

# CouponBay Coin whitepaper



WHITE PAPER(ENG)

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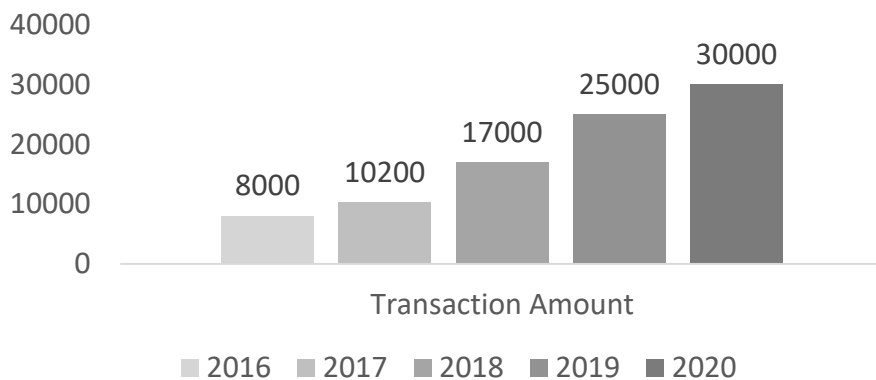
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# Vision

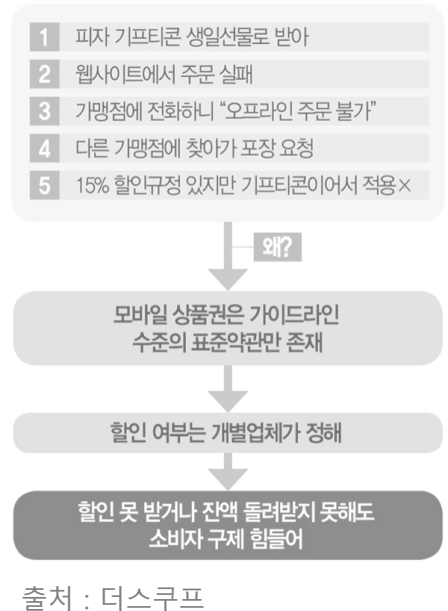
"Trust from Clarity "

Now, online gifts by using mobile vouchers are more preferred than offline gifts. It has the advantage of maximizing positive emotions, such as the thrill of sudden exchange without physical restrictions, as well as being able to use them whenever you want, such as cash.

## ■ Kakaotalk Gifts Transaction Amount (Unit: 100M Won)



Although it is cashable compared to offline gifts, it is not perfect. Not only is it cumbersome for users to check and extend the validity of most gift coupons, but for those living in suburban areas, the gift coupons of brands that have only entered the downtown area come as "difficulties to deal with". As such, the "cashability" of the mobile gift coupons varies depending on the feature of the gift coupon and the conditions of the gift recipient. In order to maximize the satisfaction of mobile gift coupon, everyone must feel the same cashability. The only solution to that is to make it easy for anyone to resell and trade used gift coupons.

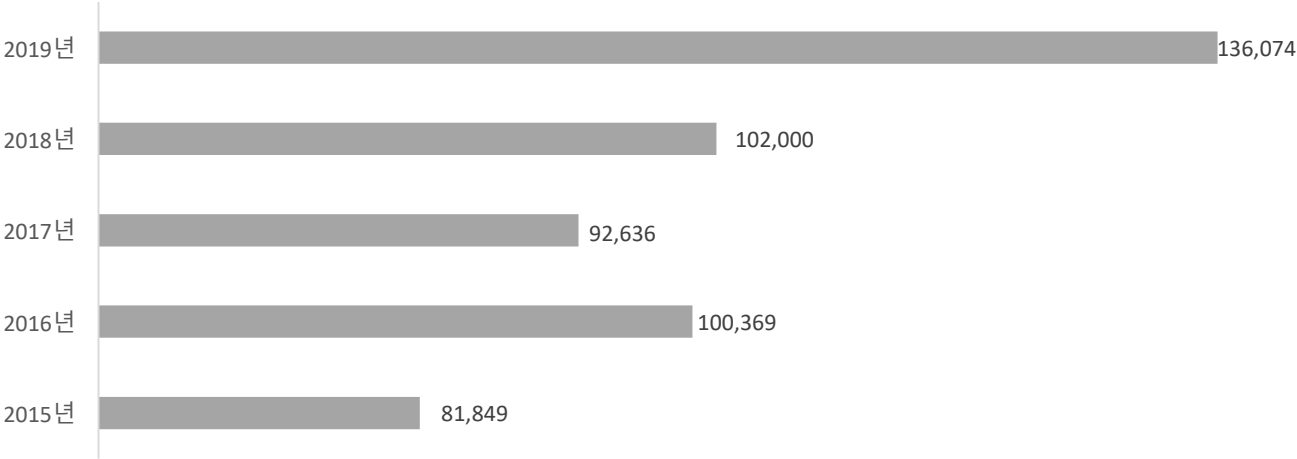


# Vision

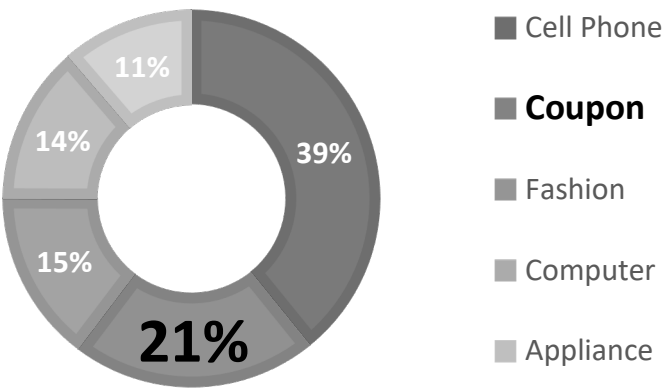
"Trust from Clarity "

CouponBay aims to expand the used item trading paradigm through specialization. Recently, P2P used item trading platforms are gaining huge popularity. However, there are several problems with used item P2P transactions. The absence of institutions to guarantee the reliability of transactions and inevitable disclosure of personal information are common difficulties in transactions between individuals. To prevent these problems, other platforms have built safety devices. However, this is not a perfect alternative. The CouponBay team's vision is to have a proven reliability based on blockchain to safely mediate used transactions by intervening in individual transactions.

■ Cases of Internet Fraud (Unit: Case)



■ Internet Fraud Item (Unit: Case)



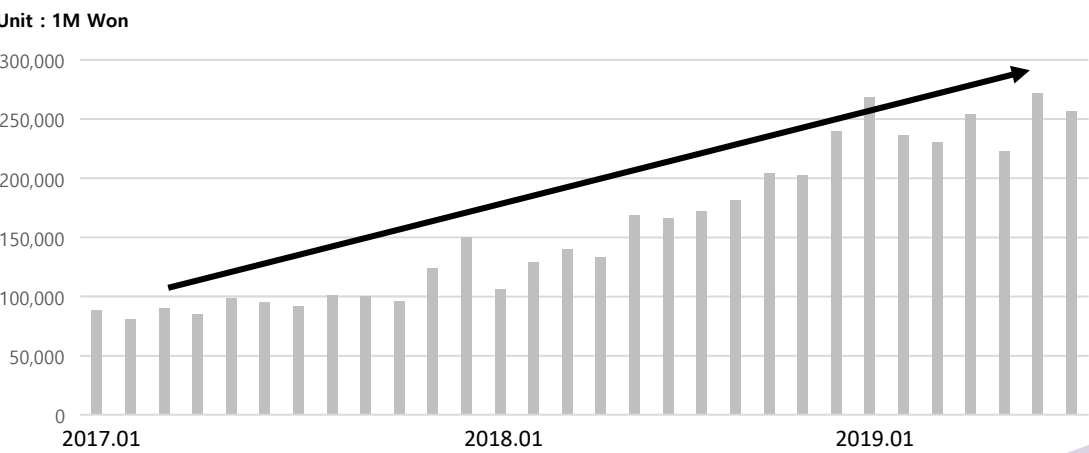
# Backgrounds

## (a) Couponbay

Due to COVID-19, the case of exchanging gifts has also changed a lot. It has now become a daily routine to exchange gifts and events with loved ones through gift certificates (coupons), not real ones. The size of the mobile gift card market surpassed 100 billion won in 2021, and the annual transaction amount of mobile coupons increased more than 10 times to 1.2 trillion won in 2018 due to the platform revolution led by N company and K company. Since 2019, the annual transaction volume of the mobile exchange coupon market in 2020 has exceeded 2 trillion won due to the influence of the untact culture caused by COVID-19.

