

LOTT PLATFORM

whitepaper Ver.5

01 ABSTRACT

The beauty and healthcare industry, like other major sectors, has been severely impacted by COVID-19. In the aftermath of social distancing and wearing a mask, external activities decreased, and the demand for cosmetics itself decreased relatively, and the economic downturn resulted in a sharp decrease in the purchase frequency of cosmetics, which can be called consumer goods. In addition, the way of purchasing cosmetics is rapidly changing with the flow of the times.

In the Pre-Corona era, before COVID-19, physical stores were leading the market although the cosmetics industry did not overlook the importance of the online market. However, after COVID-19, entering the 'post-corona' era the proportion of offline stores is gradually decreasing, and the market is rapidly reorganizing into an online sales market. Online business is called "Untact Business" in the post-corona era and has established itself as a new type of business.

Untact is a neologism that means no contact by adding 'un', which means negative to the word 'contact'. It is a social phenomenon of COVID-19 and a trend in the non-face-to-face business era. This untact business is possible because, first, the low-cost and high-efficiency effect is supported by the generalization of previously impossible service methods, due to the development of online services and logistics networks. Second, with the development of non-face-to-face technology and more digital natives who are familiar with smartphones or display screens, untact consumption is becoming more accustomed to digital than face-to-face interaction.

Although non-face-to-face untact is the biggest trend in the recent market, paradoxically, another big trend in the recent market is 'community' that values mutual exchange. In an online world overflowing with various types of information and advertisements, the community has become a place where various individuals share informations, then

distinguish and judge their own good and bad. And the information in this community enables reasonable consumption using the community by helping to derive satisfactory results. It is to share and select the necessary information for each other and to pursue rational consumption.

LOTT paid attention to the 'untact' and 'community' mentioned above. We have led the market by focusing on offline stores and home shopping, but in the post-corona era, we are developing an 'untact' platform centered on 'community'. We will lead the online cosmetics market by introducing and convergence of new technologies and ideas such as block chain, big data, artificial intelligence (AI,) augmented reality (AR, Augmented Reality), and Metaverse in the untact market.

The LOTT platform provides high benefits to all platform participants (sellers and consumers) and promote fair and mature growth of the cosmetic market by forming a transparent reward system, for participation with block chain technology based on high security and transparency. In addition, we will protect participants' information safely by introducing personal information security technology using blockchain.

Also, by combining big data technology and AI technology, we plan to provide customized beauty information for consumers to enable reasonable consumption of cosmetics. We plan to develop innovative purchasing methods such as virtual application of cosmetics using AR technology. In addition, LOTT plans to contribute to the promotion of human health by establishing the "Health-Verse", in a collaboration of health and beauty using DNA information, and establishing digital health care system without time and space restrictions through a breakthrough diagnosis and counselling program.

Here, by issuing LOTT tokens applied with block chain technology to be used in existing affiliated retail shops and platforms, we will create an environment where not only traditional payment methods card/cash but also cryptocurrency can be used as payment methods and online platforms and offline sales can work together.

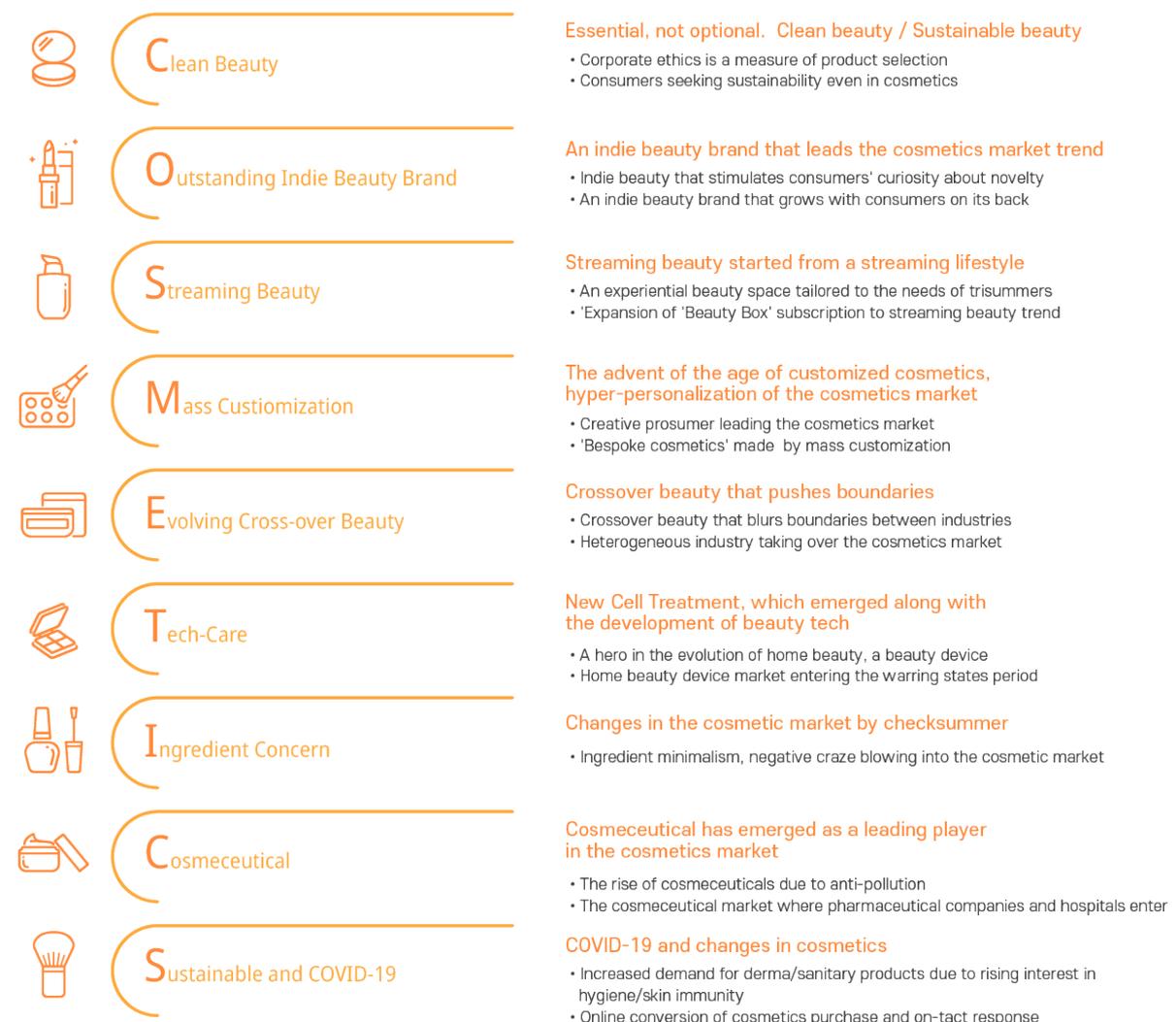
On the other hand, since the regulations and laws on cryptocurrency and cryptocurrency-related service platforms are different in each country, the services of the LOTT platform are limited only to the countries that do not require a license or have obtained a license.

Therefore, residents of countries that require a license, such as Singapore, but where SOFTEC CORPORATION PTE.LTD. has not obtained a license, will be blocked from KYC at the time of membership registration and will not be able to use this service. And citizens of the countries where the cryptocurrency on this platform is also legally restricted cannot trade.

02 LOTT PROJECT

1. Beauty Market Trends

Today, we have entered the era of fast beauty in which consumer tastes change from time to time, which is changing the cosmetics market environment. Moreover, the prolonged COVID-19 is expected to change the development of the cosmetic industry in the future. In order to understand the new service that LOTT is preparing, it is necessary to understand the latest cosmetic market trends.



[Figure1. 9 major trends in the cosmetic market]

Looking at the 9 major trends in the cosmetics market,

There are remarkable changes in the existing cosmetics market, such as in consumer perception and purchasing patterns due to technological development, in complex products such as functions, technology, and medical care beyond simple makeup, in sales methods through e-commerce, etc.

In particular, as the avoidance of face-to-face and contact intensifies, the untact consumption pattern is spreading in the cosmetics industry, and more and more consumers prefer to purchase cosmetics online rather than offline. Paying attention to the fact that it was difficult to accurately convey the usage and information of cosmetics only with the text and photos on the existing blog or homepage, the cosmetics distribution industry is responding to the formation of new markets in new ways such as live commerce as part of ontact marketing that strengthens consumer contact points in the era of untact consumption. Particularly noteworthy is live commerce, which, unlike existing home shopping or online channels, rapidly attracts young consumers through real-time comments and communication with consumers, and is growing apart from existing online channels. Consumers are actively acquiring purchase information while watching live commerce conducted by beauty influencers in collaboration with cosmetic companies.

Therefore, LOTT recognized this trend change and thought that a new solution for consumer behavior analysis was needed.

2. Metaverse

Metaverse, which has recently been spotlighted as a global trend, is based on Multi-Persona. Multi-persona met with "many" and "persona: a Greek word meaning 'mask' or 'external personality'", leading to a culture of expressing diverse selves, and became the basis of the metaverse.

Multi-persona has been transformed and expanded according to the emergence and development of various media platforms. And it leads to the outburst of honest desire through the projection of an identity that one has been hiding, as well as freely expressing another themselves that have not been expressed in reality while living social life such as school and work in the Internet where anonymity is guaranteed.

The secondary (sub-character) syndrome that appears in the news and media is also proof that various multi-personas have already been reflected in reality.

This multi-persona phenomenon, which has moved from PC communication to Internet cafes and from Internet cafes to SNS, will move toward a multiverse. Metaverse is a container that contains another world and can have various appearances depending on what is contained in the container, so it was named by combining Meta meaning transcendence and Universe meaning the real world.

Video conferencing technology, which was developed for business purposes, was used by people to enjoy 'homestay parties' with friends, and streaming service companies began to discover and develop ways that individuals and businesses to overcome physical limitations, then continue to interact with others such as 'simultaneous viewing' services that allow different users to enjoy media together.

Likewise, a transformation that many things that have been done through physical encounters in real life can become possible in the digital world has begun, leading to irreversible changes in lifestyle that can no longer be returned. The recent firm trend of metaverse is to become the extension of the real world like where users can do social and cultural activities, create economic value, and can receive rewards according to ownership and investment of goods in the metaverse world.

Then, how do people form relationships and maintain them in the virtual reality called metaverse? What are their activities and what are they pursuing? We present the beauty-community developed on the LOTT platform as an answer to these questions.

In the future, metaverse users will now be able to express their own desires through their own avatars created by projecting their different identities. And within the beauty-community where they will be active on the LOTT platform, they will fully build a new life through economic and social activities continuing in the real world as well as expressing their desires.

The metaverse world will allow you to transcend the constraints of time and space. If you live in other region on your own, having dinner ready for your appointment, sitting at the table and accessing the virtual reality world may soon become your life. Because your virtual reality device equipped with a reality recognition function will bring the food on the table into the metaverse world, and you will be able to enjoy family mealtime by sitting around the decorated table with your 'physically' separated family members to access the metaverse at the appointed time. Even though some may be having breakfast and some may be having dinner, you will be able to spend time with your family beyond the limitations of time and space.

