

LINE Blockchain

Business status and plan for 2023

Last updated Feb 2023

IMPORTANT NOTICE

- THERE IS NO GUARANTEE THAT THE FUNCTIONALITIES OF LINK, OR THAT THE LINE TOKEN ECONOMY INFRASTRUCTURE, WILL BE DELIVERED OR REALISED. IF ANY OF SUCH RISKS AND UNCERTAINTIES DEVELOPS INTO ACTUAL EVENTS, THE BUSINESS, FINANCIAL CONDITION, RESULTS OF OPERATIONS AND PROSPECTS OF LTP COULD BE MATERIALLY AND ADVERSELY AFFECTED. IN SUCH CASES, YOU MAY LOSE ALL OR PART OF THE VALUE OF LINK. IN THE EVENT THAT YOU HAVE PURCHASED LINK, YOUR PURCHASE CANNOT BE REFUNDED OR EXCHANGED.
- IF YOU ARE IN ANY DOUBT AS TO THE ACTION YOU SHOULD TAKE, YOU SHOULD CONSULT YOUR LEGAL, FINANCIAL, TAX OR OTHER PROFESSIONAL ADVISOR(S).
- LINK DIGITAL TOKENS (HEREINAFTER REFERRED TO AS "LINK") ARE NOT INTENDED TO CONSTITUTE SECURITIES, UNITS IN A COLLECTIVE INVESTMENT SCHEME, OR OTHER CAPITAL MARKET PRODUCTS EACH AS DEFINED UNDER THE SECURITIES AND FUTURES ACT (CAP. 289) ("SFA") OF SINGAPORE, OR ITS EQUIVALENT OR ANY OTHER REGULATED PRODUCTS IN ANY JURISDICTION.
- LINK DOES NOT ENTITLE YOU TO ANY OWNERSHIP OR ANY OTHER INTEREST IN NAVER CORPORATION, LINE CORPORATION, LINE TECH PLUS PTE. LTD ("LTP") AND/OR ANY OF THEIR AFFILIATED COMPANIES (TOGETHER, "LINE").
- LTP IS NOT REQUIRED TO BE LICENSED BY THE MONETARY AUTHORITY OF SINGAPORE AS LTP DOES NOT PROVIDE ANY CAPITAL MARKET OR DIGITAL PAYMENT TOKEN SERVICES IN SINGAPORE. PLEASE NOTE THAT SINGAPORE RESIDENTS AND ENTITIES ARE SPECIFICALLY EXCLUDED FROM PARTICIPATING IN LTP'S INITIATIVES. PLEASE NOTE THAT YOU MAY NOT BE ABLE TO RECOVER ANY MONIES PAID FOR LINK IN THE EVENT THAT THE LINE TOKEN ECONOMY FAILS TO MATERIALIZE OR WHERE LTP'S BUSINESS FAILS.
- PLEASE SEE THE "IMPORTANT NOTE" SECTIONS OF THE WHITEPAPER FOR FULL DISCLAIMERS ON LINK [<https://blockchain.line.me/whitepaper/>]

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- 4) DApp

4. Roadmap

LINE

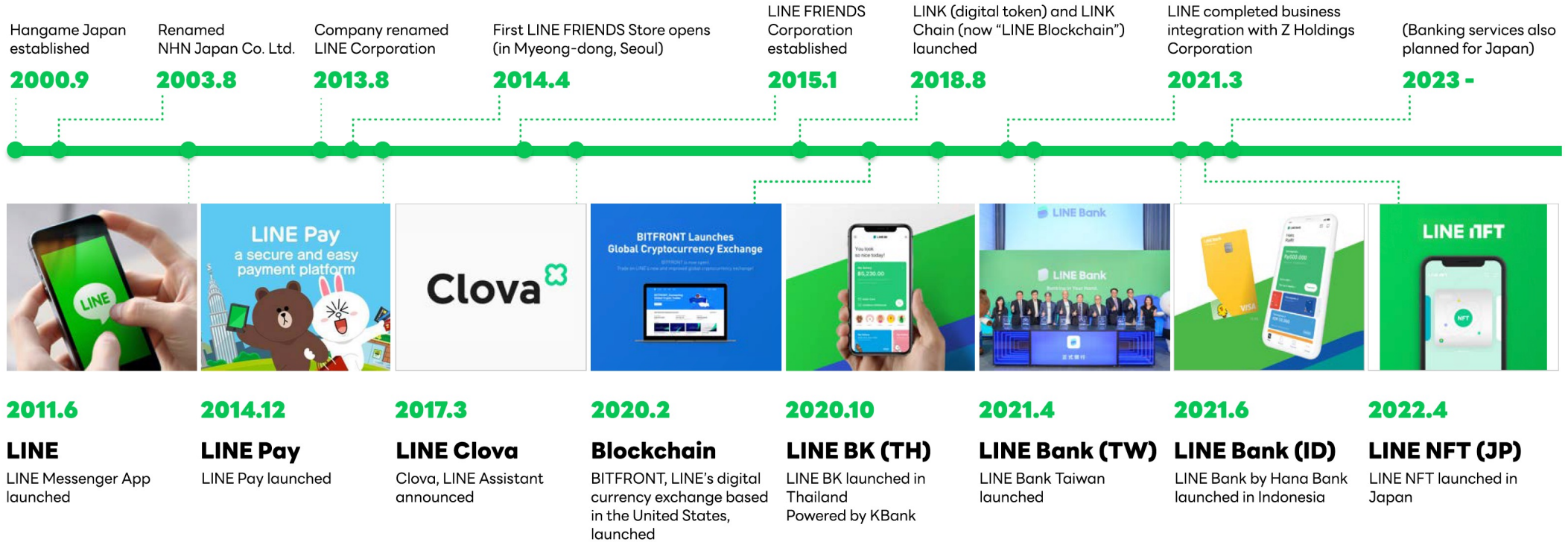
LINE is the No.1 messenger platform in Asia



Global MAU
194 M+



Global Workforce
9,800+



* Source: LINE Factbook 2022 Q4

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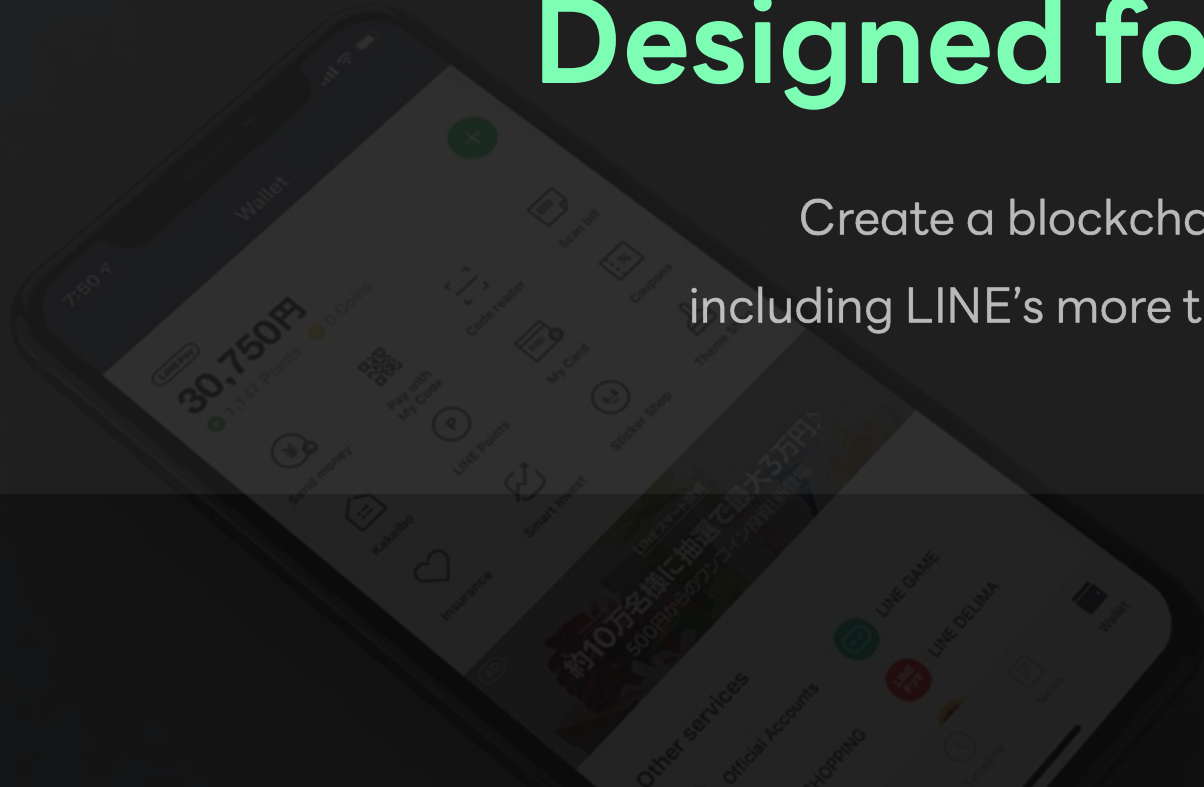
- 1) Open Network
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4. Roadmap