3 trillion won worth of gifts were exchanged annually only in the domestic market. Did all the gifts satisfy the recipient? If you frequently exchange mobile coupons, you may have experience of receiving a coupon for food you don't usually like as a gift or a coupon for goods you already have. In this case, you may transfer exchange coupons to acquaintances around them or resell them secondhand at a lower price than the regular price. The resale route is diverse, including acquaintances, affiliated schools, company blogs, and personal SNS.

However, it is more difficult to find a resale target when the gift is large, or the price of the gift is high. Used item transactions between individuals are difficult to ensure the safety of the transaction process. However, CouponBay ensures safe interpersonal transactions because it verifies the validity of coupons and payments.



The trend of increasing mobile coupon market size.

# Backgrounds

## (b) Giftletter

Giftletter, run by the same founder as Couponbay, started under the name GiftN Co., Ltd. in 2013 and is the starting point of Couponbay. Giftletter is a company that issues mobile coupons for 320 brands and 8,000 kinds of products, and can monitor the entire process of coupon distribution, including issuance-sending-exchange of coupons issued by the company. Giftletter expanded the domestic market by signing a product supply contract with a Korean super-large coupon distribution company, including restaurant brands such as Todai and DMaris at the beginning of its business and successfully entering Kakaotalk gifts. Currently, it has greatly expanded its sales outlets as domestic open markets such as Auction, 11 Street, Naver, Coupang, etc..

Especially, it entered Indonesia and other Southeast Asian regions in 2017, and its market share in Southeast Asia is overwhelmingly No. 1 as of the first half of 2021. With such a wide market, Giftletter can analyze consumption trends and collect big data through numerous coupon exchanges and transaction records and provide very useful information for customers' marketing and management strategies. In the future, we will share the technology and know-how on mobile exchange tickets with the Couponbay team and run the project together as the most important partner.

### **giftletter.**

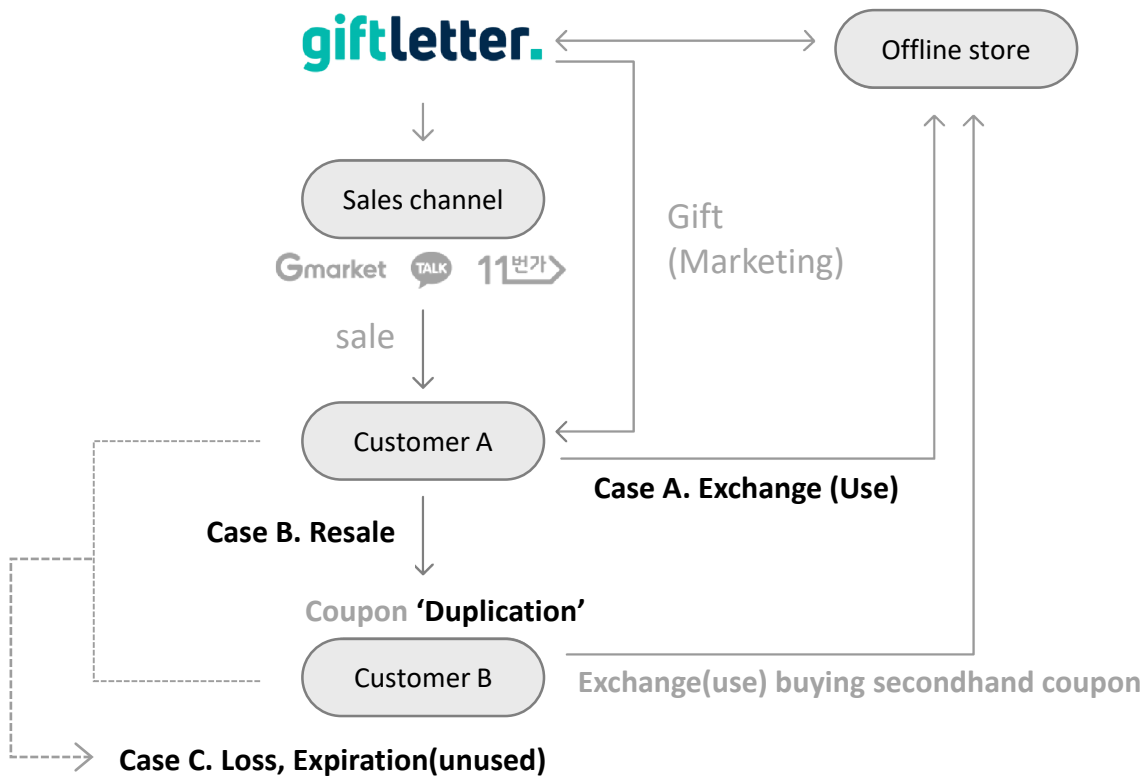
- Developing a mobile coupon system and supplying solutions
- Mobile coupon sales and distribution (Kakaotalk Gifts, 11 Street, etc)
- Supply of mass texting system
- Enterprise B2B mass shipping service offered
- Supply of Point Mall products (web/mobile web API interworking)

### **giftletter.** Indonesia

- Mobile Coupon (Voucher) Service (1st Business)
- Securing the most Merchant  
500 of brands / 2,000 of products
- Indonesia e-commerce Channel API  
interworking sale  
(M/S 90%)

# Gift coupon flow chart

(a) Traditional Circulation (giftletter)

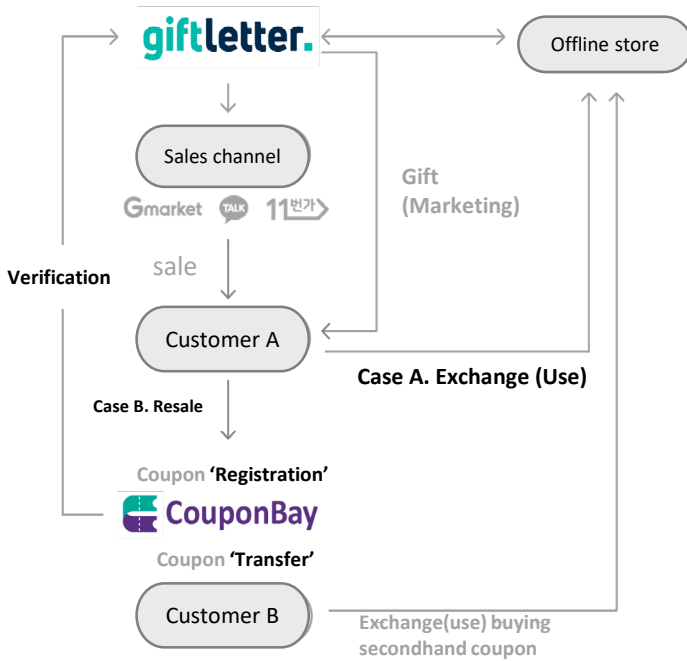


Giftletter is the representative mobile exchange coupon issuer in Asia and now expanding to global scale. However, after the issuance and product exchange process, several limitations arise in the process of secondhand exchange between individuals.

- ① It cannot be guaranteed that the exchange coupon sold by Customer A to Customer B is a valid exchange ticket.
- ② When customer A sends the coupon to customer B for sale, it is a "replicated" coupon on customer B's smartphone and is not completely transferred.
- ③ An error occurs in the collection of big data due to a mismatch between the subject (Customer A) who purchased the exchange coupon and the subject (Customer B) who actually used the exchange coupon.
- ④ In order to minimize the risk of problems ① and ②, it is inevitable to share personal information between individual sellers and individual buyers. (Contact number, real name account, SNS account, etc.)