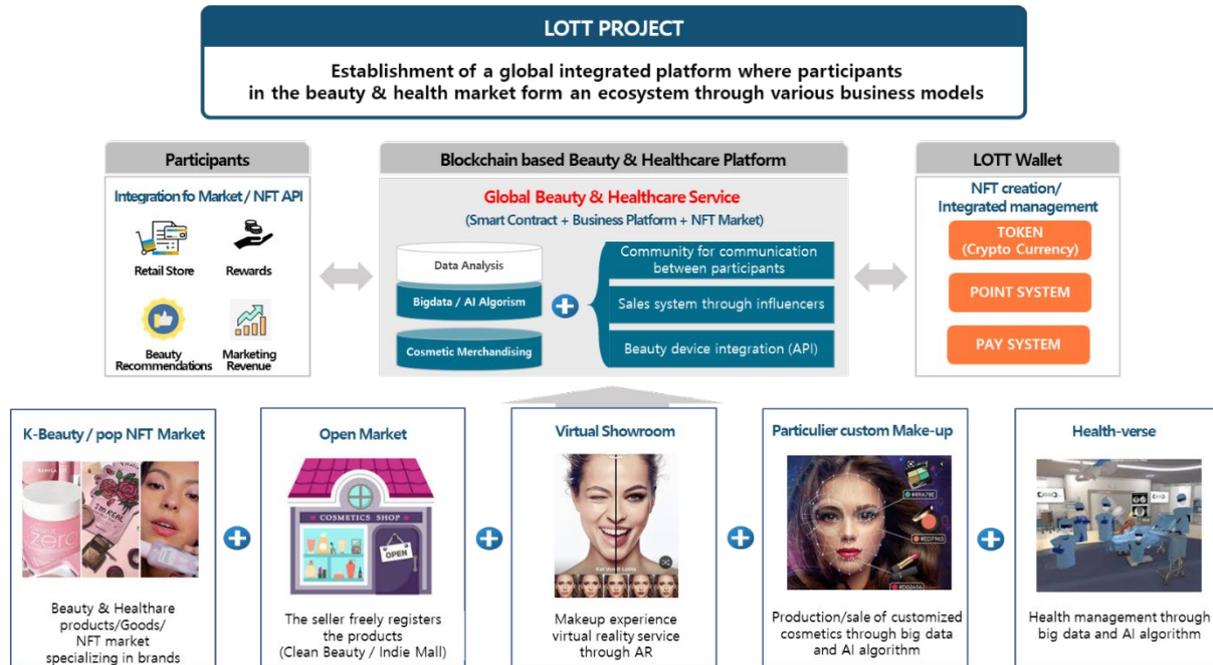
LOTT wants to bring reality to the metaverse and at the same time help the real me to make positive and beneficial changes through the metaverse. The Health-verse service model that develop on the LOTT platform is an implementation of virtual reality that allows users to enjoy surreal within the metaverse and closely relate all these benefits to real life and health.

3. LOTT PROJECT

In addition to this global beauty market trend, the LOTT project is trying to create a blockchain-based integrated platform where all participants can form an ecosystem with each other as follows:

Establishing a cooperative system with influencers who promote and sell cosmetics directly or indirectly so that consumers and cosmetics retailers can win-win with each other, providing big data-based AI technology that can utilize VR and AR to purchase cosmetics, rewarding participants who directly purchase cosmetics, allowing sellers to issue points for consumers, etc.

We call this project the LOTT Project



[Figure2. LOTT PROJECT]

What we will realize in this project are:

First, establishment of a metaverse system specialized in health and beauty using DNA information

Second, establishment of a platform for win-win, between sellers and buyers

Third, a reward system for the sale and use of eco-friendly products and platform community participants

Fourth, development of algorithms and database construction for the design of customized cosmetics based on AI and big data

Fifth, strengthening customer service through the development of advanced IT technology using AR and VR

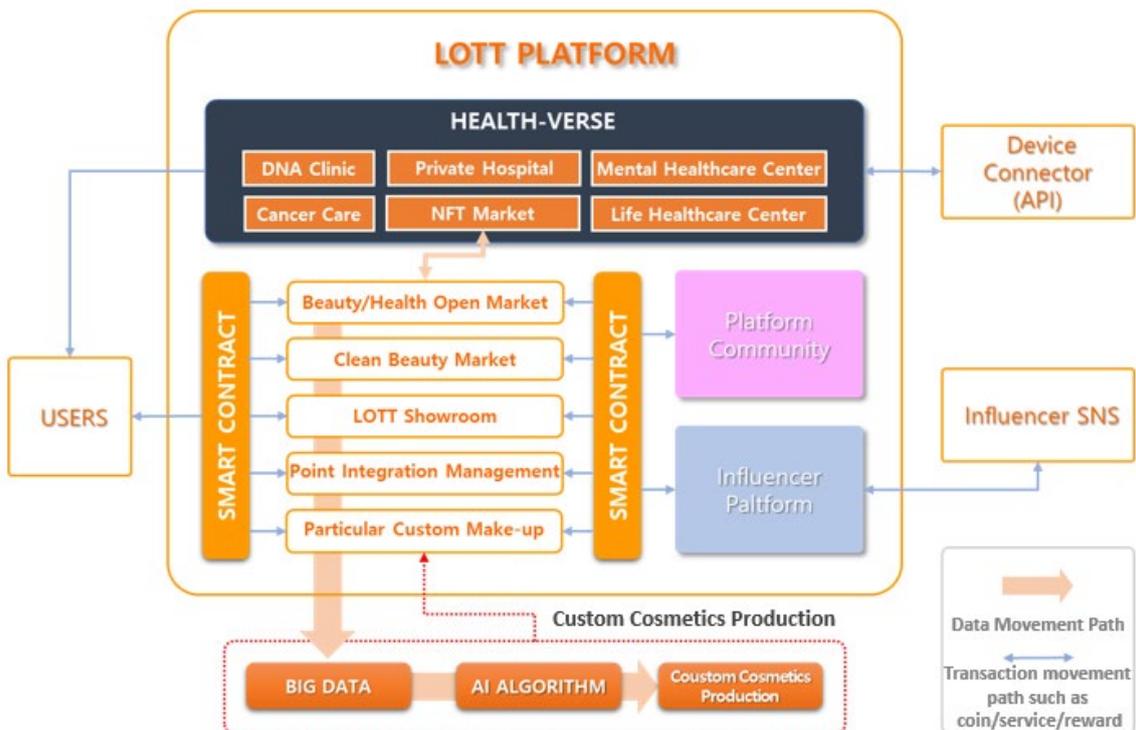
Sixth, revitalization of beauty and fashion-related NFT markets and strengthening sales and marketing through influencers

By doing so, we will present a new paradigm in the global beauty and healthcare market.

03 LOTT PLATFORM

The LOTT platform is beauty and healthcare business integration platform to be built on top of the NEM Main Net (NIS1) network, and the open market based on sales and purchase and various business models related to cosmetics are connected through smart contracts to provide global services.

1. Platform structure



[Figure3. LOTT Platform Structure]

Although the structure of the above figure may look complicated, it is a schematic diagram of LOTT's solution models according to the trend analysis described in [04 LOTT PROJECT].

First, the LOTT platform can be largely divided into Metaverse and Blockchain.

Second, among the above business models,

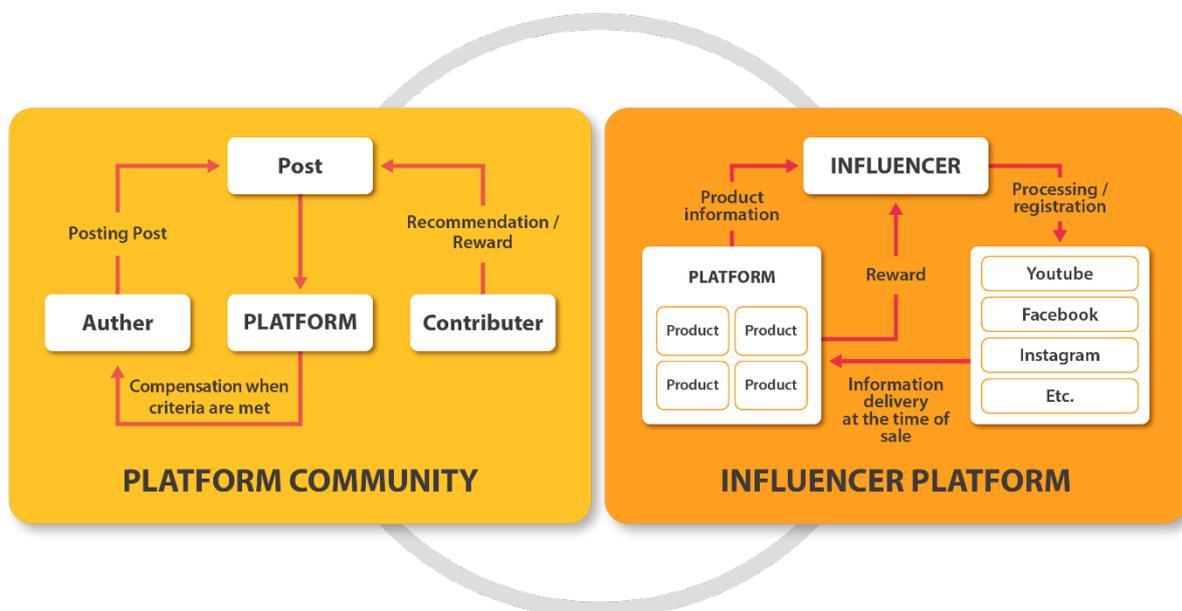
[Cosmetic Open Market] [Clean Beauty Market] can be easily understood by looking at the concept of a general open market where sellers freely register and sell products, and buyers purchase the products they want.

[LOTT Showroom] [NFT Market] [Particular custom Make-up] is a business model directly operated by the LOTT platform, and is composed of DApps and will be serviced through API linkage with the platform.

[Point Integration Management] is a system to support points, prepaid cards, gift certificates, etc. for sellers who will enter the open market. After the seller logs in to the LOTT platform, it can be issued and managed directly through My menu.

[Beauty Device Connection API] intends to provide more diverse services to LOTT platform participants through connection with IoT (Internet of Things)-based cosmetics and beauty-related wearable and equipment companies.

LOTT PLATFORM FUNCTION



[Figure4. LOTT Platform Function: Platform community & Influencer Platform]

Third, **[Platform Community]** is a space for leaving various posts such as providing various information, user reviews, and cosmetic recommendations for the LOTT platform ecosystem

in the open market and directly operated DApp among business models, and it is a community within the platform that rewards tokens to participants who reach certain conditions or win.

Posts that have been written are recognized as good information the more they receive recommendations, so they rise to the top of the program or are exposed frequently, but posts that don't receive recommendations over time are automatically deleted.

Fourth, **[Influencer Platform]** is a platform that is automatically checked through a smart contract and the seller rewards the influencer with tokens when the influencer, who has followers and subscribers, registers or sells products on SNS such as YouTube, Facebook, and Instagram, which are newly processed based on the information posted by the seller in the cosmetics open market and clean beauty market.

We will also add the function for sellers to promote their products by selecting an influencer directly on the influencer platform and signing a contract.

All these smart contracts are linked to different smart contracts according to the structure of each business model, community, platform, etc., rather than a single structure, and smart contracts such as platforms and DApps will be implemented sequentially.

2. Health-verse

Health-verse is a new word for LOTT created by combining health and metaverse. It contains the will to open a new concept virtual space that protects human health rather than simply playing and having fun.

Through a DNA avatar created based on the user's DNA, Health-verse will be able to access various medical services such as consultation and treatment from digital doctors regardless of time and space constraints. In addition to services related to health and beauty by projecting real life as it is, you will be able to experience almost all activities that you experience, learn, and interact in the real world within the Health-verse.