Our mission is to achieve mass adoption of blockchain

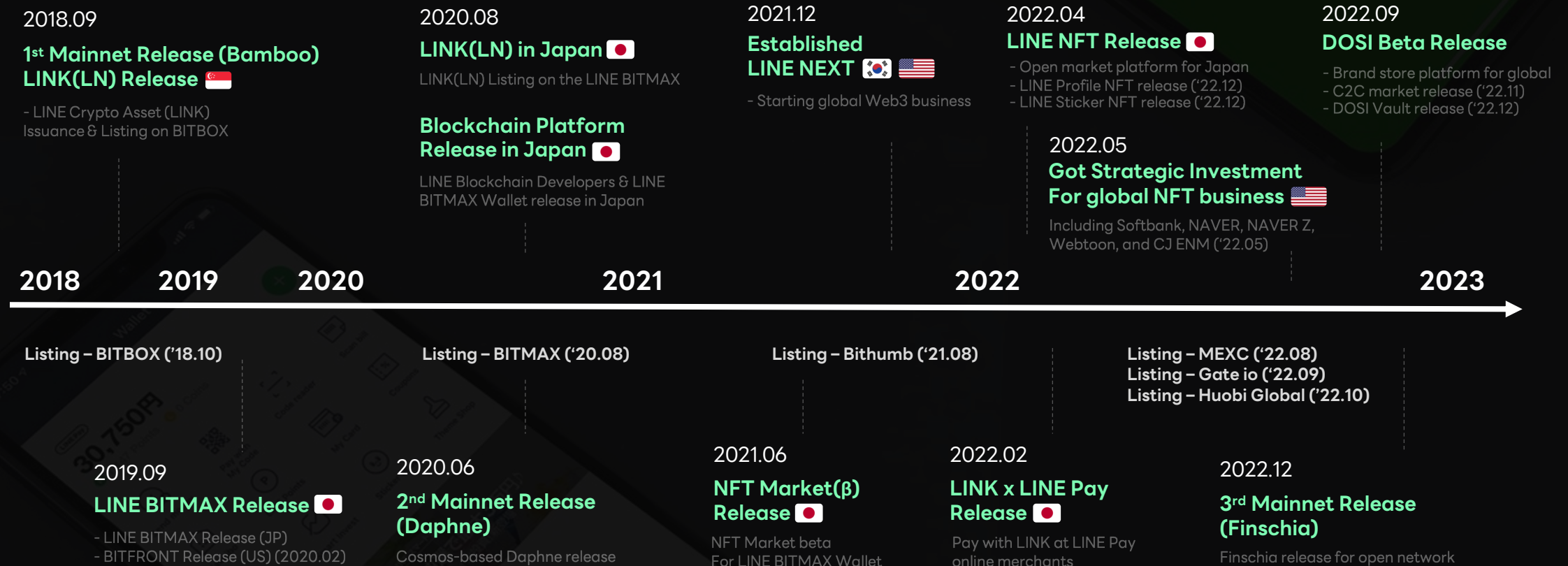
Designed for Everyone

Create a blockchain for everyone,
including LINE's more than 194 million users













LINE Blockchain - History

We have established the foundation of an ecosystem

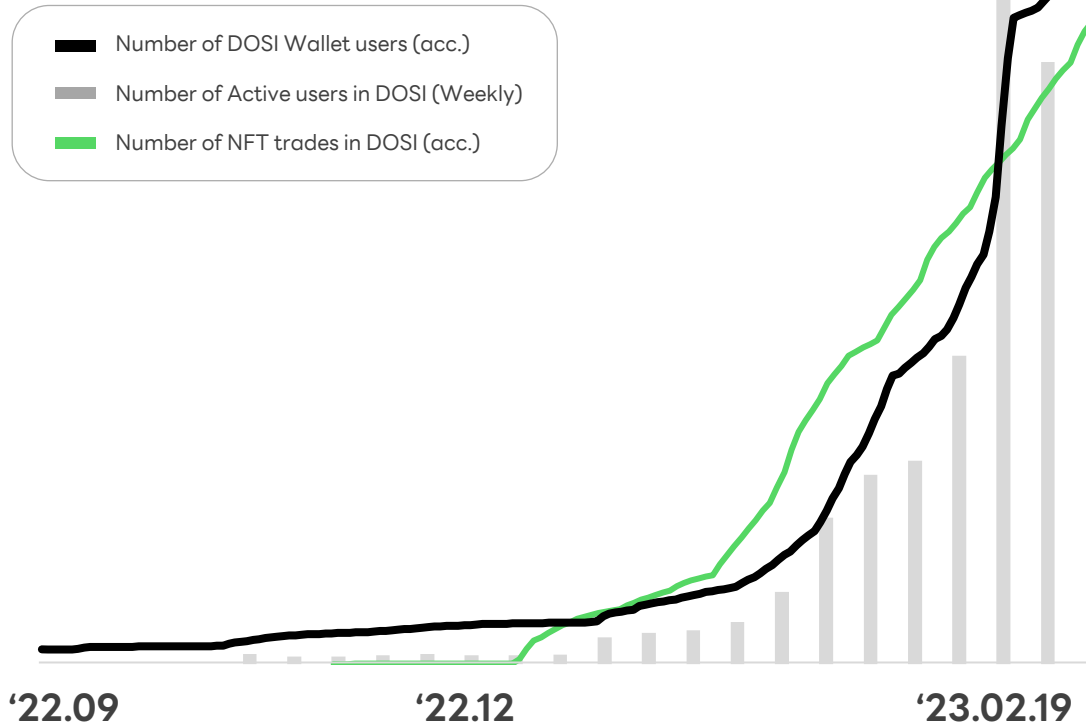


Offering products to bridge between Web2 and Web3

Vertical Platform	<div data-bbox="657 279 843 451"></div> <div data-bbox="876 305 1128 422">ACRZ WIP Web3 Avatar & Metaverse Platform</div> <div data-bbox="1187 279 1373 451"></div> <div data-bbox="1386 305 1671 422">GAME DOSI WIP Web3 Gaming Platform</div> <div data-bbox="1714 279 1900 451"></div> <div data-bbox="1921 305 2117 422">AVA WIP Web3 Fandom Platform</div>
NFT Platform	<div data-bbox="657 501 843 672"></div> <div data-bbox="876 526 1302 644">DOSI Beta<ul style="list-style-type: none">• Brand Store Platform• Preparing for region expansion</div> <div data-bbox="1449 501 1635 672"></div> <div data-bbox="1666 526 2091 644">LINE NFT 🇯🇵<ul style="list-style-type: none">• Open Market Platform• Preparing for region expansion</div>
Blockchain Wallet	<div data-bbox="657 722 843 893"></div> <div data-bbox="876 748 1340 893">DOSI Wallet Beta<ul style="list-style-type: none">• DOSI Wallet: NFT Wallet for global• DOSI Vault*: Non-Custodial wallet<small>* Development only</small></div> <div data-bbox="1449 722 1635 893"></div> <div data-bbox="1666 748 2091 822">LINE BITMAX Wallet 🇯🇵 NFT Wallet for Japan</div>
Crypto Exchange	<div data-bbox="657 943 843 1115"></div> <div data-bbox="876 969 1819 1086">LINE BITMAX 🇯🇵<ul style="list-style-type: none">• Crypto brokerage service integrated with LINE messenger• Providing LINE Pay-based deposit & withdraw service and crypto lending</div>
Blockchain Mainnet	<div data-bbox="657 1165 843 1336"></div> <div data-bbox="876 1190 1951 1315">LINE Blockchain - Base coin: LINK(LN)  Preparing for Public mainnet<ul style="list-style-type: none">• Providing layer 1 mainnet, developer platform(Open API), Explorer• Preparing for the launch of the first public mainnet, "Finschia"</div>

Building one of the fastest growing NFT products

Performance of NFT Platform After beta launch ('22.09~'23.02)



Number of Wallets*

3,300,000+

+1,680,000 in last 30 days

* LINE Blockchain-based Wallets

Weekly Active Wallets**

1,000,000+

+225% in last 30 days

NFT Trades (Acc.)***

170,000+

+85,000 in last 30 days

* The combined number of users for DOSI Wallet and LINE BITMAX Wallet (as of Feb. '22)

** The number of weekly participants in DOSI Weekly Adventure (as of Feb. '22)

*** The cumulative number of transactions on DOSI Store since the launch of C2C market in November (as of Feb. '22)

Providing the best token economy infra in Japan

Trade LINK(LN)

Deposit and Earn

Payment and Earn



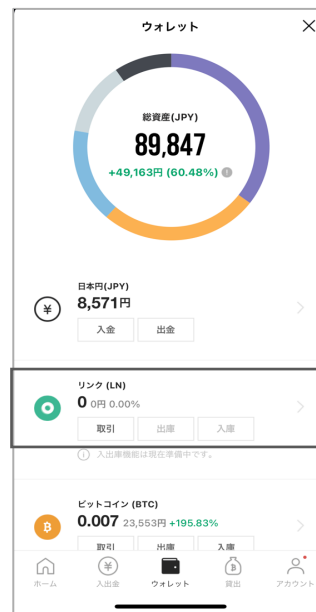
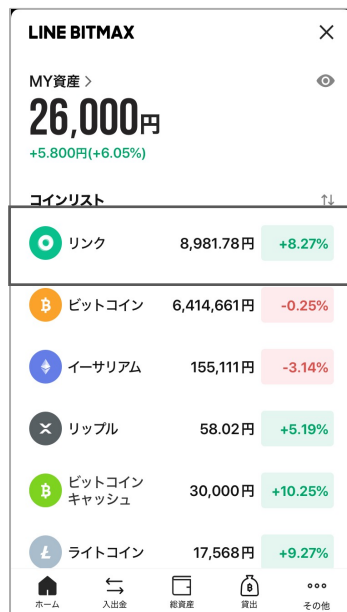
LINE BITMAX

