



Blockchain-based
Decentralized Exchange Platform
For Tourism Marketing

White Paper

June, 2023

Version 1.1

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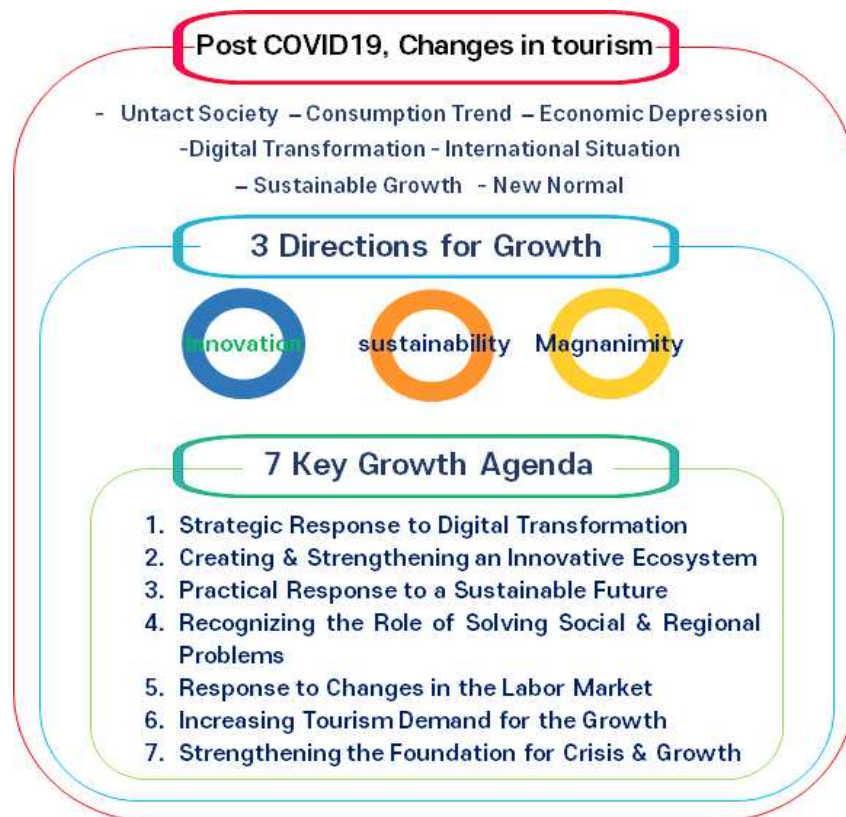
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1. Overview

The tourism service industry based on face-to-face service, such as hotels, leisure, and entertainment, is threatened by the COVID-19 pandemic, and faces a crisis that has never been experienced since the history of tourism began.

Such crisis is directly caused by social distancing to prevent infectious diseases and limited movement due to border closures. But it also results from sticking to traditional sales and marketing methods despite the rapid development of technology and social change in the era of the 4th industrial revolution. In order to quickly overcome the crisis and strengthen future competitiveness, therefore, it is necessary to digitize the overall operation and improve transparency and customer convenience through the introduction of Industry 4.0 technology in response to social changes.

The Korea Culture & Tourism Institute demonstrated this social change through a post-COVID-19 tourism growth agenda and policy study conducted in 2021, and presented seven key agendas along with three directions for tourism industry growth, predicting macro-social, technological, environmental, economic, and political trends caused by COVID-19 in our society, as shown in Figure 1.



Sources : The Korea Culture & Tourism Institute (2021)

<Figure 1> Growth Direction for Tourism Industry and Key Agendas

Therefore, the future tourism service industry requires a new paradigm for survival and sustainable growth based on awareness of reality. It also demands recognizing the value of technology, particularly the technological value of the blockchain, while recognizing its role in the real and digital environment.

2. Challenges for the Growth of the Tourism Service Industry

Tourism industry can form positive synergies with related industries as well as the tourism service industry. In the rapidly changing tourism trends due to industry 4.0 and COVID-19, however, sustainable growth can be ensured only by securing response capabilities.

