



## NADA Protocol Token WHITE PAPER 1.21

Mar. 2024

This white paper is intended to introduce the project and provide objective information.

Unauthorized use and redistribution may result in civil and criminal penalties.

Project features and design are subject to change with updates.



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## VISION

A blockchain-based game ecosystem that adds value to mobile game play

**NADA PROTOCOL** is a utility token issued on December 28, 2021, and is a Hedera-based HTS reward token that is used in the blockchain-based NFT mobile game ecosystem supplied by NDP HOLDINGS INC.

### Blockchain and Game

Blockchain and games are complementary. The source of traditional games is 100% dependent on the developer, with no mechanism to reward users. The resources invested in games have been impermanent, and it has been difficult to ensure transparency and enforce property rights.

To overcome this, we will use blockchain technology to manage the ownership and transaction history of game characters, items, etc. on the blockchain to ensure their unique value, increase stability and reliability, and enhance the fun that is the core of games.

### The burgeoning blockchain game market and NFTs

The mobile blockchain game market is growing rapidly in various aspects such as the spread of smartphones, the continuous development of the Internet environment, the development of IT devices, the increase in leisure time, and the online culture that has become a part of daily life.

The global blockchain game market is expected to grow from \$4.8 billion in 2022 to \$301.5 billion (392 trillion won) in 2030, with a compound annual growth rate of 68%.. (※ Source: Research and Markets)

This growth is being driven by blockchain and non-fungible token (NFT) based games.

NFTs can fully prove ownership of a user's digital assets, creating real-world value through user-to-user transactions or conversion to cryptocurrency, creating an ecosystem where the more you play, the more you earn.

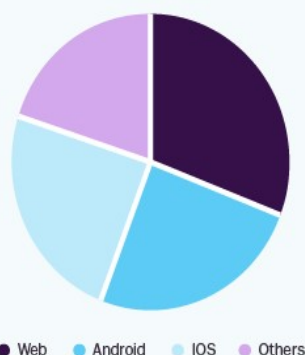
### NADA Protocol Taken

The blockchain technology and ecosystem offered by NADA has the best structure to converge with the game industry and will combine the \$100+ trillion global mobile game market with the exploding \$100+ trillion NFT blockchain game market, giving game players a more immersive mobile game experience by owning and trading the items they play and actually earn in the game.

Blockchain Game Market Distribution (2022)

#### Global Blockchain In Gaming Market

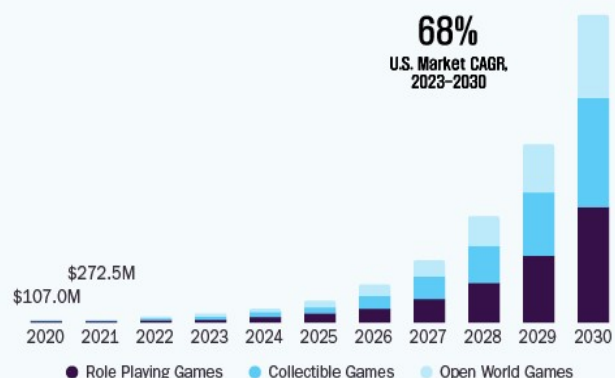
Share, by Device, 2022 (%)



Blockchain Game Market Forecast 2020-2030

#### U.S. Blockchain In Gaming Market

Size, by Game Type, 2020 - 2030 (USD Million)



(※ Source: grandview Research)

**NADA** seeks to create an enjoyable blockchain gaming ecosystem that adds the value of economic activity to the pleasure of gameplay..

#### Tokenomic: Play to Earn

Starting with **Slime World**, a blockchain-based mobile game developed by NDP HOLDINGS INC. a casual mid-core gaming company, NADA is a key currency for all upcoming games in the NADA project, allowing for economic activities similar to reality, as well as purchasing game items such as character enhancements, play tickets, and NFTs from the NADA marketplace, which is organically connected to the game, and has its own cryptocurrency value.