LINE BITMAX

LINE BITMAX

LINE Pay

LINE NFT

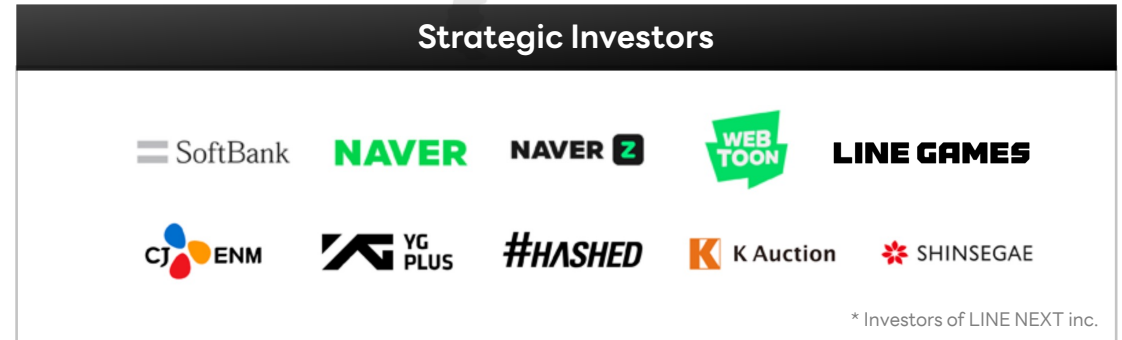
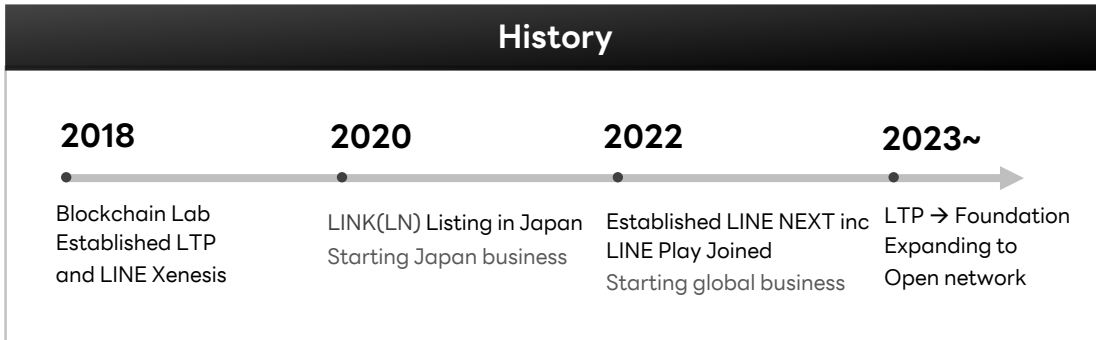
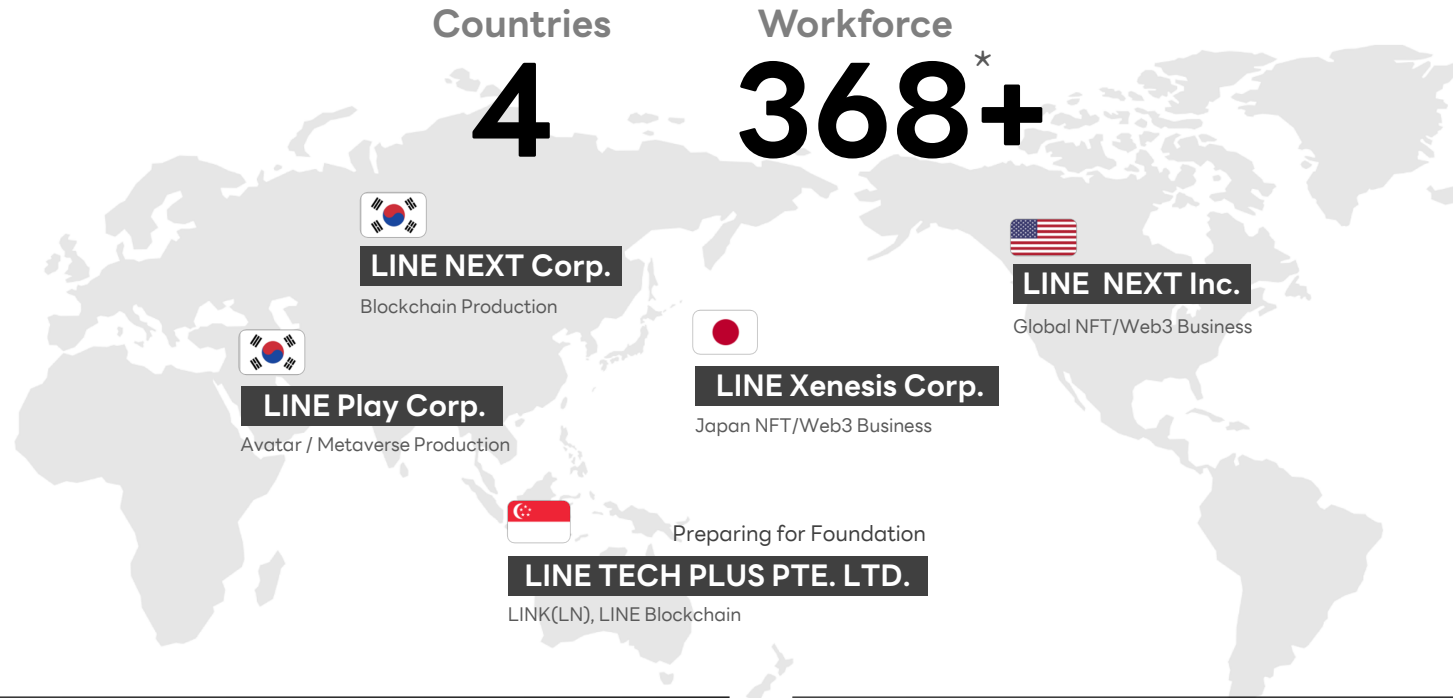


Easily trade LINK(LN) on LINE BITMAX, integrated with LINE (Supports LINE Pay deposits and withdrawals)

Deposit LINK(LN) on LINE BITMAX and Earn up to 8% annual interest

Use LINK(LN) to purchase physical goods at LINE Pay's merchants (10% Reward), or to buy NFTs at LINE NFT

Expanding global resources for Web3 mass adoption



* Number of employees refers to LINE employees working on projects related to LINE Blockchain and Digital Assets. (As of Feb 2023)

Status of base coin LINK(LN)



	AS-IS Based on previous policy	TO-BE Based on Business plan 2023
Ticker	LINK(LN)	Rebranding is in progress
Blockchain	Private Chain	Public Chain
Utility	Payment	Payment, Gas fee, Staking, Governance
Issuance	Token Economy 1.0	Token Economy 2.0
Circulating Supply	6,734,458 LN (=Total Supply)*	
Market Cap.	USD 354,817,949 **	

* The circulation and total supply of LINK(LN) are the same since there is no pre-issued reserve and vesting quantity, as LINK(LN) was issued only as a user reward without institutional sales or an ICO.

** Based on 1 LINK(LN) = USD 52 ('22.02.21)

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4. Roadmap

We will unveil our first public mainnet soon


2018~

Private Blockchain

Token Economy 1.0

1st Generation



- Operation Period: **2019.08 ~ 2022.10**
- Consensus Algorithm: **PBFT+PoA**
- Stored Assets: **LINK(LN)** * Whitelisted in Japan (2020) 

2nd Generation



- Operation Period: **2020.06~**
- Consensus Algorithm: **PBFT+PoS**
- Stored Assets: **NFTs**

2023~

Public Blockchain WIP

Token Economy 2.0

Selected Validators

Open to Everyone

3rd Generation



- Operation Period: **2022.10~** (Migration is in progress)
- Consensus Algorithm: **PBFT+PoS+VRF**
- Stored Assets: **LINK(LN) and NFTs**

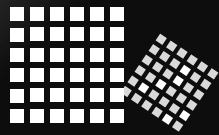
New Token Economy 2.0 (New whitepaper and brand)

New Governance 2.0 (Foundation & Validators)

Finschia will be the best option for scalable Web3 services

Finschia

Network Performance



x400 Faster and
98% Cheaper than ETH

- Over 400 times faster and 98% gas fee reduction than Ethereum
- Support for Cosmwasm and multiple languages (Rust, C++, Kotlin)

Sustainable Token Economy



Payment Reward
And Zero reserve

- Continuous reward based on the LN payment generated by dApps
- Sustainable token economy with zero reserve policy*

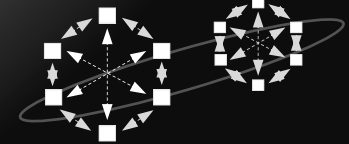
Business Scalability



LINE-integrated wallet
And Fiat on-ramps

- Easy access to global users through the LINE-integrated wallet
- NFT Infra with Fiat on-ramps including NAVER Pay, LINE Pay etc

Technical Scalability WIP



IBC Support
And L2, Bridge solutions

- Network expansion through IBC
- Cross-chain bridge
- Scalability through L2 solutions

* Zero reserve policy: The policy of not holding the tokens reserve that the foundation has pre-issued. It prevents excessive token leveraging or speculative investments.

New Token Economy for maximizing token demand



TOKEN ECONOMY 2.0

Re-branding is in progress

Key Strategies

1

Zero Reserve

To eliminate the indiscriminate use of the token, the foundation do not have pre-issued reserves

2

Inflation based on demand contribution

80% of the system inflation is distributed based on actual contributions to the demand of LN.

3

Decreasing the Inflation Rate

Starting with 15% inflation based on actual circulation, gradually decreasing it to 5%

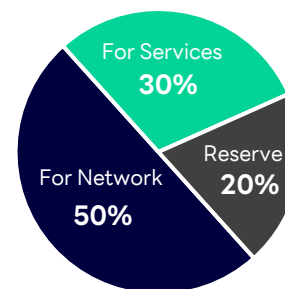
LINK(LN) Token Economy

* Based on 2023.02

- Circulation: **6,734,458 LN*** (=Total Supply)

The circulation and total supply are the same since there is no pre-issued reserve and vesting quantity as LN was issued only as a user reward without institutional sales or an ICO.

- System Inflation: **~15%** (Gradually decrease to 5%)



1) Network Reward (50%): Allocated to validators and users who have staked LN

2) Service Reward (30%): Allocated to dApps that contribute to LN payments and transactions

3) Reserve (20%): Allocated for ecosystem vitalization, marketing purposes, and Infra costs

- Utility: Gas fee, Payment, Staking, Governance

- Tradable Exchanges: Huobi, Bithumb, LINE BITMAX, Gate.io, MEXC

New governance for transparency and scalability

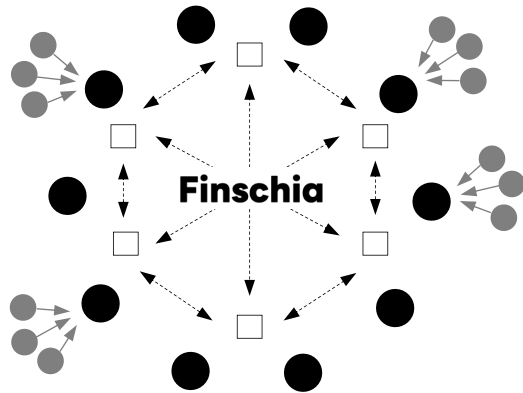


GOVERNANCE 2.0

Re-branding is in progress

PoS-based Decentralized on-chain governance

- Validators
- Delegators



[Role & Responsibility]

- Operate a validator node and participate in voting for the ecosystem.
- Take a leading role in activating the mainnet and token economy.

[Initial Requirements]

- 1) Enterprises with the capacity to make actual contributions to the demand for LN and activation of the ecosystem.
- 2) Must purchase and stake the required minimum amount of LINK(LN) and satisfy the criteria, such as the minimum lock-up period of staking.

Expansion Plan

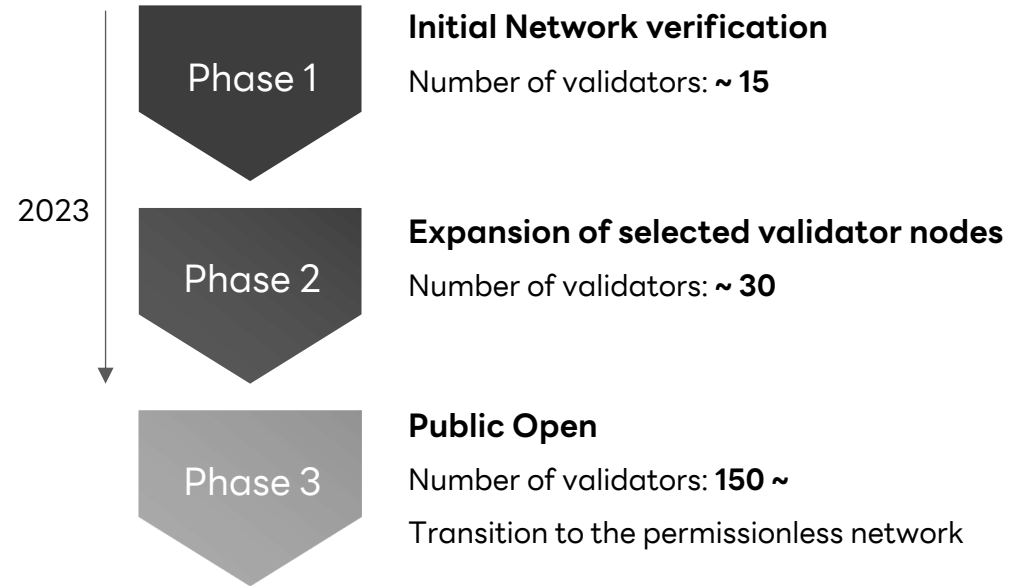


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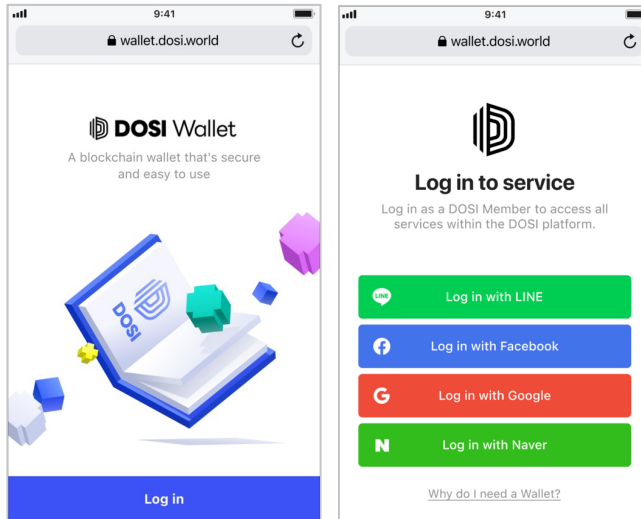
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We have re-invented the Web3 Wallet experience