2.1. Win-win Ecosystem

In order to link the tourist inflow and stay, high employment inducement, and added value creation effect of the tourism service industry to the development of the local community, we need to seek win-win development with the local tourism industry. We also need to create a win-win ecosystem where the local economy and tourism industry can grow together.

2.2. Innovation Ecosystem

The emergence of blockchain and virtual asset ecosystems is changing the perception, storage, and use of assets in real society, while breaking down national boundaries in currency use. It also creating a new type of ecosystem that combines on/offline payment methods. Therefore, the tourism service industry must create an innovative ecosystem that can accommodate these technological and environment changes.

2.3. Digital Transformation

The COVID-19 pandemic normalized the untact environment and facilitated the development of digital technology, having resulted in the emergence of new tourism services that cross the real and virtual world. To overcome the crisis caused by the COVID-19, the global tourism industry is actively building a digital environment. It is seeking a new form of survival strategy through online conversion. Accordingly, in order to maintain existing offline customers and secure competitiveness, it is necessary to actively adapt to rapidly changing digital environment.

2.4. Marketing Paradigm Shift

The development of untact environments and online services accelerated by COVID-19 is changing the needs of traditional tourists and creating new service demands. Therefore, in addition to traditional offline customer retention and expansion strategies, a new paradigm marketing strategy that accommodates customer changes that have become accustomed to the digital environment should be considered.

3. MONTE Platform

With blockchain technology and virtual assets gaining social attention, companies are fiercely competing to use virtual assets for promotion and marketing for their services and products.

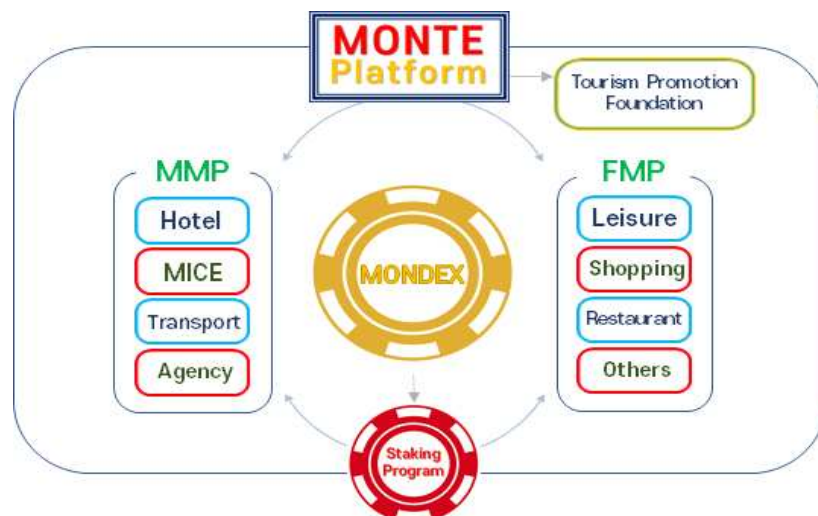
The MONTE platform consists of the following five key elements to create a blockchain ecosystem for tourists, tourism service industries, tourism-related industries, and tourism industries

that can use virtual assets in the local community. Through such a platform, members of the ecosystem will enjoy convenience and additional benefits. And benefit from the activation of the ecosystem is also distributed to the members of the system, strengthening competitiveness in the future tourism market.

3.1. Configuration

3.1.1. MONDEX Exchange

To ensure safety and anonymity of MONTE Token distributed among users, hotels, MICE, leisure, entertainment, tourism facilities, and related companies, it will trade in a PEER TO PEER method and ensure transparency so that anyone can see how it works based on open source code. A next-generation decentralized exchange that is operated using a collateral pool verified by smart contracts and combined with an AI-based profit optimization program.



