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# TFIN NETWORK

WHITEPAPER

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## 01 SUMMARY

The global electronic commerce, or e-commerce, market has shown explosive growth over the past few years and is expected to boom in the future. The global retail tech market is a very large market that is predicted to grow approximately three times in size from \$34.7 billion in 2022 to \$102.5 billion in 2028. This remarkable increase is primarily driven by consumers utilizing mobile platforms to purchase products and services, especially due to the rain caused by the coronavirus disease (COVID-19), which began spreading in late 2019 and caused a global pandemic. This is a market with great potential for further development due to the spread of face-to-face, or 'untact' phenomenon. However, it also has problems as diverse as the size of the market. Traditional e-commerce giants have used their monopoly position to create an unfair market environment by demanding excessive commissions, price discounts, and additional advertising and promotion costs from product sellers. Users have to rely on one-sided information from providers, and may even suffer damage due to manipulated promotional content.

Accordingly, the TFIN Network Project is a next-generation global distribution project that focuses on existing global distribution, especially the e-commerce market, and seeks to open a new era in the decentralized e-commerce market and global distribution market by using blockchain technology to solve problems. TFIN Network aims to promote Korea's excellence to the world and become the center of the borderless global e-commerce market by serving as a link to promote Korea's excellent K-beauty, food, and fashion products to global consumers.

To this end, we maintain strategic partnerships with global big buyers, share purchase lists and warehouse delivery systems, integrate excellent overseas brands and channels, and have an advantage due to TFIN Network Project's own logistics system in Hong Kong. and many years of cross-border e-commerce experience, enabling one-stop cross-border e-commerce from product purchasing, order management, marketing channel management, and global logistics delivery. In addition, by utilizing blockchain technology through our own global shopping mall platform that is scheduled to open, we will expand the market externally to the entire world, and internally, we will improve customer service and reduce costs by reducing commissions.

The TFIN Network Project aims to bring about innovative changes in all aspects necessary for the omni-directional e-commerce industry, breaking the existing framework of perception regarding membership registration, product sales, advertising, publicity, and business expansion, and the influence of intermediary companies. By changing the current form that depends on , we aim to realize a true sharing economy that rationally distributes profits to both users and providers.



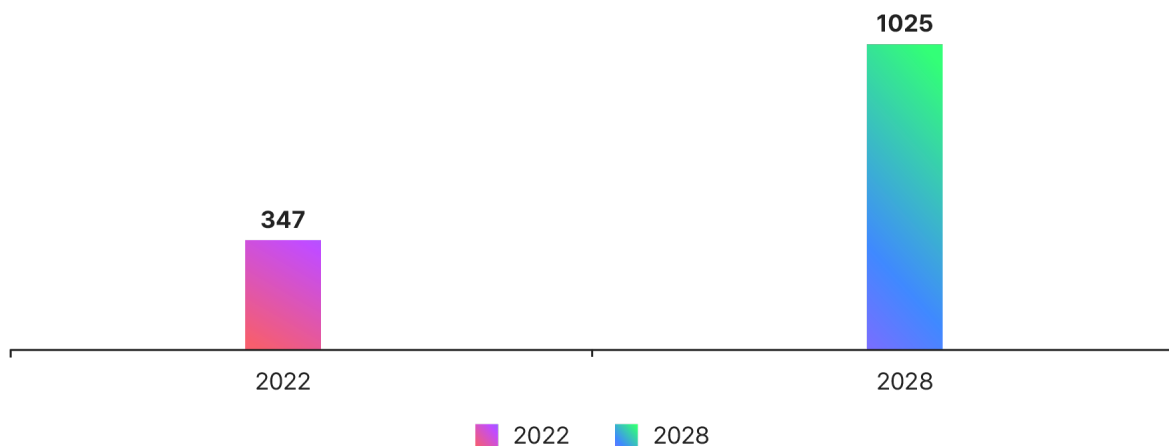
## 02 Market Trend

Changes in overall lifestyles, such as social distancing and the widespread use of non-face-to-face and telecommuting due to the coronavirus pandemic that has lasted in recent years, have also affected the consumption behavior of people around the world, providing an opportunity to rapidly grow the e-commerce market. Retail businesses in various countries are accelerating digital transformation, encompassing both online and offline, to meet the new demands of consumers who have experienced convenient purchases and various entertainment elements through e-commerce, and to realize management efficiency by reducing manpower.