3,300,000+ Wallets

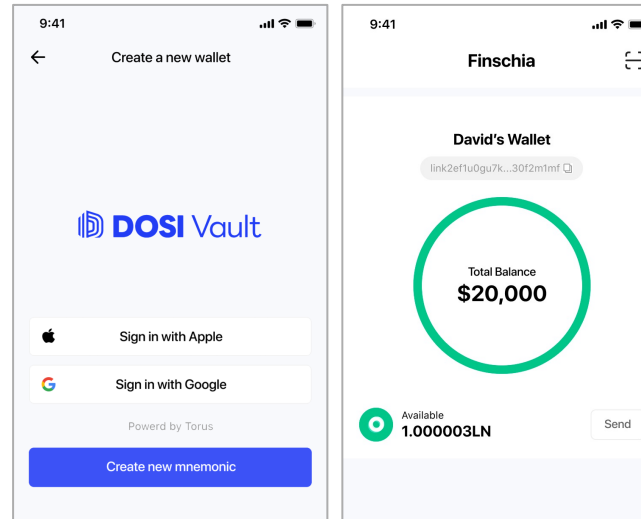
1.6M+ Users signed up in the last 30 days (based on 02/21)

DOSI Wallet



- NFT-focused wallet for Global users
- Support Google, Naver, LINE, and Facebook login
- Support Fiat onramps (Naver pay, Credit card)

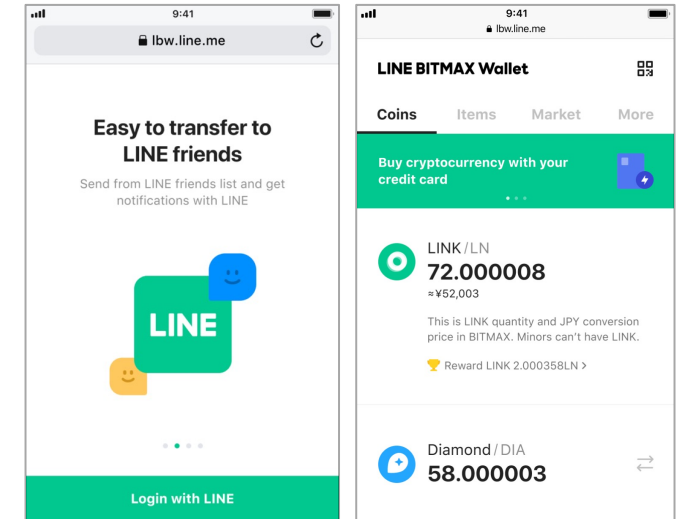
DOSI Vault



* Development only

- Non-custodial wallet for Finschia mainnet
- Support Google, Apple login
- Support Chrome Extension, Android, iOS(WIP)

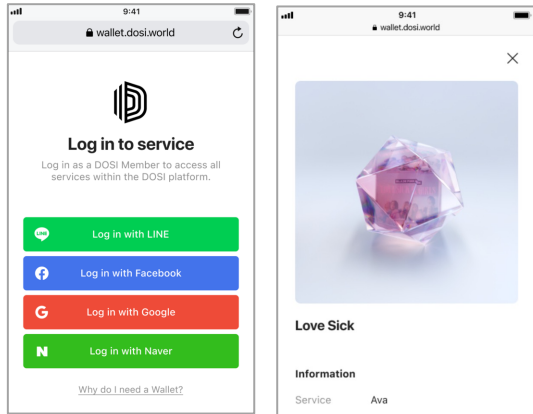
LINE BITMAX Wallet



- NFT-focused wallet for Japanese users
- Support LINE login and transfer to LINE friends

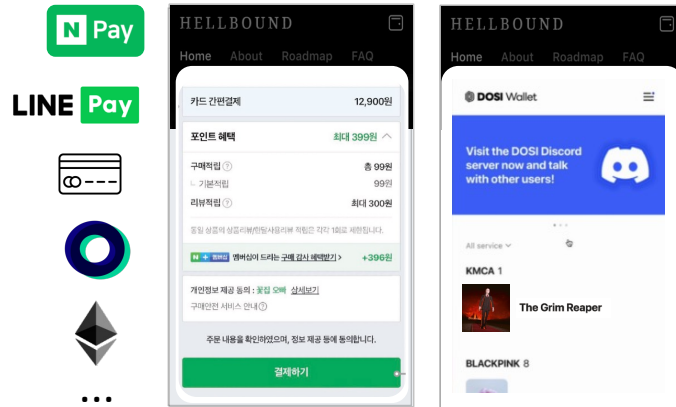
Helping everyone easily join the Web3 ecosystem

Get Airdrop!



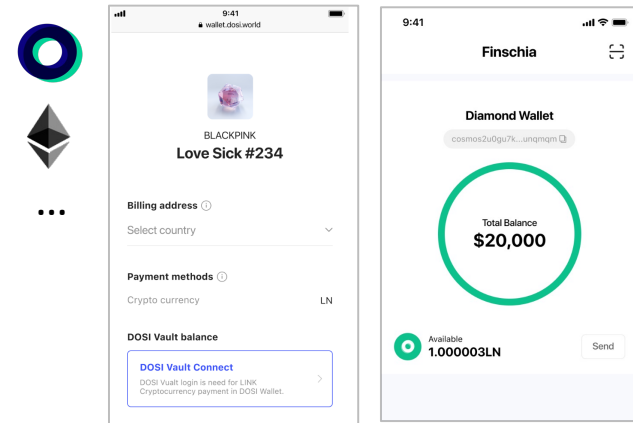
Users can acquire NFTs immediately after social login

Buy first NFT!



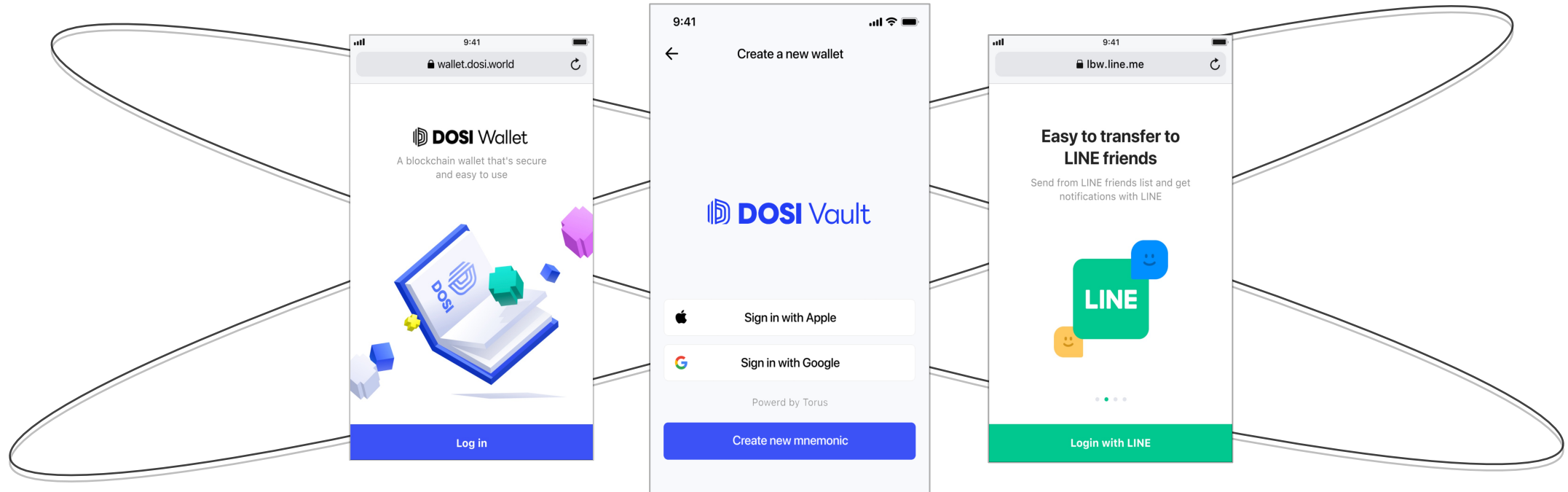
Users can use their preferred payment method including Fiats

Trade NFTs!



Users can select their preferred currency for secondary trade

Integrating wallets to create the ultimate Web3 wallet



Social Login

LN Staking

FT / NFT Support

Multichain Support

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Providing NFT infrastructure for mass users

Brand Store Platform

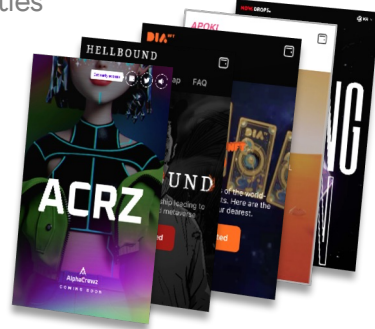


LINE NEXT Inc.

A platform where global brands and projects can build their own NFT brand stores and communities

- Launch Date: **2022.09~**
- Service Area: **180 Countries**
- Number of wallets: **2,700,000+**

Preparing for region expansion



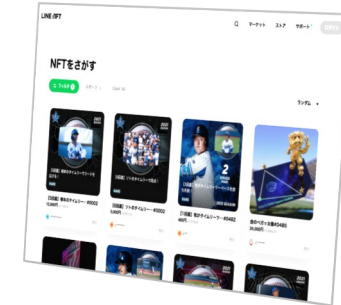
Open Market Platform



LINE Xenesis Corp.