In addition, it supports various consumer economic activities, including consumer goods consumed within the Health-verse, and through this, as the worldview expands, such as

creating new values for the Metaverse and creating employment and jobs, various experiences will be provided to the users of Health-verse.

Regarding the provision of medical services through Health-verse, there are certain restrictions on the provision of services due to the differences in legal regulations in each country. However, if these regulations are innovated, the services that can be implemented through Health-verse will be wider and more diverse, including those described below.



[Figure5. Health-verse service that reflects real life]

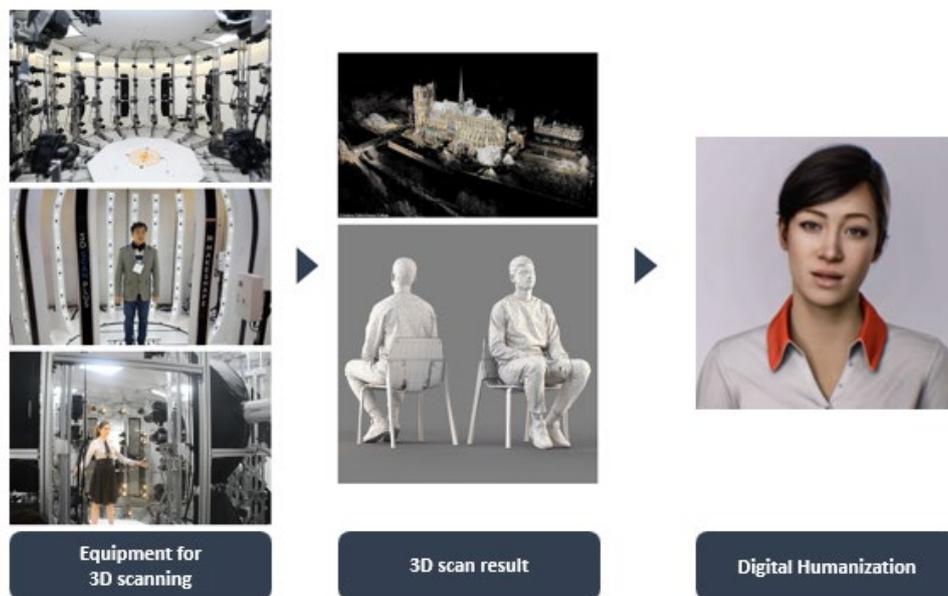
1) DNA Avatar for the Users

The essential thing to follow when using Health-verse is the user's avatar. In the metaverse world, the avatar set to represent you communicates, receives services, and conducts economic activities on your behalf. Health-verse, which focuses on medical services, will link personal medical information records to these individual avatars. All humans have different DNA. We present personalized health solutions through DNA-encoded avatars.

2) Advanced Digital Human

The service providers users will most often encounter in the Health-verse are the advanced digital humans.

Digital Human Doctors who interact with users in Health-verse are given an avatar that is not heterogeneous with their own body through 3D scanning that introduces advanced technology. This 3D scanning technology dataries the doctor's face, facial expression, body structure, and movement to capture detailed individual characteristics such as squinting eyes or raising one eyebrow, which are not just similar to reality but identical to reality. In addition, the digital human doctor in Health-verse shares the sameness with the real world in order for users to see the doctor through data linkage by recording real voice.



[Figure6. Creation process of digital human]

Although there are technologies such as chatbots, voice assistants, and AI-equipped virtual humans, insisting on a digital human doctor with the same appearance as reality is primarily because it is difficult for chatbots or voice assistants to form emotional sympathy with users. In communication, not only verbal language, but also non-verbal expressions such as gestures, facial expressions, and eyes, and counter-verbal expressions such as tone, speed, and intonation added to spoken language expressions are used together. However, chatbots and voice assistants use non-verbal expressions and cannot interact with users, making it difficult to communicate more closely with users, and the emotional support effect is insignificant. In addition, a limited emotional response can rather lower the trustworthiness of the conversation.

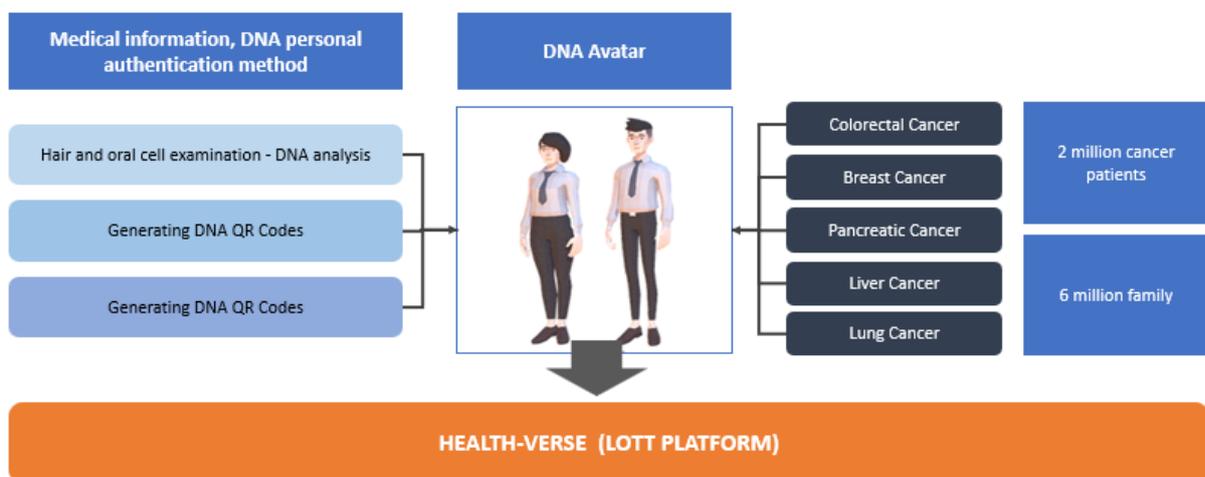
In addition, the reason why it is a digital human doctor directly controlled by a specialist, rather than a digital human equipped with AI, is that medical service is the most important service that LOTT wants to provide to Health-verse users.

3) Health care by digital doctors

In Health-verse, there is a digital doctor implemented with the best technology. This is not simply a virtual doctor avatar through AI programming, but the best existing specialists are reborn as digital human doctors. Through this, users will have the experience of seeing a real doctor, and they can expect a maximized therapeutic effect by leading to psychological stability as well as increased reliability.

Cancer patient care

In Health-verse, an oncologist with extensive clinical experience conducts a 1:1 counseling service to improve lifestyle through health-related information linked to the user's DNA avatar, and to suggest personalized products or services to induce efficient and effective consumption will do.



[Figure7. HEALTH-VERSE]

DNA-based Clinic

DNA is uniquely formed when a person is born and remains unchanged into adulthood. Anomalous combinations of parents result in different appearances and personalities, even for the same brothers and sisters. Health-verse provides a total solution tailored to each individual by analyzing environmental and external factors together using encoded DNA information linked to the user's avatar.

Mental health care

Currently, digital diagnostic/therapeutic devices used for non-face-to-face treatment are being developed in psychiatric fields such as dementia, depression, post-traumatic stress disorder, and attention deficit hyperactivity disorder. Health-verse provides a healing space where you can consult and manage such a variety of mental disorders. In other words, you can receive diagnosis and treatment through services provided within Meta Health Care, such as dementia care center, ADHD care center, and Pet loss syndrome care center.

Life health care

You can receive treatment for diseases as well as health care through the avatar of a specialist while conducting your daily life.

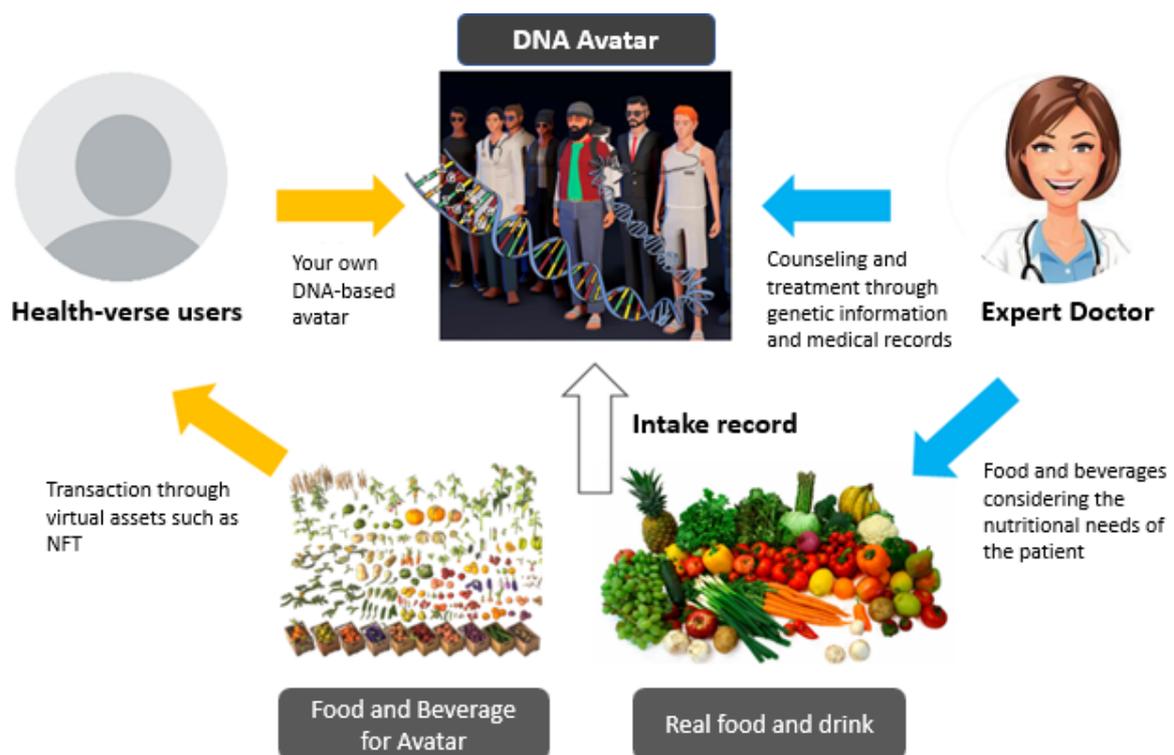
4) Establish a unique hospital for each doctor

What makes NFTs most meaningful within a blockchain is that each token has a unique value. Through this, it is possible to buy and sell real estate in the metaverse called "Health-verse" by applying NFT to give scarcity. As the Health-verse expands, it can be expected that the number of medical staff who want to participate will increase. Also, as the number of digital doctors gradually increases, they will establish an independent and private hospital in the Health-verse, going further from the large hospital implemented in the beginning of the Health-verse.

When buying or selling lands, buildings, or commercial properties in the Health-verse, when signing a lease contract, users will use NFT, the most reliable proof-of-rights record on the block chain, to verify and obtain the absolute, exclusivity, and transferability of the digital property. In addition, the number of not only digital real estate but also hospital buildings, wallpapers and flooring used in interiors, and furniture that fills them is infinite. Therefore, in order to differentiate each other's hospitals, specific designs and furniture can be set as unique NFTs so that everyone does not run a hospital that looks the same, leading to the establishment of a hospital where each doctor can express his or her characteristics and personality.