You can expect a steady token rotation because it is used in casual mid-core games such as nurturing, defensive, and neglected RPGs, which are clear to use and have high public suction power among a wide range of age groups. You can expect a steady token rotation because it is used in casual mid-core games such as nurturing, defensive, and neglected RPGs, which are clear to use and have high public suction power among a wide range of age groups.

#### Blockchain Game: Play to Enjoy

The ecosystem aims to provide quality content. By connecting the Hedera-based reward token system to various games, including global mobile games that have already proven their marketability and those to be developed in the future, we are building an ecosystem where players can enjoy games and earn income as rewards.

#### NADA Marketplace: Adding values of game play

While playing the game, users will want to trade items with other users to find out what items they need or don't need, or to profit from the goods they have collected while playing. There will be a need to exchange or trade items not only within a single game, but also between games. To support this, we will provide a **NADA** marketplace. Users will be able to easily find the items they want and trade them with other users without having to go through complicated procedures. Unlike typical blockchain-based marketplaces, we will support various forms of transactions, including auctions, where sellers can register the items they want to sell and offer the highest or lowest price, and reverse auctions, where buyers can specify the items they want to buy.

#### GAME



#### BLOCKCHAIN



#### NFT





# NADA(NADA Protocol Token)

**NADA** is a token used in blockchain-based games and NADA marketplaces operated by NDP HOLDING INC. By connecting Hedera-based reward token system to mobile games already verified in the global market and games to be developed in the future You can acquire tokens through the game. The acquired token can be used to strengthen game characters and items, purchase game items, etc

You can increase the value of NFTs by producing your own characters. Not only that, but also NADA tokens and items

With the integration of NFT characters and marketplaces, users will be provided with a new and rich experience on the blockchain platform.

## Development of Global Game

Games with NADA tokens are casual mid-core games with differentiated game characteristics corresponding to multi-platforms

It is a mobile-oriented global game that can be easily enjoyed. NDP HOLDING INC. (Nada Project) Continuously develops and releases a variety of games.

Slime World, which was launched globally in February 2022, has achieved more than 1,500,000 downloads since its launch, It is played in 120 countries around the world, focusing on North America, East Asia, Southeast Asia, India, and Latin America.

### Global marketability for casual midcore games

#### Why 'casual midcore game'?

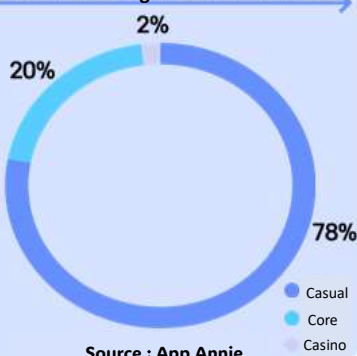
Light but highly enjoyable game

Available for mass production with quick R&D period

The genre advantageous for entering in the world market

Decreasing R&D period with low cost and risk

#### Rate of Global downloads by genres



### Key games to be released by Nada Project

#### Slime World

The Kingdom of cute slimes! Attractive nft game!  
Raising the cute characters which are stronger with plays.

**The first blockchain game by NADA!**

**In addition to mining, raising my own NFT character, 1,500,000+ downloads**



#### Raising a girl ghost

**Horizontal 3D Idle Game** with original attractions

Even users don't operate it, its girl ghost character acts by herself.

Rich contents+splendid skills and costumes = Attracting interests up!

**Lovely girls are realized in ghost contents in an idle game with easy approach.**



#### Baobab Tower

Preparing for launch

A cute animal character game based on **Madagascar Island**

Casual games that were included in the top 10 Google Store rankings at the time of release with

characters that can be easily and intuitively matched and familiarly approached  
**Designed to intuitively recognize situations, you create your own puzzle formula and play games**



#### Project T

Preparing for launch

Popular Naver Webtoon '**Cooking Soldier Becomes Legend**' IP-linked game  
'Cooking Tycoon RPG' set in a military kitchen

**A game that cooks three meals a day and grows characters while distributing food**



## NADA(NADA Protocol Token)

### NADA WORLD Game Portal Platform

NADA WORLD will connect blockchain to NADA-produced games, as well as partner with game developers and publishers to introduce a variety of blockchain games favored by more than 15 ecosystems, which will continue to expand NADA's ecosystem.