An open marketplace platform where anyone can easily exhibit and trade NFTs

- Launch Date: **2022.04~**
- Service Area: **Japan**
- Number of wallets: **590,000+**

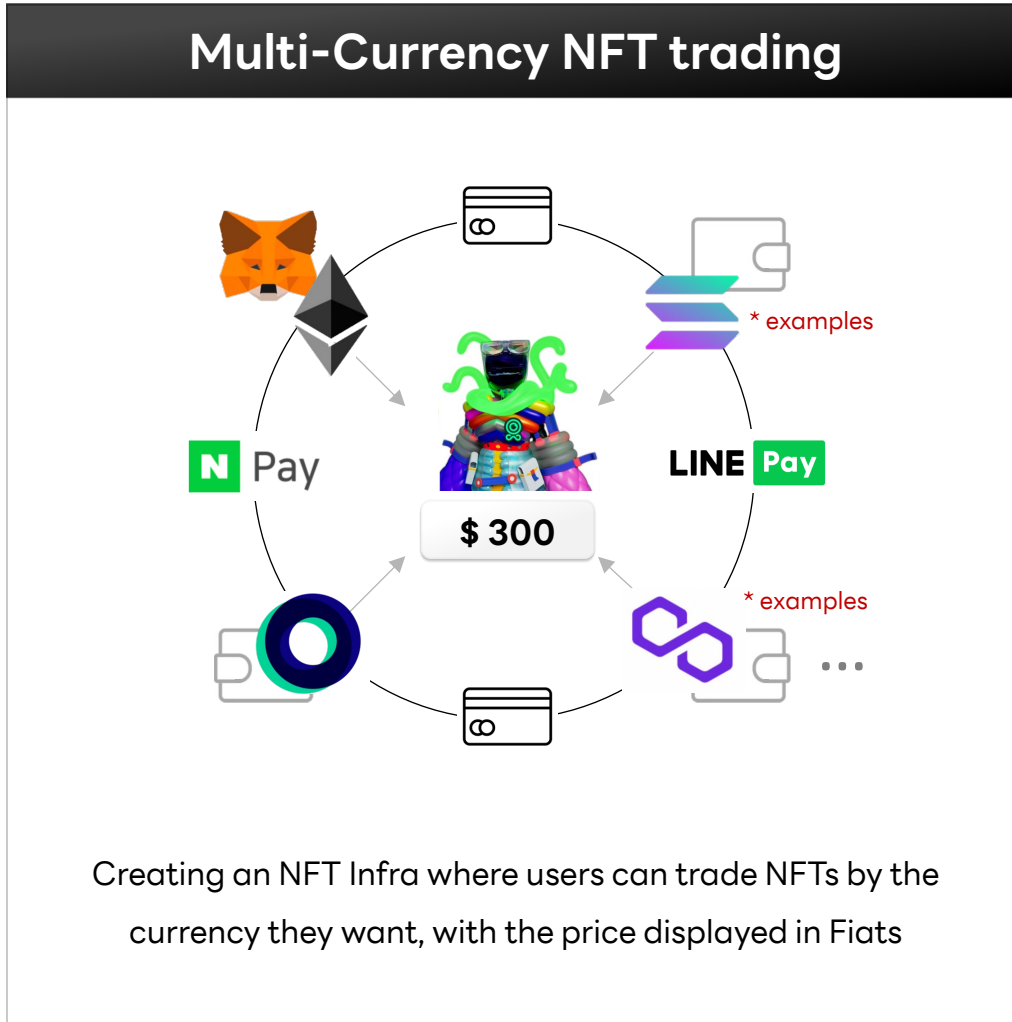


NFT/Web3 Partners

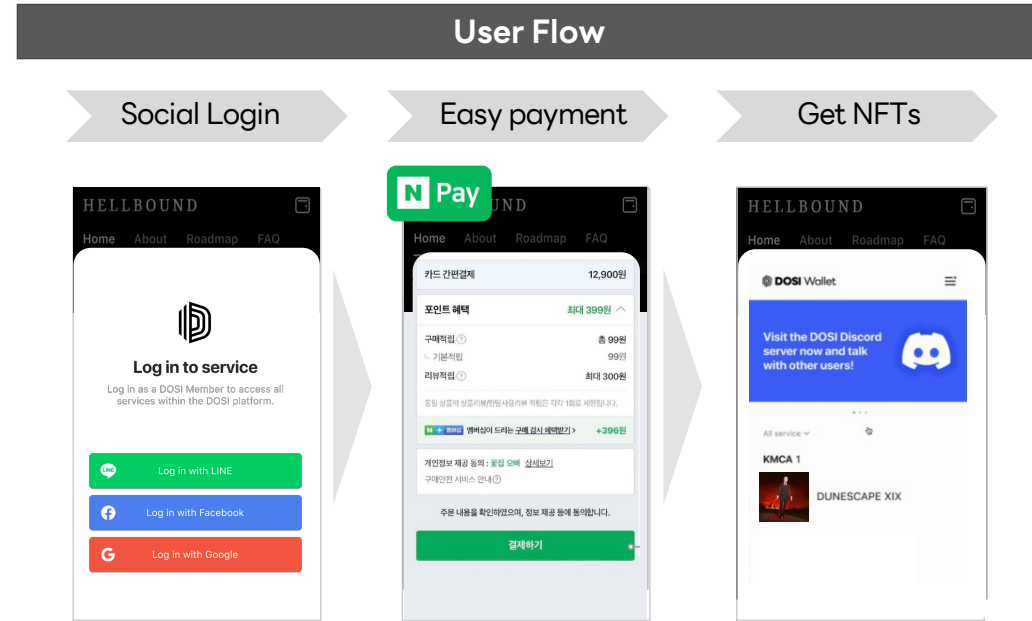


* Including LINE NEXT Inc, LINE Xenesis corp. partners

Supporting Multi-currency NFT trading for everyone



* Payment methods are examples, the integration plan can change




Payment Integration Status

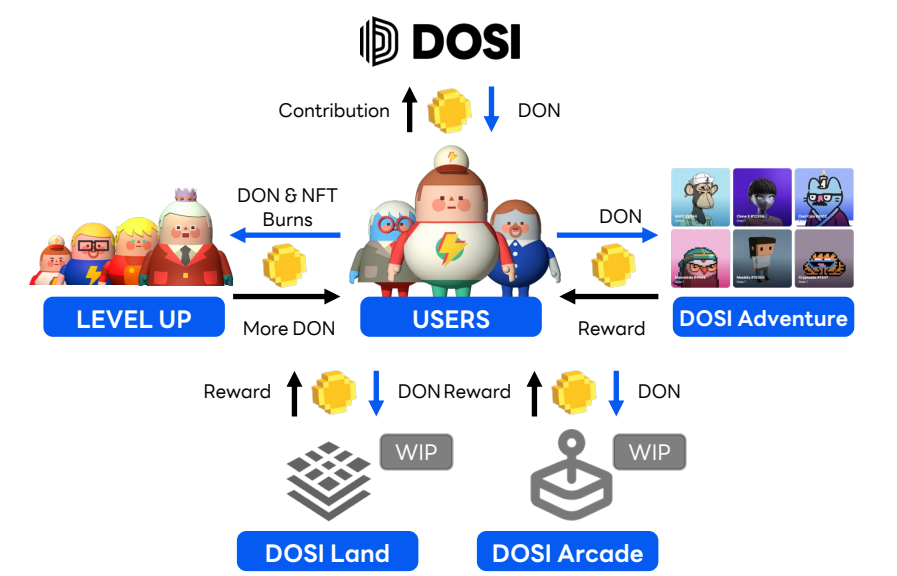
NAVER Pay	Done		Credit Card	Done	
LINE Pay JP (for LINE NFT)	Done		Ethereum (Metamask)	Done	
LINE Pay TW	WIP		LINK (DOSI Vault)	Done	
Local Pay TH	WIP		Other cryptos	WIP	

Offering a special NFT Membership, DOSI Citizen

DOSI Citizen

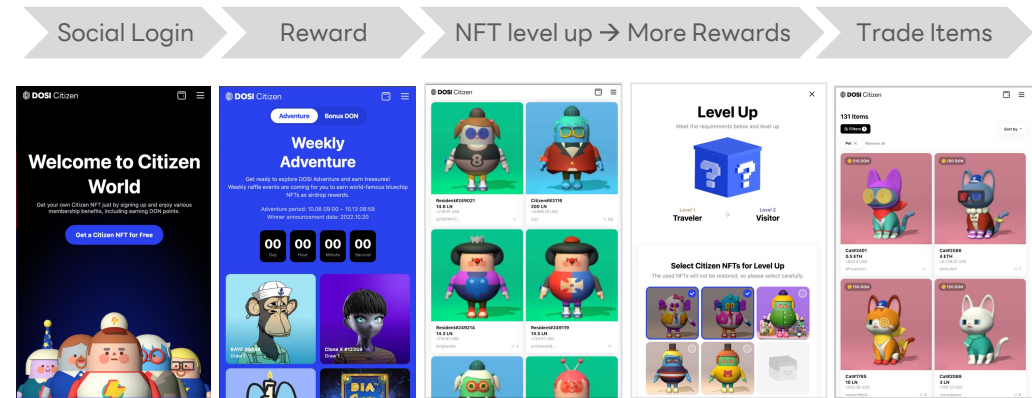


NFT-based membership service where anyone can easily get NFTs for free and gain more rewards and fun by enhancing their NFTs.