<Figure 2> Configuration of MONTE Platform

3.1.2. Staking Program

When an order is placed at MONDEX, a certain percentage of the total order amount will be shared between the liquidity provider and MONDEX, and some of the fees will be redistributed to MONTE staking users and compensated for liquidity mining. This program encourages the staking of MONTE holders and reallocates revenue according to the staking ratio to activate the transaction.

3.1.3. Marketing Management Program

MMP calculates the performance of MONTE Token distribution of individual entities such as hotels, MICE, and resorts participating in the platform and distributes MONTE Token according to the pre-designed ratio. Individual entities increase the marketing effect of each entity by using the allocated tokens as points, rewards, and promotions that occur in business activities between

tourism service companies, related companies, and users.

3.1.4. Franchises Management Program

FMP helps to revitalize the local economy and tourism by supporting merchants such as food and beverage and leisure facilities in tourism areas to receive tokens differentially according to MONTE Token distributions performance and use them to promote and increase sales.

3.1.5. Tourism Promotion Foundation

5% of the revenue generated from the MONTE platform is accumulated by the system, while carrying out public projects such as supporting the digitalization of small-medium size tour operators to create a digital tourism infrastructure, and supporting the capacity improvement of local tourism universities necessary to nurture digital tourism professionals. It will play a role in connecting the profits generated through the application of new technology to the development of the Tourism industry.

3.2. Structure

Recognizing that virtual assets are nearing daily lives, the MONTE platform creates a blockchain ecosystem where MONTE Token can be used for local tourism services, and provides marketing and promotion solutions with convenience, efficiency, transparency, security, and anonymity to individual marketers.



<Figure 3> Structure of MONTE Platform

Individual marketing entities participating in the MONTE platform can strengthen the entire marketing channel by activating members and systems through blockchain-based smart controls and coin circulation structures. In addition, by reducing the effort and cost of maintaining and managing customers, they gain a competitive advantage while enjoying many benefits over

individuals or groups conducting related marketing business outside the platform.

3.3. Characteristics

The new ecosystem created by MONTE will contribute to the revitalization of the local economy and tourism through a platform structure that increases the influx of tourists and activates consumption in various industries such as hotels, shopping, leisure, and culture. This creates a virtuous cycle of realizing social values by creating a fund for the development of the local community.

In addition, it has the effect of developing a customer group familiar with virtual assets, and has a service differentiation effect that broadens the range of choices for customers who are familiar with traditional methods, and all platform participants can enjoy transaction transparency, security, and anonymity in a decentralized way. The convenience and safety of transactions are guaranteed through the MONDEX exchange, where you can secure and exchange various virtual assets.

Therefore, the MONTE platform highlights the strengths of the existing marketing system and complements the weaknesses. In other words, prepare for the future market while being differentiated in terms of convenience of exchange and using, efficiency of customer management and compensation management, transparency of transaction and settlement, security for distribution/storage and transaction safety, anonymity of individual and transaction information, etc. It becomes a solution that reflects the change in marketing paradigm.

The scalability of marketing gained by the excellent security, convenience, and efficiency of the MONTE platform provides capital-efficient operational results not only for tourism service companies but also for all entities participating in the network. In addition, the value of win-win will be realized by maximizing profits and creating an ecosystem in which profits are distributed along with the domestic tourism industry.



<Figure 4> Characteristics of MONTE Platform

However, in order to implement and settle the MONTE platform in reality, it is necessary to thoroughly verify that the high degree of social attention to virtual assets, the travel rules surrounding virtual assets, and Specified Financial Transaction Information Act do not act as obstacles. In addition, it is necessary to solve the problem of ensuring that users and tourism service companies, who are familiar with traditional marketing methods and tools, recognize the