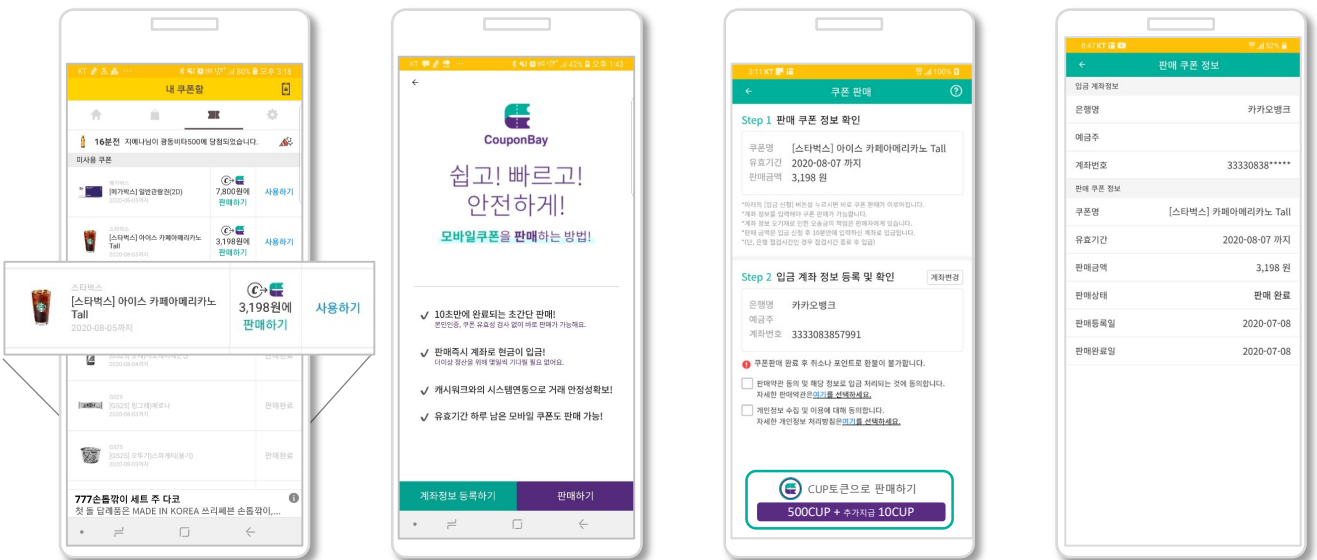
# Gift coupon flow chart

(b) Improved Circulation (by Couponbay)



- ① Validation of the coupon is conducted before Couponbay brokers secondhand mobile exchange coupon rights transactions.
- ② According to the terms and conditions of personal information use agreed during the Couponbay membership process, a quick response is possible in the event of legal problems including fraud.
- ③ More accurate consumption trend analysis is possible by reflecting transfer history of exchange coupon in the process of collecting big data, and new data can be derived by comparing the sales and used transactions of exchange tickets.
- ④ It is unnecessary to provide and expose personal information when paying using virtual assets, including CUP tokens (see Chapter 5).
- ⑤ All transaction details are recorded on the blockchain server, which is safe from forgery and alteration.

It is a sufficient solution to the various problems and limitations arising from the existing mobile exchange coupon distribution method.



Register

Sales Request

Validation

Token deposited



# With blockchain

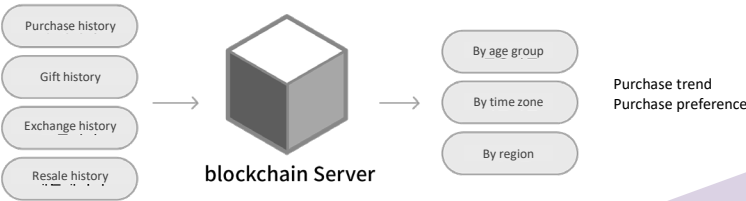
## (a) Data processing

Due to feature of the mobile exchange ticket, all data such as the buyer (receiver, sender when it comes to gifts), purchase list, usage time, and store (for use) of the mobile exchange coupon remain on the computer. Therefore, data such as customer consumption patterns and preferences can be obtained through sales and distribution information of mobile exchange coupons.

순번	주문일시	발송일시	발신자번호	수신자번호	사용처명	쿠폰번호	브랜드명	상품명	상품단가	상품수량	상태정보	교환여부	교환일시	교환처
1	2020-12-14 오후 3:32	2020-12-14 오후 3:32	1600-4072	010****6-36	스토어팜New	4121508994****	엔테리니스	[엔테리니스] 아이스 카페라떼 (R)	5,300	1	발송완료	교환	2020-12-14 15:34:02	연결 상무D/T
2	2020-12-14 오전 10:51	2020-12-14 오전 10:51	1600-4072	010****4-19	스토어팜New	76113319****	투썸플레이스	[투썸플레이스] 카페라떼 (R)	4,600	1	발송완료	교환	2020-12-14 10:53:51	투썸강남세브란스
3	2020-12-13 오후 1:35	2020-12-13 오후 1:35	1600-4072	010****3-47	스토어팜New	76179593****	투썸플레이스	[투썸플레이스] 피막는 티라미수	5,900	1	발송완료	교환	2020-12-13 16:00:59	투썸상일동역
4	2020-12-12 오후 10:05	2020-12-12 오후 10:05	1600-4072	010****0-28	스토어팜New	11163893****	BHC	[BHC] 핫후라이드+볼라1.25L	18,000	1	발송완료	교환	2020-12-12 22:07:45	구미오택복삼점
5	2020-12-12 오후 6:36	2020-12-12 오후 6:36	1600-4072	010****9-91	스토어팜New	859153491551****	공차	[공차] 디지털상품권 5천원권	5,000	1	발송완료	교환	2020-12-12 18:49:54	종로라스생서점
6	2020-12-12 오후 3:49	2020-12-12 오후 3:49	1600-4072	010****7-07	스토어팜New	859102023919****	공차	[공차] 디지털상품권 5천원권	5,000	1	발송완료	교환	2020-12-11 19:23:27	조선대점
7	2020-12-12 오전 7:15	2020-12-12 오전 7:15	1600-4072	010****4-28	스토어팜New	90631789****	뚜레쥬르	[뚜레쥬르] 소콜라 기프(조각)	3,900	1	발송완료	교환	2020-12-12 11:22:48	장원통곡
8	2020-12-10 오후 5:19	2020-12-10 오후 5:19	1600-4072	010****4-76	스토어팜New	859161375486****	공차	[공차] 디지털상품권 1만원권	10,000	1	발송완료	교환	2020-12-10 18:06:36	인천스트리트점
9	2020-12-10 오후 5:18	2020-12-10 오후 5:18	1600-4072	010****4-76	스토어팜New	859136009716****	공차	[공차] 디지털상품권 5천원권	5,000	1	발송완료	교환	2020-12-13 17:04:59	일산한림점
10	2020-12-08 오후 12:23	2020-12-08 오후 12:23	1600-4072	010****4-29	스토어팜New	35136939****	커피빈	[커피빈] 레몬 캐모미일 티	5,000	1	발송완료	교환	2020-12-08 12:36:41	미국마커스빌점

Examples of monitoring and collecting mobile exchange coupons distribution data

In addition, as customers agree to use personal information, the number of information that can be big data increases indefinitely. Giftletter and Couponbay collect information generated in the process of issuing and distributing mobile exchange coupons and produce high value big data for marketing and management reference. It is possible to apprehend consumption trends for buyers, regions, and time by monitoring the distribution and exchange process of mobile exchange coupons. In addition to simply issuing (selling) and exchanging mobile exchange tickets, Couponbay can track the distribution status in the secondhand trading market, so it can collect more sophisticated and extensive data on purchase preferences. However, since it is using customer information, it must be absolutely safe from leakage and forgery and alteration. Couponbay will store all information on the blockchain server to ensure safety from data loss and forgery and alteration. In addition, the possibility of errors was minimized by allowing the data processing process to be performed through a blockchain-based algorithm.



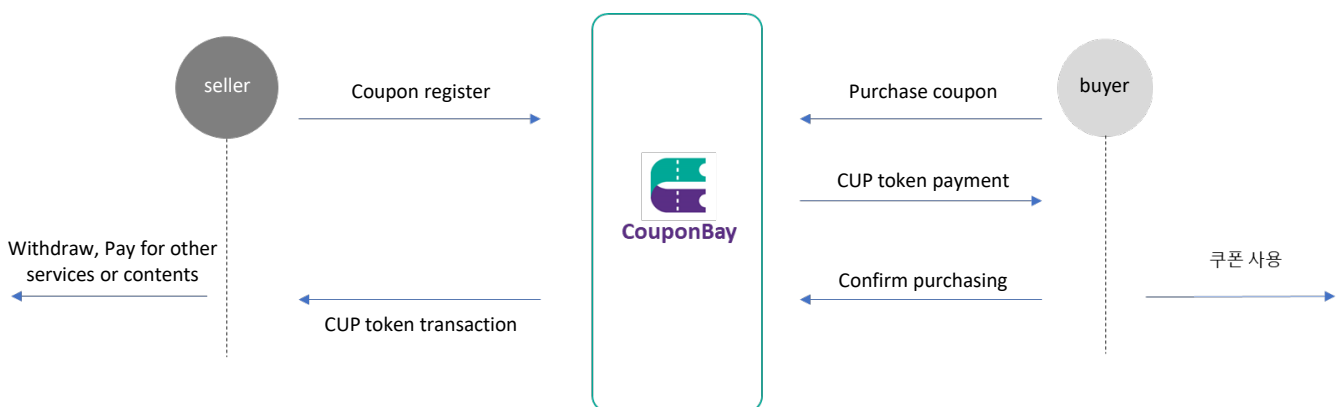
## With blockchain

### (b) Payment

Couponbay simplified the payment process, which was the biggest problem in the second-hand transaction process of mobile exchange coupons, using tokens. CouponBay has issued KIP-7-based Couponbay tokens (CUP) that can be used in the platform and will be used as its main payment method. Especially, Couponbay can easily acquire and own CUP tokens by receiving the sales price of mobile exchange coupons as CUP tokens without cumbersome currency exchange procedures due to the feature of the secondhand trading platform. CUP Token will not only purchase mobile vouchers, but also will be used for various purposes such as marketing means for customers and rewards for excellent activities to increase customer satisfaction.