* DON: Membership Point of DOSI ecosystem

Service Flow



Performance After the beta release

Rank	Project	Sales (7 days)	Mainnet
1	Axie Infinity	32,780	Ronin (RON)
2	DOSI Citizen	28,206	LINE Blockchain (LN)
3	ETH Name Service	14,208	Ethereum (ETH)
4	Azuki	2,529	Ethereum (ETH)
5	Pudgy Penguins	2,164	Ethereum (ETH)
6	BAYC	2,055	Ethereum (ETH)
7	Know Origin	1,918	Ethereum (ETH)

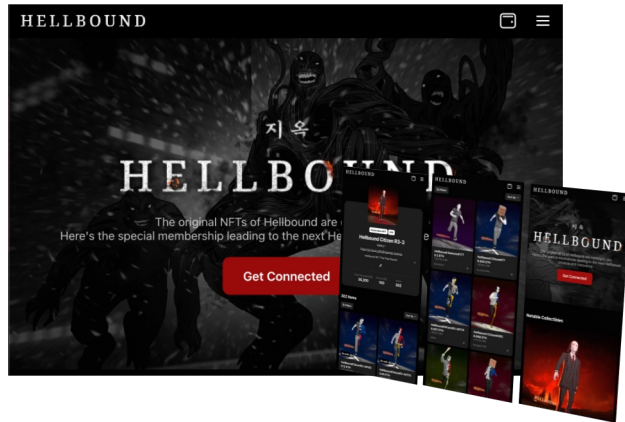
- Global dApp rank: **2nd dApp***
- Total Holders: **2,700,000+**
- Weekly Active Users: **1,200,000+***
- NFT Trading counts: **150,000+**
- NFTs burn ratio: **70%+**
- Point(DON) burn ratio: **70%+**

* Dapp Rank based on the transaction count (7 days, 22.01.08), Dappradar & Internal data
 * Active users are based on 'Unique participants of DOSI Weekly Adventure'

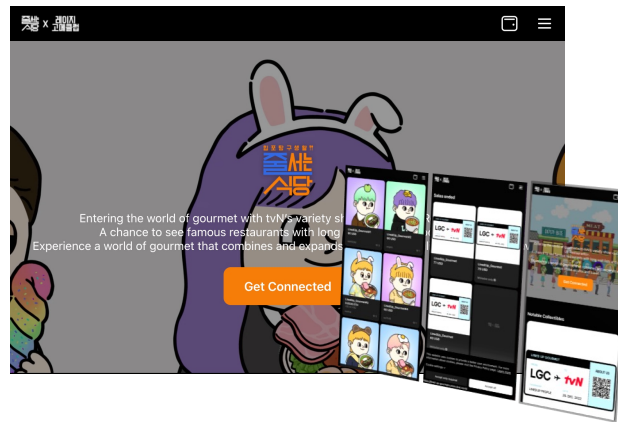
Various use cases of NFTs being developed across industries

HELLBOUND

Webtoon Membership

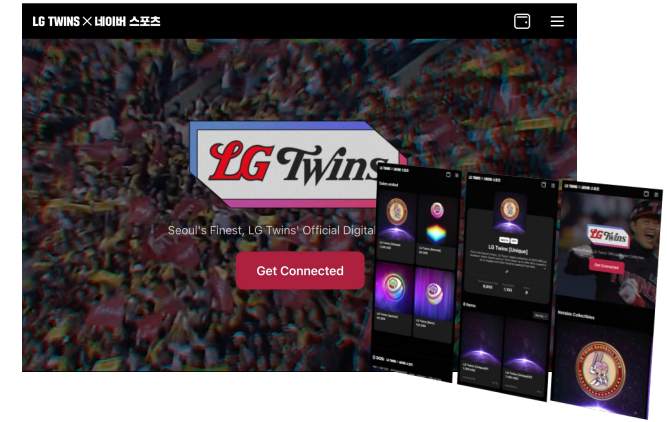


F&B Membership



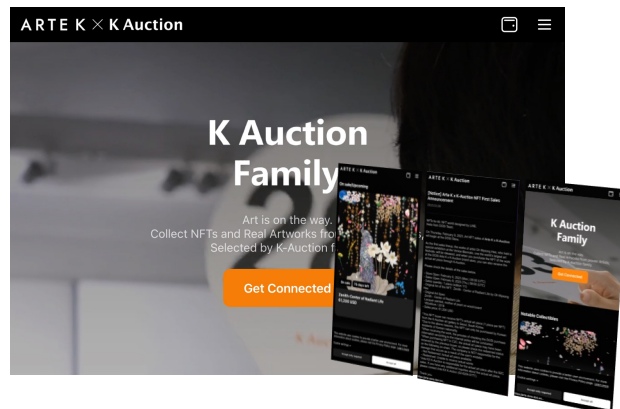
LG TWINS X 네이버 스포츠

Sport Membership



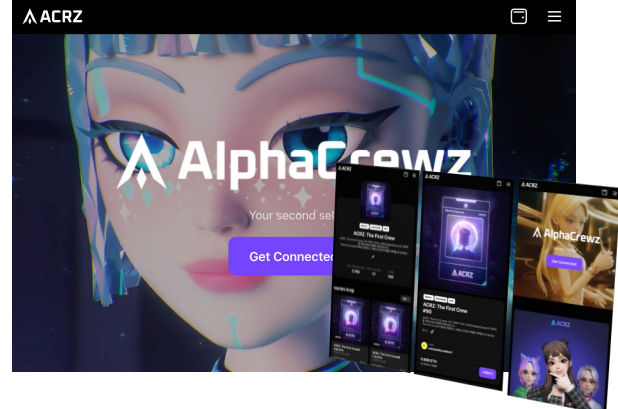
ARTE K X K Auction

Digital Art / Physical Art



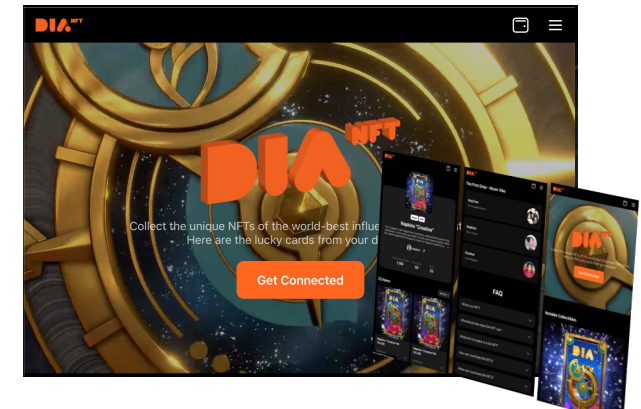
ACRZ

Avatar / Membership



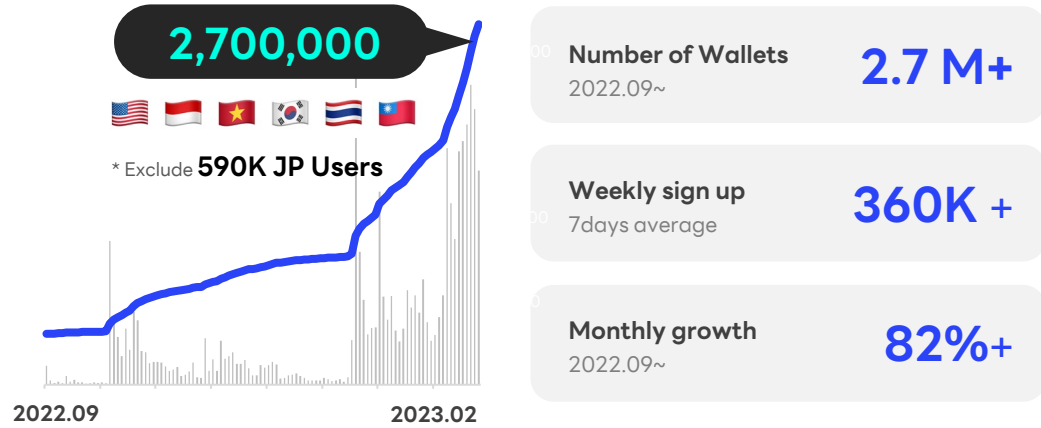
DIA™

Influencer Membership

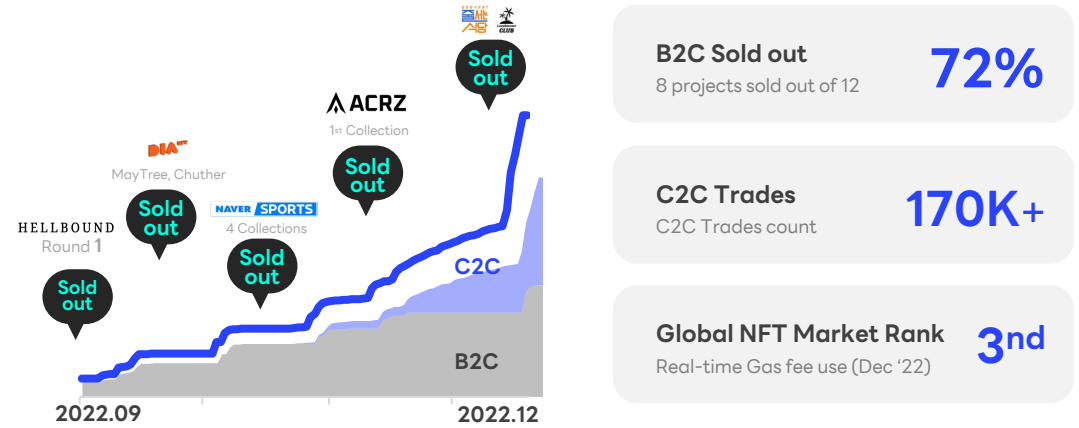


DOSI is becoming the fastest-growing Web3 ecosystem

Wallet users * Based on the data at '23.02



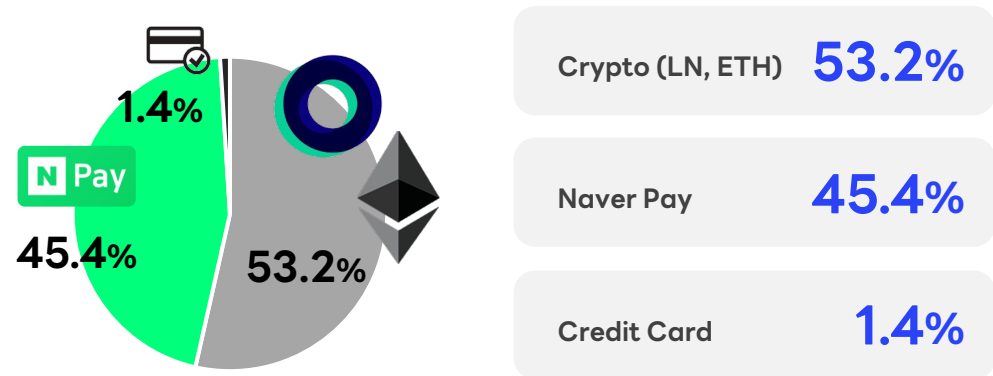
NFT Transactions * Based on the data at '23.01