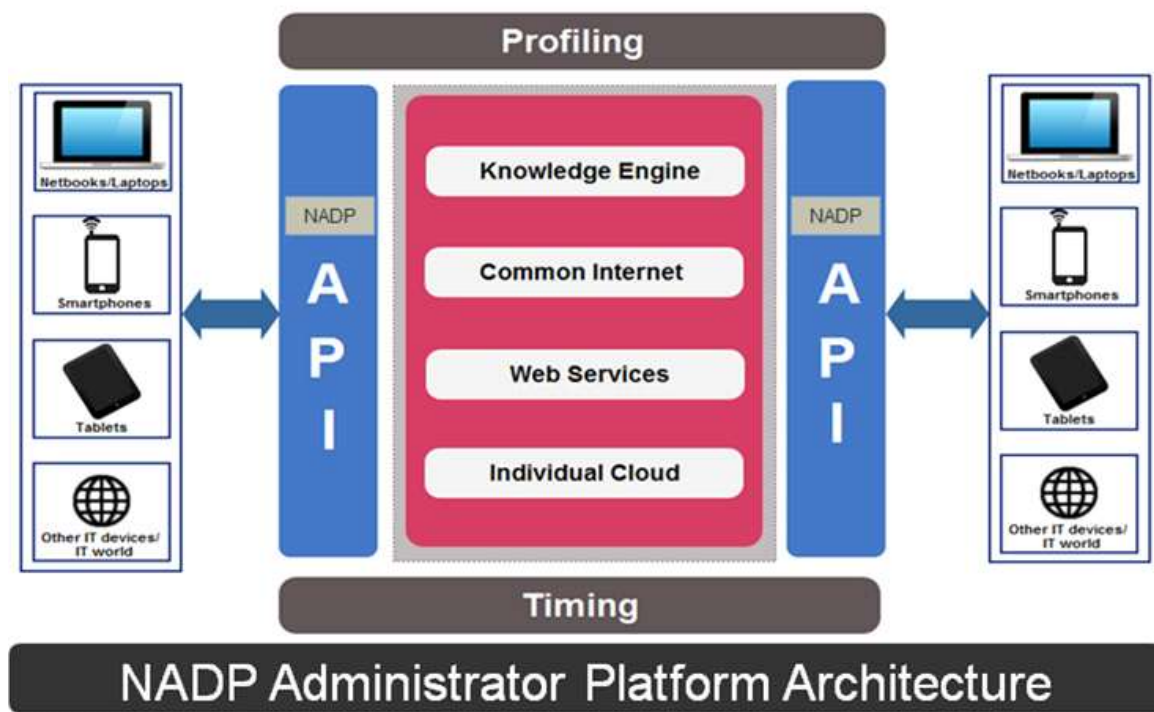
convenience and efficiency of the platform and flow into the platform.

However, it can be overcome by designing a platform that prioritizes the public interest that activates the tourism industry of the MONTE platform and configuring a network that guarantees the interests of existing marketing entities. In addition, the MONTE platform is differentiated in that it has a sufficient human/physical network with a team with the best careers and expertise in each area such as tourism service, block chain, IT security, finance, and management.

4. MONTE platform security protocol

4.1. Overview of the Unhackable Security System

The MONTE platform applies the world's first new security technology Non-Addressed Data Protection (NADP). Above all, the security system of the MONTE platform is based on the simple and basic idea that "intrusion is impossible if there is no address to attack." It's like the logic of "if there's no door, you can't enter."