The perfect utilization of the P2E mechanism will create an ideal world where players can make a profit, and publishers and developers can market efficiently.

### Organic blockchain connection between games

The game is organically linked with NADA tokens and NFTs. To play the game, NFT characters are required, and the player has more time to play depending on the number of characters and the character's ability.

The game has a nurturing feature that uses NADA tokens, allowing you to upgrade your characters more powerfully and earn greater rewards.

Furthermore, items with special abilities can be obtained through quests and events in the game. Characters and items can all be traded on NFT marketplaces.





# NADA(NADA Protocol Token)

## Connecting mobile gaming and blockchain: NFT Game

NADA, which will operate by fusing a Hedera-based reward token system with proven mobile games in the global market,

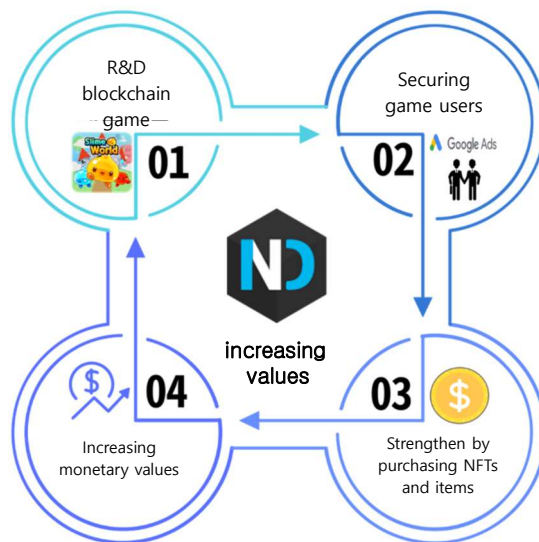
Expand the distribution network through the listing of the token exchange to build an ecosystem where game players can enjoy games and earn income as compensation.

The NADA token ecosystem is a multilateral event involving publishers, game developers, service providers, and users, and activities from the perspective of each player around these NADA tokens lead to incentives and a sustainable ecosystem is circulated!

It utilizes a global advertising platform to promote NDP HOLDING INC's games that allow you to win tokens and enjoy games at the same time and promote a continuous influx of players with excellent gaming. The player's participation rate increases the value of the token's currency,

This process leads to multi-games in the future, not just a single game, completing NADA's ecosystem.

### Solutions of Blockchain Project by Stage



#### 01 R&D blockchain game

R&D global blockchain games

#### 02 Securing game users

Securing game users and keeping retention – securing benefits

Using global advertising platform Google Ads YouTube Facebook

#### 03 Strengthen by purchasing NFTs and items

Users can get a reward token when they play the game. Use it to strengthen NFT purchases and acquire items for more rewards

#### 04 Increasing monetary values

Users participate in the games more for getting reward tokens. Through participating in games, blockchain currency values will be up

### The Global Launching

Google Play App Store ONE store



- Main aim is to secure market in **North America, East Asia, Southeast Asia, India and Latin America.**
- Optimizing machine running and drawing core indices
- Using KPI, reviewing business model and developing derivative products

### Future Values of Blockchain-based NFT Games

Through blockchain, distributed and saved as individual block data not in central server

No worry for server failure or hacking



No fraud or unauthorized copy of NFT token properties in the games

Available for infinite conservation and free exchanges

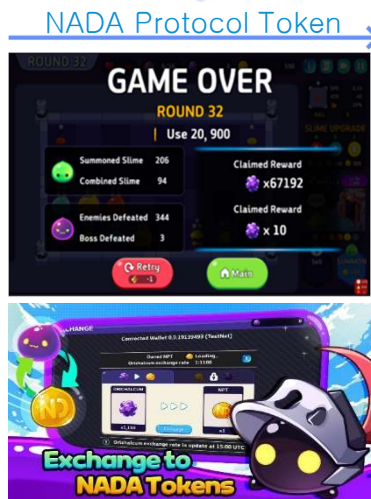
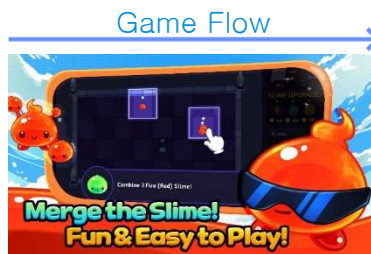
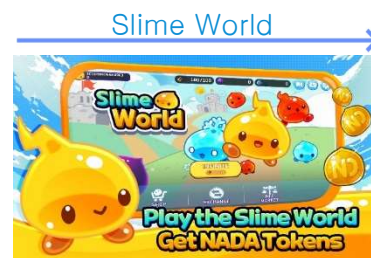


Even though the game developing company stops its development, users can play the games.

