MOSSLAND

WHITE PAPER 3.0

August 8, 2023

Agenda

1. Team Capability and Business Performance

   A. Team Capability

   B. Business Performance

2. Creating a Fair Environment for Token Holders

3. Technical Capabilities and Advancement

4. Chain Activeness and User Participation

5. Liquidity

6. Compliance with Regulations

1. Team Capability and Business Performance

Mossland team has the experience of developing and launching 12 blockchain services since 2017. Moreover, the team possesses expertise in directly developing core blockchain technology and conducting legal reviews and marketing for the services. Rather than emphasizing individual team members' backgrounds, the team showcased tangible evidence through the 12 services launched over the past five years, demonstrating the project's value and vision.

Mosscoin holders were able to transparently evaluate Mossland team's capabilities and make objective judgments about the future value of the Mossland project, as they had direct access to the entire portfolio of successful and unsuccessful services.

Development Experience in Core Blockchain Technology

Ethereum Network
- NFT Auction Service (Mossland The Auction)
- Location-based Reward Service (Mossland The Hunters)
- Swap Service Development using the Luniverse Ethereum Bridge Contract

Klaytn Network
- NFT Minting, Reveal, and Contract Development (PFP-NFT Project)
- Decentralized Autonomous Organization (DAO) Voting System Development
- Klaytn NFT Minting Service utilizing Luniverse Tokens

Luniverse Network
- Development of Decentralized Governance Framework
- Web3 Metaverse Service Development
- Ongoing Development of ERC20 Token Bridge

Legal Review and Business Experience in Blockchain Ventures

- 2018 Singapore: Legal memo of Singapore MAS regulations and securities laws (Mosscoin issuance)
- 2018 USA: Legal memo of US securities laws and CFTC regulations (Mosscoin for Bittrex US listing purposes)
- 2019 Malta (Europe): Legal memo for Bittrex Global
- 2019 Indonesia: Legal memo for blockchain gaming service
- 2020 Singapore: Legal memo of PSA (Payment Service Act)
- 2021 Korea: Legal memo of Mosscoin buyback model
- 2021 Korea: Legal memo of Mosscoin securities laws
- 2023 EU: Legal memo of Mosscoin as a financial product or electronic money

Team Capability
Introduction of the Corporation and Partners for Mosscoin

Corporation and Subsidiaries for Mosscoin

LITTLE WING GAMES LTD
- Issuing Corporation, Non-profit Corporation
- UEN: 201808884E (Singapore)

↓ 100.0%

ML GAMES PTE LTD
- Service Development and Business Operations Corporation
- UEN: 201811653K (Singapore)

Introduction of the Registered Directors of the Corporation for Mosscoin

Name	Role	Experience
WOO RAM SON	CEO (Management)	Mossland (2018 ~), Software Engineer at Samsung Electronics, Master's Degree in Science from Seoul National University
MINUK KIM	CTO (Technology)	Mossland Technology Lead (2018 ~), S/W Engineer at Pantech, Ph.D. candidate from Konkuk University
YOUNGDAE CHO	CPO (Product)	Mossland Development Lead (2018 ~), NHN NEXT, Bachelor's Degree from Sungkyunkwan University

Partner	Experience	Responsibilities
ML GAMES PTE LTD	NFT Auction, Location-based Gaming Reward Service, Web3-based Metaverse Development	Mosscoin Development, Mossland Service Development
Puffin Planet	Akamir NFT, LG Life Health NFT, Doji Sound Club Metaverse, MIB19 NFT	Mossland Metaverse Development
Pixellica	Junho Kwon (Former NCsoft Final Blade Art Director), Lamp Chronicle Game Release	Game Development and Research on Blockchain Technology Integration
H9	Technology-based Design Agency Collaborating with Various Large Corporations Since 2010	Mossland Service (The Hunters) Development Collaboration
SEWORKS	Security Company Operated by Hong Min-pyo, Known as One of the World's Top 3 Hackers	Blockchain Security (Mosscoin)
AI Spera	Security Company Operated by Kim Hwi-kang, Principal of KAIST-Pohang University Hackathon	Blockchain Security (NFT)
NDotLight	Developer of 'NdotCAD,' a 3D Content Creation Software Applicable to Metaverse Platforms	Metaverse Content Creation and NFT Collaboration

Team Capability
Team Decentralization and Open Source Adoption

Mossland is striving to increase the long-term sustainability of the project by making all development outcomes publicly available as open source and transitioning into a decentralized development team. The goal is to minimize the risks of project delays and disruptions while expanding the Mossland project development ecosystem.

Starting from the second half of 2022, Mossland began releasing the source code of its projects through GitHub (https://github.com/mossland).

June 26, 2023

Category	Content	
Ongoing Open Source Github Repository	11 Repositories	
Open Source Participation Status	Code Added	381,999 lines
	Code Deleted	295,997 lines
	Total Code Modified	677,996 lines
Open Source Contributing Developers	13 Contributors	
Github Contribution From Open Source Community (Since 2021)	323 Contributions (Including Private Repository)	
Service Projects within the Metaverse Developed as Open Source	13 Projects https://github.com/mossland/Hackathon	

Team Capability
Team Decentralization and Open Source Adoption

Mossland is advancing the Mossland project through collaboration with six partner companies, aiming to decentralize the development team. ML GAMES PTE LTD, a subsidiary of Mossland Foundation, is responsible for the overall development and operation of Mossland services. Together with H9, Mossland developed Mossland The Hunters. Additionally, Pixellica has been working on efforts to integrate gaming and blockchain.

Since 2021, Mossland has been actively developing Metaverse services and Mosscoin swap services as open-source projects in collaboration with Puffin Planet. In 2023, Mossland is gearing up for Metaverse content production in partnership with NDotLight.

Furthermore, Mossland actively encourages the participation of individuals and groups outside the project team to promote the blockchain development ecosystem. To achieve this, Mossland has successfully hosted various events, such as Blockchain Game Jam Seoul (2018), Metaverse Hackathon Open (2022), and sponsorship participation in university blockchain hackathons (since 2018).

June 26, 2023

Partner	Responsibilities
ML GAMES PTE LTD	Mosscoin Development, Mossland Service Development
Puffin Planet	Mossland Metaverse Development
Pixellica	Game Development and Research on Blockchain Technology Integration
H9	Mossland Service (The Hunters) Development Collaboration
SEWORKS	Blockchain Security (Mosscoin)
AI Spera	Blockchain Security (NFT)
NDotLight	Metaverse Content Creation and NFT Collaboration

June 26, 2023

Open Source Contributors	Content
Github Contributor	13 Contributors
Github Contribution From Open Source Community (Since 2021)	352 Contributions (Including Private Repository)
Discord Open Source Community (Since 2023)	119 Users (https://discord.gg/N6RCGZuDqV)

Team Capability

Promoting Open Source Developer Participation through Active Open Source Community Engagement

June 26, 2023

- **Activating the Open Source Community**
  - Commencement of Mossland Developer Support Program
    https://github.com/mossland/MosslandDeveloperSupportProgram
  - Launch of Discord Community
    https://discord.gg/N6RCGZuDqV

- **Releasing the project as open source**
  - Mossland Metaverse Project Source Code Released
    https://github.com/mossland/mossverse

Open Source Contributors	Content
Github Contributor	13 Contributors
Github Contribution From Open Source Community (Since 2021)	352 Contributions (Private Repository 포함)
Discord Open Source Community (Since 2023)	119 Users (https://discord.gg/N6RCGZuDqV)

GitHub: Mossland Developer Support Program
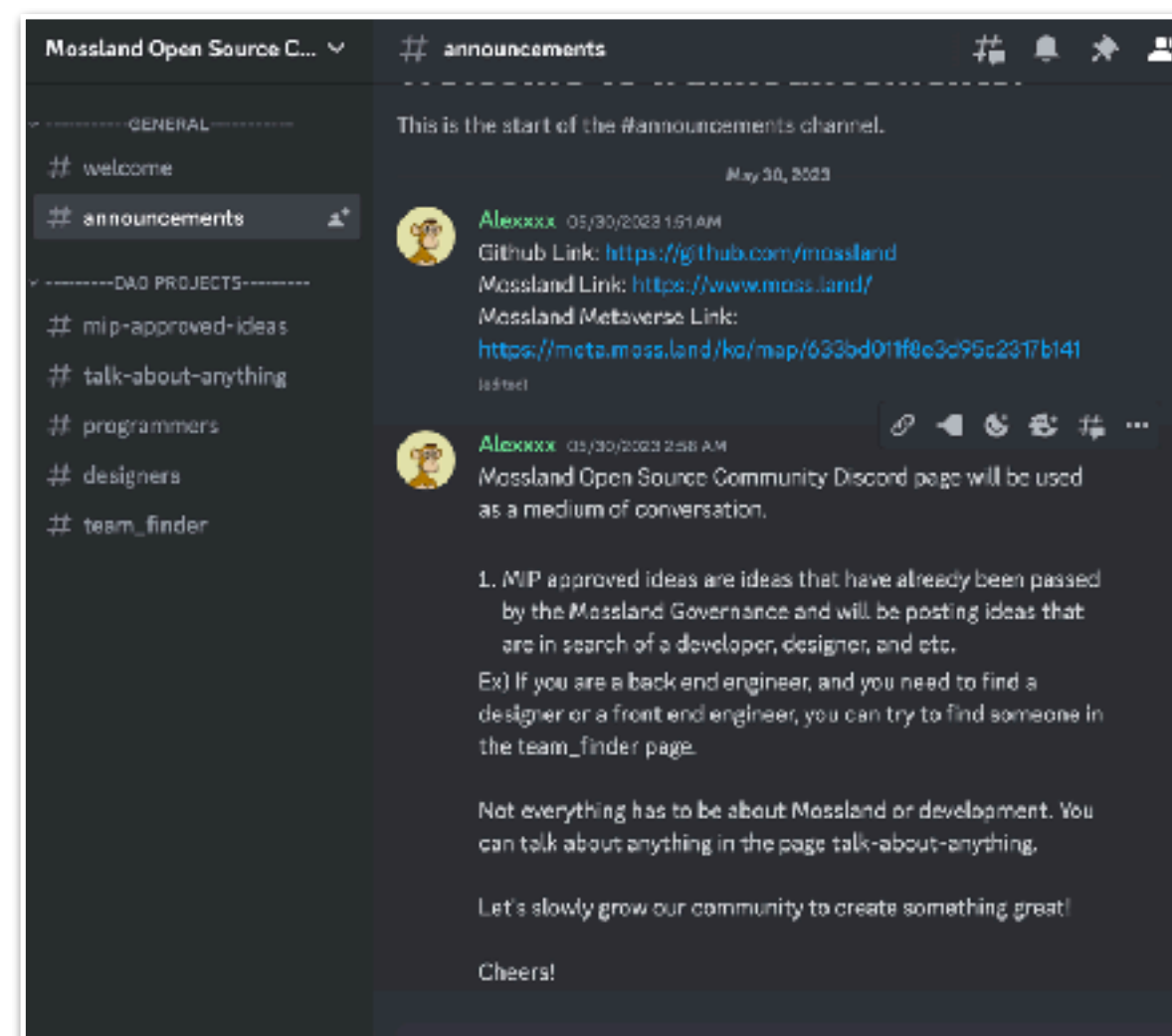
Discord: Mossland Open Source Community

Business Performance
Overview of Mossland Business Performance

Mossland has launched <u>12 blockchain services over the past 6 years</u>, from 2017 to 2023. In a blockchain market where utilization beyond token trading was limited, Mossland sought to explore various blockchain applications by developing auction, reward, gaming, and NFT services, pioneering new markets.

In the first to third quarters of 2022, Mossland generated approximately 2.7 billion KRW (approximately equal to 2 million USD) in revenue through its NFT business. In 2021, Mossland bought back 1,613,531 MOC through revenue generated from e-sports services, and in 2020, it bought back 3,884,058 MOC from game-related revenue. In 2018, the auction service generated around 4.4 billion KRW (approximately equal to 3.3 million USD) in revenue, with approximately 12.7 billion KRW (approximately equal to 9.6 million USD) worth of Mosscoin deposited for service use. The trading volume of Mosscoin within the service reached around 7.4 million USD per day, demonstrating the potential of blockchain services with higher trading volumes on the platform than on exchanges.