5) Food and beverage market in Health-verse

Health-verse users will enjoy a system that allows them to purchase personalized health food, food and beverages from the food market on the platform and receive delivery to both their avatars in the digital world and themselves in the real world. This will inevitably lead to more and more food and beverage companies entering the market.



[Figure8. Introduction of Consumer Goods Consumed in Health-verse]

As if each doctor establishes a unique hospital, each company not only enters stores through NFT-based digital real estate transactions, but also tokenizes their own food and beverage plans and grants them to users, users will strive to improve their lives, and their loyalty to the brands will increase. Service providers can provide limited food and beverages by tokenizing products using seasonal fruits or vegetables for each season, or they can operate a customized diet program for patients using the high security of NFT.

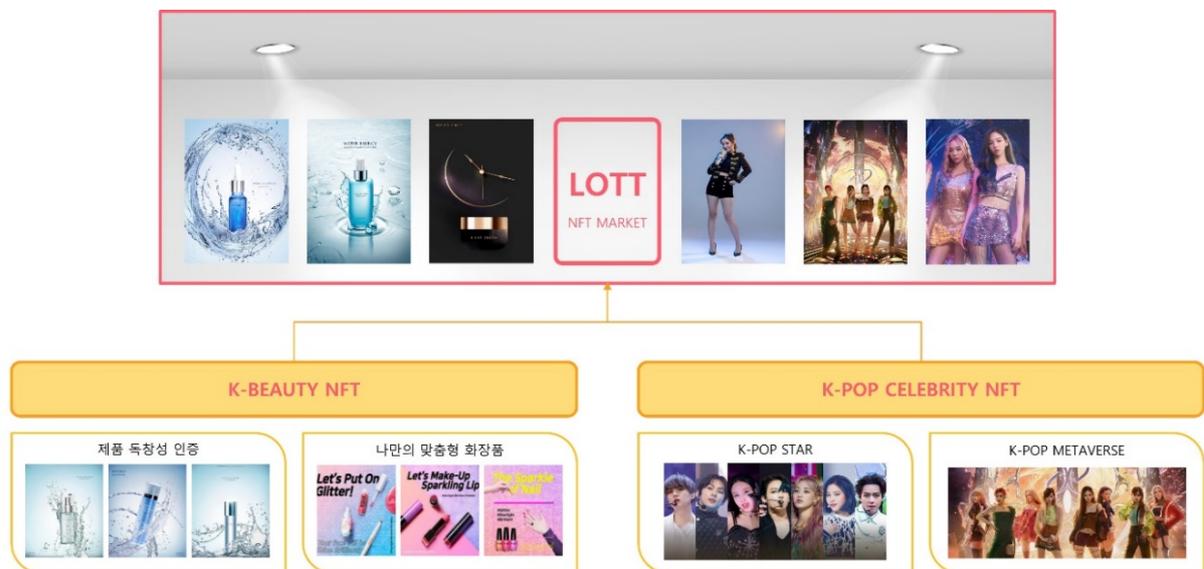
For example, after a diabetic patient is treated by a digital doctor, a personalized diabetic diet is prescribed. Users can shop and cook the prescribed diet themselves, but they can use the regular delivery service for diabetic diet provided by food and beverage market in Health-verse. The company is provided with a personalized diet for the patient connected

to the NFT and provides it to the user, which is also automatically linked to the user's diet plan.

3. NFT Market

NFT is a 'non-fungible token', a blockchain cryptographic token that can prove ownership of intellectual property rights created by creators such as pictures, photos, and sound sources.

LOTT intends to create a new market by utilizing K-Beauty and K-pop, which have recently been in the spotlight around the world through NFT.



[Figure9. LOTT NFT Market]

1) K-Beauty & NFT

Certification of product originality

As Korean cosmetics gradually expanded their influence in the global cosmetics market, various copy products began to appear. A high-quality product that requires years of hard work and huge marketing costs suffers from the sales and reputation of copy products, and the low quality of these copy products can ultimately lead to a fatal outcome of distrust of the product and brand. LOTT plans to develop a distribution structure that ensures the uniqueness of each product by NFTizing the cosmetics it distributes and that

can check the authenticity of the products on the blockchain network. In the future, this verification can be applied to all product groups distributed by LOTT's affiliates on the LOTT platform beyond cosmetics.

NFTization of my own customized cosmetics

It is possible to launch NFT products in conjunction with your own cosmetic production service, which will be provided on the LOTT platform. Customers can make cosmetics that fit them on the LOTT platform, go through certain procedures, and then NFTize product information. NFTized digital information and products can be utilized in various forms. However, since each country may have set regulations on the manufacture and sale of cosmetics, for the proposed cosmetics to be sold, it is necessary to obtain permission from the relevant country.

2) NFT creation in connection with K-POP

K-POP Star's NFT Item

The marketing ripple effect of Korean idol singers such as BTS and Black Pink has already been proven through various media outlets. As the most recent example, the McDonald's BTS set, in which BTS and McDonald's collaborated, was a sensational hit. As such, we can know that marketing through K-POP stars has a very high probability of success.

LOTT plans to develop and distribute NFT goods in collaboration with K-POP stars. The scope of development of digital goods using NFT is very diverse, ranging from star photos, videos, and sound sources, and the value can be further increased by developing an NFT that combines real and digital, which proves the ownership of special real goods. We will also prepare a legal protection mechanism to actively protect the interests of users who trade NFT assets through the LOTT NFT exchange by the thorough management of secondary works.

Linkage with K-POP metaverse

Recently, big K-Pop management companies are forming the metaverse worldview. It is

designed to create a virtual space so that fans can enjoy entertainment in it. Blackpink's fan signing event was held on Naver Jet's metaverse 'ZEPETO', and recently, as SK Telecom is promoting the 'K-Pop Metaverse Project', which showcases K-pop artist content on the metaverse, the number of cases of combining K-pop and the metaverse is increasing. LOTT will link NFT technology, which is very useful in this virtual space. In addition to simple NFT concert tickets and admission tickets, we are preparing a system for releasing, distributing and trading digital NFT products used in the metaverse.

3) LOTT NFT MARKET

LOTT NFT Market is such a beauty and K-POP celebrities specialized NFT market, and we plan to present a way for more users to become NFT owners through various events and benefits.

In order to promote the stability of NFT asset transactions in the future, we are making technical preparations to thoroughly protect customer information through ISMS (Information Security Management System) certification. We will also prepare legal protections to actively protect the interests of users who trade NFT assets.

4. Issuance/distribution service of LOTT mobile coupons

The issuance service of LOTT mobile coupons allows users to send desired products on the LOTT platform in the form of mobile coupons in real time, and exchanges them for products at affiliated stores(franchisee) of the LOTT platform.

1) Service Features

A. BarCode creation and delivery service in various ways

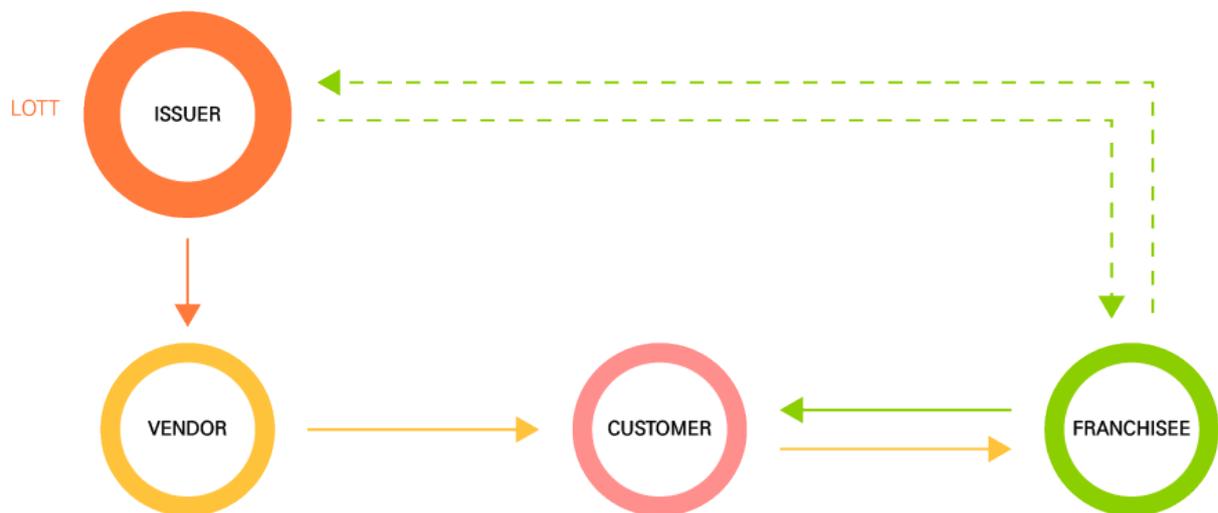
- Optional barcode system can be set when creating barcodes
- Message transmission type can be selected as SMS, LMS, MMS, etc.
- Voucher issuance time and message sending time can be set separately

B. Issuance of mobile coupons in various ways by sales channel/use

- Proxy sending / direct sending / interlocking sending

C. Interlocking of on/off-line standard use approval

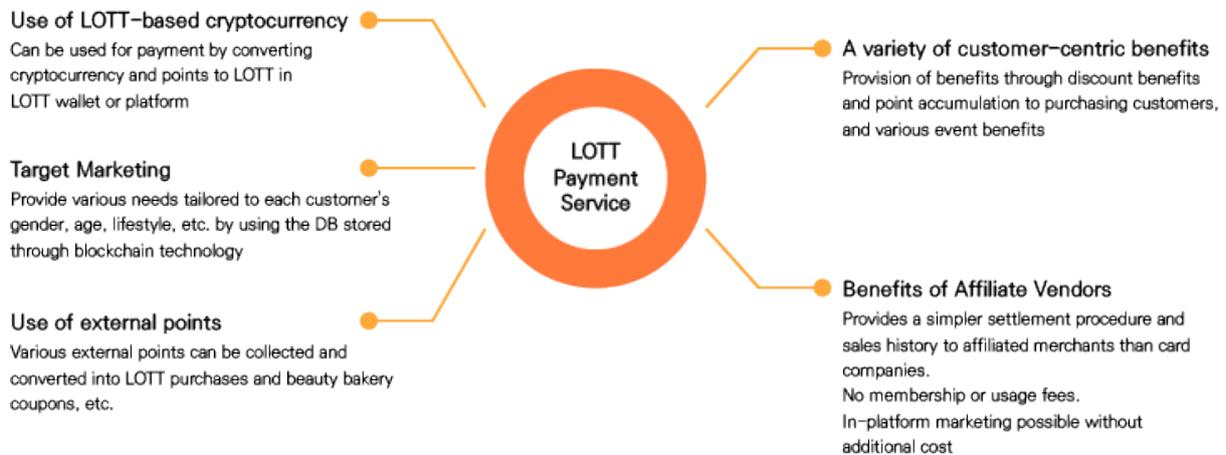
- Support various mobile gift certificate approval functions
- Server design for stable service
- Reinforcement of standards and supplements for external access control



[Figure10. LOTT Mobile Coupon Distribution System]

2) Development of advertising marketing combined coupon system

- Providing a coupon sales system with customized advertisements by linking blockchain technology
- Providing marketing functions such as region-oriented coupon recommendation using GPS
- Developing a grafted service that can contain DM/advertisement and product information