# NADA(NADA Protocol Token)

## ECO SYSTEM (SLIME WORLD)

The first game to use NADA tokens is Slime World, which was launched in February 2022 using its own IP. The first screen of the game clearly states that it can be used on a blockchain basis, and NADA tokens are applied to allow users to enjoy the game in both regular and blockchain formats, depending on their choice. The basic rules for raising the game character, Slime, are the same for both the regular and blockchain versions of the game, and reward-type tokens can be acquired through the game item "Orichalcon" to ensure a wide player base.



- ① Enable blockchain-based features on the game's front
- ① Create a wallet to store NADA Protocol tokens received as rewards
- ① Users play in the same format as the basic Slime Random Defense IP
- ① method
- ① The more rounds you complete, the higher your token rewards will be
- ① Earn monetary value Orichalcon items as rewards after the game ends
- PvP matchmaking mode activates competitive gameplay between users
- ① **How to get Tokens**
  1. Earn tokens for each round of gameplay reached
  2. Earn tokens for attendance checks
  3. Earn tokens for achievements
  4. Earn monthly ranking reward tokens

Starting in February 2022, NADA mining through Slimy(Orichalcon) began, and depending on the user's activation index, token exchange rates may increase or decrease
- ① **NFT Slime**
  1. produce additional NFT Slimes of your own (play after building a Slime deck)
  2. earn Slime Book tokens
- ① **Where tokens are used**
  1. Slime Attack Upgrade
  2. Purchase a Play Ticket

## NADA's Competitiveness – Comparing competitors

### Axie Infinity Shards (AXS)

Axie Infinity Shards (AXS) is a reward token for Axie Infinity, a blockchain-based NFT game inspired by Pokémon developed by Vietnamese startup SkyMavis in 2018.

#### Explosive growth and investment from global companies

The mass popularity of the Axie Infinity game has led to the character called "Axie" trading in the 200,000 to 400,000 won range, and the Axie Infinity token (AXS) has surged 40x in price in just six months from 5,000 won per piece in May 2021 on Upbit to a high of 200,000 won in November.

With nearly \$1 trillion in revenue in Q3 2021, the company saw a 48x increase in revenue from Q2, reaching a market capitalization of \$42 trillion in October 2021, making it one of the top five gaming companies globally just seven months after the game's launch.



Axie Infinity (AXS) Price Changes



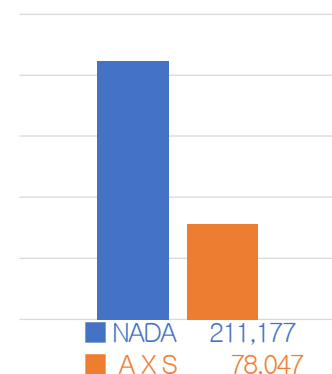
(※ As of Oct. 2021 /Source: Coinmarketcap)

#### Problems with Axie Infinity

The number of people playing Axie Infinity and the fees it generates have plummeted since its launch. A security breach that resulted in the theft of over \$700 billion in assets and a plunge in the amount of money that can be earned by playing have driven users away. The number of players per day has also plummeted, dropping from a high of 2,317,111 in January 2022 to a low of 25,311 in April 23.

The value they were delivering became less about fun and more about monetization, creating a sustainability problem.