Throughout the past 5 years, <u>Mossland achieved business success by integrating various fields</u> such as NFT auction, reward, gaming, and e-sports with blockchain while adhering to legal compliance, resulting in the discovery of sustainable business models.
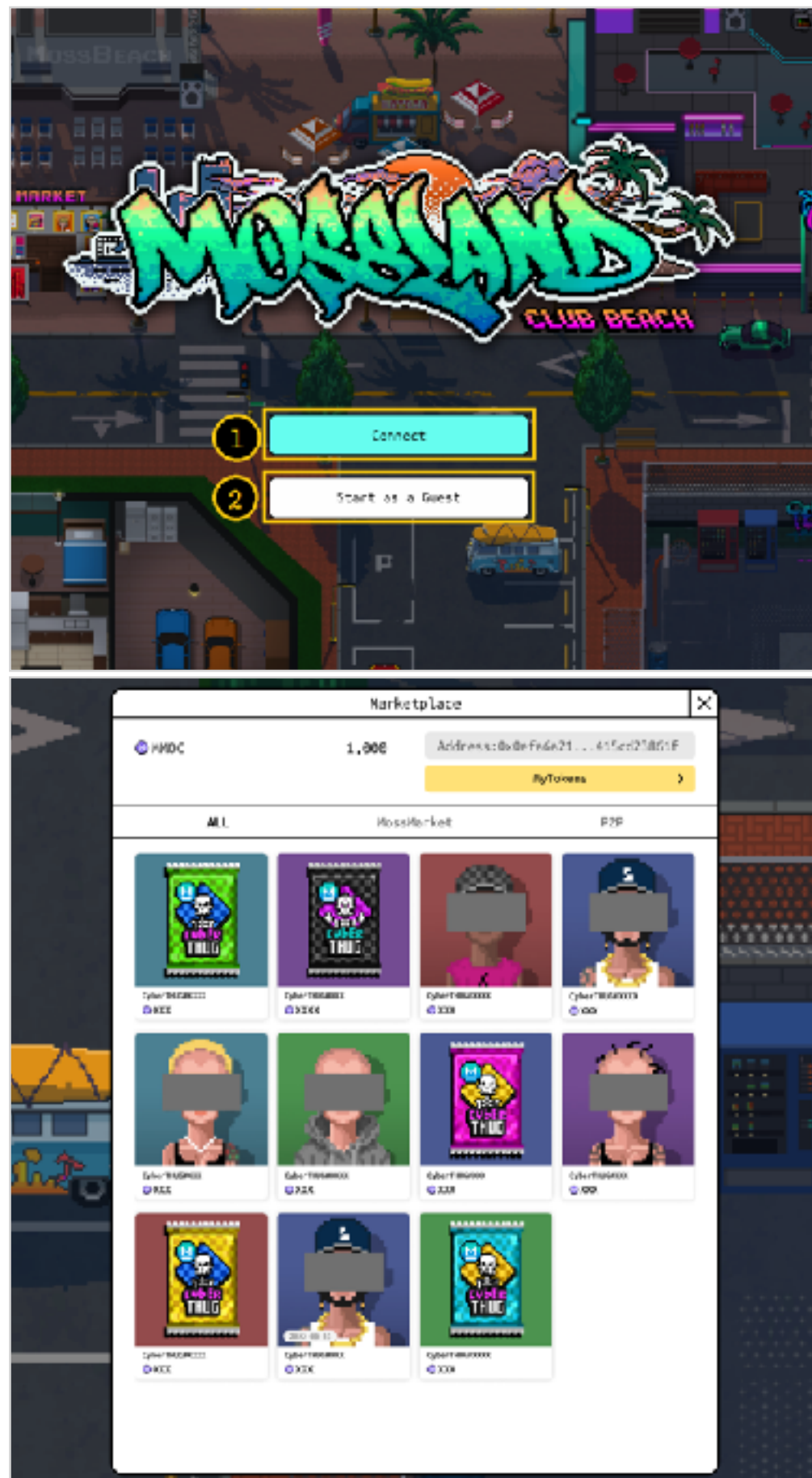
Business Performance
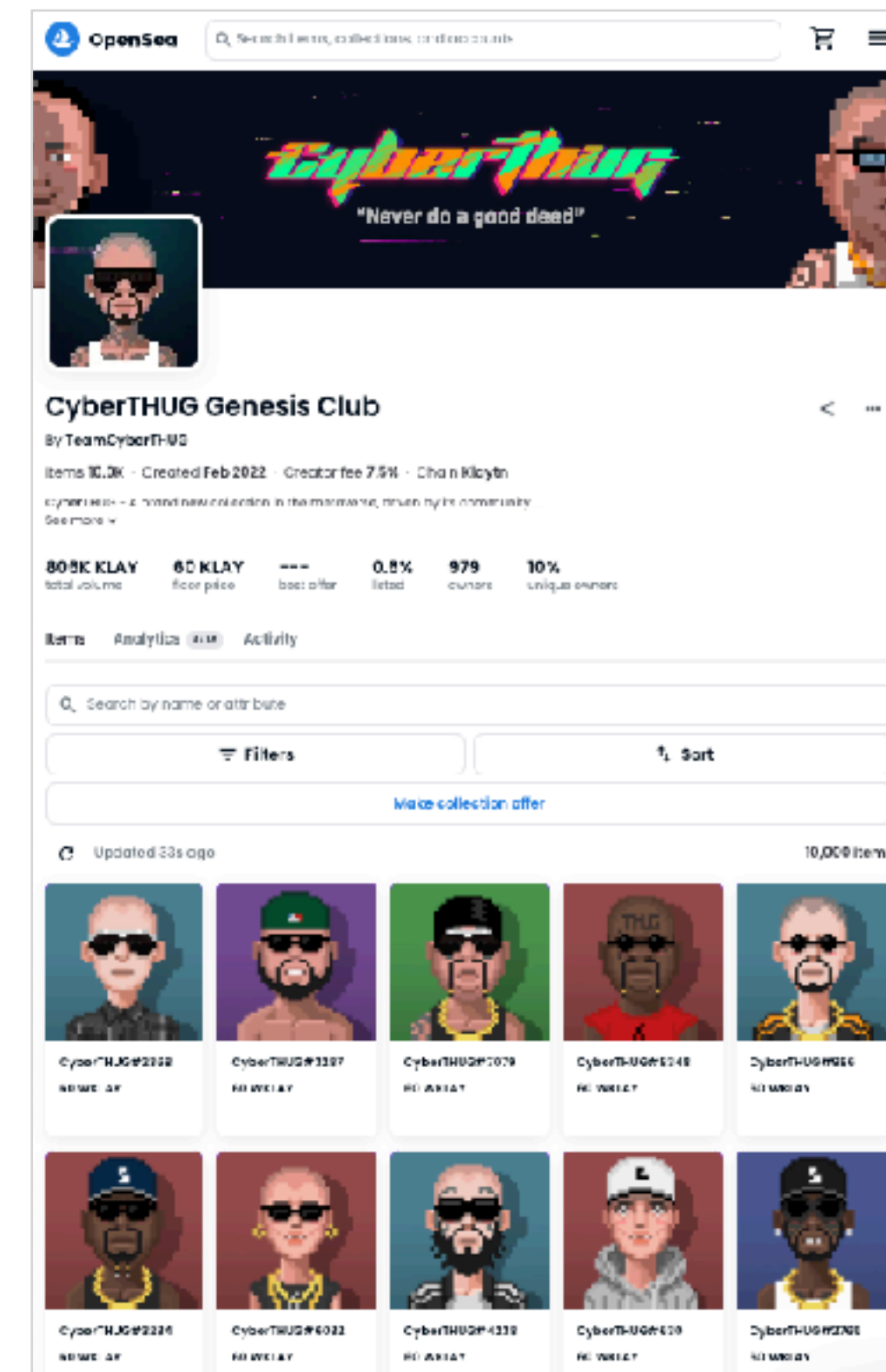## Introduction to Mossland Services

Mossland Metaverse Oct 2022

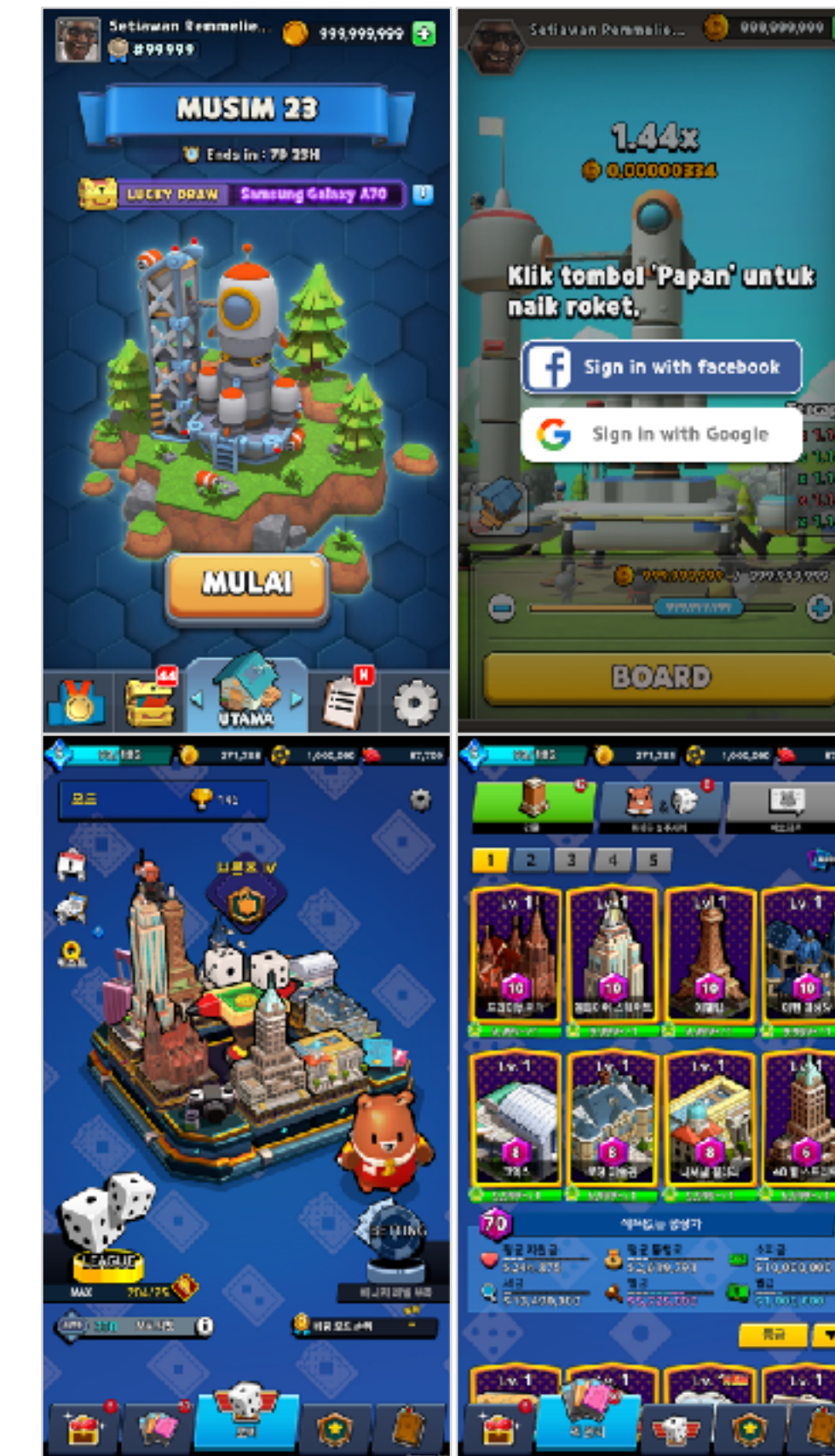A Metaverse Platform Based on Open Source, Encompassing Various Mossland Services

CyberTHUG NFT Oct 2022
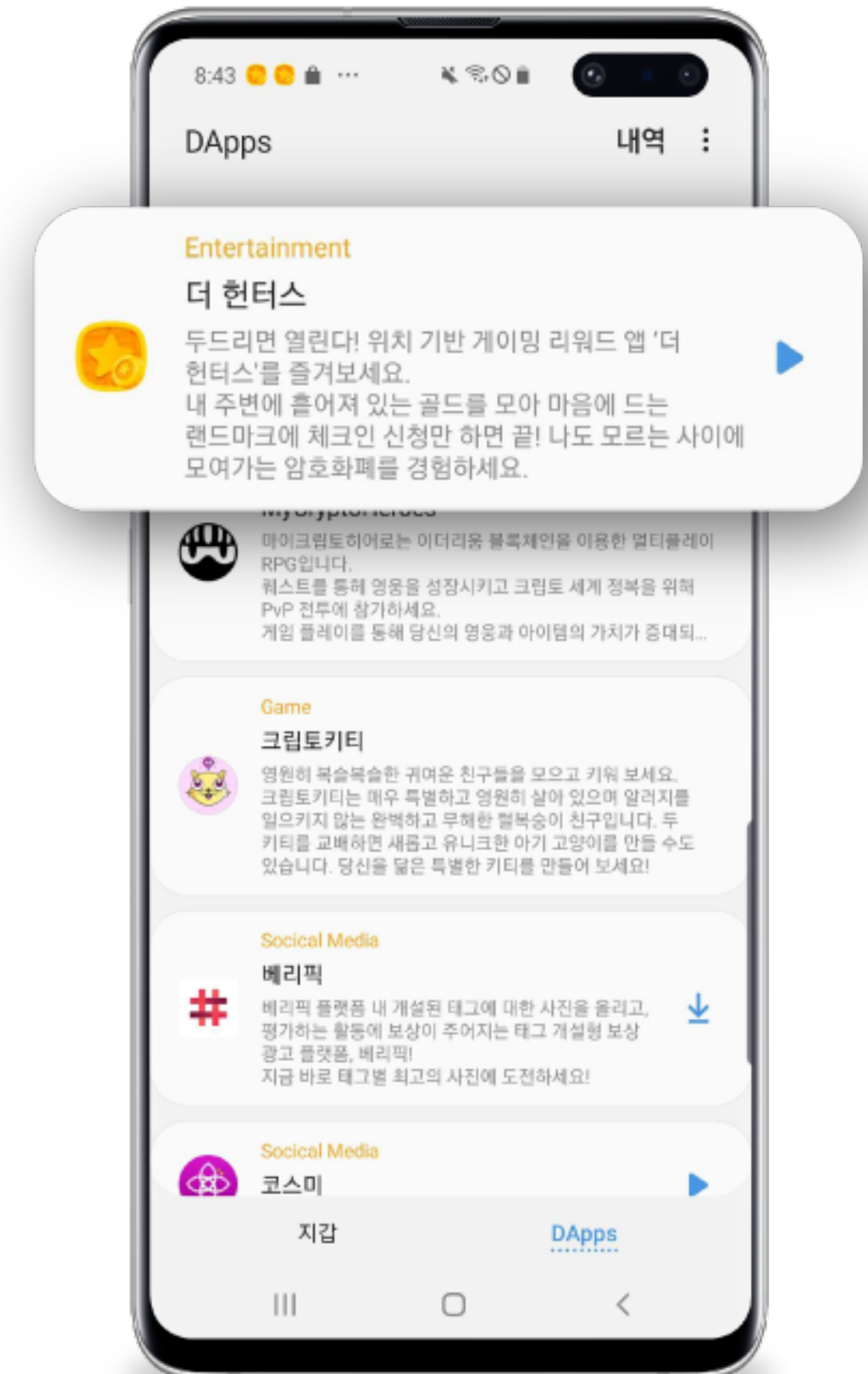
PFP(Profile Picture) NFT Project

Mossland Games 2020

Integration of NFT and Blockchain Technology into Various Platform Games

Mossland: The Hunters 2019

Location-based Gaming Reward App

Business Performance
## Introduction to Mossland Services

Mossland: The Auction Oct 2018

Mossland The Auction is an auction service launched on October 15, 2018, within Mossland, where NFT virtual landmarks are sold.

• Total sales of landmarks amount to approximately 3.3 million USD, with a total deposit amount of around 9 million USD.

• Highest bid price: Seoul City Hall - 1,253,500 MOC (Mosscoin)

• Highest traffic: ERC-721 transaction service, $7,410,497 per day.