According to market research firms Global Information and Nikkei, the size of the global retail tech market will approximately triple from \$34.7 billion in 2022 to \$102.5 billion in 2028 due to the expansion of online and offline retail markets and acceleration of digital transformation. It is expected to reach .

### Retail Tech Market Size

(Unit: billion dollars)



Many retail companies in Korea are already trying to improve operational efficiency by introducing retail technology, especially hardware and unmanned stores such as self-checkout kiosks, warehouse picking, mobile robots, delivery drones, electronic price tags, and blockchain platforms. As the global demand for software such as solutions is gradually increasing, domestic companies are also establishing strategies for rapidly changing local demand through participation in related exhibitions and conferences, and are seeking to enter the global market through active networks. In addition, as trends such as virtual fitting based on AR technology, provision of 3D product visualization services, and expansion of payment solutions through blockchain are spreading, starting with industries such as beauty and fashion, domestic companies are also expanding their own It is expected that we will provide an attractive consumer experience by introducing related technologies to online shopping malls and expand our sales base to global consumers.

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## 03 TFIN Network

TFIN Network plans to build a global distribution system within the ecosystem using blockchain and the virtual currency TFIN. Through this, we aim to present a new alternative that solves the problems pointed out in the existing global distribution market. Users can utilize a variety of services using TFIN, and with the goal of providing a next-generation global distribution ecosystem through better policies, we aim to provide various benefits to users who participate in the platform ecosystem. TFIN Network plans to expand its business areas through partnerships and collaboration with various related companies and platforms in the future in order to provide various services and expand its business areas. In addition, for this purpose, we would like to first understand the current status of blockchain technology and virtual currency and conduct market research.

### What is Blockchain?

Blockchain is a technology that ensures the reliability of transaction records without an authorized third party by having all participants in the network jointly verify, record, and store transaction information. It refers to an algorithm that combines multiple transaction details to form a block, uses hashes to connect multiple blocks like a chain, and then copies them and stores them distributedly across multiple people. Blockchain technology makes it impossible to falsify or falsify data, making it possible to process trustworthy and secure transactions and data even without an authoritative intermediary. While the main function of the existing 'Blockchain 1.0' was the distribution and transaction of digital currency, 'Blockchain 2.0' has strengthened applicability through the platform, making it possible to expand into various fields.

It can be used in a variety of applications such as blockchain-based Smart Contract, logistics management system, document management system, medical information management system, copyright management system, and social media management system, and is one of the core technologies of the 4th Industrial Revolution. In particular, in the financial field, the introduction of blockchain enables financial transactions such as remittances and securities without going through an exchange, which can lead to reduced fees and reduced settlement times. Expectations are rising that humanity will be able to enjoy social changes and benefits based on new transaction methods and organizational operating principles through blockchain technology that does not require intermediaries.

Recently, various industries, including mobile payments, global delivery, fintech, medical field, energy, and real estate, are increasing pilot projects and actual adoption. Numerous companies in various industries have already conducted pilot programs and actual projects. We are preparing to launch service. In particular, as online transactions and technologies using PCs and smartphones become more common due to innovations in information and communication technology, they are beginning to have an impact on social aspects beyond the technical and economic aspects, so they have tremendous potential, and the introduction of technology is expected to continue in the future.

## Why Blockchain?

Utilizing blockchain provides the following benefits:

- **Reliability**

We build trust by recording and safely storing all types of information on the blockchain.

- **Efficiency**

Access relevant information through complex digital transactions, recording, storing and tracking detailed product information.

- **Transparency**

Numerous records are recorded on computers by converting various types of information into codes using mathematical encryption algorithms.

- **Security**

Protect transaction information and user privacy on the blockchain.

TFIN plans to develop its platform by utilizing the following advantages of blockchain:

### **1) Implementation of a transparent and trustworthy transaction ecosystem through Smart Contract**

Transparent transactions are essential in the innovative digital economy ecosystem. Transactions through Smart Contract, the core of blockchain technology, are essential for implementing such a system because they leave all records transparently. All transactions logged within the TFIN Network platform are created, managed, and recorded by Smart Contract.