Comparison of wallet holders between NADA and AXS



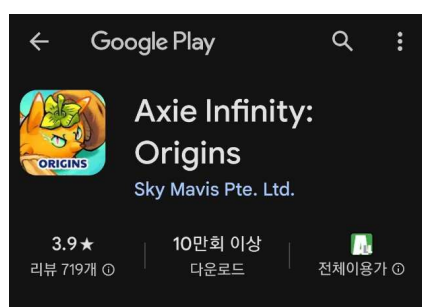
(※ As of Mar. 2024 /Source: Etherscan, dragonglass)

#### NADA is about enjoying, earning, and having fun.

NADA's ecosystem starts with securing quality content. By combining content that is proven to be fun with blockchain services, we can increase users' voluntary participation in the ecosystem. In addition, lightweight casual games will be a way to satisfy both user satisfaction by having fun and generating revenue through casual play.

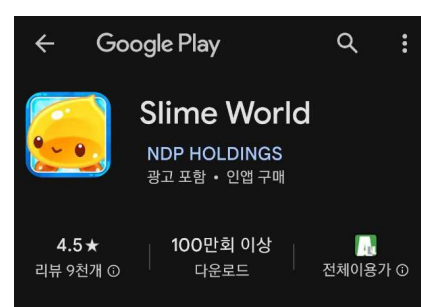
We will continue to expand the ecosystem and infrastructure with continuous game development, and we will build the NADA marketplace service to increase the ease of use for users and support a safe platform environment for this.

Comparison of downloads between Axie Infinity: Origins and Slime World



\* 100,000+ downloads

VS



\* Slime World 1,500,000+ downloads

(※ As of Mar. 2024 /Source: Google Play)



## Key Personnel

From the perspective of a professional gamer who was once called a "Genius Terran," we create and supply NFT-based mobile games that are fun for everyone and add value to everyone's lives, making NADA tokens more enjoyable.



### InSeop Byeon CHAIRMAN

#### Education

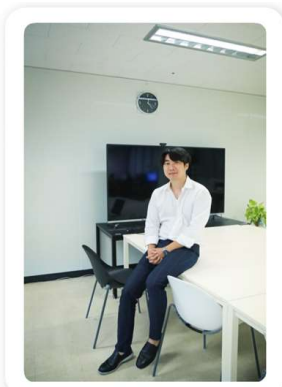
Master of Engineering, Ph.D. in  
Chemistry  
KYUNG HEE UNIVERSITY

#### Work Experience

Professor of Environmental Hygiene  
Department, Shinhan University  
CEO of Nbrix  
Chairman of Hammer Entertainment

#### Main Project

Fly Kid Witch  
Web Yeonhee + Dreaming  
Baek-gui-night  
Inuyasa



### Yunyeol Lee CMO

#### Education

Department of Computer Engineering, Inha  
University

#### Work

KT, Paritech, WeMade Pro Gamer  
Azubu E-Sports Team Manager  
Angel Games 'Project Rantadi' Project Leader  
CEO Nadadigital

#### Main Project

Mafia 3D  
Sandy: Slime Random Defense  
Lansdie: Random Skill Defense  
Raising a Girl Ghost

### Key Members

#### Gunhee Park CEO

NADA Digital Project  
NDPHDS INC.

#### Manseok Oh CTO

General purpose mobile game server  
GRANATHA  
MRST mining App

#### Kai Im CEO

Co -Founder NDP  
HOLDINGS INC.

#### Inchan Kim Design

Busan Electronic Public Announcement  
Metaverse Hanwon Group Wear  
General Manager of GP2X Contents  
Forest Service Green Book