Reached the highest traffic among blockchain DApps at the time of service
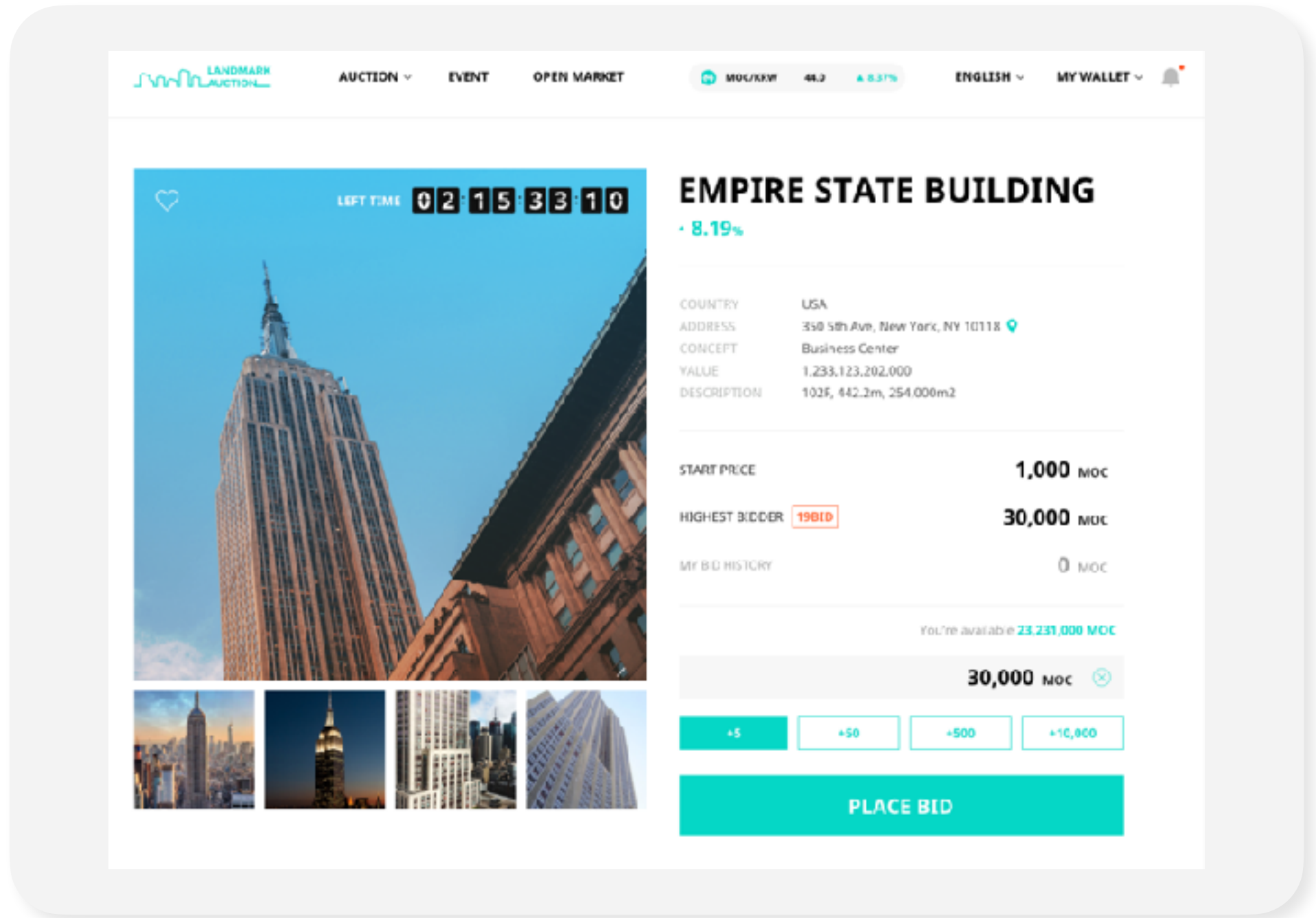
Mossland: THE AUCTION	Volume 107,262,193 MOC		Price $7,410,497
EOS Knights	Volume 2,161 EOS		Price $9,662
Etheremon	Volume 2.13 ETH		Price $374
CryptoKitties	Volume 91.3 ETH		Price $16,118

Business Performance
Overview of Key Services by Year

Year	Project	Description
2022-Present	Mossland Metaverse	• A metaverse platform that brings together microservices utilizing Mosscoin. • Key applications of Mosscoin include NFT exchange, gifticon shop, advertising platform, etc. • Decentralized governance framework.
2022	CyberTHUG Gecko Club	• NFT breeding game where users breed gecko lizards as NFTs.
2022	CyberTHUG PFP NFT	• Mossland's PFP (Profile Picture) NFT project.
2021	eSports AMX Prediction	• Prediction event for the "KOLON AMX eSports Championship," a racing competition in eSports, conducted jointly by AMX and Mossland.
2020	Mossland Game	• Attempts to integrate blockchain technology, including NFTs, into games on various platforms such as Gangster UnderGround, Liga Rocket, Royal Marvel, and Lamp Chronicle.
2019	Mossland: The Hunters	• A location-based gaming reward app that offers NFT and cryptocurrency rewards. • Featured default integration of blockchain wallet on Samsung Galaxy S10.
2018	Mossland: The Auction	• Mossland The Auction is an auction service where NFT virtual landmarks within Mossland are sold.
2018	Game Jam Seoul	• Mossland co-hosted Blockchain Game Jam Seoul with Room Network to promote the development of the blockchain gaming industry. Over 50 participants from 7 teams showcased various blockchain technology applications during the 3-day event.

Business Performance
Performance Metrics - Mossland Game Jam Seoul Hosting in 2018
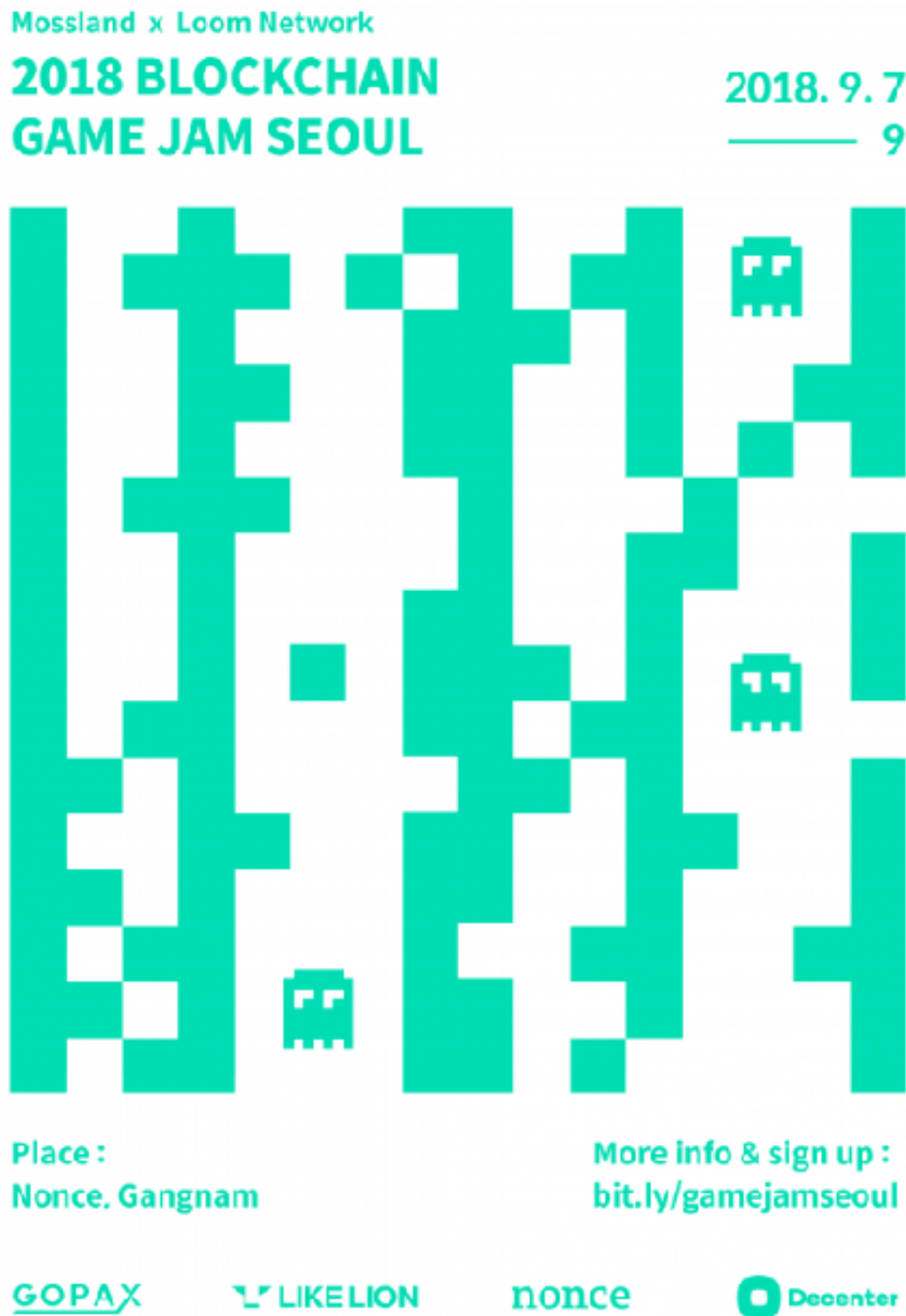
Co-hosted <u>Blockchain Game Jam Seoul</u> in collaboration with Room Network

- Event Period: September 7, 2018, to September 9, 2018

- Participation: 7 teams, 50 participants

- Achievements: 4 out of 7 teams successfully built functional DAppChains, and 7 blockchain game prototypes were developed.

List of Participating Teams' Project Names in the Game Jam

| Project	Description
Stocking	A stock trading game where friends compete to see who can generate the most profit.
Unlimited Tower	A game where players climb a tower, earning profits along the way while fighting to reach the top.
Monster Raising	A 2D idle RPG game where monsters fight against heroes and wizards to protect dungeons.
Dizinda Creature	A game where players collect body parts in the map to create powerful creatures.
Loom Fight	A game where players become stronger with each victory against other players in fights.
Legendary Rental Shop	A game where players rent weapons to defeat monsters and receive rewards.
Moscat	A 3D cat-raising game with toy elements.

Business Performance

Performance Metrics - Mossland The Auction in 2018 (NFT Auction Service)

NFT Virtual Landmark Auction Service

- Total Winning Bids: 96,435,386 MOC

- Total Number of Bids: 138,680

- Total Deposit Amount: 276,949,850 MOC

- Total Withdrawal Amount: 215,273,830 MOC

- Highest Traffic: $7,410,497 per day
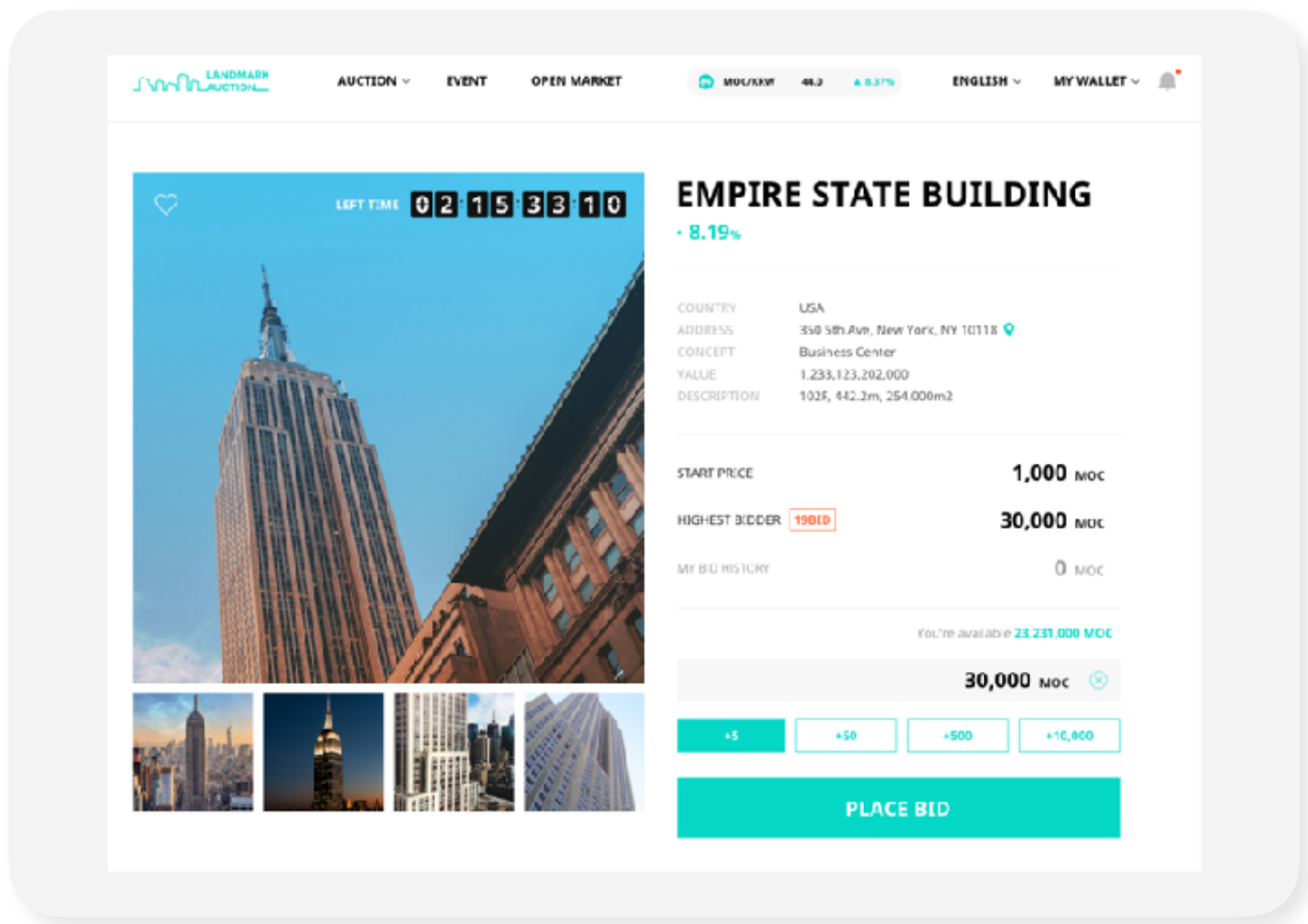
Transaction Records of Representative Landmarks

Landmark	Winning Bid
Seoul City Hall	1,253,500 MOC (approx. 43,000 USD)
Bosingak	1,166,845 MOC (approx. 41,000 USD)
Empire State Building	1,091,010 MOC (approx. 38,000 USD)