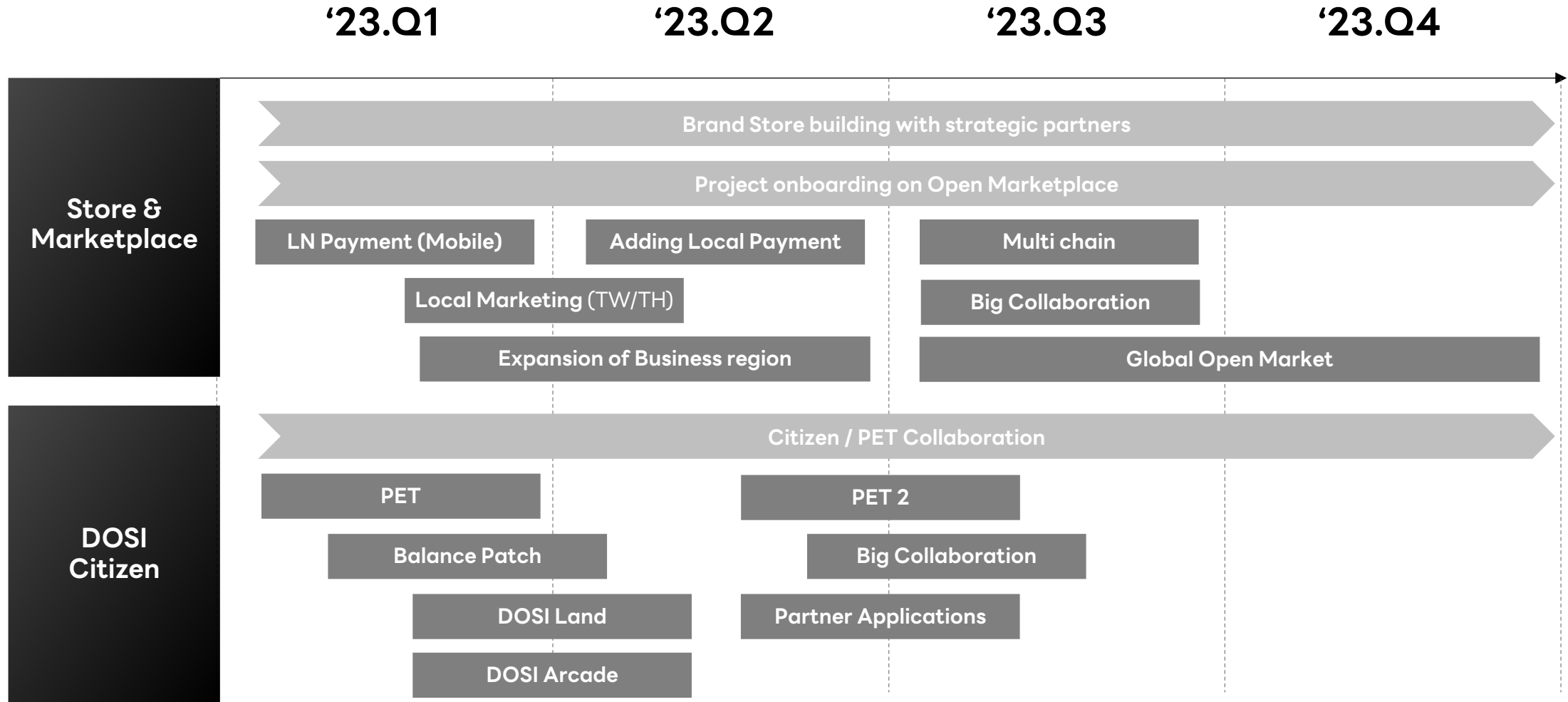
Best Price per Collection * Based on the data at '23.01

<p>1</p> <p>DOSI Citizen</p> <p>\$4,950</p> <p>Price: Airdrop</p>	<p>2</p> <p>Hellbound</p> <p>\$1,197</p> <p>Price: \$70 (+1,600%)</p>	<p>3</p> <p>ACRZ</p> <p>\$1,322</p> <p>Price: \$77 (+1,710%)</p>	<p>4</p> <p>LINED UP Gourmet</p> <p>\$600</p> <p>Price: \$77 (+680%)</p>
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Payment Method * Based on the data at '22.12



NFT Platform Roadmap for 2023



* Disclaimer: The plans have not been executed yet (as of the publication date) and may be subject to change subject to developments in the market in the future, evolving laws and regulations, and other commercial considerations.

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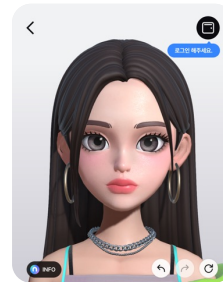
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4. Roadmap

ACRZ is a Web3 Avatar/Metaverse platform, accessible to all

ACRZ Your Second Self

ACRZ is creating an avatar culture that people can create and own, leading the popularization of the metaverse and digital fashion markets

Key Features



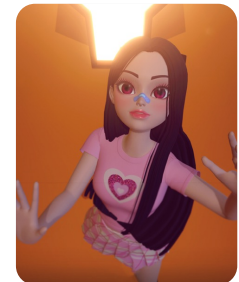
Your Own Avatar

Create avatars with highly sophisticated and precise customizations



Digital Fashion Market

A platform where you can purchase and resell items from brands and creators



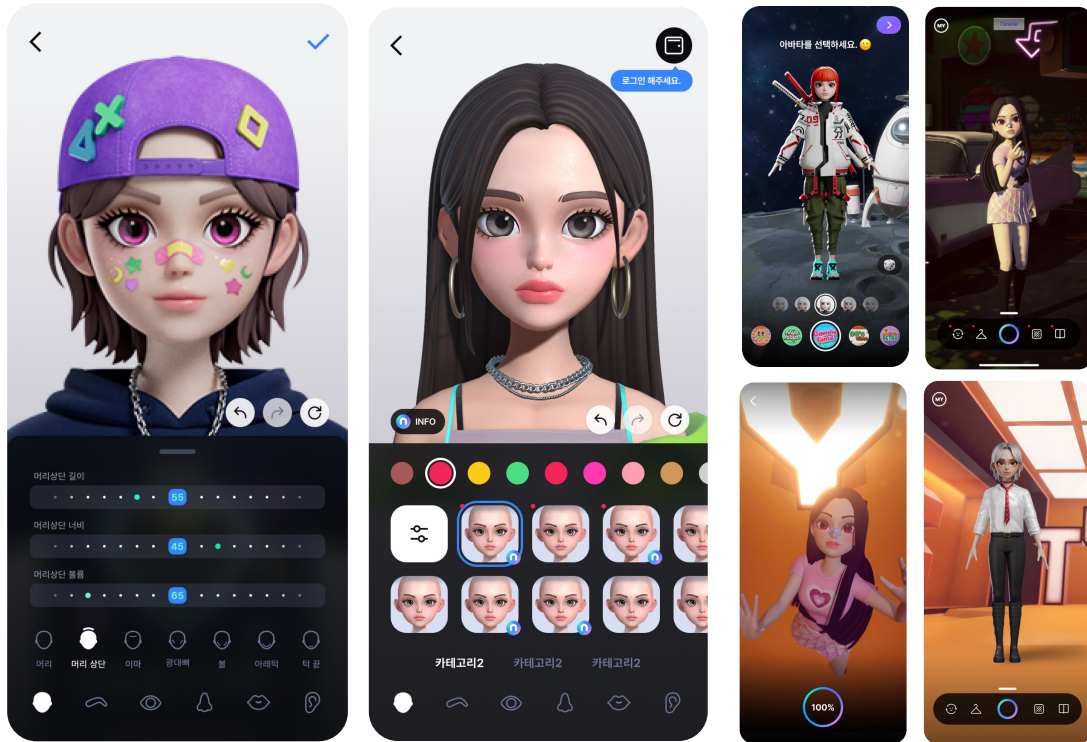
Avatar Utility

Avatar/Metaverse services expansion such as short-form, PFP, AR.

* Service screenshots are sample images and are subject to change

Release a global mobile app in Q1

Service UI



Major Roadmap for 2023

'23.Q1

- Launch of mobile app service
- Premium membership sales

'23.Q2

- Release collaboration projects

'23.Q3

- Enhancement of the creator ecosystem

'23.Q4

- Platform & Service Expansion

GAME DOSI is a Web3 gaming platform for 3billion gamers



GAME DOSI Gamer first, Web3 next

GAME DOSI helps game developers to build and publish Web3 games and help gamers to onboard it without any hassles