### (c) Qualification process

Couponbay stores issuance information and duration of mobile exchange coupons on a blockchained server, as described in (a) Data processing. the process of validating of mobile exchange coupons that occurs when secondhand mobile exchange coupons are traded also takes place within a blockchain algorithm. Couponbay processes the use, cancellation, and return of coupons through a smart contract system, which prevents data errors and loss of exchange coupons, and is safe from hacking mobile exchange coupons, which are part of the team's assets.



# With blockchain

## (d) Easy Check

Couponbay basically guarantees the return of mobile vouchers and used transactions within the platform. Used trading platforms and repurchase algorithms based on blockchain are designed to make the transfer process of ownership of mobile exchanges very stable and secure (refer to next page). Therefore, Couponbay ensures the security and integrity of the platform.

However, mobile vouchers issued/distributed through Couponbay and Giftletter cannot be distributed only within the Couponbay platform. Even now, mobile exchange tickets are traded through P2P in various SNS and offline environments. Couponbay provides an Easy Check function to protect users even in such cases.

So far, there is the hassle of having to visit a user or contact the issuer individually to verify that the mobile voucher is valid. Couponbay has come to offer Easy Check services to address this inconvenience. If you leave the coupon number and contact information, the validity will be verified with your own coupon issuance system. In addition, if the exchange ticket is valued at a very large amount or multiple validation requests are made from one user, additional validation will be conducted by security professionals.

Coupon Bay Coupon Inquiry Service

Coupon Name:

Insert your coupon name.

Coupon No.:

Insert your coupon No.

※It may be difficult to check coupon information due to input errors.  
Please enter it correctly.

E-mail:

Insert your E-mail.

Coupon No. Inquiry Request

※ This service is only for individual members.

※ All items must be entered.

※ You can view only one coupon at a time, five times a day.

※ The result of the coupon inquiry is as follows.  
- available, used, expired, outstanding amount of money

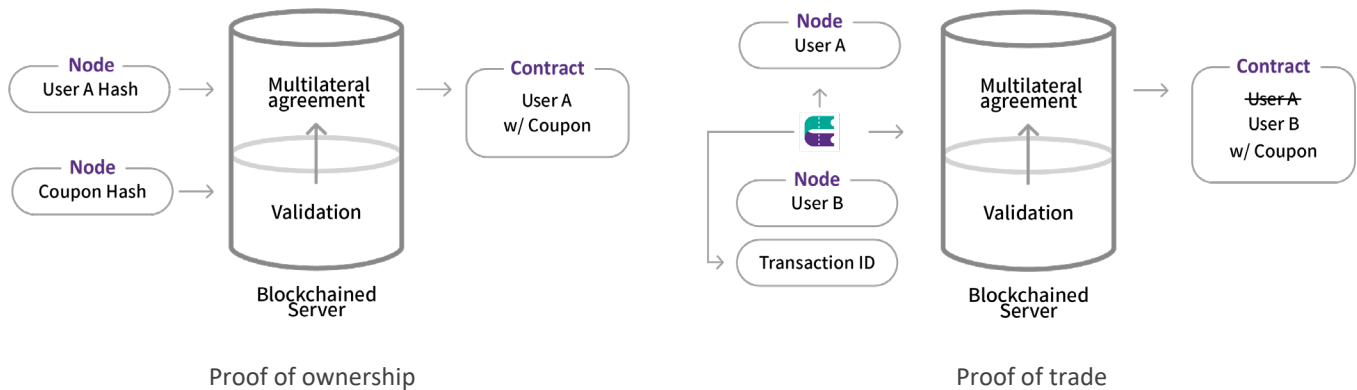
※ Some coupons may not be accessible.

※ Personal information and coupon information are not saved and will be destroyed immediately after replying to the coupon result inquiry.



Easy Check QR Code

## With blockchain



Users and mobile vouchers (coupons) are assigned to each node. The user information assigned to each node and the voucher (coupon) will have each hash value. Once the voucher is validated in the blockchain server, a contract that a particular user has a particular coupon is created by a multilateral certification system. Due to the nature of the blockchain, contracts created by multilateral contracts cannot invalidate or falsify/alteration the fact that the user owns the coupon at will without going through another multilateral contract.

When trading mobile exchange coupons with proven ownership, when user A transfers CUP tokens to user B, Transaction Hash occurs during the remittance process. At this time, if this hash is proven to be valid on Couponbay's blockchain server, the information in the contract will be changed by a multilateral agreement method. At this time, it is changed in a way that the history of user A's previous ownership of this exchange coupon do not disappear, and there is a record that user A owned this exchange coupon in the past, and B's proof of ownership is added. Using these blockchain characteristics, if the exchange coupon is registered on the blockchain server at the same time as it is issued, the transmission and distribution details of the exchange coupon are automatically recorded without having to collect separate data. However, at this time, hash values, not actual information of the user, are recorded. However, since these hash values are very complexly decrypted, the customer's personal information is kept safe.

# Couponbay Token(CUP)

## (a) Issuance

● Mainnet	ERC-20
● Total issued amount	1,000,000,000 CUP
● Decimal	7

## (b) Distribution

● Ecosystem and Rewards	35%
● Sale	20%
● Partner	10%
● Team	20%
● Advisor	10%
● Reserve	05%