### **2) Meet financial institutions' data protection and security needs**

The TFIN Network platform was designed based on the strengthened DID financial security standards to build a security system that meets the same level as financial companies or meets the necessary standards. Among the digital payment systems, many of the existing payment system affiliated providers are made up of financial companies such as card companies, banks, and insurance companies, and they pour a huge amount of money into security every year, so in order to accept them as players of the TFIN Network platform, data security exceeds the level required by these companies. Meeting standards is essential. Therefore, the system design of the TFIN Network platform was based on blockchain technology. In addition, TFIN Network has experience in obtaining AML issues certified in many countries such as Hong Kong and Thailand while developing contracts and systems with many overseas payment companies, and based on this, AML, CFT, etc. can be approved in various countries. I have this foundation.

## Technology

TFIN Network was developed based on KIP-7, a standard token protocol established by the Klaytn blockchain network. TFIN Network is a platform network designed to operate various applications developed with the goal of decentralization based on its own blockchain. Klaytn is a service-oriented blockchain platform, developed with an ideal governance model that engages all network participants and enables a rapid decision-making process for the benefit of the platform. With the goal of providing blockchain experience and large-scale commercialization for millions of users not only domestically but also around the world, we are building a responsive, robust, and usable Blockchain Application (BMC) based on legacy technologies to remove all adoption obstacles for businesses and entrepreneurs. Focus on delivery. In addition, TFIN Network aims to popularize blockchain by verifying blockchain technology and value, so that anyone can use it freely. Block creation and expansion time is only 1 second, and it has the characteristics of lower waiting time and increased scalability compared to other blockchains. TFIN Network is a standard for fungible tokens that are equal and divisible. Each token unit has the same value and all available tokens are interchangeable. Since fungibility is, in most cases, an essential feature of cryptocurrencies, a large percentage of blockchain tokens feature fungibility. This has the advantage of scalability, and can be used in other applications, from the wallet of all Klaytn tokens to decentralized exchanges, through a standard interface. In particular, fewer nodes are secured through a blockchain dedicated to the Byzantine fault-tolerant consensus algorithm, and efficiency is maximized by deploying the network on a LAN (Local Area Network). This balances performance, network security, and transparency, ensuring that only authorized people can participate in the consensus process.

TFIN Network proposes scaling solutions and data-driven decision-making within a trustworthy joint management framework for governance functions and achieves the performance and reliability of a private blockchain while maintaining the reliability and transparency of a public blockchain.

Blockchain throughput is the number of requests that the platform can process per hour. Due to the nature of the TFIN Network, a platform where multiple systems operate simultaneously, a protocol was selected to improve blockchain throughput, and each service requires independent throughput on the blockchain platform. Several services operate in parallel. Currently, the physical throughput of blockchain platforms is limited to run dAPPs, but TFIN Network utilizes service chains to increase transaction processing speed per second. Currently, the time it takes for Bitcoin to complete a transaction is about 10 minutes, and it takes an hour for one transaction to be finalized. However, on TFIN Network's platform, the time it takes to process and expand a transaction is 4,000 transactions per second. It is being reduced to . This eliminates the need to worry about ordering elements in other service chains when determining block order and increases processing speed. The blockchain where the data is stored can be used in a separate space, and the blockchain uses a service chain to store the data in isolation. Freely call Smart Contract functions within the dAPP isolated by the service chain and share token stakes to secure resources. Therefore, management convenience was improved by placing it in a service chain so that related dAPPs can be commonly used without the need to enter into individual contracts. The service chain leaves data in a designated chain called regionchain, verifies the latest block data with checkpoints, and thereby forms ordering between service chains.

By enabling multiple service chains to run on a single physical node, hundreds of thousands of service chains can be deployed on a single node, depending on the platform's activity.

Additionally, TFIN Network allows standard API implementation for tokens within Smart Contracts through KIP-7, and provides basic functions for token transfer through this. Through a standard interface, all tokens associated with Klaytn can be reused in other applications, from wallets to decentralized exchanges.

Differences from the existing most widely used ERC-20 include more optional features such as mint, burn, and pause extensions, and all token transfers, mint, and burn can be tracked through event logs. It's possible. This means that transfer events occur for all operations related to transfer, creation, and burning. KIP-7 is a fungible token with equality and divisibility, and each token unit has the same value, supporting compatibility with all available tokens. A large percentage of blockchain tokens feature fungibility, as fungibility is an essential feature of cryptocurrencies in most cases, just as all dollar bills are worth \$1.