Achieving the Highest Traffic among Blockchain DApps at the Time of Service

Service	Volume	Volume ($)
Mossland The Auction	107,262,193 MOC	$7,410,497
EOS Knights	2,161 EOS	$9,662
Etheremon	2.13 ETH	$374
CryptoKitties	91.3 ETH	$16,118

Business Performance

Performance Metrics - Mossland The Auction in 2018 (NFT Auction Service)

Comparative Analysis of Key DApps and Metrics

Metrics	Mossland The Auction	CryptoKitties	CryptoKitties (2017.12)	EOS Knights
Monthly Transaction Volume (Deposit Amount)	$222,314,895	$911,736	$14,382,848 (83,495 ETH)	$134,400 (30,000 EOS)
Total Sales Quantity	104	418,413	233,735	N/A
Highest Price	$86,465	$124,200	$44,579 (253.336 ETH)	N/A
Average Price	$39,085	$57	$55.62 (0.3229 ETH)	N/A
Daily Average Transaction Volume (Bid Amount)	$7,410,497	$16,118	$475,464 (2693.39 ETH)	$9,662 (2,161.53 EOS)
7-Day Average Transaction Volume (Bid Amount)	$51,873,476	$117,725	N/A	$73,440 (16,466.36 EOS)
Daily Average Transaction Count (Number of Bids)	5,993	4,656	7,539	126,570
7-Day Average Transaction Count (Number of Bids)	17,844	31,785	N/A	898,727

Business Performance
Performance Metrics - Mossland Game Services in 2020

Launching Games Utilizing VR/AR and Blockchain

Game Title	Release	Platform	Description
Mossland The Hunters	2019 1Q	Android/iOS	Location-based treasure hunt (reward) service centered around landmarks sold in Mossland: The Auction. • MOC (ERC-20) transaction count: 2,077. • MOC deposits and withdrawals supported through Samsung Blockchain Wallet.
Liga Rocket	2020 1Q	Android	Addictive hyper-casual mobile game. Ranking and game competitions with prizes.
Royal Marble	2020 1Q	Android/iOS	Monopoly - 1:1 PvP game that combines real-world landmarks. CCG strategy game with building, dice, and avatar cards through gacha/enhancement/combination.
Gangsta Underground	2020 2Q	Steam	Arcade game experience with an underground concept in VR.
Lamp Chronicle	2021 1Q	Steam	2D platformer game that tells the story of a little hero embarking on a journey to save a kingdom in crisis.
Predict 999, eSports AMX Predictions	2021	Web	Platform to receive MOC through sports prediction. Conducted sports prediction event for the e-sports racing competition 'Kolon AMX Esports Championship' through the 999 prediction platform. • Luniverse sidechain transaction count: approximately 35,000. https://sidescan.luniverse.io/chains/1552703081928841640/accounts/0x54511a59fffe03cc21f4b05a1fa0d6c5b3beea68 • Used Luniverse's Trace API to record match results on the blockchain and transparently share them with users of the 999 prediction service. For more information, refer to: https://docs.luniverse.io/service/luniverse-service/trace

Business Performance

Performance Metrics - Mossland Game Services in 2020

Game Revenue - Utilized for MOC Buyback

Date	Revenue Buyback Detail	Quantity
2020-05-04	2020 Q1 Game Revenue Buyback https://etherscan.io/tx/0x8c8e87548b01e8710ccf26001d4db8db580aeef41a8a69c477087029de8f848e	396,712.00 MOC
2020-05-04	2020 Q1 MLT Buyback https://etherscan.io/tx/0x8c8e87548b01e8710ccf26001d4db8db580aeef41a8a69c477087029de8f848e	209,129.00 MOC
2020-07-13	2020 Q2 Game Revenue Buyback https://scan.luniverse.io/transactions/0xcfe6520b9ff5e0fa643e08dfd9fd6dca0ad980463528ec0a0677bc7b83f21cee	685,228.00 MOC
2020-07-13	2020 Q3 MLT Buyback https://scan.luniverse.io/transactions/0xcfe6520b9ff5e0fa643e08dfd9fd6dca0ad980463528ec0a0677bc7b83f21cee	343,959.00 MOC
2020-09-25	2020 Q3 Game Revenue Buyback https://scan.luniverse.io/transactions/0xc9838eb0f852586824f026174fa2ab7b88731f1ea26c20e273a238b29a1033a4	834,807.64 MOC
2020-09-25	2020 Q3 MLT Buyback https://scan.luniverse.io/transactions/0xc9838eb0f852586824f026174fa2ab7b88731f1ea26c20e273a238b29a1033a4	419,205.45 MOC
2020-12-21	2020 Q4 Game Revenue Buyback https://scan.luniverse.io/transactions/0xb0eba4ff8f34b712d9474d375406c90748a030cd32cd70663bcdf19c05d7391f	661,511.42 MOC
2020-12-21	2020 Q3 MLT Buyback https://scan.luniverse.io/transactions/0xb0eba4ff8f34b712d9474d375406c90748a030cd32cd70663bcdf19c05d7391f	333,505.91 MOC
2021-03-02	2021 H1, Buyback for Marketing https://scan.luniverse.io/accounts/0xd9c9b215f8b1fcc8fc2a433e6ed1192b26cf4ecd	1,613,531.49 MOC
Total		5,497,589.91 MOC

Business Performance
Performance Metrics - Profile Picture NFT Project in 2020

Minting KPI

Category	Content
Total issuance	10,000 NFT
Number of holders	Approx. 1,000
Minting	Approx. 1.9 million USD [1]
KLAY	1,027,251 KLAY
MOC	2,857,371 MOC

On-Chain KPI

Category		Content
Transaction Fee		41,461 KLAY (약 4,280만원 [2])
Genesis Club	Opensea Transaction Volume (Accu.)	728,632 KLAY [3] (Ranked 67th among Opensea Klay NFT projects [4])
	Contract Total TXs	17,387 TXs
Gecko Club	Total trading volume on OpenSea	30,000 KLAY
	Contract Total TXs	5,793 TXs
RIP Club	Contract Total TXs	598 TXs

Community KPI

Category		Content
CyberTHUG Discord User		6,225 members
CyberTHUG DAO	Number of Completed DAO Votes	5
	Number of Proposed DAO Votes	12
	Total Number of Votes Participated	7,685 times
Rolex DAO	Participating Wallets	64

All votes are conducted on Klaytn On-Chain.

1) 2022-01-06 exchange rate
2) 2022-04-30 exchange rate
3) https://opensea.io/collection/cyberthuggenesisclub/activity
4) https://opensea.io/rankings?sortBy=total_volume&chain=klaytn

Business Performance
Performance Metrics - Mossland Metaverse in 2023

Key Performance Indicators (KPI)

Category	Content	Metric
Metaverse Platform	Total Users	5,367 users
MMOC Exchange within the Metaverse	Total Users of Deposits/ Withdrawals	3,423 users
	Total MMOC Deposits/ Withdrawals	4,772 transactions
	Total MMOC Deposits/ Withdrawals Amount	169,313 MMOC
MOSSLAND DAO within the Metaverse	Total Proposals	80 proposals
	Total Votes Cast	137,294 votes
	Total MMOC Voted	Approx. 10,513,628 MMOC

Key Features

- Support for Kaikas and Metamask wallet login
- Communication channels supporting video, voice, text, and emojis
- Mossland DAO voting feature
- Personal wallet with MOC deposit/withdrawal capability
- Various Web3 games available
- Buying and selling NFTs and various digital/offline goods with MOC

Update Schedule

- October 2022: Open Beta Launch
- March 2023: Official Launch
- April 2023: Expansion of CyberTHUG map
- June 2023: MetaVerse advertising platform opening
- July 2023: Gifticon shop opening

Business Performance
Open-source based Mossland Metaverse Platform

Mossland Metaverse is an open-source metaverse platform where various microservices utilizing MossCoin (MOC) are gathered. It was developed to expand the utility of MossCoin and attract more users and developers into the Mossland ecosystem. In the Mossland Metaverse, users can trade digital and offline goods using MOC, accumulate points through various mini-games, and participate in events. By offering diverse experiences to users, we expect to attract a large number of users, resulting in significant expansion of MOC's liquidity and usability.

Key Features:

• Support for Kaikas and Metamask wallet login

• Communication channels for video, voice, text, and emojis

• Mossland DAO voting functionality

• Personal wallet enabling MOC deposits and withdrawals

• Various Web3 games available

• NFT trading and various digital/offline goods transactions using MOC

Business Performance
Mossland Project Roadmap

Year	Category	Detail
2023	Decentralized Governance Framework: Development of Voting System	• Purpose: Expanding fair participation opportunities for Mosscoin holders in the project through DAO involvement. • Objective: Implementation of Decentralized Governance Framework (holder authentication feature, voting system implementation)
	Mossland Metaverse: Development of Advertising Platform	• Purpose: Expanding the usability of Mosscoin through the advertising platform. • Objective: Implementation of an advertising platform within the Metaverse.
2024	Decentralized Governance Framework: 1) On-chain voting system update 2) Proposal discussion and task management system implementation	• Purpose: Strengthening project transparency and improving project progress efficiency through DGF enhancement. • Objective: 1. Integration of the voting system and on-chain transactions. 2. Implementation of a forum site for proposal discussions and a task management system.
	Mossland Metaverse: Activation of Open-Source Community	• Purpose: Increasing project transparency and encouraging participation in open-source to expand the usage of Mosscoin. • Objective: Activation of the open-source community through a Mosscoin reward program. Securing various services within the Metaverse.
	Development of Mosscoin Swap Feature	• Purpose: Extending Mosscoin to the Ethereum network to enhance the trading capabilities of Mosscoin. • Objective: Development of real-time swap feature between the Luniverse and Ethereum networks.

Business Performance
Mossland Metaverse Update Roadmap

Development of Virtual Billboard Advertising Bidding System in the Metaverse

Providing diverse advertising opportunities within the Metaverse and establishing a transparent bidding system to activate the virtual economy in the Metaverse. Offering utilization opportunities for Mosscoin within the Metaverse.

Metaverse Update and Progress of Open-Source Developer Community Activation

- 2022-07-19 ~ : Metaverse Hackathon GitHub address: https://github.com/mossland/Hackathon
- 2022-10-26 ~ : Metaverse GitHub address: https://github.com/mossland/mossverse
- 2023-05-25 ~ : Open-Source Developer Support Program GitHub address: https://github.com/mossland/MosslandDeveloperSupportProgram
- 2023-05-30: Metaverse update https://github.com/mossland/mossverse/pull/8

Mossland Metaverse Roadmap

- Q2 2023: Implementation of the Virtual Billboard Advertising Bidding System in the Metaverse
- Q3 2023: Global Marketing/PR for the Open-Source Developer Support Program
- Q4 2023: Continuously identifying and proposing new domestic and international partners (participants in open-source projects)
- H1 2024: Global Marketing/Promotion for Mossland Metaverse
- H2 2024: Implementation of Mosscoin Swap Feature and strategic enhancement for improving Mosscoin trading capabilities.

Business Performance
Mossland Disclosure System Update Roadmap

Disclosure System Progress

- 2023-01-09: Mossland Disclosure Website: Open-Source Node.js Backend for Market Data and Documents
    - The project is an open-source initiative for the Mossland disclosure website (https://disclosure.moss.land). It involves a backend source code based on Node.js, providing information through HTTP REST APIs. The provided information includes market capitalization (Mossland, CoinMarketCap, CoinGecko), circulating supply (Mossland, CoinMarketCap, CoinGecko), circulation supply plans, and disclosures/public documents.
    - https://github.com/mossland/mossland_disclosure_web
- 2023-05-30: Mossland Disclosure Website Update: Real-Time Transaction and Market Data, and Open-Source Community Statistics
    - The update to the Mossland Disclosure Website introduces new features aimed at enhancing transparency within the Mossland project. These features include the provision of real-time transaction information for Mosscoin, real-time market data, and statistics to foster an active open-source community.

Mossland Disclosure System Roadmap

- Q1 2023: Launch of the Mosscoin real-time circulation, circulation plan, foundation wallet information, and Mossland project documentation public site.
- Q2 2023: Update of Mosscoin real-time transactions, market data, and statistics on open-source community activities.
- 2024: Real-time information and statistics update on Mossland's decentralized governance framework.

2. Creating a Fair Environment for Token Holders

Disclosure of Circulation Plan

- We have disclosed the circulation plan until December 31, 2024, and have adhered to the plan.
  (You can find the details at https://static.upbit.com/guide/circulating_supply/MOC.pdf)

Circulation Status Disclosure

- Provided through our API: https://api.moss.land/MOC/info

- External Services: CoinMarketCap https://coinmarketcap.com/currencies/moss-coin/ CoinGecko https://www.coingecko.com/en/coins/mossland

Project Progress Update : We have actively shared the project progress through various communication channels.

- Twitter (https://twitter.com/themossland): Since January 2018, we have been sharing project progress with 23.4K followers.

- GitHub (https://github.com/mossland): Since April 2018, we have been disclosing source code and various documents through 9 public repositories.

- Website (https://www.moss.land/): Since the start of the project in 2018, we have been sharing project progress up to the present.

Disclosure : From July 8, 2019, to March 8, 2021, we have made a total of 13 disclosures of key project updates through Upbit project disclosures, Mossland website, and GitHub.

- Upbit project disclosures: https://upbit.com/service_center/disclosure

- Mossland website: https://www.moss.land/#docs

- Mossland GitHub: https://github.com/mossland/Disclosure-and-Materials

Creating a Fair Environment for Token Holders

Enhancing Transparency through Disclosure System and Open-Source Development

Improvement of Circulation Disclosure:

- Circulation plans will be distributed through our self-owned communication channels (Twitter, GitHub, website).

- Circulation status (real-time circulation provided by Mossland, external sources) will also be available on Mossland community channels.

Enhancement of Disclosure Items:

- Key Mosscoin-related matters: circulation plans, holdings status, major executions, lock-ups, burns, issuances, swaps, distributions, wallet transfers, and other relevant information (planned changes before implementation and results after implementation).

- Major changes in the Foundation's assets: decisions regarding transfers, and other relevant information (planned changes before implementation and results after implementation).

- Significant changes in the Foundation's management: appointments, resignations, and other relevant information (planned changes before implementation and results after implementation).

- Project progress: roadmaps, service launches, service terminations, service performance announcements, partnerships, and other important notifications.

- Any content that significantly impacts the project will be promptly disclosed.

Enhancement of Project Progress Transparency:

- From project planning to development, the process will be open-source on GitHub (with security-sensitive information kept private).
  - Mosscoin folder will have real-time access to GitHub's commit logs and Activity statistics, ensuring transparent evaluation of project direction, development progress, and developer capabilities.