## (c) Listed Exchange



# Couponbay Token(CUP)

## (c) Unlock Schedule

카테고리	Founder & Team	Token Sale	Partners	Reward	Ecosystem	Reserve	월별 락업 해제 수량	누적 유통량	%
% of tokens	35%	20%	10%	20%	10%	5%			
# of Token	350,000,000	200,000,000	100,000,000	200,000,000	100,000,000	50,000,000			
Token Unlock Schedule							월별 락업 해제 수량	누적 유통량	%
상장일(TGE)		7,550,000		5,000,000					
+1M		7,550,000			6,900,000	2,500,000			
+2M		6,550,000	6,500,000		6,300,000	2,450,000	21,800,000	51,300,000	5.13
+3M		6,550,000	6,500,000	7,850,000	6,500,000	1,500,000	28,900,000	80,200,000	8.02
+4M		6,550,000	8,000,000	7,850,000	6,000,000	2,780,000	31,180,000	111,380,000	11.138
+5M		6,900,000	7,000,000	7,850,000	7,900,000	2,100,000	31,750,000	143,130,000	14.313
+6M	15,990,000	7,900,000	7,000,000	8,500,000	7,900,000	2,870,000	50,160,000	193,290,000	19.329
+7M	17,100,000	6,900,000	8,500,000	7,700,000	7,700,000	2,200,000	50,100,000	243,390,000	24.339
+8M	14,000,000	6,550,000	5,000,000	7,500,000	7,800,000	2,600,000	43,450,000	286,840,000	28.684
+9M	18,700,000	8,550,000	5,000,000	7,500,000	7,800,000	2,000,000	49,550,000	336,390,000	33.639
+10M	17,800,000	6,050,000	5,250,000	7,500,000	7,800,000	2,360,000	46,760,000	383,150,000	38.315
+11M	18,500,000	7,250,000		7,900,000	7,800,000	2,850,000	44,300,000	427,450,000	42.745
+12M	18,500,000	7,250,000		7,500,000	6,800,000	2,795,000	42,845,000	470,295,000	47.0295
+13M	15,500,000	4,500,000	1,250,000	7,500,000	2,500,000	1,563,000	32,813,000	503,108,000	50.3108
+14M	13,500,000	4,750,000	1,300,000	6,100,000	2,000,000	995,000	28,645,000	531,753,000	53.1753
+15M	17,350,000	4,550,000	1,500,000	7,500,000	1,000,000	1,920,000	33,820,000	565,573,000	56.5573
+16M	11,500,000	4,500,000	2,100,000	5,500,000	2,000,000	650,000	26,250,000	591,823,000	59.1823
+17M	9,300,000	4,750,000	2,750,000	5,500,000	1,000,000	1,350,000	24,650,000	616,473,000	61.6473
+18M	9,900,000	5,655,000	2,000,000	6,000,000	800,000	1,352,000	25,707,000	642,180,000	64.218
+19M	9,200,000	4,850,000	1,500,000	5,500,000	700,000	650,000	22,400,000	664,580,000	66.458
+20M	11,550,000	5,585,000	2,000,000	3,300,000	700,000	650,000	23,785,000	688,365,000	68.8365
+21M	9,650,000	4,555,000	3,500,000	5,500,000	700,000	1,225,000	25,130,000	713,495,000	71.3495
+22M	11,565,000	5,225,000	3,500,000	4,550,000	700,000	670,000	26,210,000	739,705,000	73.9705
+23M	9,565,000	4,770,000		5,700,000	700,000	870,000	21,605,000	761,310,000	76.131
+24M	11,100,000	4,945,000		5,500,000		1,000,000	22,545,000	783,855,000	78.3855
+25M	5,200,000	4,995,000	2,250,000	3,500,000		1,600,000	17,545,000	801,400,000	80.14
+26M	7,950,000	4,545,000	1,750,000	5,500,000		800,000	20,545,000	821,945,000	82.1945
+27M	7,250,000	4,595,000	1,000,000	3,400,000		900,000	17,145,000	839,090,000	83.909
+28M	5,010,000	4,000,000	3,100,000	5,000,000		1,000,000	18,110,000	857,200,000	85.72
+29M	6,800,000	4,200,000	2,750,000	5,500,000		925,000	20,175,000	877,375,000	87.7375
+30M	9,905,000	4,105,000	2,000,000	2,400,000		1,575,000	19,985,000	897,360,000	89.736
+31M	7,205,000	3,005,000	1,500,000	4,500,000		1,300,000	17,510,000	914,870,000	91.487
+32M	7,010,000	5,000,000	2,000,000	4,500,000			18,510,000	933,380,000	93.338
+33M	5,600,000	4,560,000	3,500,000	4,400,000			18,060,000	951,440,000	95.144
+34M	10,960,000	5,855,000		5,500,000			22,315,000	973,755,000	97.3755
+35M	11,840,000	1,205,000		1,500,000			14,545,000	988,300,000	98.83
+36M	5,000,000	3,200,000		3,500,000			11,700,000	1,000,000,000	100
Sum	350,000,000	200,000,000	100,000,000	200,000,000	100,000,000	50,000,000	1,000,000,000		

\* In case of the distribution ratio and schedule change due to justifiable reasons, the changes will be notified through the disclosure channel and website, and will not be notified individually to token buyers..

\* Reserve supplies can be used without notice for significant turning points of the project, hacking, and emergency fund requirements, in which case they are notified of their use through the public announcement channel and website.

## Members



### Seok Bong Sang / C E O

- **2013~.** Giftletter (CEO)
- **2011~2013.** Iplus Communication (CEO)
- **2007~2011.** I&C Solution (Mobile Business manager)
- **2003~2007.** Neo Digital (Broadband business department)

Seok Bong-sang, CEO of Couponbay Team, concurrently serves as CEO of Giftletter, the parent company of Couponbay. CEO Seok Bong-sang has been in the mobile exchange coupon business for nearly 10 years and has abundant experience and know-how in the mobile exchange coupon market. CEO Seok Bong-sang will enable Giftletter and Couponbay to grow into active mutual cooperation and provide a lot of support.



### Kwak Hyo Won / Leader of Project (COO)

- **2020~.** Giftletter(COO)
- **2014~2020.** NEXON KOREA (NEXON PLAY, N Midea Platform Chief Manager)
- **2010~2012.** Maekyung Media Group/ Maekyung.com (Marketing Center Manager)
- **2007~2010.** NTOM AD (New Business Manager)
- **2004~2007.** Show Tech (New Business Manager)

Kwak Hyo-won, the leader of the Couponbay team, concurrently serves as COO of Giftletter, the parent company of Couponbay. Leader Kwak Hyo-won is a marketing expert who has led the marketing and media business of large media companies and the largest domestic game company, starting with a marketing company.

## Members



### Jae Seong Ho / C T O

- **2013~** Pango CEO
- **2019~2021.** Entermate (Former.BENO HOLDINGS) CTO
- **2011~2013.** Joycity Head of Development Department
- **2006~2010.** GNP CTO
- **2004~2006.** EMPAS Team Manager of Development

CTO Jae Sung-ho of the Couponbay team has a wide range of development experiences from portal sites to games. When he worked for EMPAS, he was the head of the development team who led the golden age, and later served as the top developer of KOSDAQ-listed game developing company Joy City and Entermate, and led the revival of the domestic game industry.



### Yoo Jae Min / Advisor

- **Now.** PT David Bintang Jaya (CEO)
- **2019.** Qoo10 Indonesia (Branch Manager)
- **2011.** Qoo10 Singapore (Sales/Marketing Team Manager)
- **2009.** e-Bay Korea, Gmarket (Strategic Planning Team Manager)
- **2007.** PT Busana Prima Global(Overseas Clothing Trade/Production)
- **2004.** University of Wales (Business Administration Graduation)
- **2001.** U.N Peacekeeping Force – East Timor

Advisor Yoo Jae-min is a regional expert who has been working in sales and marketing in Southeast Asia for a long time. He has extensive knowledge and experience in overall fields such as logistics, trade, and marketing between Korea and Southeast Asia, doing external marketing at domestic companies such as eBay Korea and Gmarket, or working at Southeast Asian branches of multinational companies.



# Giftletter Partners

## Closed Mall·Welfare Mall

Coupon supply contract partnership.  
Hyundai ezwel, Smartwel, Welmarket

## App Service Coupon Supply Contract Partnership

Open market channel  
Mist play, Time cash, Apple tree, Coocha,  
Cash Cow, Football Fantadium, Lympo, RingX

## Overseas

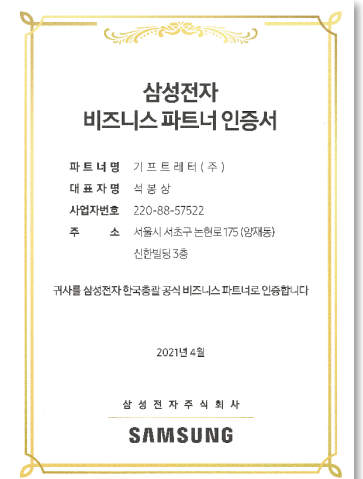
DMC - Indonesia, Mobile Coupon System, Supply contract

## B2 Target Sale

Open market sales channel  
11 street, Auction, Coupang, Wemakeprice, Smart Store,  
Shinsegaemall  
GS Homeshopping, Lotte Homeshopping, TMON, Kakao  
Gifts, AK Mall

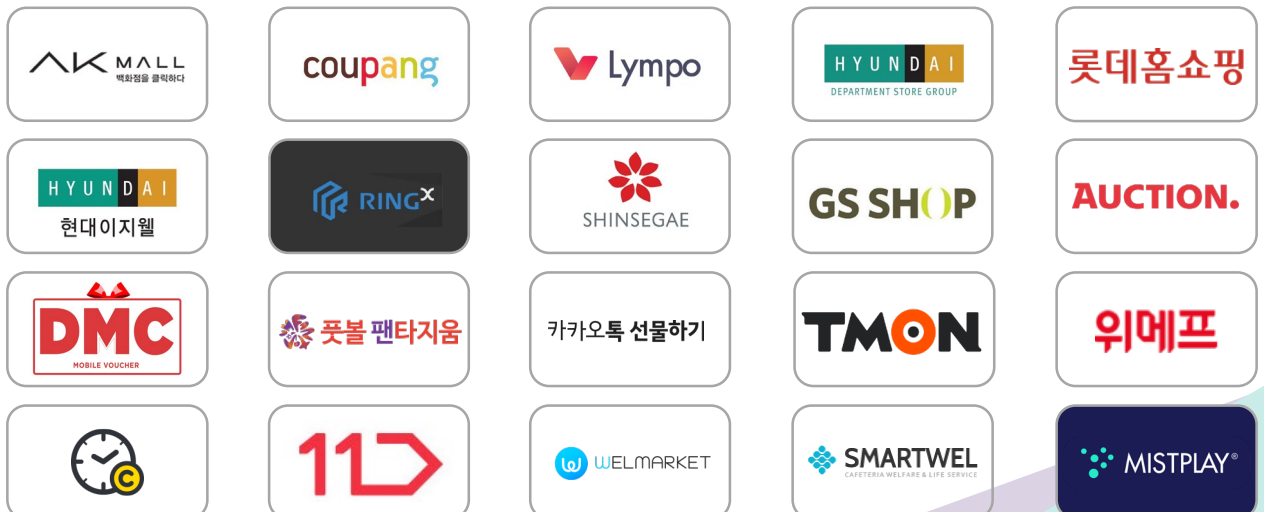
## Strategic Partnership

Hyundai Department Store  
- Launching a platform to send mobile coupons  
for items purchased at department stores.  
Samsung Electronics  
- Launching mobile coupon  
for air conditioner cleaning Service