## Architecture



TFIN Network Project aims to create a global integrated distribution ecosystem. All users can conveniently utilize not only shopping but also payment, remittance, and daily life services through the application developed by TFIN Network. The main trials and errors experienced by existing payment services and platforms are as follows.

- 1) Different payment environments by region/culture/platform
- 2) Re-learning issues for affiliates unfamiliar with technology-intensive environments
- 3) Low understanding of blockchain technology and insufficient Smart Contract technology
- 4) Designing a business model that is not policy-friendly but close to it.

The payment infrastructure that the TFIN Network Project will create will resolve or weaken these trials and errors experienced by leading companies. It can be used in any environment, does not require much learning and training to use, and the immediate goal of the service is to secure government (VASP virtual asset business) requirements and overseas payment business certification such as AML through high security and technical skills. We will bring innovation to the digital economy around the world, including Korea.

TFIN Network Project seeks to find solutions to problems existing in the existing e-commerce market through blockchain technology. The TFIN Network Project uses blockchain technology to create an ecosystem where suppliers, distributors, and buyers from around the world meet to freely trade products and share profits transparently. To this end, the values pursued by the TFIN Network Project are as follows.

- 1) Participation as a member of the free TIFN Network Project ecosystem
- 2) Connecting suppliers (brands), distributors and consumers around the world
- 3) Establishing a commerce ecosystem that ecosystem participants using our shopping mall can trust
- 4) Supports transparent matching system and structured consultation system between suppliers (brands) and consumers
- 5) Provide consumers with reliable products at reasonable prices
- 6) Maximize the profits of participants and contributors within the ecosystem
- 7) Ensures ease of transaction and transparency of data using TFIN Network blockchain technology



## 04 Ecosystem

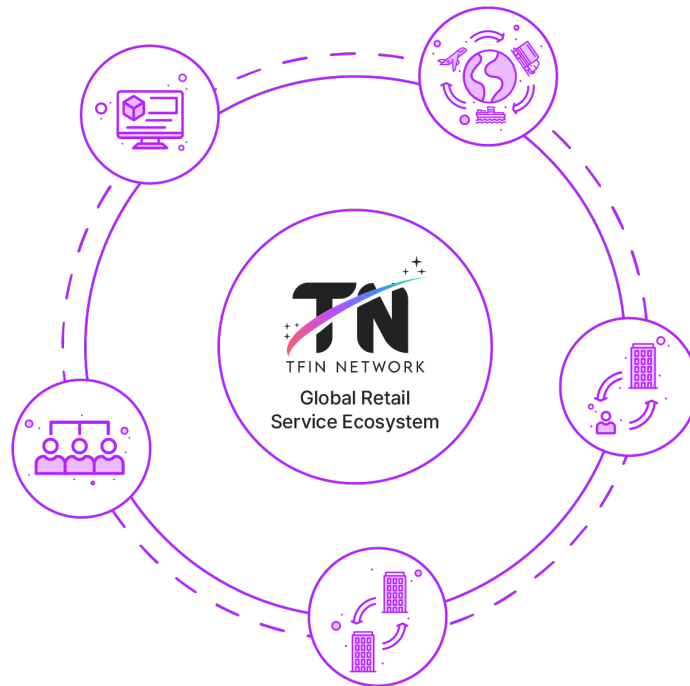


Image) TFIN Network global distribution service ecosystem structure diagram

The TFIN Network Project is confident of the development of blockchain and virtual asset technology and a bright future, and is evaluated as the best conceptual economic revolution that mankind can think of through the concept of a 'Trustless' transaction system guaranteed by mathematical algorithms. However, we aim to improve 'efficiency' and 'usability' within the global distribution system, noting that there are clearly elements that must be overcome. The main premise is to combine the diverse distribution transaction needs of actual consumers with the unique features of blockchain so that they can easily utilize it.

To this end, TFIN Network's global distribution service ecosystem is structured as follows.

### - B2B Service

The TFIN Network Project directly connects retailers and brands around the world. Through analysis based on accumulated know-how, we select and provide product information optimized for each individual, including desired performance and functions, to retailers, allowing them to purchase. We have completed distribution agreements with global companies such as L'Oréal, LG Household & Health Care, Amore Pacific, P&G, Shiseido, Shanghai Shangmei, Unilever, and Estee Lauder, and have expanded partnerships with major global brands to reach brands and retailers in all countries. The goal is to match.