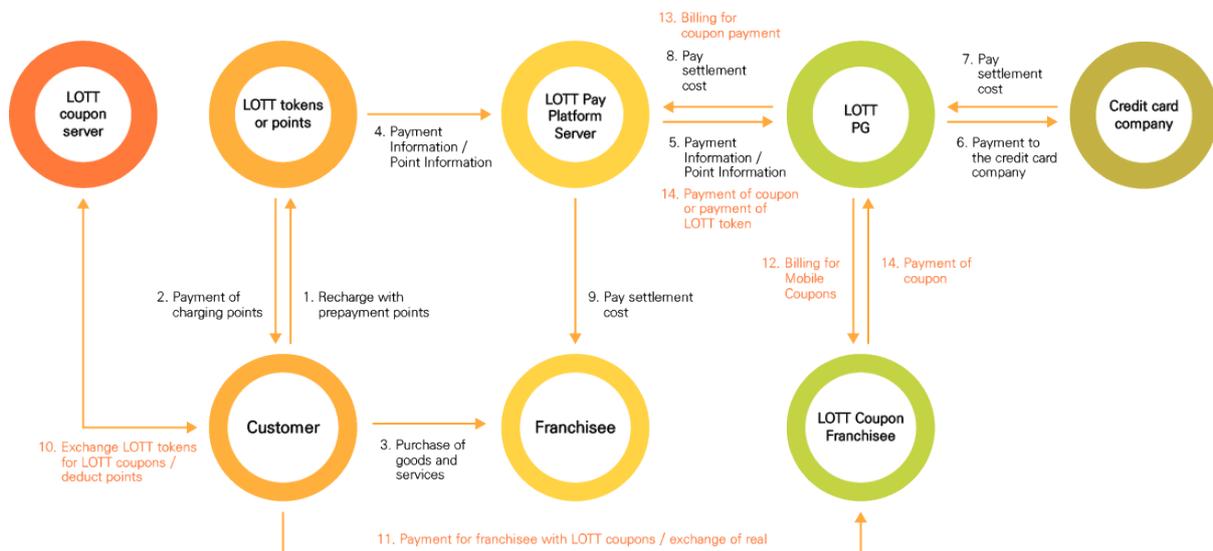


[Figure11. LOTT Mobile Coupon Service]

3) Where to use LOTT platform coupons

Securing customers and places of use through cooperation with famous brands and franchises

4) The process of coupon exchange on the LOTT platform



[Figure12. Coupon redemption process of LOTT platform]

LOTT platform coupons can be purchased by users with cards, LOTT tokens or points, which can be sent as a gift to themselves or others. This will be used as a payment method for product purchase (exchange) or service use at the designated franchisee, and the

remaining balance after use will be refundable for a certain percentage of the balance according to the policy of the affiliated store.

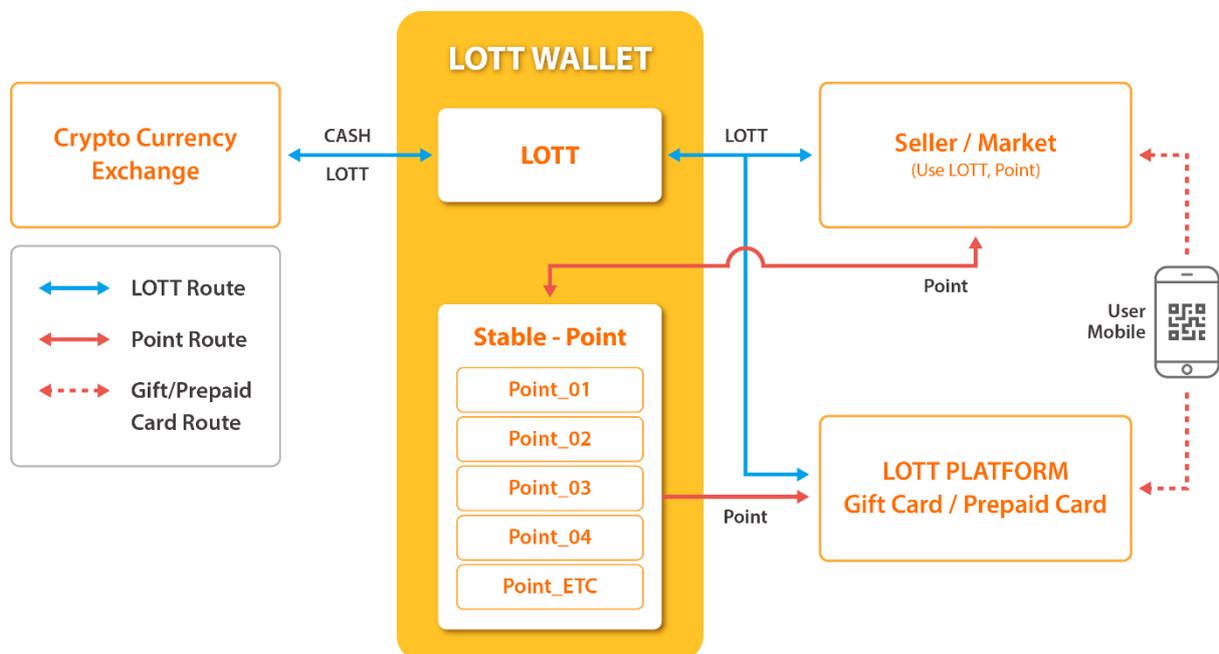
04 LOTT PLATFORM WALLET

1. Token

The coin to be used in the LOTT Platform is a real economy-based payment cryptocurrency that has verified services, points, and business models and secured demand, and will provide commercial services after development is completed.

The name of the LOTT Platform Token is LOTT, the same as the platform.

2. LOTT Wallet System



[Figure13. LOTT Wallet System]

The LOTT platform, through collaboration with 'Beauty Bakery', a Korean cosmetics distribution company that has partnered with numerous companies, will develop the system that allows LOTT to be paid by purchasing gift certificates and point purchases at

affiliated stores of large corporations and more than 4,500 offline merchants of affiliated coupon platforms. In addition, it will expand the monetary function of LOTT tokens and introduce an on/offline payment system that utilizes various payment methods available in off-line through linking the LOTT platform with offline.

Therefore, users can make payments or purchase points, gift certificates and prepaid cards through LOTT Wallet, and can convert to LOTT or purchase mobile coupons with external points and various cryptocurrencies on the LOTT platform. And we will support sellers and markets using the LOTT platform to do business easily through the points management system.

3. LOTT Point System

LOTT plans to create an O2O mobile platform by tokenizing the concept of a global point that can purchase products from all sellers and markets linked to the LOTT platform, such as the open market, from anywhere in the world.

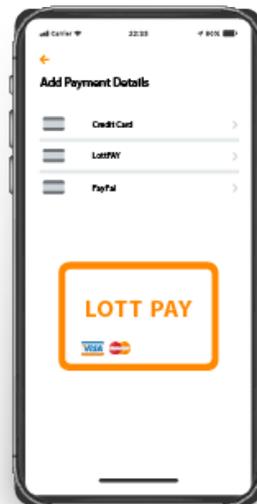
The LOTT platform will lower the entry barrier for affiliates, which is the biggest disadvantage of the general point platform currently operated by large companies, and will be configured so that the desired company can easily link their products and points within the platform. To this end, we decided that the introduction of blockchain technology that can share the details of transparent transactions is essential, and we want to create a new platform that can integrate points and tokens.

The biggest difference between the existing platform and the LOTT platform is that franchisees can sell products on their own without prior screening and issue coupons and points. Basically, anyone can freely engage in activities within the platform, which enables the listing of various products and services with a lowered entry barrier. We plan to allow individuals, not companies, to list their services or products.

Unlike general platforms where consumers make a prepayment for coupons before exchanging them for actual products when paying for coupons and points, the LOTT payment method pays for the coupons, discount coupons and points when actually

exchanging the product. In this way, the merchant can receive the settlement for the corresponding payment the next day, compared to the settlement on the existing platform, which takes about 3 to 5 days.

In addition, the payment method of the point/coupon payment is configured to be able to, pay with LOTT in addition to basic payment methods such as card and other payment services. Users of LOTT will be given greater benefits than users who use other payment methods, which will lead to an increase in the circulation of LOTT.



<p>NO BANK ACCOUNT NEEDED</p>  <p>Regardless of your credit score! No need to open a bank account! Instant financial transaction</p>	<p>RECHARGEABLE PREPAID CARD</p>  <p>Add cash to your card through a simple procedure</p>
<p>ANYWHERE, EVERYWHERE</p>  <p>All online and offline affiliated stores linked to full banking system services can be used</p>	<p>TRACK YOUR SPENDING IN REAL TIME</p>  <p>Check real-time transaction history in the system provided by LOTT PAY</p>

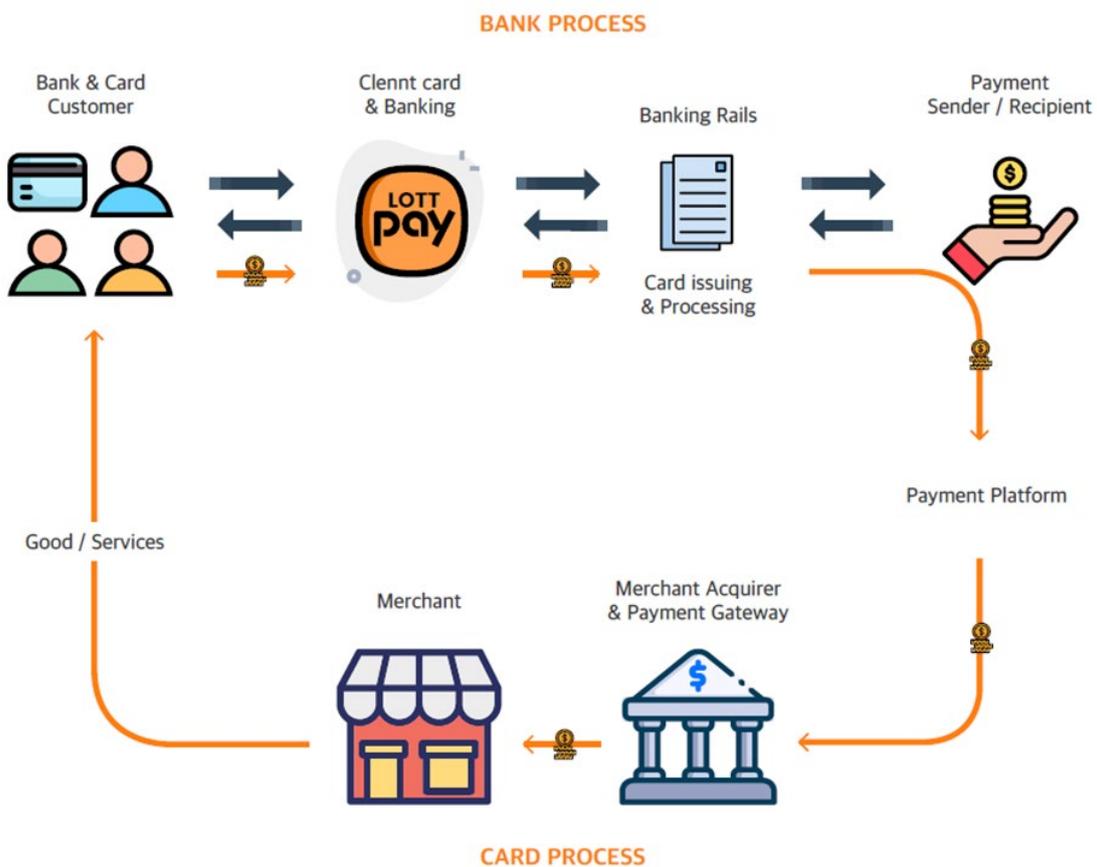
[Figure14. LOTT Pay System]