▲Giftletter Media Reports regarding partnership

▲Samsung Electronics Partnership Certificate



# Roadmap

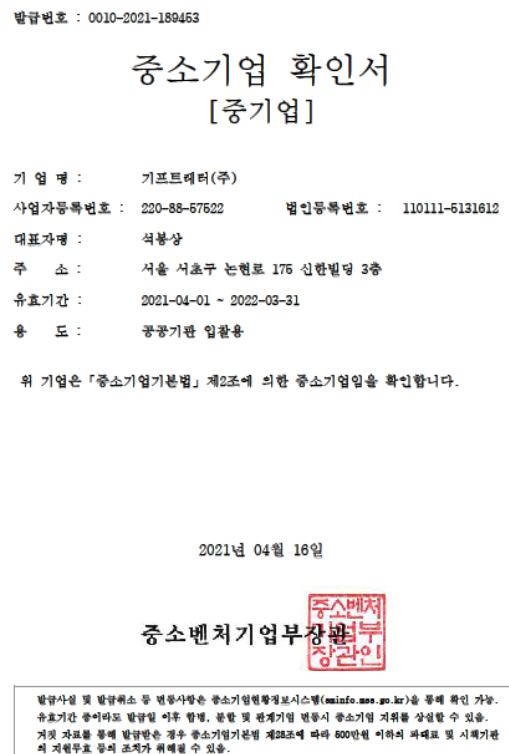
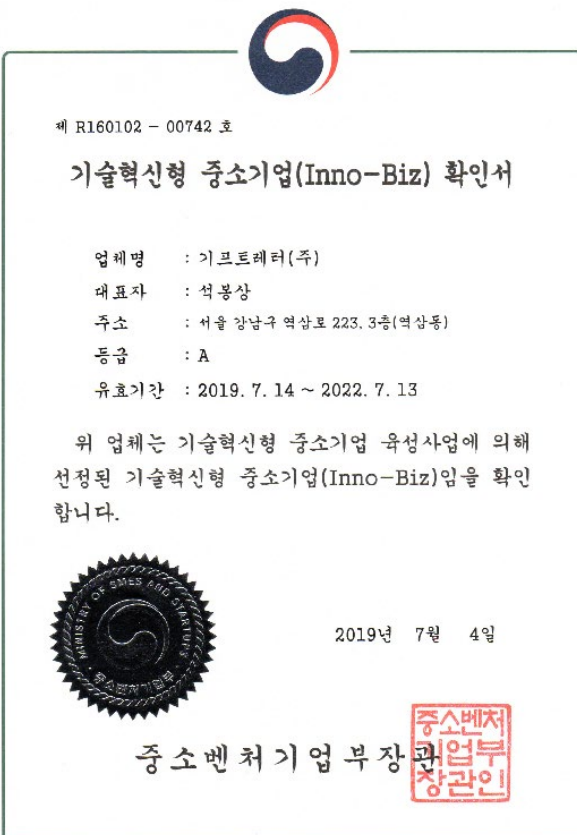
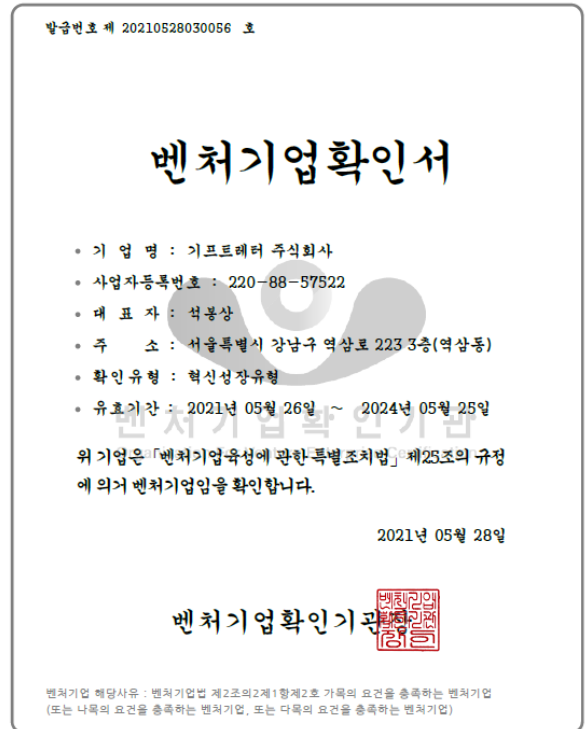
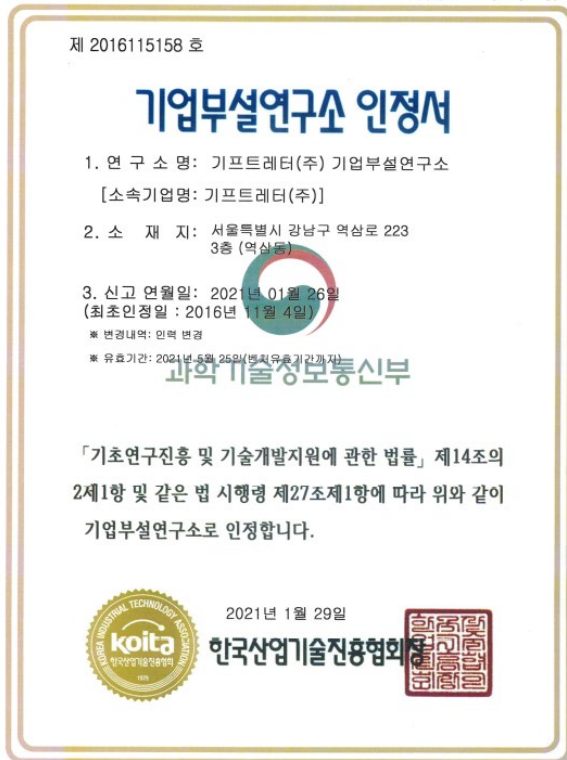
2020, 1Q	<b>Coupon Business</b>	<ul style="list-style-type: none"><li>- Couponbay Corporation Establishment</li><li>- Building Coupon Supply Main Service System</li><li>- Partnership Recruitment</li></ul>
2020, 2Q	<b>Coupon Business</b>	<ul style="list-style-type: none"><li>- Partner company Cashwalk Coupon Supply Agreement Completed / Service Start</li><li>- Monthly transaction amount reached 500 million Won</li><li>- Planning Coupon Trading Service</li></ul>
2020, 3Q	<b>Coupon Business</b>	<ul style="list-style-type: none"><li>- Monthly transaction amount reached 1 Billion Won</li><li>- Launching Coupon Trading Service</li><li>- 20 million won for a month for coupon trading service</li></ul>
2020, 4Q	<b>Coupon Business</b>	<ul style="list-style-type: none"><li>- Average monthly transaction amount reached 1.3 billion</li><li>- Monthly average of 50 million won for coupon transactions</li></ul>
2021, 1Q	<b>Coupon Business</b>	<ul style="list-style-type: none"><li>- Planning a transaction app service.</li><li>- Building App activation BM</li></ul>
	<b>Blockchain</b>	<ul style="list-style-type: none"><li>- Planning a model for the Couponbay blockchain ecosystem</li><li>- Developing a token payment system</li></ul>
2021, 2Q	<b>Coupon Business</b>	<ul style="list-style-type: none"><li>- Couponbay Overseas Service Planning &amp; Partner Contact ( Indonesia, Vietnam )</li></ul>
	<b>Blockchain</b>	<ul style="list-style-type: none"><li>- Conducting Private Sale</li></ul>
2021, 3Q	<b>Coupon Business</b>	<ul style="list-style-type: none"><li>- Signing new partnerships and expanding ecosystem</li></ul>
	<b>Blockchain</b>	<ul style="list-style-type: none"><li>- Couponbay 'CUP' White-paper Announcement</li><li>- Homepage open</li><li>- CUP First Token Issuance</li><li>- Technical audit, legal review examination</li></ul>