#### - **B2C Service**

TFIN Network Project has experience operating online BMs in China such as Taobao and Tmall since 2015, and has experience and manpower in operating various online shopping malls. We are expanding our services not only to the Chinese market but also to Southeast Asia and other overseas countries. In addition, we plan to launch purchasing agency services in the United States, Japan, Russia, and Brazil through sales and marketing partnerships with Korean online shopping malls that wish to purchase directly through additional services in the future.

#### - **Own shopping mall (scheduled to open)**

TFIN Network Project plans to provide not only K-beauty products but also food, clothing, and household goods at the optimal price through its shopping mall, and will conduct sourcing and curation focusing on issues rather than existing categories. In addition, we secure sourcing competitiveness based on a differentiated sourcing network and provide a high-quality user experience by utilizing users' tastes and interests.

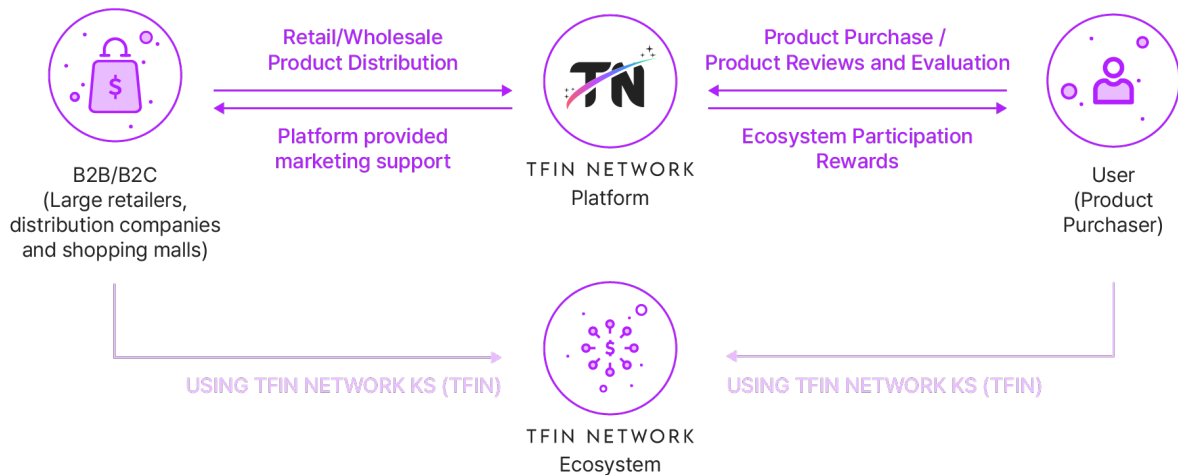
#### - **Global logistics service**

TFIN Network Project reduces logistics costs through a joint logistics system and supports global cross-border e-commerce with its own logistics. We support complex procedures and difficult customs clearance procedures for overseas delivery, reduce overseas delivery logistics costs, which are 4 to 5 times higher than domestic delivery, through economies of scale, and lead overseas delivery, which generally took more than 10 days, through solid infrastructure and partners. Shortens time.

#### - **Global distribution consulting**

TFIN Network Project's global distribution comprehensive consulting service provides more accurate and reliable information through a network of overseas local experts in order to provide a customized, customer-centered distribution business. We provide consulting services for all aspects of global distribution, including review of the business feasibility of products or services, item selection, sourcing, customer discovery, funding, logistics, customs clearance, and cross-border payment systems. We help distribution business startups advance into the global market by providing entrepreneurship education, support for overseas expansion of shopping malls, open market training, and marketing services.

## Token Economy



TFIN, which is used as a key token in the TFIN Network, is a utility token that supports the ecosystem and supports a compensation system using the TFIN Network for providers and users who use the TFIN Network global distribution service. A separate Smart Contract is applied to each unit, and all information is added up to ultimately lead to a reward.

TFIN Network Project Global distribution corporate partners can use the TFIN Network to pay for wholesale goods and receive 2% of the total payment amount as a TFIN Network bonus or instant discount. In addition, users of self-distribution shopping malls can purchase products using the TFIN Network and receive TFIN as compensation through community activities such as product reviews and evaluations.