#### Jaei Shin Art

Alien shooter EX  
Castle vs Castle  
Element Runner  
Tarace

#### Geunseok Kim Client

Busan Electronic Technical High School Metaverse  
Fantasy Farm

#### Minsoo Kim Server

Aquafarm  
MRST MININGA Development

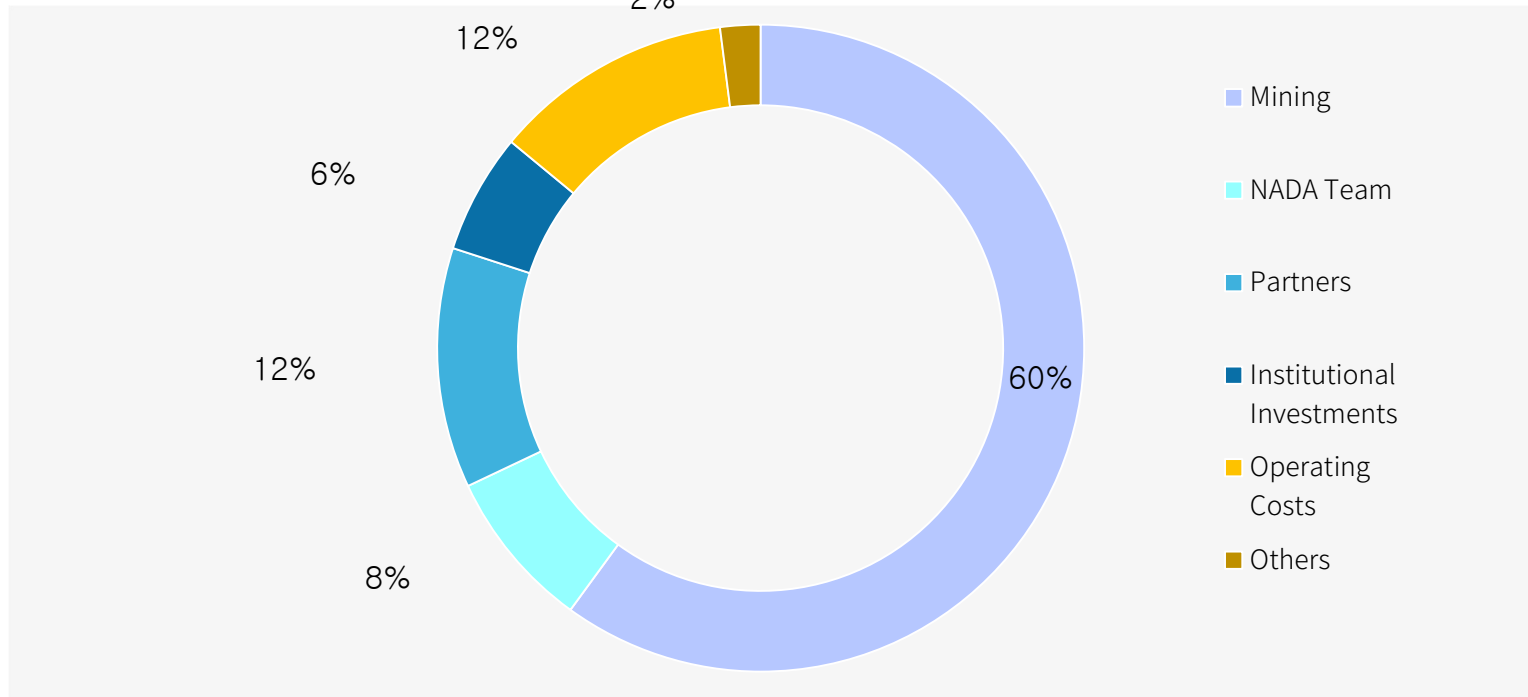
## Partners

## NADA's partners

By collaborating with great partners, the NADA ecosystem will expand even further.



## Token Distribution



Token Ticker : NADA

Total Supply : 2,000,000,000 NADA

Group	Percentage	Number of Tokens	Lock Up
Mining	60%	1,200,000,000	<ul style="list-style-type: none"> <li>- Release of restrictions on daily mining volume due to securing liquidity (Mar.2024)</li> <li>- Anything sold in Nft is attributed to the mining reserve.</li> </ul>
NADA Team	8%	160,000,000	Vesting period starts at Jan.2022 over 24 months (1/24 every months)
Partner	12%	240,000,000	Vesting period starts at Jan.2022 over 24 months (1/24 every months)
Institutional Investments	6%	120,000,000	Vesting period starts at Jan.2022 over 24 months (1/24 every months)
Operating Costs	12%	240,000,000	No Lock Up
Others	2%	40,000,000	No Lock Up

**Check distribution volume** <https://coinmarketcap.com/currencies/nada-protocol-token>

\* Mining tokens are double-stored as compensation wallets and supplementary wallets, and are paid directly from compensation wallets when mining

\* Supplemental wallets are locked up via hardware wallet

**Mining** ■ Reward payments for activities on the platform, including NADA project-related games.

**NADA Team** ■ Share of core and R&D staff

**Partner** ■ VC for expanding coverage

**Institutional Investments** ■ Institutional investments in blockchain, NFTs, and other projects related to the NADA project

**Operating Costs** ■ Company operating costs to run the NADA project, including platform maintenance, system development, labor, taxes etc.