4. LOTT System

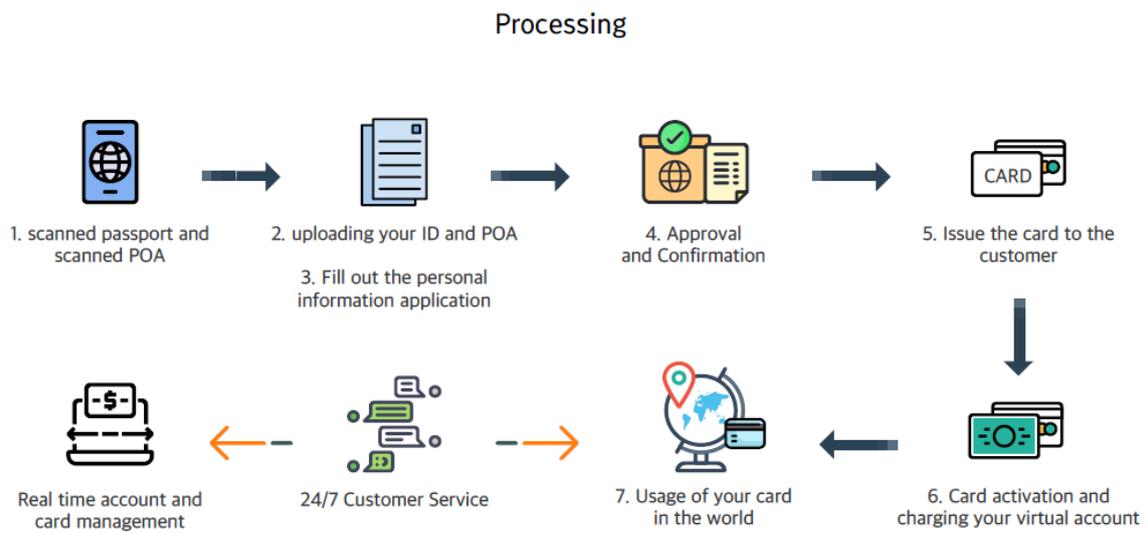
LOTT PAY builds innovative financial services by providing B2B and B2C solutions connected to the blockchain.

The LOTT PAY card and the LOTT PAY mobile application linked to the global card can be used anywhere in the world, especially in some countries where mobile and internet are developed, such as Korea, it will be established more quickly. LOTT PAY is preparing to acquire a license in Korea in the first quarter of 2022 and is planning to establish partnerships with global card companies.

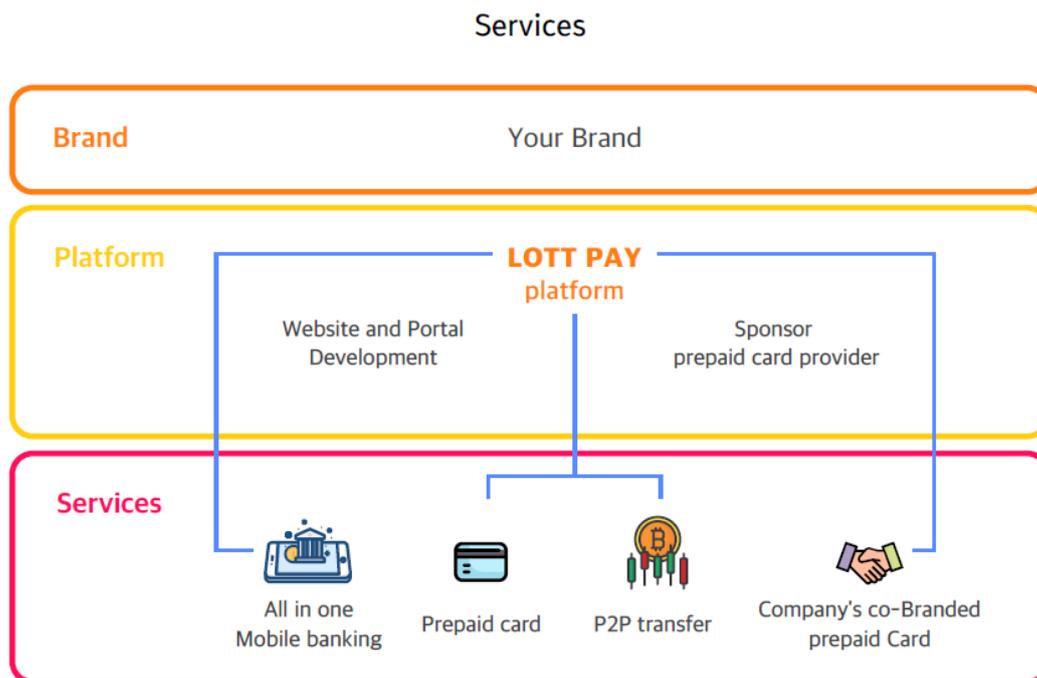
System Structure



[[Figure15. LOTT Pay System Structure]]



[Figure16. LOTT Pay System Processing]



[Figure17. LOTT Pay Services]

Examples of using services

1. Retails (Gift Card)

- Branded prepaid card that can be used as a cash substitute
EX) Starbucks, Google, Uber, and more.
- Available only to the specific customers within the brand

- Customer loyalty and cashback program

2. TRAVELING

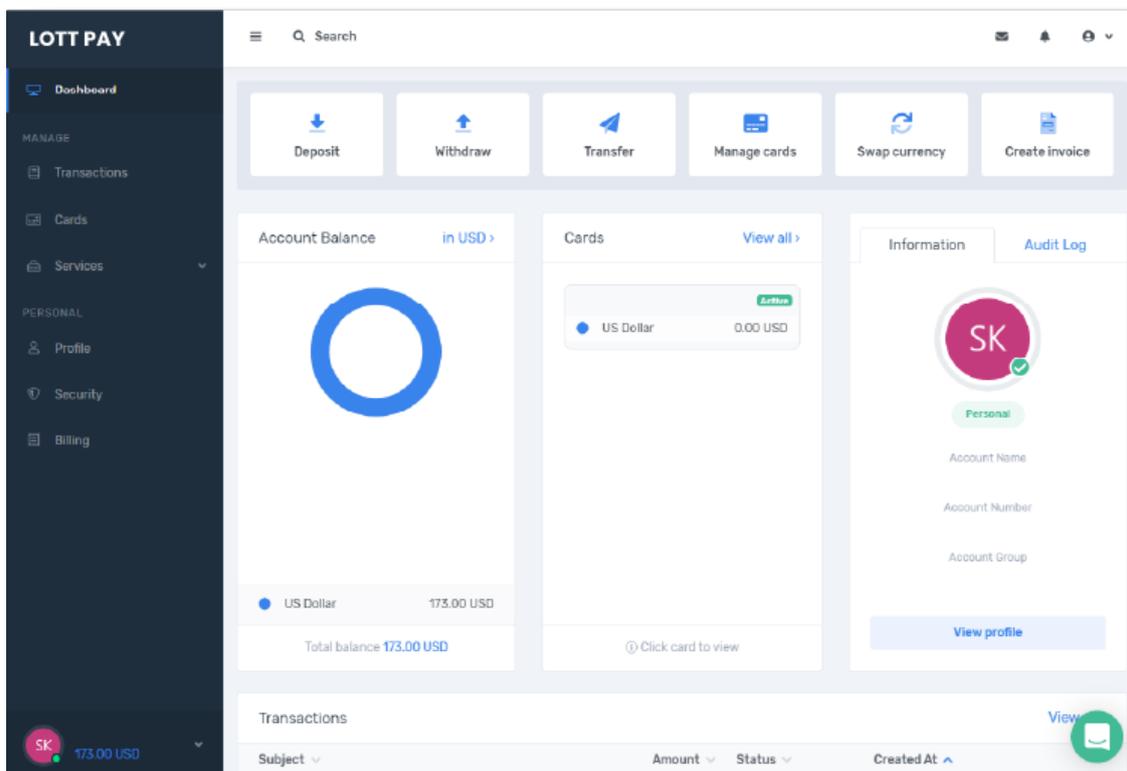
- Rechargeable prepaid cards can be used instead of currency exchange or traveler's checks
- You can use it according to your needs by selecting the specific currency you want after charging without complicated overseas remittance
 - ex) Travelex Money Card (Mastercard) & Travel Money Card (Post Office UK)

3. PAYROLL

- Customers with low credit scores or foreign workers who have difficulty opening a general bank account can be paid through a prepaid card
- Checks may require an approval period, but prepaid cards can be used immediately

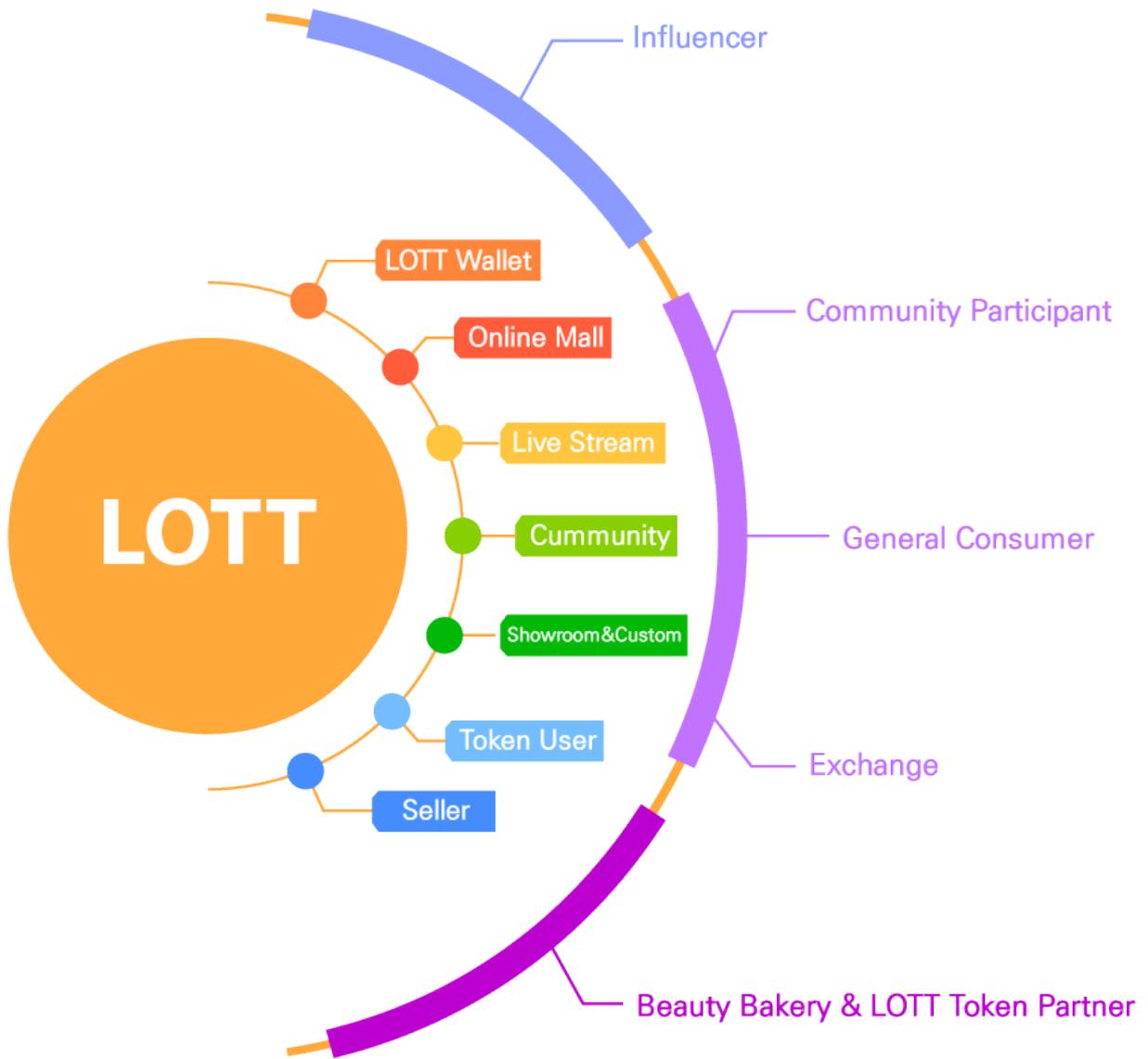
4. GOVERNMENT SERVICES

- Government services provided through prepaid cards, such as child support cards
- Prepaid transportation card
- Rechargeable prepaid card as local currency