- (Ongoing) Participation in project decisions through Mossland DAO for investors.
  - Execution plans for each project will be decided through holder voting, and the execution details will be made public.

Creating a Fair Environment for Token Holders
Mossland Disclosure System

• **January 2023 - Mossland Disclosure Site Launch**

  • Purpose: The objective is to provide comprehensive information on Mosscoin circulation plans and disclosures.

  • Content:

    • Circulation Information Disclosure: Market capitalization, current circulation, circulation plans, foundation wallet list, detailed circulation change plans, etc.

    • Information Disclosure: Disclosure documents, project-related documents
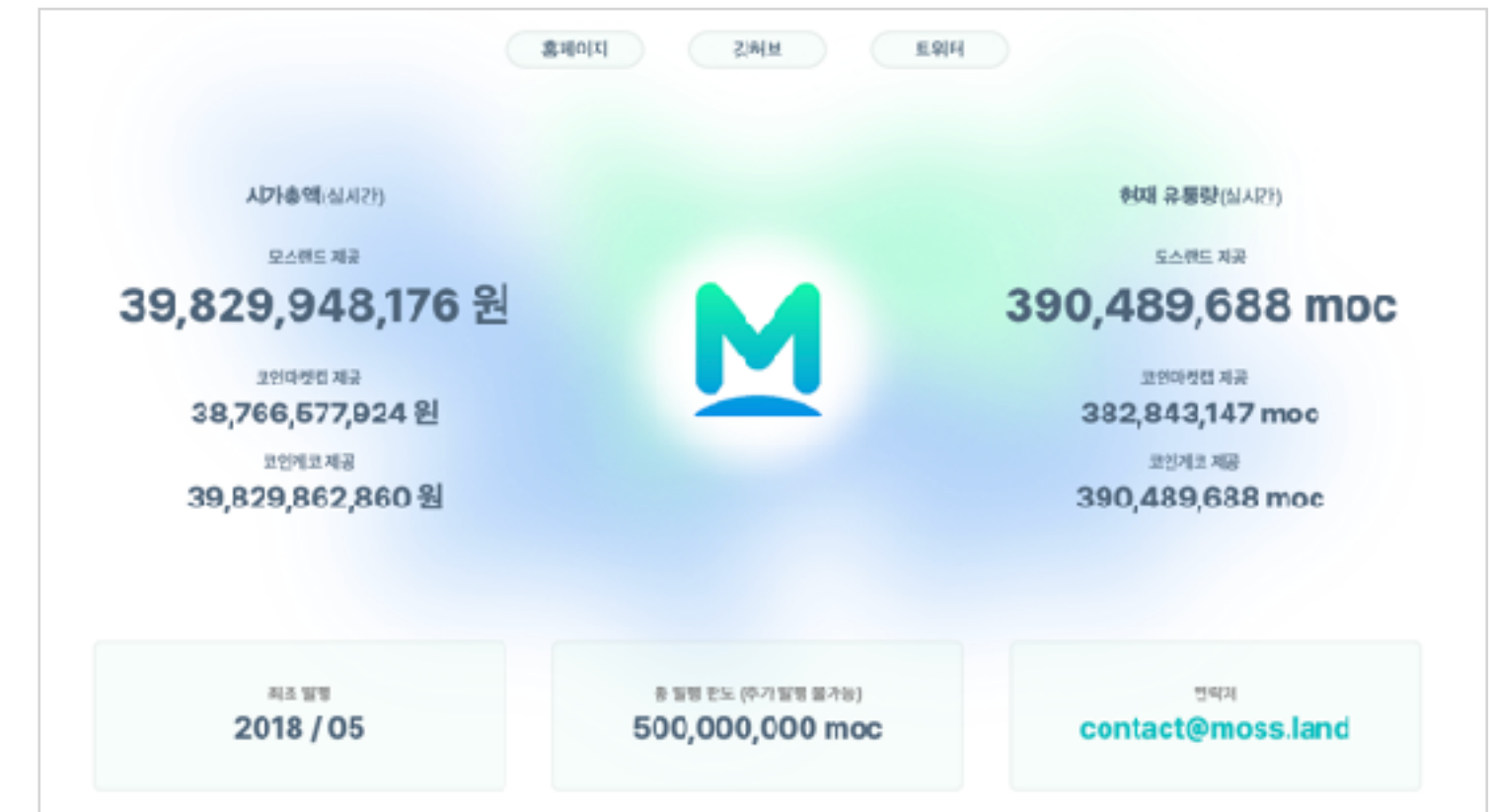
• **May 2023 - Mossland Disclosure Site Update**

  • Purpose: The goal is to activate Mosscoin and provide real-time activity information on the Mossland project to assist investors in project evaluation.

  • Content:

    • Real-time Mosscoin transaction information: Contract source code, number of Mosscoin holders, recent transaction count, real-time transfer records provided

    • Real-time Mosscoin market information: Mosscoin trading volume, circulation, price indicators, real-time order book/trade history provided

    • Mossland Open-Source Activity Information: Real-time Github Code Frequency, Github Code Commits provided

    • Mossland DAO Activity Information: Total number of proposals, cumulative voting count, recent proposal status provided

Creating a Fair Environment for Token Holders
Mossland Disclosure System

- **May 2023 - Mossland Disclosure Site Update**

  - Providing real-time Mosscoin transaction information, real-time Mosscoin market information, Mossland open-source activity information, and Mossland DAO activity information.

Creating a Fair Environment for Token Holders
Enhancing Transparency through Open-Source Development Plan

• Starting from the H2 2022, we have been making the source code of Mossland projects publicly available on GitHub (https://github.com/mossland).

• Currently, 11 repositories have been created, and 13 contributors are actively participating in Mossland's open-source development.

June 26, 2023

Category	Detail	
Ongoing Open Source GitHub Repositories	11 repositories **Key Repositories:** • Mossland Metaverse: https://github.com/mossland/mossverse • Hackathon Project: https://github.com/mossland/Hackathon • Decentralized Framework: https://github.com/mossland/MossDAO • Developer Support Program: https://github.com/mossland/MosslandDeveloperSupportProgram • Mosscoin Contract: https://github.com/mossland/MossCoin	
Open Source Participation Overview	Code Added	381,999 lines
	Code Deleted	295,997 lines
	Total Code Modified	677,996 lines
Open Source Contributing Developers	13 developers	
Github Contribution From Open Source Community (Since 2021)	323 contributions	
Number of Service Projects within Metaverse Being Developed as Open Source	13 projects	

Creating a Fair Environment for Token Holders

Participation of Mosscoin Holders in Mossland DAO

Expanding Fair Participation Opportunities for Mosscoin Holders through DAO

- Objective: Mossland aims to transition into a Decentralized Autonomous Organization (DAO) project by 2023. In October 2022, Mossland launched the beta version of Mossland DAO. Through this, even Mosscoin holders with just one MOC can have a fair opportunity to participate in proposals and voting for the future of the Mossland project.

- Implementation Approach: Mossland is utilizing DAO to openly share the fund's status, development progress, and gather holder feedback. Decisions are made through voting, ensuring transparency. This approach offers all Mosscoin holders an equal opportunity to participate in the project.

Current Progress for DAO Transition:

- Official GitHub repository for Mossland DAO Governance: https://github.com/mossland/MossDAO

- Mossland DAO Governance Documentation: https://github.com/mossland/MossDAO/blob/main/Mossland_DAO_Governance_EN.md

- DAO Transition Preparation: https://github.com/mossland/MossDAO/blob/main/README_EN.md#7-preparation-to-convert-into-mossland-dao

- Sample Proposal: https://github.com/mossland/MossDAO/blob/main/MIP_Sample_EN.md

DAO Transition Milestones:

- Q4 2022: Launch and trial operation of DAO voting system (Limited DAO governance operation for Metaverse service development)

- 2023: Starting governance operations with the DAO voting system, introducing the DAO disclosure system for detailed Mossland operations.

- (Ongoing) 2024: Implementation of 2nd generation DAO voting system (Integration of voting system with on-chain transactions)

Creating a Fair Environment for Token Holders
Participation of Mosscoin Holders in Mossland DAO

Currently, all Mosscoin holders within the Mossland Metaverse have the ability to participate in DAO proposals and voting.
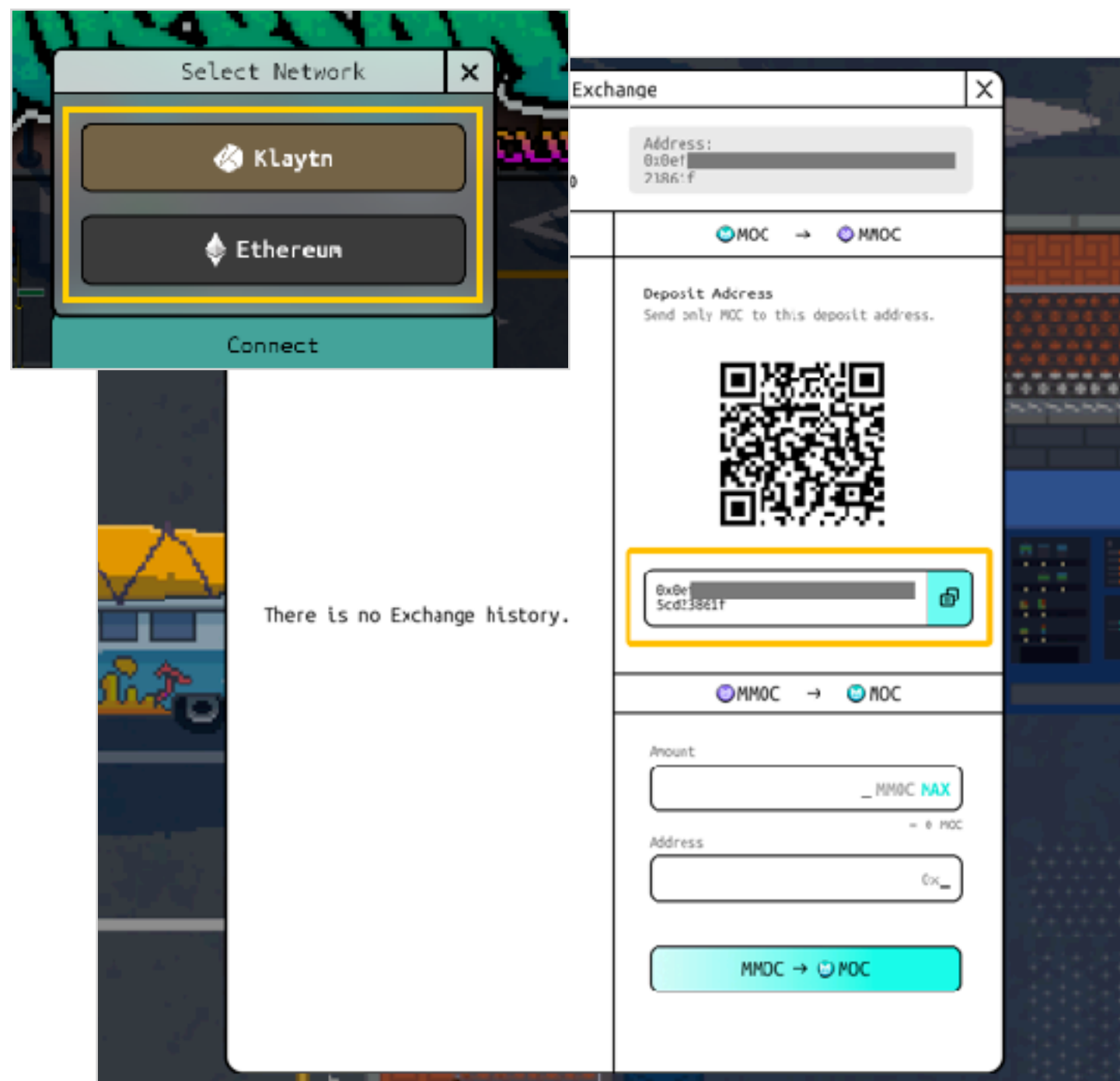
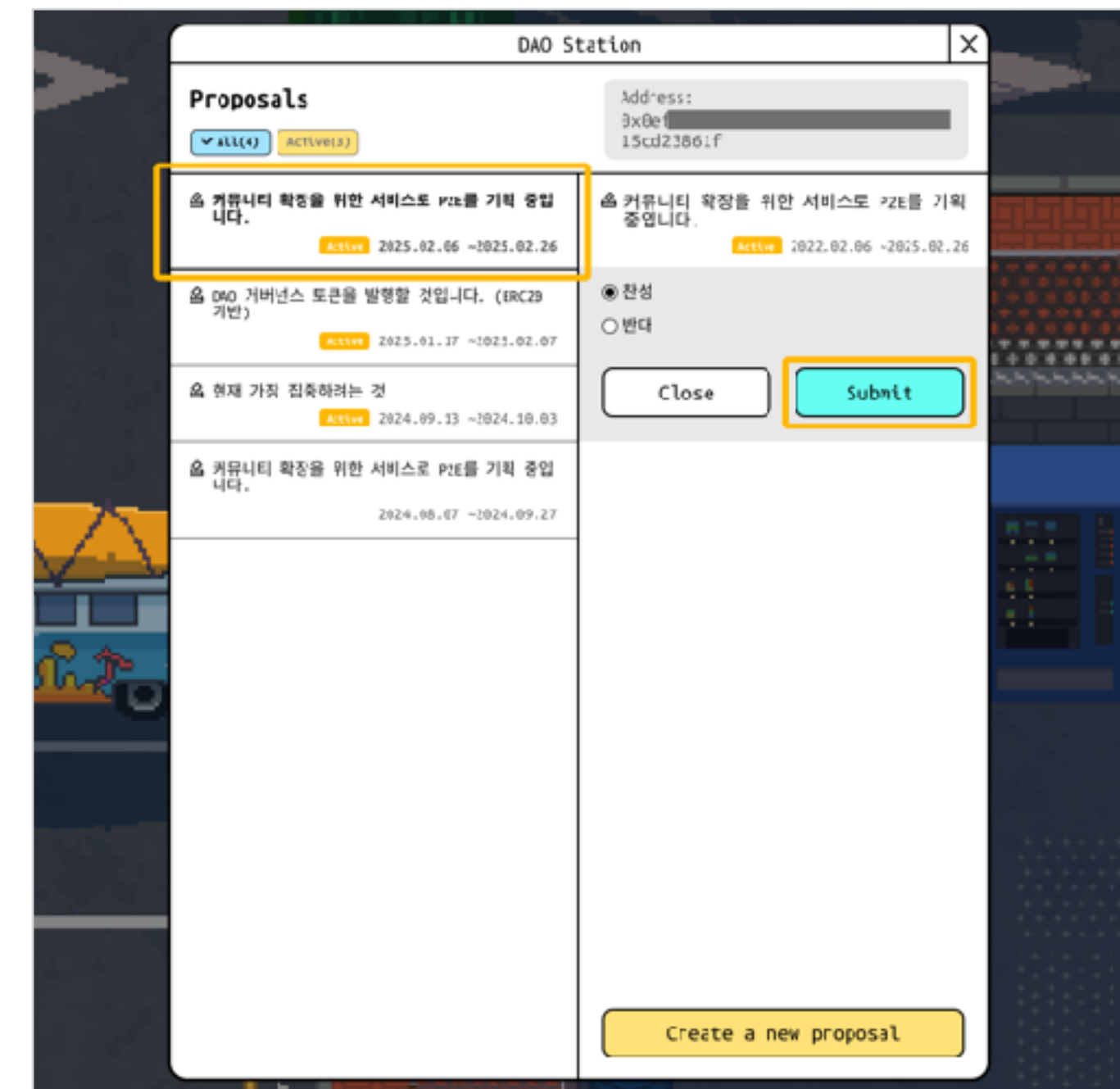

1. Wallet Login and Mosscoin Deposit

Mosscoin holders can acquire eligibility as governance members through crypto wallet login and deposit of Mosscoin.