**Others** ■ Reserves for other situations, such as expanding business areas such as marketing, market research etc.

## R o a d m a p

2022 Blockchain Games START

2023 Expanded ecosystem with global launch of new games

2024 NADA Marketplace, 15+ games connected to blockchain in total



## Legal Notice

01. Unauthorized collection, reproduction or other commercial use of the contents of this white paper is not permitted and may result in civil or criminal liability.
02. This white paper contains mostly conceptual content related to the NADA Protocol Token, but due to technical issues and other factors, gaps in content may occur when the actual platform is operated in the future.
03. This white paper is written under the assumption that the token will be operational in the future, but the white paper itself is not a complete guarantee. This white paper does not contain any specific requirements or recommendations for the purchase of NADA Protocol Token or any other opinions.
04. The NADA Protocol Token is not intended to be used as a virtual currency (cryptocurrency) and is not related to any fiat or currency, nor to items such as stocks, bonds, legally regulated rights, derivatives, securities, etc.
05. The explanations regarding the business content of the roadmap presented in this white paper are subject to change at any time due to our business and institutional environment.
06. NADA Protocol Tokens are not traded on any market other than the original cryptocurrency transactions such as buying, selling and withdrawing through cryptocurrency exchanges.
07. NADA Protocol Token is a utility token with price volatility, and we are not responsible for any losses due to price fluctuations of NADA Protocol Token. In addition, the permanence of NADA Protocol Token is not guaranteed in the ever-changing cryptocurrency market.
08. NADA Protocol Token may be subject to unexpected hacking when used within NADPHDSINC. games. Through the implementation of our security measures and security solutions, we have made thorough preparations to ensure that the NADA Protocol Token can be used safely by users in the game, but high-risk hacking attacks that exploit the inherent vulnerabilities and flaws of the blockchain may threaten assets and disrupt operations in the game at any time.
09. In operating the NADA Protocol Token, we have not subscribed to any insurance products specifically related to asset risk, which means that users will not receive any compensation if their NADA Protocol Token assets are lost or disappear for various reasons.
10. The risk of a decline in the value of the NADA Protocol Tokens and the limited availability of the NADA Protocol Tokens caused by the declining interest of users in the NADA Protocol Token service may exist at any time in the future, and we may discontinue the operation of the NADA Protocol Tokens.



## Legal Notice

11. NADA Protocol Token may be negatively affected by the value of the Game and NADA Protocol Token if the interest and demand of users decreases due to competing services of a similar nature.
12. The nature of virtual assets may change depending on future amendments to relevant laws and regulations, such as the Special Fund Law, related to domestic money laundering prevention,  
If you purchase NADA Protocol Tokens on exchanges, cash them out through exchanges, or transfer them from others through wallets, you will be required to declare taxes. You should personally seek professional advice regarding your taxes.
13. Users who have created a NADA Protocol token account may permanently lose access to and ownership of their token assets due to the loss of the user's unique information, such as ID, password, and wallet private key used to store tokens.
14. For the subsequent operation of the NADA Protocol Token service, we may collect personal information from users. However, we will comply with applicable laws and regulations when collecting personal information.
15. We will be influenced by the blockchain regulations in those countries regarding the overseas expansion of NADA Protocol Token, and there is a possibility that we may be subject to legal regulations and other influences at any time. This could have a significant impact on the growth and fluctuations in value of the NADA Protocol Token.
16. In the future, if domestic governments implement new regulations related to virtual assets, it may no longer be feasible for us to operate the NADA Protocol Token if our financial costs exceed a threshold.

ENJOY & EARN

**NADA**

Protocol  
Token