[Figure18. LOTT PAY Wallet Dashboard]

5 LOTT PLATFORM ECOSYSTEM



[Figure19. LOTT Platform Ecosystem]

1. LOTT Wallet

A. A blockchain-based wallet that can store and use LOTT tokens, allowing storage of LOTT

tokens and other coins such as Ethereum (ETH) and Bitcoin (BTC)

- B. Provides real-time token price and exchange function between tokens by linking with exchanges
- C. Users can purchase products and use content on the LOTT platform using the payment function of the LOTT wallet
- D. Coin transfer between users is possible by linking the LOTT wallet, and LOTT tokens can be exchanged with other tokens when users link their exchange accounts by linking with exchanges.

2. LOTT Online Mall

- A. All products of our partner 'Beauty Bakery' can be purchased with LOTT tokens.
- B. Products of brands affiliated with the platform can be purchased

3. LOTT Live Stream

- A. Open an influencer's channel directly on the platform and market it through broadcasting
- B. Opening and supporting channels to introduce various indie brands and promote new products
- C. Opening and supporting product advertising channels for affiliates and brands that want to advertise

4. Brand Community & LOTT Community

- A. Establishing a community centered on products and brands on the LOTT platform
- B. Disclosure of product information, etc. to the brand community and encouraging customers to participate
- C. Operates the LOTT token community and manages users through various events

5. LOTT Showroom & Custom Service

- A. Virtual experience of LOTT platform and partner products using AR technology
- B. Design of a non-stop payment system that links virtual experience products with purchases
- C. Rewards are paid to the users who participate in My-that connects the showroom and the community
- D. Manufacturing customized cosmetics through analysis using big data and AI

6. LOTT Token User

- A. Users who have acquired LOTT tokens as a reward for using the platform or from exchanges, etc.
- B. Users of the LOTT ecosystem and participants who create the platform community at the same time

7. LOTT Platform Seller

- A. All participants selling products on the LOTT platform
- B. Selling products using LOTT tokens as a payment method within the platform
- C. Receiving benefits as a participant while making payments using LOTT tokens

8. Influencer

- A. The main marketing means of the platform for promotion and sales
- B. Join the live stream
- C. Broadcasting and marketing using the seller's products in the LOTT platform and receiving rewards for participation
- D. Marketing participant and user of LOTT token

9. Community User

- A. Active participants who write product reviews, etc. in the community created on the platform
- B. Active participants are rewarded with LOTT tokens according to their contribution to the activation of the platform.
- C. Community participant and the users of LOTT products

10. General Buyer

- A. Consumers who buy LOTT products on the platform or online or offline
- B. Encourage token use and platform use in a way that provides benefits when purchasing within the platform using LOTT tokens
- C. The most important part in increasing the size of the token economy by encouraging active use of LOTT tokens

11. Exchange

- A. LOTT tokens acquired through rewards and platform activities can be exchanged for other cryptocurrencies or fiat currencies
- B. Strengthening the usability of LOTT tokens through partnerships with large exchanges

12. LOTT & LOTT Token Partner

- A. Expand the LOTT token ecosystem by increasing the scalability of the platform through active partnerships
- B. By actively attracting offline partners, purchases can be made through the payment function of the LOTT token wallet not only online but also in retail shops
- C. Creating an environment where token users can use tokens in real life by expanding the use of LOTT tokens through partners

06 LOTT TOKEN

1. The role of LOTT

“LOTT token is a payment method that forms the basis of the LOTT platform ecosystem.”

The LOTT Token ecosystem consists of consumers, community participants, product manufacturers, affiliated stores, and advertising operators. LOTT has the same value in the ecosystem and is used as a payment method for all services provided by the platform. In addition, it will be possible to use it at external offline stores through partnerships.

LOTT users can exchange LOTT for other tokens or legal tokens on the exchange, and those tokens can only be used as a payment method for goods and services within the LOTT platform, and cannot be exchanged for cash. This is because the LOTT platform and LOTT franchisees only receive LOTT tokens as a payment method, cannot exchange them for cash, and have no obligation to do so. Trading of LOTT tokens is possible only through cryptocurrency exchanges.

The process of generating, using, and destroying LOTT tokens is transparently recorded on the blockchain.

2. Acquisition of LOTT Token

LOTT tokens are initially issued as ERC20-based tokens, but will be swapped to NEM-based tokens when the LOTT platform is completed.

LOTT token can be acquired by purchasing it on a cryptocurrency exchange or in a form of reward for activities within the platform, such as active participation in platform services,

participation in-platform live streaming, community activities in the platform, social media promotion activities related to the platform, and consent to platform advertisements, and acquired tokens can be used as a means of payment for services provided by the platform, such as product purchase, use of affiliates, and use of platform-provided content.



ERC20 based Utility Token

Total Supply | 5,000,000,000

Symbol | LOTT

Token Name | LOTT



Vision

Based on blockchain-based payment system and ICT technology, we aim to prepare for the POST Corona era as a leader in the cosmetics and beauty platform market.



Company

Issuing Company | Softec Corporation Pte. Ltd.