2021, 4Q	●	<b>Coupon Business</b>	- Started developing Couponbay mobile apps and completed Close Beta
	●	<b>Blockchain</b>	- Completed development of open beta for My Wallet and token payment system in the app - Listing on the virtual asset exchange - Official registration of ERC ecosystem
2022, 1Q	●	<b>Coupon Business</b>	- Developing overseas services - Launching Couponbay mobile app service Phase1(coupon store) and expanding domestic affiliates
2022, 2Q	●	<b>Coupon Business</b>	- Xangle XCR Examination - expanding Couponbay domestic affiliates
	●	<b>Blockchain</b>	- Additional listing on exchanges - Staking service open
2022, 3Q	●	<b>Coupon Business</b>	- Overseas Service Preparation & Launching: Indonesia - Couponbay mobile app service Phase2 - (coupon transaction-individual, currency exchange-corporate, community) Launching and expanding domestic affiliates
	●	<b>Blockchain</b>	- Couponbay expanding domestic affiliates - Additional listing on exchanges
2023, 1Q	●	<b>Coupon Business</b>	- Overseas Service Preparation & Launching: Vietnam - Couponbay mobile app service Phase3 - Launching (Mileage, membership, commercial BM)
	●	<b>Blockchain</b>	- Launching the development of its own blockchain algorithm
2023, 2Q	●	<b>Coupon Business</b>	- Recommend BM Development (Use big data, user-oriented AI recommendation system) - Expanding Couponbay affiliates
2023, 3Q	●	<b>Coupon Business</b>	- Overseas Service Preparation & Launching: Singapore, Japan

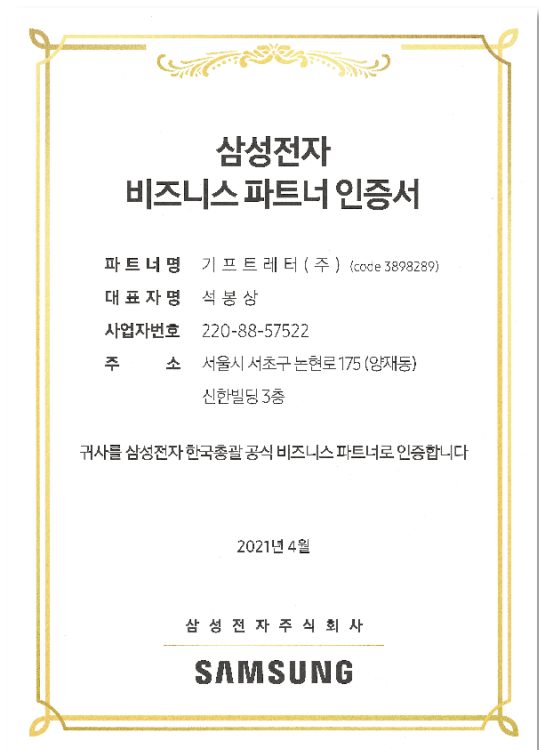
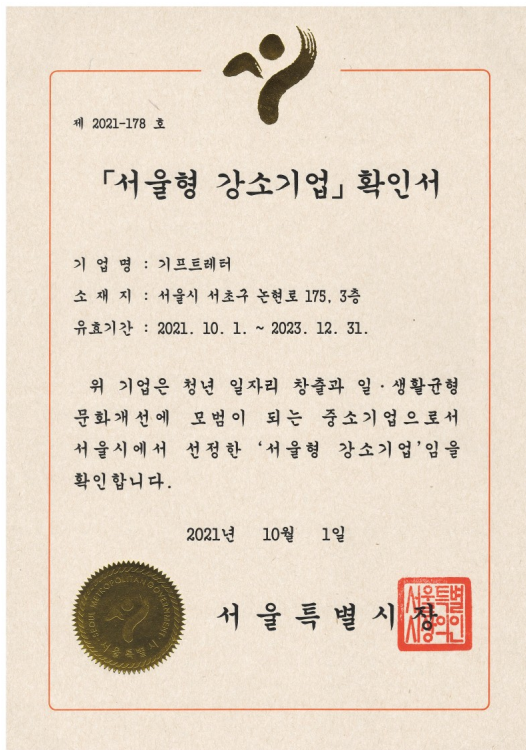
\* The road map and development schedule specified above can be adjusted flexibly according to our business progress.

# Certifications

Gifletter and Couponbay have been certified by the government and related organizations as small and medium-sized venture companies with high potential for development and a systematic structure.



## Certifications



## Copyrights

Giftletter and Couponbay hold trademarks and copyrights in relation to the issuance and distribution of mobile exchange coupons.





# Copyrights

제 C-2016-026544-2 호

**저작권 등록증**

1. 저작물의 제호(명칭) BBM Voucher Shop (비미월 바우처 샵)
2. 저작물의 종류 컴퓨터프로그램저작물>응용프로그램
3. 저작자 성명(법인명) 기프트레터 주식회사  
서울특별시 강남구 역삼로
4. 생년월일(법인등록번호) 110111-5131612
5. 창작연월일 2016년10월12일
6. 공표연월일 2016년10월12일
7. 등록연월일 2018년08월27일
8. 등록사항 성명(법인명), 주소 변경(2018.08.09)

『저작권법』 제53조에 따라 위와 같이 등록되었음을 증명합니다.

2018년 08월 28일

한국저작권위원회

제 C-2019-016098 호

**저작권 등록증**

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2. 저작물의 종류 컴퓨터프로그램저작물>응용프로그램
3. 저작자 성명(법인명) 기프트레터 주식회사  
서울특별시 강남구 역삼로
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5. 창작연월일 2018년10월01일
6. 공표연월일 2018년10월01일
7. 등록연월일 2019년06월05일
8. 등록사항 저작자: 기프트레터 주식회사,  
창작: 2018.10.01, 공표: 2018.10.01

『저작권법』 제53조에 따라 위와 같이 등록되었음을 증명합니다.

2019년 06월 05일

한국저작권위원회

제 C-2016-026543-2 호

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1. 저작물의 제호(명칭) 기프트앤 미즈룸
2. 저작물의 종류 컴퓨터프로그램저작물>응용프로그램
3. 저작자 성명(법인명) 기프트레터 주식회사  
서울특별시 강남구 역삼로
4. 생년월일(법인등록번호) 110111-5131612
5. 창작연월일 2016년05월24일
6. 공표연월일 2016년05월24일
7. 등록연월일 2018년08월27일
8. 등록사항 성명(법인명), 주소 변경(2018.08.09)

『저작권법』 제53조에 따라 위와 같이 등록되었음을 증명합니다.

2018년 08월 28일

한국저작권위원회

제 C-2016-013532 호

**프로그램 등록증**

1. 프로그램의 제호(명칭) 기프트앤 모바일주문 발송시스템
2. 저작자 성명(법인명) 주식회사 기프트앤  
서울특별시 강남구 역삼로99길
3. 생년월일(법인등록번호) 110111-5131612
4. 창작연월일 2014년08월11일
5. 공표연월일 2014년08월11일
6. 등록사항 기록자: 주식회사 기프트앤  
창작: 2014.08.11, 공표: 2014.08.11
7. 등록연월일 2016년06월07일

『저작권법』 제53조에 따라 위와 같이 등록되었음을 증명합니다.

2016년 06월 08일

한국저작권위원회

# Disclaimer

Please read the contents of this white paper carefully. If you have any questions about your decision, we recommend that you seek advice from related experts, including your laws, finances, and taxes.

This white paper was prepared for reference purposes to provide information on the services, business models, and technical/non-technical contents of Couponbay Co., Ltd. (hereinafter referred to as "company"). This white paper was written based on the status at the time of preparation, and the contents written after that date may be changed or updated at any time at the discretion of the Couponbay team. The validity of the latest version takes precedence over the changes or updates.

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Please read the following carefully before deciding to purchase and participate in the Couponbay. If the risks below lead to actual situations, they may be negatively affected to the operation of the company and its affiliates. In this case, some or all of the value of the Couponbay token may be lost.