2. Voting Proposals

All Mosscoin holders can make proposals regarding the project direction.

https://github.com/mossland/MossDAO

3. Participating in Voting and Checking Results

Once voting is concluded, the results can be checked.

Creating a Fair Environment for Token Holders
Expanding Fair Participation Opportunities for Mosscoin Holders in the Project

Progress of DAO Transition and DAO Activity Statistics for Mosscoin Holders

- Q4 2022: Launch and trial operation of DAO voting system (Limited DAO governance operation for Metaverse service development)
- 2023: Commencement of governance operations through the DAO voting system, release of DAO disclosure system with detailed Mossland operational information.

Key Metrics of Mossland DAO

Category	Sub-category	Detail
MOSSLAND DAO within Metaverse	Total Proposals	80 proposals
	Accumulated Voting Participation	137,294 times
	Accumulated Voting MMOC	Approx. 10,513,628 MMOC

Top Accumulated Voting Proposals in DAO:

- "Request for Comment and Reply Feature in DAO Votes"
- "Enhancement Request for Voting Booth Readability"
- "Request for Project Progress"

Mossland Disclosure System, Real-time Mossland DAO Activity Statistics

Creating a Fair Environment for Token Holders

Enhancing Investor Participation in Projects (Improvement of Decentralized Governance Framework)

Expanding Fair Participation Opportunities for Mosscoin Holders in Projects

- Mosscoin holders will have the opportunity to fairly participate in proposals and voting regarding the future of the Mossland project.

- Mosscoin holders can participate in determining the project's direction through voting in the Mossland DAO.

- We plan to add a system that provides detailed information about the fund's situation and development progress, significantly expanding the scope of investor participation in projects.

Current Progress for DAO Transition

- Official GitHub address for Mossland DAO Governance: https://github.com/mossland/MossDAO

- Mossland DAO Governance Document: https://github.com/mossland/MossDAO/blob/main/Mossland_DAO_Governance_KR.md

- Mossland Decentralized Governance Framework Implementation Site: https://meta.moss.land

Decentralized Governance Framework Roadmap

- Q2 2023: Commencement of governance operations through DAO voting system, implementation of Mossland disclosure system

- Q3 2023: Implementation of discussion feature for DAO voting

- Q4 2023: Program implementation to activate decentralized governance (marketing, PR)

- H1 2024: Implementation of integration between voting system and on-chain transactions

- H2 2024: Implementation of task management system for decentralized governance framework

3. Technical Capabilities and Advancement

Key Technologies	Technology Overview
Crosschain Bridge	• Developing a swap page for Luniverse tokens and ERC20 tokens using Ethereum contracts • MOC (LMT) ↔️ Wrapped MOC (ERC20)
Web3 Metaverse	• A structure that allows various services to expand within the metaverse in iframe format • Currently in open beta (https://meta.moss.land)
Luniverse Main Token-based DAO	• Developing a DAO on the metaverse for voting, results disclosure, and implementation • Developed by combining on-chain and off-chain using Luniverse's DEOA
Klaytn-based DAO	• Service CyberTHUG DAO available at https://portal.thecyberthug.com • Developed by combining on-chain and off-chain
Crosschain Transaction	• Developed to purchase Klaytn-based NFTs using Luniverse Main Token (MOC) • Performed Klaytn NFT minting using smart contract development, avoiding concurrency issues and misdeposits with MOC • Swap Service Development using the Luniverse Ethereum Bridge Contract
NFT Minting, Reveal, Contract Updates	• Established a generative PFP NFT creation pipeline • Successfully conducted Klaytn-based NFT minting and reveals • Smoothly updated KIP17 smart contracts after reveal and completed swaps
Mossland Service Development	• Auction service indicates high interest in cryptocurrency and virtual assets • Hunter's app showcases the potential of combining cryptocurrency and location-based reward apps • Gangster app demonstrates VR potential • LigaRocket app combines random games and ranking systems • RoyalMarble app merges CCG and randomness into a traditional board game • Match Prediction 999 app combines sports match result predictions and ranking systems • Introducing new NFTs through the CyberTHUG universe • Continued support for hackathons to encourage new service development

4. Chain Activeness and User Participation

Mossland CyberTHUG PFP-NFT Project: https://www.thecyberthug.com/

Category	User Activities	Link
Number of DAO Voting Participation	5 proposals, 7,685 times	https://portal.thecyberthug.com/vote
Cumulative Trading Volume on OpenSea for Genesis Club	627K KLAY	https://opensea.io/collection/cyberthuggenesisclub/activity
Cumulative KLAY Trading Volume Rank for Genesis Club	63rd	https://opensea.io/rankings?sortBy=total_volume&chain=klaytn
Number of Transactions for Genesis Club	17,312 transactions	https://scope.klaytn.com/account/0x89cd6659aab01c898bf92162349b41ba9adce6ee?tabId=txList
Cumulative Trading Volume on OpenSea for Gecko Club	30K KLAY	https://opensea.io/collection/cyberthuggeckoclub-v1/activity
Number of Transactions for Gecko Club	5,783 transactions	https://scope.klaytn.com/account/0xd1164daf31ba9c231992e945a572f7f9e19d4520?tabId=txList
Number of Transactions for RIP Club	544 transactions	https://scope.klaytn.com/nft/0xef6d8b61da87f00b8c6dbbacfc15e294d5e6ded0?tabId=nftTransfer
Number of Participating Wallets in ROLEX DAO	64 wallets	https://opensea.io/collection/cyberthuggenesisclub?search[sortAscending]=true&search[sortBy]=UNIT_PRICE&search[stringTraits][0][name]=DAO&search[stringTraits][0][values][0]=Rollie

Chain Activeness and User Participation

Screenshots

CyberTHUG DAO Votes

CyberTHUG Genesis Club Cumulative Trading Volume on OpenSea

CyberTHUG Genesis Club Cumulative KLAY Trading Volume Ranking on OpenSea

63	CyberTHUG Genesis Club	627K KLAY	—	60 KLAY	2,460	10% 979 owners	0.65% 65 of 10,000

Chain Activeness and User Participation

Services: Prediction 999 and The Hunters

Winning Prediction 999 (Service Started on April 1, 2021 ~ Service Ended on March 8, 2022)

- Luniverse Sidechain Transaction Count: Approximately 35,000 transactions
  (https://sidescan.luniverse.io/chains/1552703081928841640/accounts/0x54511a59fffe03cc21f4b05a1fa0d6c5b3beea68)

- Using Luniverse's Trace API, match results were recorded on the blockchain and transparently shared with users of the Winning Prediction 999 service.
  (https://docs.luniverse.io/service/luniverse-service/trace)

- Note: There is an error on the Luniverse sidechain explorer that displays a transaction count of 105. A correction request has been made to Luniverse
  (Reference the most recent Trace transaction's Nonce 35306 and API usage: https://sidescan.luniverse.io/chains/1552703081928841640/transactions/
  0xa3814bd8576be81c3c242c38e5453272770de51150ea188135cafd8e1efe4edc)

Mossland: The Hunter (Service Started on May 20, 2019 ~ Service Ended on May 18, 2020)

- MOC (ERC-20) Deposit/Withdrawal Transaction Count: 2,077 transactions
  (https://etherscan.io/address/0x910d7a43eaf49f035552fcc083782b18cbbeea53#tokentxns)

- Support for MOC Deposit/Withdrawal through Samsung Blockchain Wallet
  (https://www.samsung.com/global/galaxy/apps/samsung-blockchain/)

Chain Activeness and User Participation
Services: Mossland Metaverse

Open Source Mossland Metaverse (Beta Service Started in October 2022 ~ Present)

• Key Features: Providing Web 3 services (such as games), offering various use cases for Moss Coin (NFT/offline goods exchange, gift card shop, advertising platform), and incorporating DAO functionality.

• Top Voted Items in DAO: "Request for Comment Reply Feature in DAO Vote," "Enhancement Request for Polling Station Readability," "Request for Project Progress Update"

Category	Detail	Content
Metaverse Platform	Accumulated Users	5,367 users
MMOC Exchange within Metaverse	Accumulated Users for Deposits and Withdrawals	3,423 users
	MMOC Deposits and Withdrawals	4,772 transactions
	Total MMOC Deposited and Withdrawn	169,313 MMOC
MOSSLAND DAO within Metaverse	Total Agenda Count	80 agenda
	Accumulated Voting Participation	137,294 times
	Accumulated MMOC Voted	Approx. 10,513,628 MMOC

MMOC (Meta MOC): A virtual currency used within the Mossland Metaverse, exchangeable with MOC at a 1:1 ratio.

Chain Activeness and User Participation
Limitations of the Luniverse Network and Proposed Solutions

While developing the open-source metaverse platform, we recognized that the Mosscoin based on the Luniverse network was not entirely suitable for the Web3 ecosystem through MetaMask. In response, we implemented the following improvements:

- Completion of DAO Development using Luniverse DEOA: Within the metaverse platform, we integrated DEOA to create user personal wallets, thereby simplifying the interface for Mosscoin holders to participate in services.

- Connectivity with the Ethereum Network via the Luniverse Bridge: We ensured MetaMask support for Mosscoin on the Luniverse network, enhancing user accessibility to Mossland services. (Bridge link: https://bridge.luniverse.io/bridge)

Additionally, we are extending Mosscoin to the Ethereum network (ERC-20) to expand the target user base of Mossland services.

- We are currently developing real-time swap functionality between the Luniverse and Ethereum networks.

- Beta launch is planned for Q4 2023, followed by full launch in Q1 2024. Details can be found at: https://meta.moss.land/en/swap

- The total supply and distribution plan remain unchanged.

5. Liquidity

Challenges in Mosscoin Liquidity Level

Currently, Mosscoin is listed on a single exchange due to limitations in trading support on the Luniverse network. Mossland has faced difficulties in global liquidity level as a result. In the first half of 2020, a strategic partnership was formed with the Luniverse network and a swap from the Ethereum network to the Luniverse network was carried out. However, at that time, most exchanges and DEXs did not support the Luniverse network, leading to delisting. Subsequently, efforts by the Luniverse network led to support being added by some exchanges, yet major exchanges still do not support Luniverse, limiting global liquidity level.

The limitations of supported exchanges have constrained Mosscoin holders and Mossland's service target primarily to South Korea. This has posed challenges in activating Mossland's user base and expanding to overseas exchanges.

Past exchanges where Mosscoin was listed:

| Exchange Name	Country	Listing Date
Gopax, Gopax IN	Republic of Korea, Indonesia	2018 Q2
BCEX	China	2018 Q3
Kyber	China	2018 Q3
Bittrex US	USA	2018 Q4
Bittrex International	EU (Malta)	2018 Q4
Upbit, Upbit SG	Republic of Korea, Singapore	2019 Q1

Liquidity
Enhancement of Liquidity through Ethereum Network Support

Expanding Moss Coin to Ethereum Network Support

• Currently developing a real-time swap feature between the Luniverse and Ethereum networks

  • Beta launch planned for Q4 2023, official launch set for Q1 2024
  http://swap.moss.land/