Representative Service | Beauty Bakery Online Mall

Beauty Bakery Show Room

07 LOTT Distribution

1. Token Name: LOTT

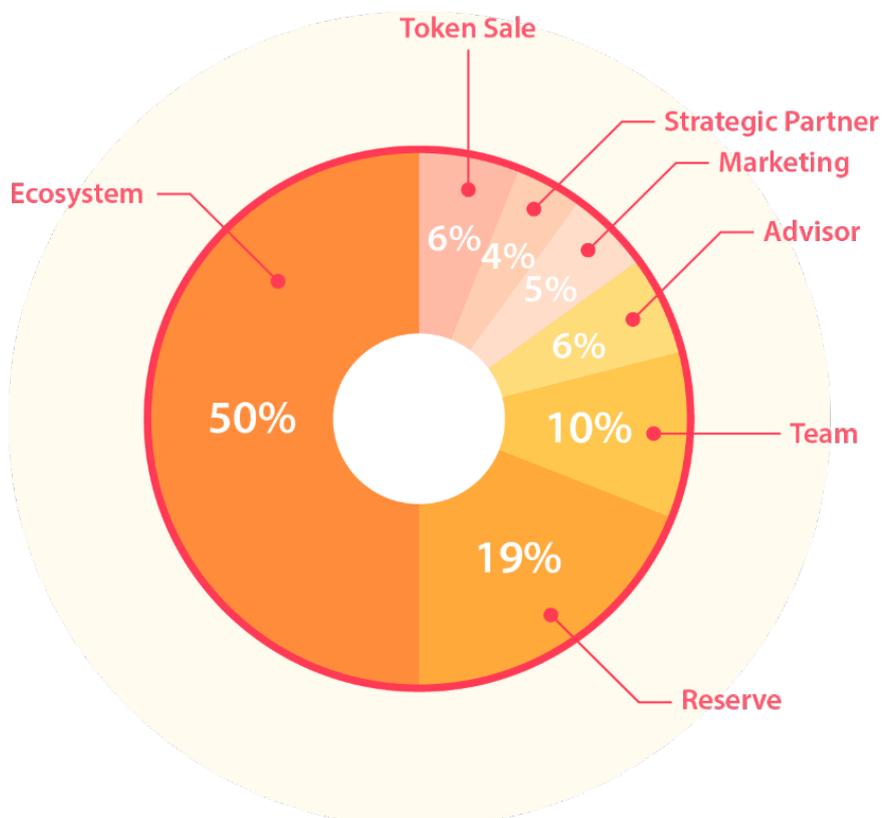
2. Token Protocol: ERC 2.0

3. Total Supply: 5,000,000,000

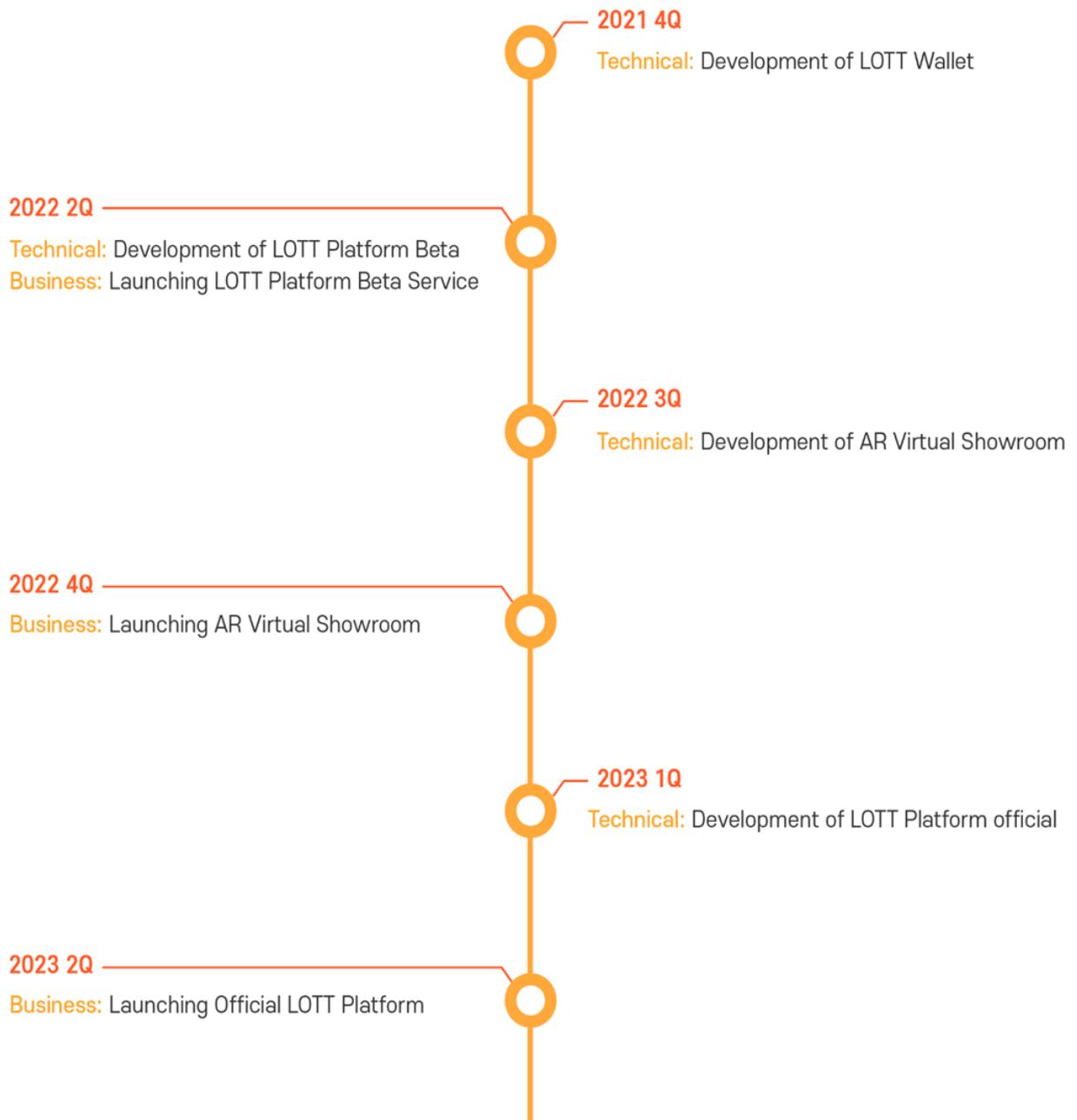


4. Token Distribution :

Category	Ratio	Lock policy
Ecosystem	50%	Unlock by 1/20 per month
Reserve	19%	
Team	10%	Unlock by 1/20 per month
Advisor	6%	Unlock by 1/20
Strategic Partner	4%	Lockup for 1 year
Marketing	5%	Unlock by 1/10 per month
Token Sale	6%	Sales volume varies by exchange



08 ROAD MAP



09 LEGAL NOTICE

(1) This Whitepaper has been distributed only for general reference purposes to the LOTT Platform project based on the time of writing and may be reviewed and modified. The information described in this document may be changed or updated from time to time.

(2) No one is obliged to enter into a related contract or legally binding pledge with the sale of LOTT Platform Token (LOTT), and no funds shall be received based on this Whitepaper.

(3) This Whitepaper shall not, in any event, constitute a token sale or purchase offer from a LOTT Token issuer/distributor/company, and the presentation of this document (or document itself) should not be considered or relied on for any contract or investment decision.

(4) This Whitepaper is not provided in a business plan, business statement, proposal, etc., and should not be construed as an investment offer or recruitment, such as securities, units of business trust, units of the collective investment plan, etc.

(5) The LOTT Token is not a securities product, and accordingly, for the avoidance of doubt, nothing in this white paper should be construed to mean that (i) the holder of the LOTT Token will receive a financial benefit by virtue of their holding, ownership or possession of the LOTT Token; (ii) that LOTT has a legal obligation to repay the holder in full or part for his purchase of any LOTT Token (whether by refunds or redemption or otherwise); (iii) that the LOTT Token will provide the holder with direct or indirect exposure to assets of Lott; or (iv) the LOTT Token will provide the holder with a payment of interest.

(6) The information in this Whitepaper has not been reviewed, inspected, or approved by regulators. This action has not been taken in any jurisdiction and will never be taken.

(7) If you wish to purchase LOTT Token, you should not understand, interpret, classify, or

treat LOTT Token as follows:

- Money other than cryptocurrency
- Bonds and stocks issued by any institution
- Rights, options, derivatives for these bonds and stocks
- The rights under contracts for difference or other contracts to guarantee investment returns or to avoid losses
- Units or derivatives of securities, such as collective investment plans and business trusts

1. Restrictions on distribution and propagation

(1) Distribution or propagation of all or part of this whitepaper may be prohibited and restricted by the laws or regulatory requirements of any jurisdiction. If the restrictions apply, you must be aware of, seek legal advice, and comply with, and Softec Corporation Pte.Ltd. and its employees, representatives, associates, etc. (hereinafter referred to as 'we and affiliates') are not responsible for them.

(2) If you have read or possessed this white paper due to distribution and dissemination, you must not share this white paper or its contents with others for any purpose in any other way such as distribution, duplication, etc. and must not allow or cause this situation.

2. Excluding Responsibility

(1) Related services provided by LOTT Token, us and our affiliates are provided 'as it is' and 'as possible'. We and our affiliates state that they do not explicitly or implicitly guarantee or describe the accessibility, quality, suitability, accuracy, adequacy, completeness, and that they bear no responsibility for errors, delays, omissions, or actions taken dependent on them.

(2) We and our affiliates do not describe, guarantee, promise, or claim to any subject or individual any form of authenticity, accuracy or completeness, including the information outlined in this Whitepaper.

(3) We and our affiliates assume no contractual or tort liability, for any indirect, special, incidental, or consequential losses (including but not limited to losses in investment/income/profit, utilization, and data) arising from your acceptance or reliance on this Whitepaper. And this applies to the fullest extent permitted by applicable laws and regulations.

Warning for future forecasting statements

(a) Certain expressions in this Whitepaper contain predictable statements about the future, future events, prospects, etc. of the project. These are not historical fact-based statements and are identified by similar expressions to words such as 'scheduled', 'estimated', 'believed', 'predicted', and 'expected'. In addition to this Whitepaper, presentations, interviews, videos, and other publications may include these future forecast statements. The forward-looking statements contained in this Whitepaper include, but are not limited to, future results, performance, and achievements of us and our affiliates.

(b) Future forecasting statements contain a variety of risks and uncertainties. These statements do not guarantee future performances and should not be overly dependent. When risks and uncertainties materialize into reality, the actual performance and development of us and our affiliates may differ from the expectations set by the future forecast statements. We and our affiliates are under no obligation to provide updates on future forecast statements. You are solely responsible for the non-realization of the forward-looking statements if you act on the basis of future forecast statements contained in this Whitepaper, our and our affiliates' homepages and other materials.

(c) As of the date this Whitepaper was created, the LOTT platform is not complete or fully operational. Although an explanation has been made on the premise that the LOTT platform will be complete and fully operational in the future, it should not be interpreted as a guarantee or commitment to its completion and full operations.

Potential Risk

(a) Before deciding to purchase and participate in the LOTT Token, we recommend that you read the following carefully and fully analyze and understand the factors and risks involved. Risks include, but are not limited to:

- (i) Risk of storage-related buyers' negligence, such as restriction of access to LOTT Token due to loss of identification and loss of essential personal keys related to digital wallets stored LOTT Token.
- (ii) Risk of changes in value after the publication of LOTT Token due to the global market and the economic conditions. We may not be able to fund the development of the LOTT ecosystem or maintain the LOTT ecosystem in its intended direction due to this uncertainty in LOTT Token value.
- (iii) Risks associated with changes such as changes in the political, social, and economic environment, changes in the stock or cryptocurrency market environment, changes in the regulatory environment of the countries in which we and our affiliates operate, and changes in their ability to survive or compete in such environment. Existing/new regulations on blockchain technology that are disadvantageous to LOTT Token can be applied in certain jurisdictions, which can lead to significant changes in LOTT ecosystem and projects, such as LOTT Token abolition/loss.
- (iv) Risks related to changes in the future capital needs of us and our affiliates, and changes in the availability of capital and financing to meet them. Lack of funding can affect the development of the LOTT platform and the use and potential value of the LOTT Token.
- (v) Our platform activities may be suspended, disbanded, or launch plans may be suspended for various reasons, such as adverse changes in LOTT Token value, business relationship failure, or competitor's intellectual property rights claims during development/operation.
And this may negatively affect the LOTT ecosystem, LOTT Token, and the potential use of LOTT Token.
- (vi) Risks related to the lack of interest by companies, individuals, and other organizations in the LOTT platform and services and the limited public interest in the creation and development of distributed applications. This lack of interest may limit funding or affect the development of the LOTT platform and the utilization and potential value of LOTT Token.
- (vii) Risk of applying significant changes to key features and specifications of the LOTT Token or LOTT platform prior to the launch or implementation of the LOTT project and the LOTT ecosystem. The LOTT intends that the capabilities of LOTT Token and LOTT will be consistent with the contents of the Whitepaper, but these changes are nonetheless applicable.

- (viii) Risks of competition between LOTT Token and other platforms that could potentially adversely affect the LOTT platform (e.g., when do not achieve commercial success or have a bleak outlook by competitive projects).
 - (ix) Risk of interfering with LOTT platform infrastructure and LOTT Token utilization by intentionally or unintentionally planting harmful or malicious codes on LOTT platform by third parties or other individuals. The blockchain used in the platform is also vulnerable to such attacks, so it poses a risk to the operation of the platform and related services.
 - (x) The occurrence of catastrophic events such as natural disasters by force majeure may affect our and our affiliates' business operations and other factors beyond our control. Mining attacks, attacks by hackers or other individuals may result in theft or loss of LOTT Token sales revenue, theft or loss of LOTT Token, and impairment of LOTT ecosystem development capabilities.
 - (xi) LOTT Token and other cryptocurrencies are new, unproven technologies and are continuously evolving. The full functionality of LOTT Token is not yet complete and there is no guarantee of completion. As technology advances, advances in encryption technologies and methods, changes in consensus protocols and algorithms, and so on can pose risks to LOTT Token, LOTT projects, the LOTT ecosystem, and the use of LOTT Token.
 - (xii) LOTT Token grants no decision rights to any other entity regarding the LOTT project, the LOTT ecosystem, us, etc. All decisions, including discontinuation of products, services, LOTT ecosystem, etc., additional creation, sale and liquidation, etc. of tokens utilized in the LOTT ecosystem, are made in our sole discretion.
 - (xiii) LOTT Token's tax and accounting practices are uncertain and may vary from jurisdiction to jurisdiction. Purchases of LOTT Token may negatively affect tax processing and are encouraged to seek independent tax advice. In addition to the risks stated above, there are other risks that we and our affiliates may not anticipate. Or there can also be risks of unexpected combinations and variations.
- (b) Our and our affiliates' business, financial position, operational outcomes, and prospects may be substantially and negatively affected if the risks and uncertainties above are developed in practice. In such cases, you may lose some or all of your LOTT Token value.

Disclaimer for additional information and updates

With respect to LOTT Token, we, our affiliates, and related businesses and operations, no one has the right to provide information/explanation other than those contained in this white paper, and even if such information/explanation is provided, our or our affiliate's authority should not be construed as granted or representative of them.

Participation restrictions

If the identity information provided by the person who intends to participate in the token transaction related to the white paper is insufficient, inaccurate, or otherwise misleading, or if it is presumed to be a restricted participant, the token purchase request may be rejected at any time. In addition, you must not participate in token transactions with funds from crimes such as drug transactions, or participate in token transactions for money laundering or terrorist financing. If a restricted participant purchases tokens or for illegal and unauthorized funds and purposes, transactions may be prohibited and restricted at any time, and such token purchases may be canceled or void.

Also, citizens of the countries that prohibit or restrict cryptocurrency trading, such as Singapore, cannot participate in the purchase of tokens and must not participate in any way.

No advice

No information in this white paper shall be regarded as business, legal, financial or tax advice for LOTT Token, LOTT Platform, us or our affiliates. For LOTT Token, we and our affiliates, and related businesses and operations, we recommend that you seek advice from other experts such as legal, finance, and taxation. The financial risk of purchasing LOTT Token may apply indefinitely.