Risk includes, but is not limited to, the following:

- (a) Due to other factors outside the control area, such as changes in the political, social, and economic environment, changes in the cryptocurrency market, and changes in the national regulatory environment, the abolition and loss of Couponbay tokens may occur.
- (b) If you fail to keep your private key safely for a wallet containing tokens
- (c) The occurrence of force majeure, natural disasters, etc. may affect the business operation of companies and related companies and other uncontrollable factors. Hacking or other damage can cause damage such as loss, damage, or theft of tokens.



(d) Unintentional reasons such as hacking attacks and force majeure from third parties may cause ecosystem losses or damage, and other types of losses and damages may occur.

(f) Cryptocurrency technologies have not yet been verified and do not guarantee completeness.

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# Reference



< 디지털타임즈, 2021. 10.22.>

## “기프트레터” O4O 플랫폼을 이용한 현대백화점 모바일선물하기 서비스 런칭

기자 | 입력 : 2020.09.16 14:52:00

모바일쿠폰 서비스 전문 기업인 “기프트레터”(대표이사 석봉상)는 자사의 O4O (Online for Offline, 오프라인을 위한 온라인) 플랫폼을 이용한 모바일 선물하기 서비스를 현대백화점에 제공한다 밝혔다. 기프트레터는 현대백화점 매장에서 구매한 상품을 상대방 주소로 모르더라도 휴대폰 번호만 알면 문자 메시지를 통해 선물 보낼 수 있는 ‘선물하기’서비스가 가능하다고 밝혔다. 서비스는 압구정본점 등 전국 15개 전 점포 내 3700여 개 매장(약 600여 개 브랜드)이다. 압구정본점, 무역센터점, 목동점, 판교점 등 경인지역 10개 점포는 15일부터 충청점, 대구점, 부산점, 울산점, 울산동구점 등 5개 점포는 오는 17일부터 서비스 이용이 가능하다. 기존에는 백화점 매장에서 구매한 상품을 선물하려면 상대방의 연락처 외에 주소 등의 추가 정보를 알아야 했지만, ‘현대백화점 선물하기’ 서비스를 이용하면 상대방의 휴대폰 번호만으로도 상품을 손쉽게 선물할 수 있게 된다.

또한, 카카오톡 문자 메시지를 통해 간편하게 이용할 수도 있다. 선물을 보내는 고객이 매장에서 상품 결제 후 매장 직원에게 본인의 휴대폰 번호를 알려주면, 카카오톡 문자 메시지로 ‘선물 보내기’ 링크를 받게 된다. 여기에 선물 받을 사람의 연락처를 입력하면 배송 접수가 완료된다. 이와 동시에 선물 받을 사람은 카카오톡 문자 메시지로 ‘선물 받기’ 링크를 전송 받게 되며, 해당 링크를 눌러 선물을 보낸 고객과 상품 정보를 확인한 뒤 본인의 집주소를 입력하면 된다. 만약 택배를 통해 선물 받기를 원치 않으면 7일 이내에 구매한 매장을 방문해 받아도 되며, 사이즈가 맞지 않거나 색상이 마음에 들지 않을 경우 배송 전 해당 매장에 전화해 교환한 후 받을 수도 있다.

< 매일경제, 2020. 9.16.>

## 경향비즈

## 기프트레터, 삼성전자 에어컨 종합세척 이용권 모바일쿠폰으로 런칭

2021-05-10 12:21 입력 | 2021-05-10 12:21 수정

- ‘모바일 선물하기’로 부모님, 지인에게 이사 집들이 개업축하 선물로 활용
- 5월 14일까지 사은품 지급 혜택 프로모션 진행



모바일쿠폰 서비스 전문기업 기프트레터(대표이사 석봉상)가 삼성전자 한국총괄 B2B 파트너사 계약을 체결하고 모바일 선물하기 플랫폼을 통해 삼성전자 서비스 상품을 판매한다.

< 경향신문, 2021. 5.10.>

# Reference

## 기프트엔, 인도네시아 최대 모바일 메신저 '블랙베리'에 쿠폰 서비스 독점 론칭

기사입력 2016.06.17 19:12 최종수정 2016.06.17 19:12



기프트엔 석봉상 대표

[아시아경제 조병무 기자] 모바일 쿠폰 업체 기프트엔(대표 석봉상)이 지난 2월 글로벌 오픈마켓 Qoo10(큐텐)과 업무협약을 체결한 데 이어 오는 8월에는 인도네시아 1위 메신저 '블랙베리'에 모바일 쿠폰 서비스를 독점 론칭한다.

인도네시아는 세계인구순위 4위의 나라로 인구가 2억 6000만 명에 이른다. 현재 스마트폰 보급률은 40% 정도지만 젊은층을 중심으로 스마트폰 사용자가 빠른 속도로 늘고 있어 모바일 잠재력이 큰 나라다. 기프트엔은 인도네시아 국민 메신저 '블랙베리'에 모바일 쿠폰샵을 탑재하여 인도네시아 모바일 시장 선점에 나설 전망이다.

한편 기프트엔은 큐텐을 통해서도 인도네시아에 30여 종의 모바일 쿠폰을 서비스하고 있다. 큐텐은 인도네시아, 싱가포르, 일본, 홍콩, 말레이시아, 중국 등에서 온라인쇼핑몰을 운영하는 글로벌 사업자다.

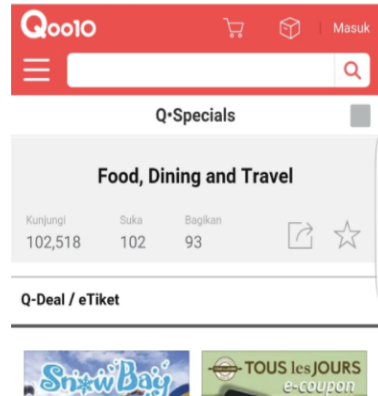
기프트엔 석봉상 대표는 "인도네시아는 모바일을 기반으로 한 사업 기회가 무궁무진한 나라다. 현지의 유통 잠재력과 기프트엔의 기술력을 결합해 다양한 O2O사업을 추진해나가며 이를 기반으로 동남아 시장 공략에 전력을 다하겠다"고 밝혔다.

## 모바일 쿠폰 업체 '기프트엔', 오는 8월 인도네시아 진출

발행일 : 2016.06.16



[울소TV] 플라리스 오피스, "실 사례 중심의 IT 시스템 구축 전략" 9월 14일 생방송



<아시아경제, 2016. 6. 17.>

<전자신문, 2016. 6. 16.>

## 기프트레터, 케이엔씨푸드 케이쿱바베큐푹립 모바일 선물하기 쿠폰 출시

ⓒ 이은별 기자 | ⓒ 승인 2021.08.26 11:36



모바일 쿠폰 전문 공급사 기프트레터(대표이사 석봉상)는 바베큐푹립 제조사인 케이엔씨푸드의 케이쿱바베큐푹립 모바일 선물하기 쿠폰을 출시하며 신규 사업영역 확장에 나선다고 26일 밝혔다.

케이엔씨푸드의 바베큐푹립은 서가엔목, 크라제, 송추가마골, 빙스 등 국내 유명 레스토랑의 PB상품을 공급해온 노하우를 그대로 살린 정통푹립이다.

이번에 출시한 상품은 오리지닐 바비큐, 매콤 바비큐, 숯불구이향 바비큐 3가지 맛으로 케이쿱만의 특제 비법소스로 제조해 별도의 양념이 필요하지 않으며 전자레인지, 에어프라이 등으로 간편하게 조리 가능한 것이 특징이다.

giftletter.

<드론경제, 2021. 8.26.>

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## 도매국·기프트레터, 중소기업 상품 판매 채널 확대 지원

ⓒ 강태우 기자 (kby2489@newsjc.com) | ⓒ 승인 2019.08.18 23:21



국내 B2B 오픈마켓 '도매국(대표 모영일)'이 B2B 모바일 쿠폰 전문 기업 '기프트레터(대표 석봉상)'와 지난 13일 업무 협력을 위한 MOU를 체결하고 있다. 사진 왼쪽부터 기프트레터 최은지 매니저, 기프트레터 석봉상 대표, 도매국 모영일 대표, 도매국 허병록 수석, 도매국 공진화 책임 (제공: 도매국) ©천지일보 2019.8.18

[천지일보=강태우 기자] 국내 B2B 오픈마켓 '도매국(대표 모영일)'이 B2B 모바일 쿠폰 전문 기업 '기프트레터(대표 석봉상)'와 업무 협력을 위한 MOU를 체결했다.

<천지일보, 2019. 8.18.>