  • There is no change in the Market Cap and Circulating Supply

• Aiming to list on ERC-20 based exchanges through Ethereum Network Support

  • Targeting the addition of at least one more exchange listing by Q2 2024
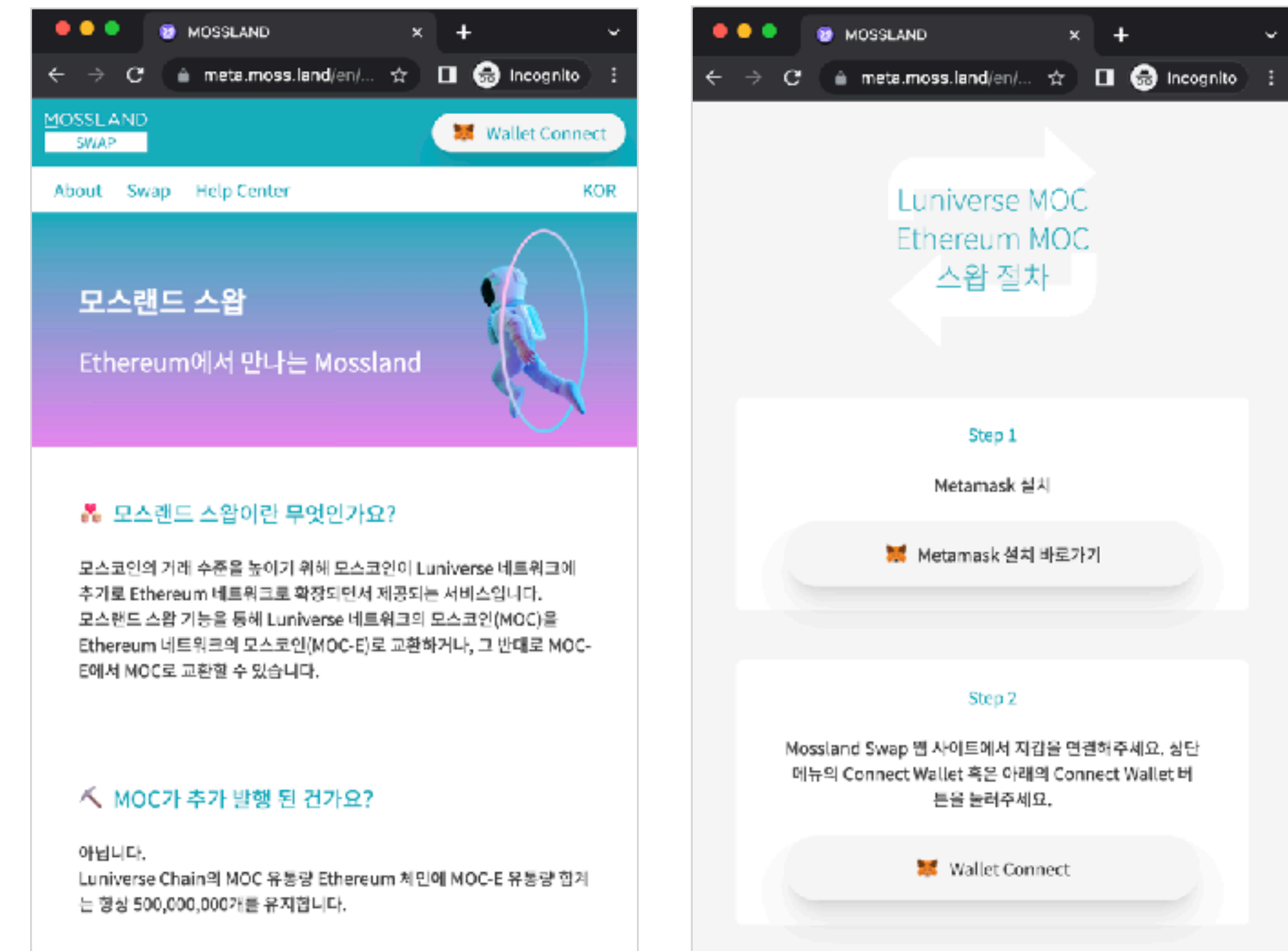
Expanding Moss Coin with Ethereum Network Support

Development of Real-Time Swap Function

6. Compliance with Regulations

Mossland has conducted legal reviews and obtained Legal Memos when possible in accordance with regulatory guidelines from authorities. Over the past 6 years, starting from 2018, we have made diligent efforts to swiftly and accurately adhere to regulatory guidelines, ensuring there were no legal issues. Moving forward, we will continue to operate in compliance with regulations.

Key Legal Reviews and Business Pursuits by Mossland:

- 2018 - Singapore: Legal memo of Singapore MAS regulations and securities laws
- 2018 - USA: Legal memo of US securities laws and CFTC regulations
- 2019 - Malta (Europe): Legal memo for Bittrex Global
- 2019 - Indonesia: Legal memo for blockchain gaming services
- 2020 - Singapore: Legal memo of PSA (Payment Service Act)
- 2021 - South Korea: Legal memo for Moss Coin buyback model
- 2021 - South Korea: Legal memo of Moss Coin securities laws
- 2023 - EU: Legal memo for Moss Coin as financial product or e-money

AML/KYC/CFT Regulation Compliance:

- 2018 - Singapore: AML/CFT legal memo
- 2020 - AML/KYC Policy update

Security Audits:

- 2018 - SEWORKS Smart Contract Audit [Contract source code link]
- 2023 - CertiK Smart Contract Audit [Contract source code link]

Structure of the legal entities (MossCoin)

LITTLE WING GAMES LTD
(Issuing Corporation, Non-profit Corporation)

- UEN: 201808884E
- Address: 111 SOMERSET ROAD #06-07L 111 SOMERSET SINGAPORE (238164)

↓ 100.0%

ML GAMES PTE LTD
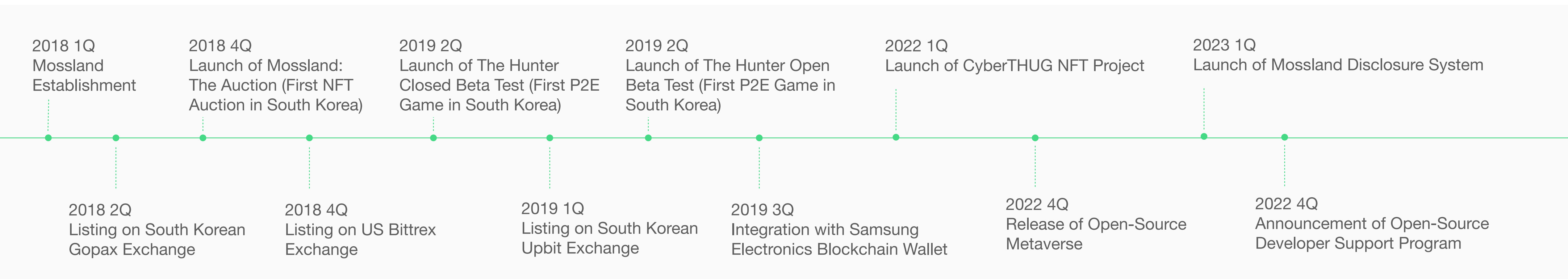(Service Development and Business Operations Corporation)

- UEN: 201811653K
- Address: 111 SOMERSET ROAD #06-07R 111 SOMERSET SINGAPORE (238164)

APPENDIX

Mossland

A metaverse development company utilizing virtual reality technology and NFT technology

2018 1Q
Mossland
Establishment

2018 2Q
Listing on South Korean
Gopax Exchange

2018 4Q
Launch of Mossland:
The Auction (First NFT
Auction in South Korea)

2018 4Q
Listing on US Bittrex
Exchange

2019 2Q
Launch of The Hunter
Closed Beta Test (First P2E
Game in South Korea)

2019 1Q
Listing on South Korean
Upbit Exchange

2019 2Q
Launch of The Hunter Open
Beta Test (First P2E Game in
South Korea)

2019 3Q
Integration with Samsung
Electronics Blockchain Wallet

2022 1Q
Launch of CyberTHUG NFT Project

2022 4Q
Release of Open-Source
Metaverse

2023 1Q
Launch of Mossland Disclosure System

2022 4Q
Announcement of Open-Source
Developer Support Program

Open-Source Metaverse

- A metaverse platform comprising microservices utilizing Mosscoin
- Providing fair participation opportunities for holders in projects through DAO
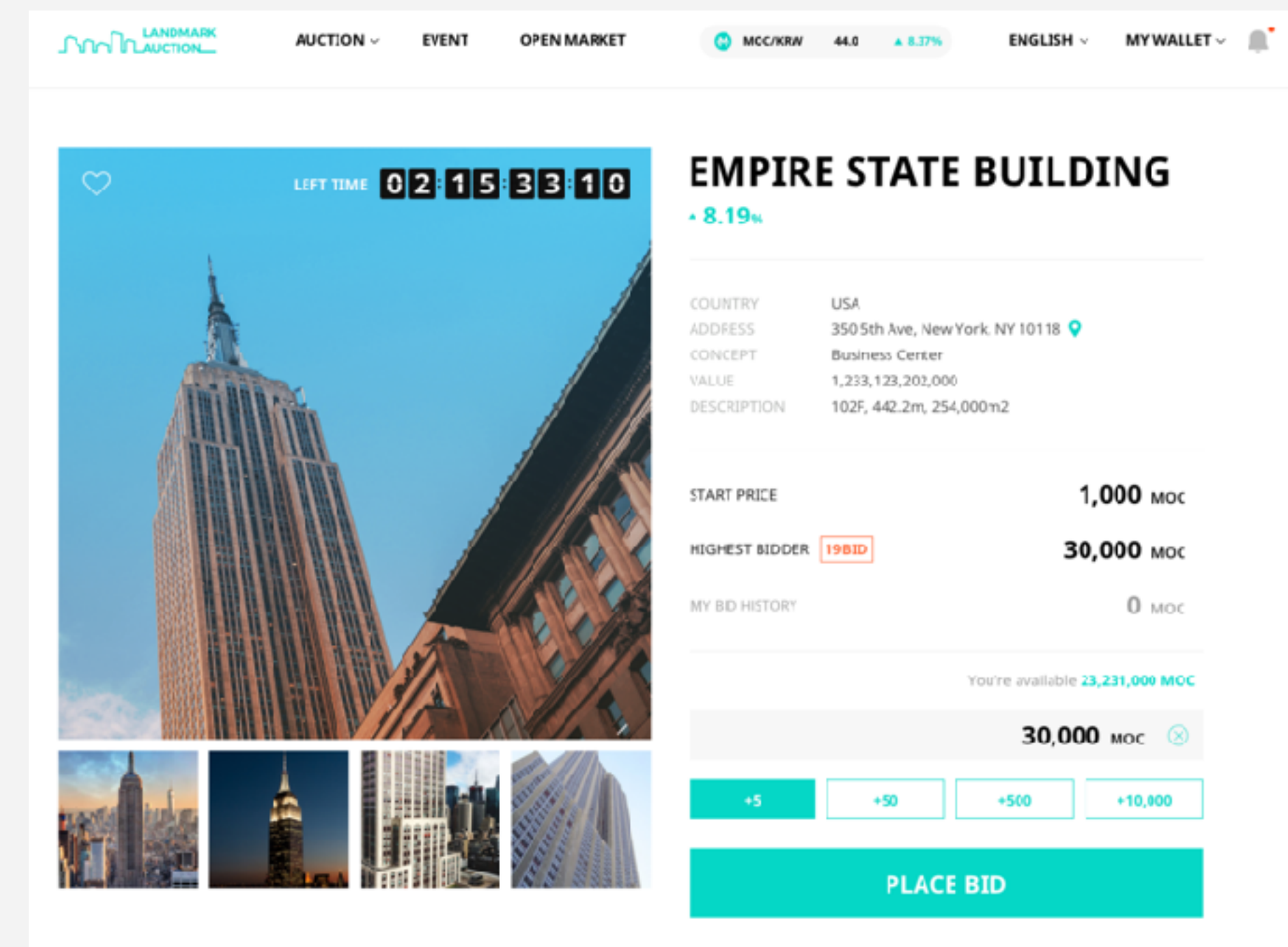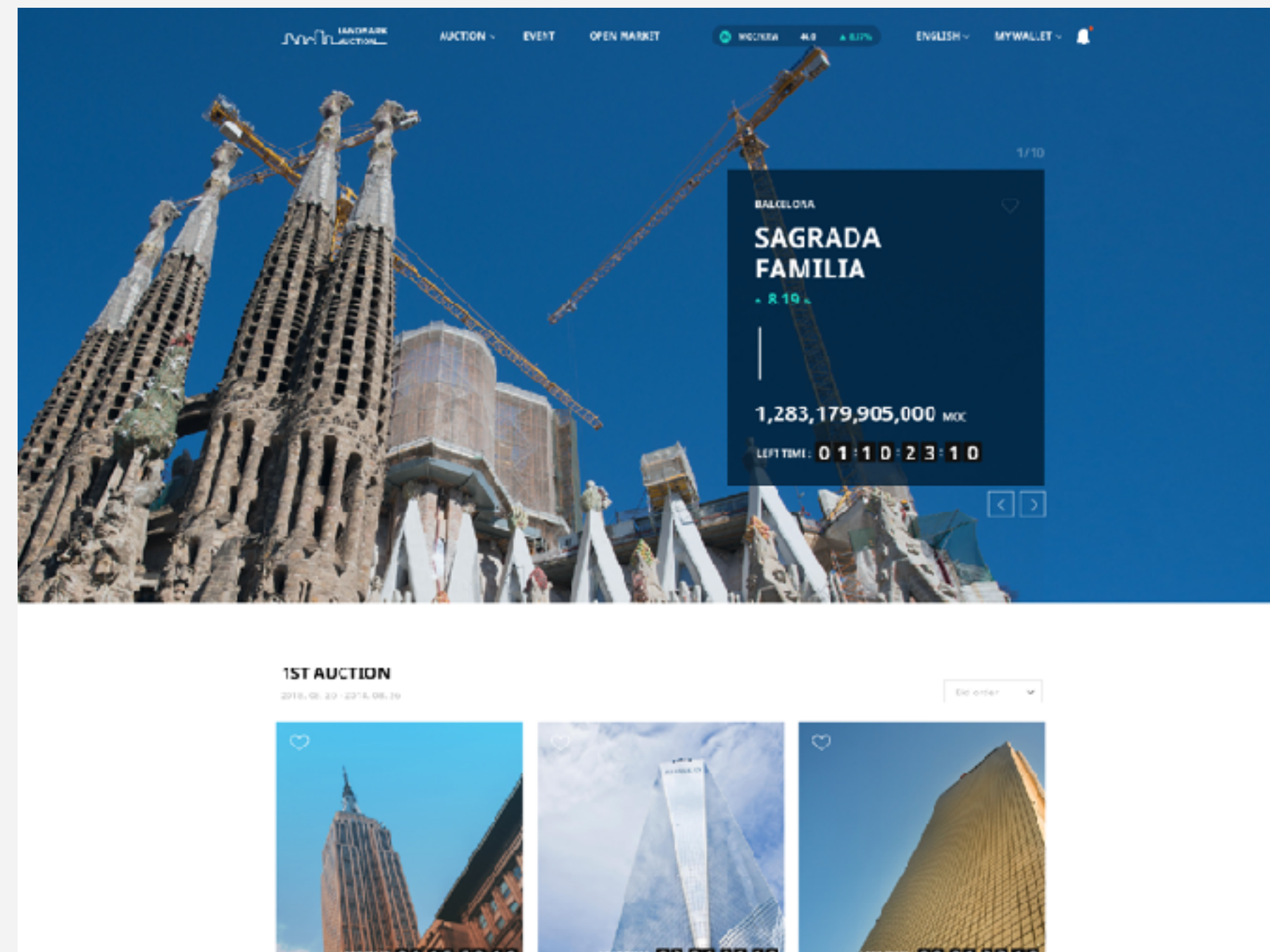
Mossland Disclosure System

- Comprehensive dissemination of Mosscoin distribution plans and information
- Offering information on Mosscoin circulation, Mossland open-source activities, DAO activities, and more

Mossland: The Auction

The first South Korea NFT auction service where NFT virtual landmarks used in Mossland are sold through auction.

Virtual landmark auction service launched in October 2018

Mossland: The Auction

The first South Korea NFT auction service where NFT virtual landmarks used in Mossland are sold through auction.