Incentive rewards are provided below:

Amount of TFIN held	Benefits
5,000~9,999	10% additional payment
10,000~19,999	15% additional payment
20,000~49,999	20% additional payment
50,000~	30% additional payment

Rewards received in this way can be cashed out on exchanges where TFIN Network is listed, and conversely, any participant or contributor can purchase TFIN Network on listed exchanges for the purpose of purchasing products and services within the TFIN Network platform ecosystem.

Additional measures to encourage use of the TFIN Network for global distribution business are as follows.

- Large retailers and distribution companies can receive discounts when trading products depending on their TFIN holdings. Through this, it is possible to gradually accept the method of purchasing from outside to hold a certain amount of coins and the customer's coin payment method.
- When purchasing a product, buyers can receive a discount on card fees, etc. if they purchase with TFIN. Therefore, even if it is the same product, you can receive more discount benefits when purchasing with TFIN.
- For promotions and customer experience, you can run limited special deals that can only be purchased through the TFIN Network at your own shopping malls and offline stores. Through this, customers will be able to build up their purchasing experience through the TFIN Network and will increase the frequency of holding and purchasing TFIN to receive more benefits for a longer period of time.

## 05 Token Information

### TFIN Network token distribution plan

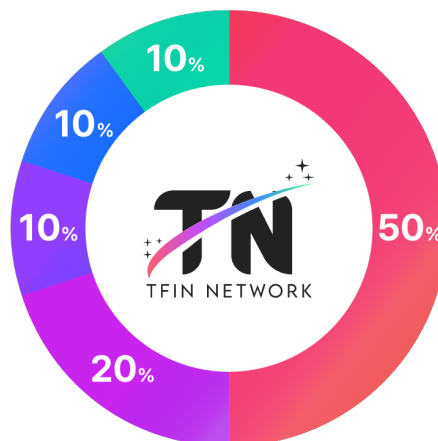
#### [1] TFIN Network information

TFIN, which is used as the key currency within the TFIN Network platform, is issued as a KIP7-compliant token within the Klaytn blockchain network. TFIN is issued for the purpose of development, trading, and participation in the ecosystem for investment and information utilization in applications that can be used in the TFIN Network ecosystem, and is carried out to create an ecosystem for transparent recording and management of information. In addition, it will be used for marketing, listing, development of an independent blockchain network, maintenance, platform construction, and preparation for changes in market conditions, etc. to expand the TFIN Network ecosystem, including partnerships and cooperation with other businesses.

Token Name	Token Type	Total issuance	Decimal point
TFIN Network (TFIN)	KIP 7	300,000,000 TFIN	18

Token Address : 0xa0cc59a9cb0f07b31f8f6388f492dd2154078632

#### [2] Token Allocation



- **Platform Services (50%)**  
150,000,000 TFIN
- **Platform Incentive Payment (20%)**  
60,000,000 TFIN
- **Team (10%)**  
30,000,000 TFIN
- **Global Distribution (10%)**  
30,000,000 TFIN
- **Token Sale (10%)**  
30,000,000 TFIN

## 06 Road Map

- 2021**
  - **4Q** TFIN Network project planning and homepage white paper production completed
- 2022**
  - **1Q** Establishment of global division (Singapore)
  - **2Q** TFIN Network Crypto Wallet launched (PC version)
  - **3Q** TFIN Network Crypto App Wallet launched (Android version)
  - **4Q** Beta version development in connection with TFIN Network service
- 2023**
  - **1Q** Project team plans to establish global branches (Vietnam, Thailand, Cambodia)  
Additional listings on global exchanges in progress
  - **2Q** TFIN's own shopping mall development in progress
  - **3Q** Project team plans to expand global branches (India, Taiwan, Brazil)
  - **4Q** TFIN Network overseas payment opening (Thailand / Hong Kong and 17 countries)  
Expanding B2E business and entering the live commerce market

-The roadmap may change depending on the business direction and variables that may arise during development-

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## 07 Disclaimer

This white paper was written to provide information on the new business model, status, and team of the blockchain-based global distribution-related platform that the TFIN Network project seeks to promote. By accessing this document and the information set forth herein, you unconditionally and irreversibly represent and warrant to TFIN Network that you agree to the following:

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