Key Features for game developers



Community benefits



All-in-one Total admin



Compliance Support



Tokenomics consulting



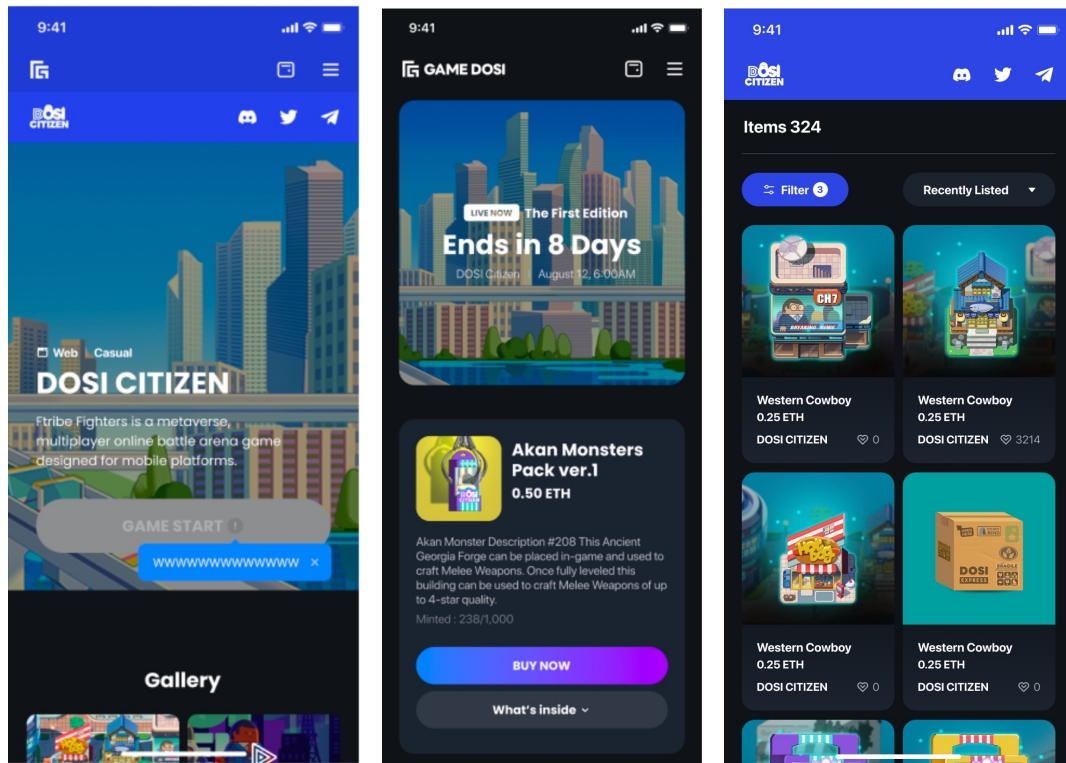
LINE MKT Promotion



Development kit SDK/API

Release a market beta in Q1 and plan to release games quarterly

Service UI



The screenshots are dummy images

Major Roadmap for 2023

'23.Q1

- New Game title (1) - Community Building
- Game Item Market Beta Release

'23.Q2

- New Game title (1) Release & 1st Minting
- New Game title (2) - 1st Minting

'23.Q3

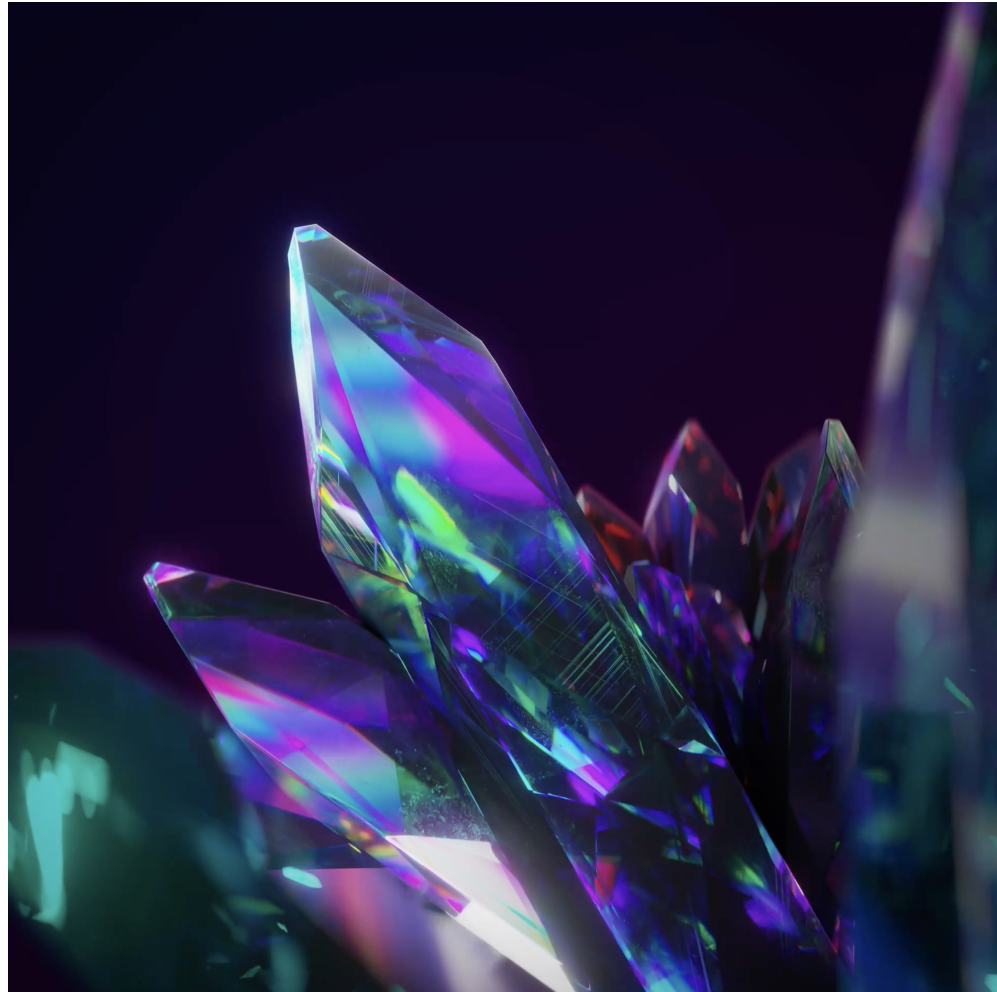
- New Game title (2) Release
- New Game title (3) - 1st Minting

'23.Q4

- New Game title (3) Release
- New Game title (4) - 1st Minting

* Service screenshots are sample images and are subject to change

AVA is a Web3 Fan community platform for artists and fans



New Connection
Between Artists and Fans

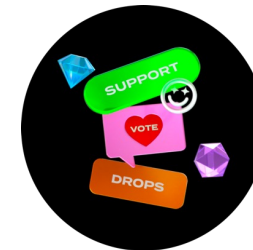
AVA is a platform where artists and their fans create value in a totally new way and build stronger relationships

Key Features



Crystal

A Crystal NFT that allows fans to engrave their favorite moment of the artist in NFTs



Membership

Digital/physical benefits including AMAs and fan meetings



Playground

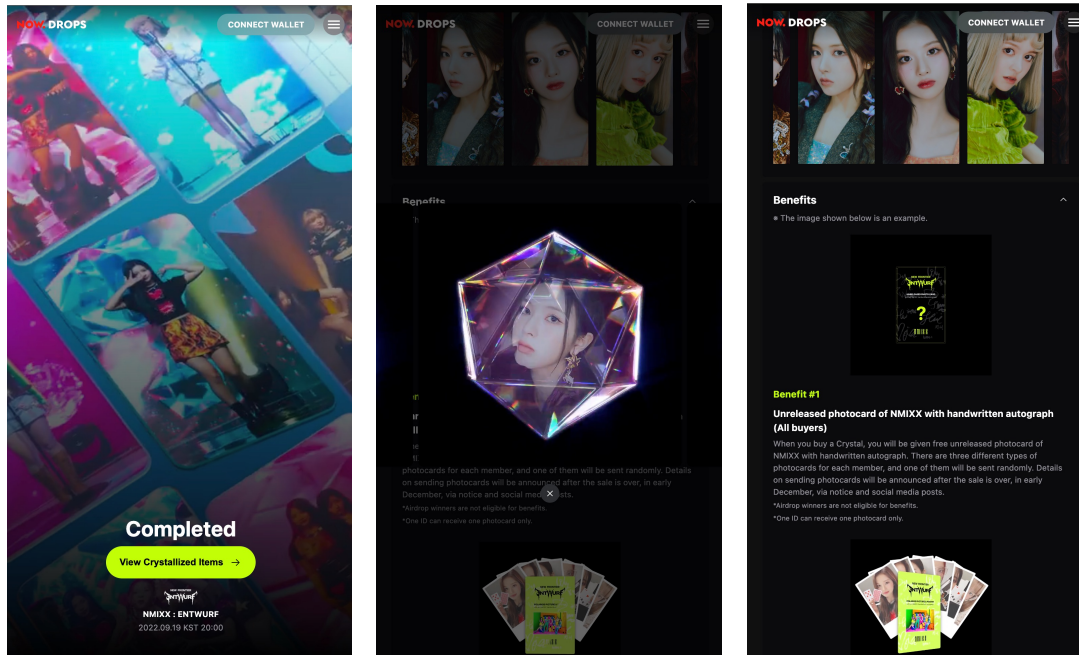
A DAO where fans directly participate in decision-making on various topics

Officially release with global entertainment partner in Q1

Service UI

Beta service UI (Collaboration with **NAVER NOW, JYP NMIXX**) **NOW. JYP**

Official service will be launched including membership benefits and the playground



Major Roadmap for 2023

'23.Q1

AVA official release

Launch of global artists' brand stores

'23.Q2

Crystal Membership

Crystal-based membership program and support for fans to produce Crystals

'23.Q3

Playground

DAO for fan decision-making and direct participation in artist activities

'23.Q4

AVA Boost

Direct support for discovering and fostering new artists with fans

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1. LINE

2. LINE Blockchain

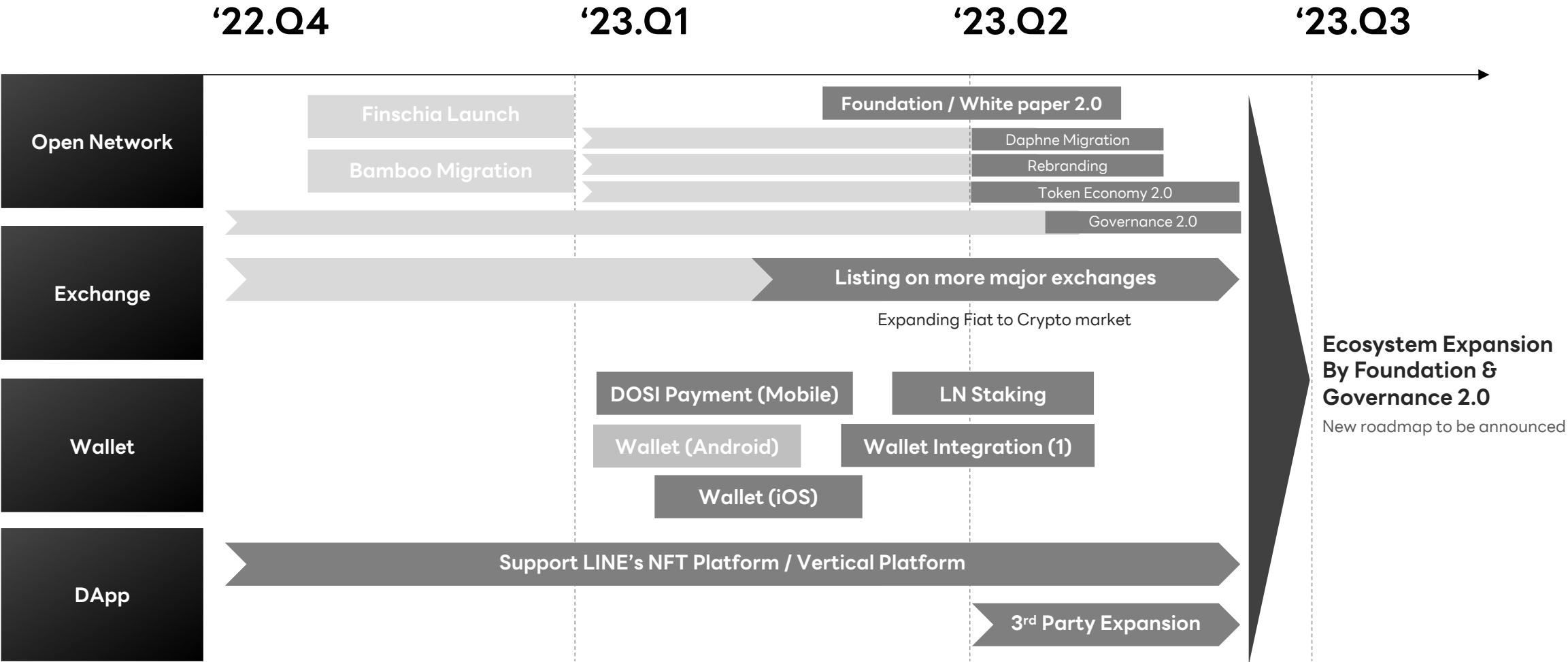
3. Business Plan 2023

- 1) Open Network
- 2) Exchange
- 3) Wallet
- 4) DApp

4. Roadmap

Roadmap

LINE Blockchain 2023



* Disclaimer: The plans have not been executed yet (as of the publication date) and may be subject to change subject to developments in the market in the future, evolving laws and regulations, and other commercial considerations.

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- PLEASE SEE THE "IMPORTANT NOTE" SECTIONS OF THE WHITEPAPER FOR FULL DISCLAIMERS ON LINK [<https://blockchain.line.me/whitepaper/>]

LINE Blockchain

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Family Sites

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- **DOSI:** Dosi.world
- **ACRZ:** Alphacrewz.store.dosi.world
- **GAME DOSI:** Game.dosi.world
- **GAME DOSI:** Now.onava.com
- **LINE NFT:** Nft.line.me
- **LINE BITMAX:** bitmax.me
- **LINE Blockchain Explorer:** scan.link.network
- **LINE Blockchain Developers:** blockchain.line.biz

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