The highest recorded traffic among blockchain services.

	Volume	Price
Mossland : THE AUCTION	107,262,193 MOC	$7,410,497
EOS Knights	2,161 EOS	$9,662
Etheremon	2.13 ETH	$374
CryptoKitties	91.3 ETH	$16,118

Mossland: The Auction

Significantly higher metrics compared to the "Cryptokitties" metrics at the time of service

Metric	Mossland: The Auction	Cryptokitties	CryptoKitties Peak (December 2017)	EOS Nights
Monthly Trading Volume (Deposit Amount)	$222,314,895	$911,736	$14,382,848 (83,495 ETH)	$134,400 (30,000 EOS)
Total Sales Volume	104	418,413	233,735	N/A
Highest Price	$86,465	$124,200	$44,579 (253.336 ETE)	N/A
Average Price	$39,085	$57	$55.62 (0.3229 ETH)	N/A
Average Daily Trading Amount (Bidding Amount)	$7,410,497	$16,118	$475,464 (2693.39 ETH)	$9,662 (2,161.53 EOS)
7-Day Average Trading Amount (Bidding Amount)	$51,873,476	$117,725	N/A	$73,440 (16,466.36 EOS)
Average Daily Trading Volume (Bidding Count)	5,993	4,656	7,539	126,570
7-Day Average Trading Volume (Bidding Count)	17,844	31,785	N/A	898,727

Mossland: The Auction
Potential of Blockchain Services

Mossland: The Auction

Service Inflow > Exchange Inflow

As of December 7th, 2018
1 MOC = 46 KRW (Gopax)

TOP 3 랜드마크	총 낙찰금	총 입찰횟수	총 입금액
서울시청 1,253,500 MOC 약 5,700만원	96,435,386 MOC 약 44억	138,680	276,949,850 MOC 약 127.5억
보신각 1,166,845 MOC 약 5,400만원			
엠파이어스테이트 빌딩 1,091,010 MOC 약 5,000만원			

Mossland: The Hunters
## Location-based gaming reward app

Mossland: A location-based treasure hunting (reward) service centered around landmarks sold on Mossland: The Auction.

- Launched in 1Q 2019, with the goal of popularizing the Mossland user base.
- Not only for the owners of landmark buildings on Mossland: The Auction, but also for users unfamiliar with cryptocurrencies, this app offers a casual location-based gaming reward experience.
- The service was discontinued due to the COVID-19 pandemic and social isolation.

Mossland: The Hunters
Pre-installed Samsung Blockchain Wallet on Galaxy S10
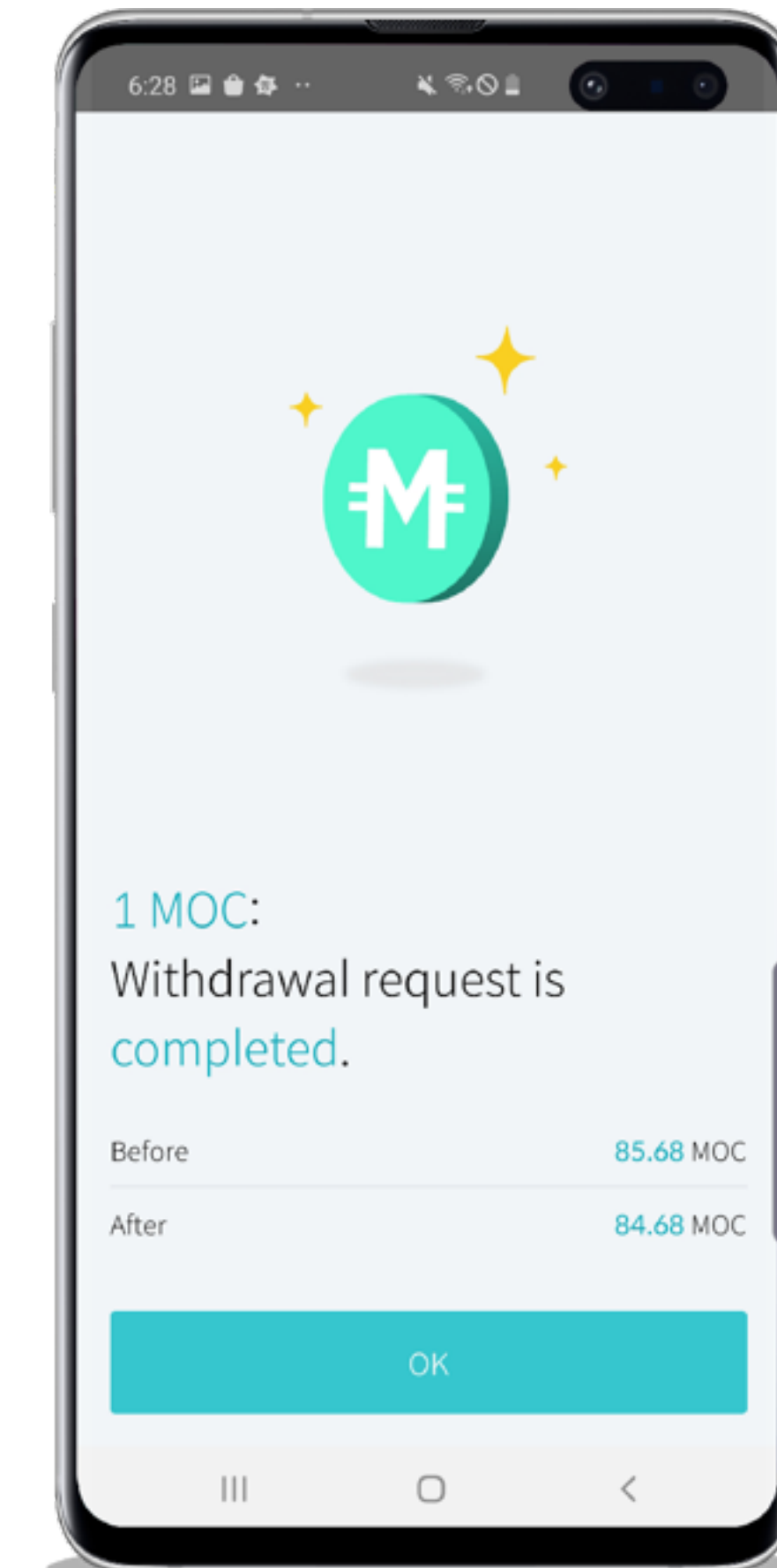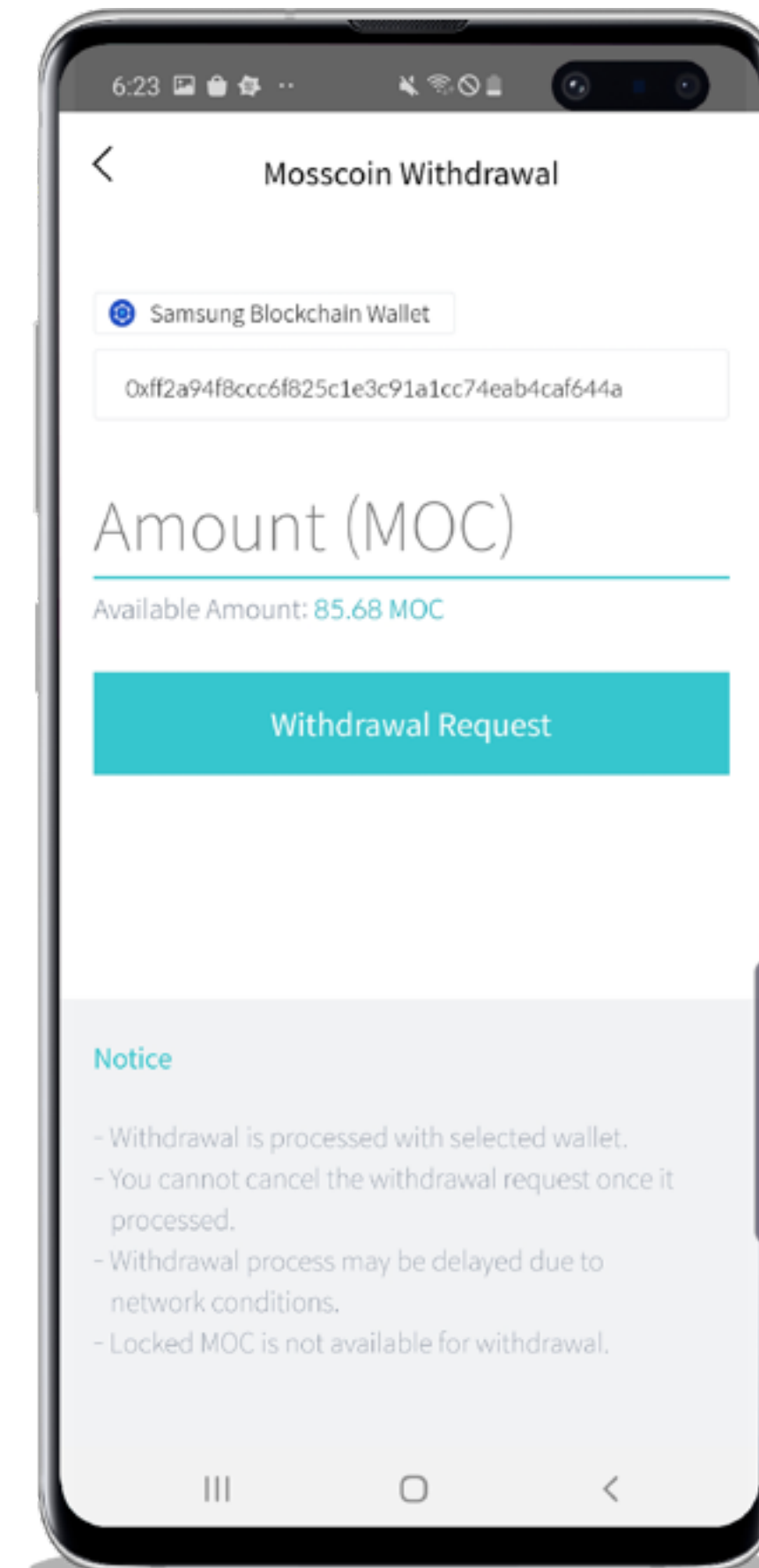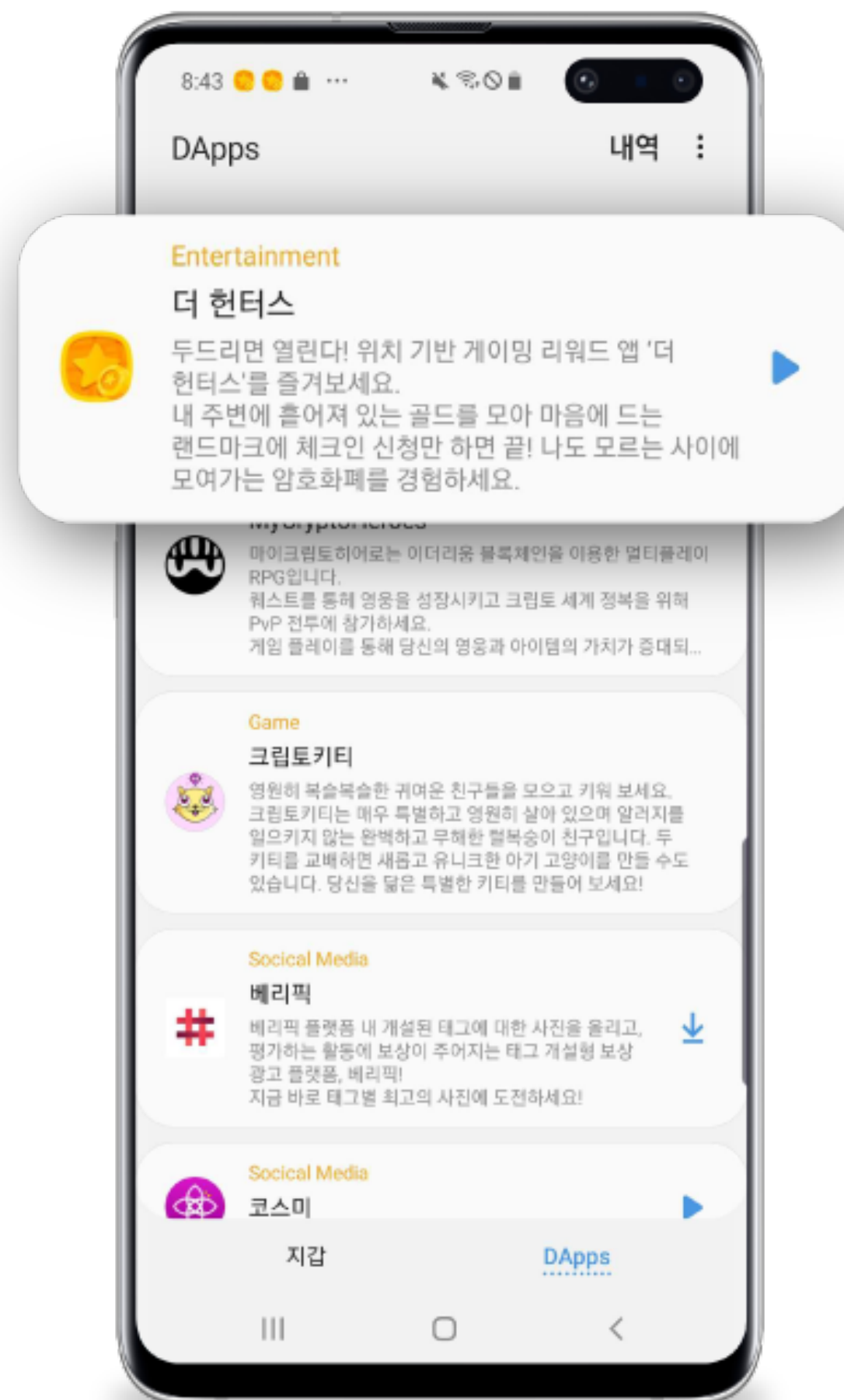
Mossland Game Service

LigaRocket Released in January 2020

A highly addictive hyper-casual mobile game
Hosts ranked leaderboards and game competitions
with real prizes

RoyalMarble Released in March 2020

A 1:1 PvP game that integrates real-world landmarks into 'Monopoly'
A CCG strategy game where buildings, dice, and avatar cards are
combined through gacha, enhancement, and composition

https://youtu.be/UwEWGOOeC0w

https://youtu.be/DUq3p05WMik   https://youtu.be/8a0KVCukmMg