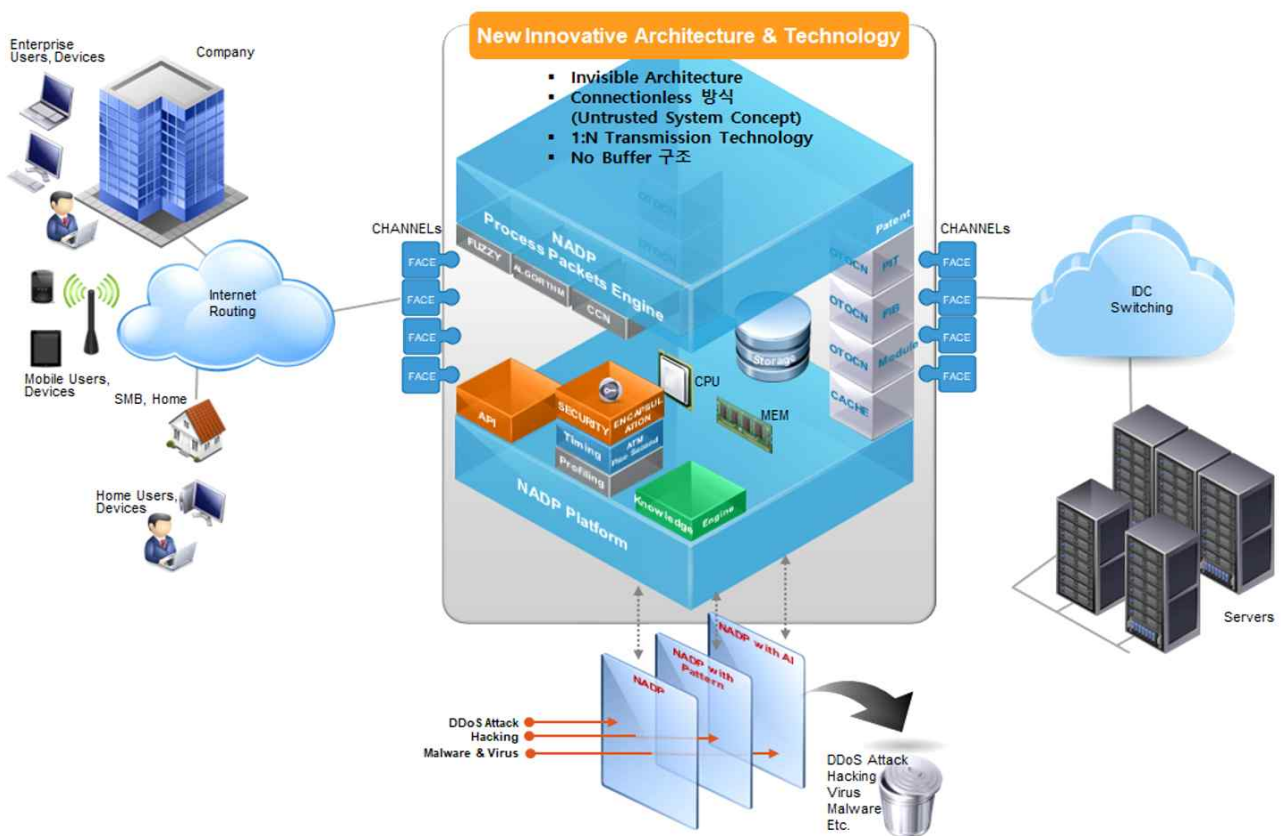
<Figure 5> Security System of MONTE Platform

Therefore, it seeks a way to make hacking attempts fundamentally impossible by simply installing it on various terminals, including PCs, without any promised values such as IP, which are targets of hacking, and cover the internal vulnerabilities. Ultimately, a security protocol consisting of the world's first patented technologies, such as blocking hacking of the entire

network, innovative key session and dynamic authentication, control/control and information leakage prevention, is applied.

When this security protocol is applied, it blocks all hacking routes at vulnerable moments when users view, transmit, and receive, and defends all intermediate attacks between end-to-end. It also eliminates the risk of malicious exploitation by making user files not present on the server. Even after the user reads it, the data is automatically encrypted and stored with the user's own key.

Therefore, the user's data is completely decrypted, deleted, and managed only by the user. This prevents and prevents information theft, manipulation/control, key authentication, user account theft, intermediate attack, exchange hacking, privacy infringement, and theft/insertion, as well as blocking weaknesses and abnormal access such as exposure to base network locations and designated routes.



<Figure 6> New Innovative Architecture & Technology of MONTE Platform

NADP does not exchange each key used for encryption and decryption with its counterpart. Therefore, there is no need to carefully store and manage encryption/decryption keys. This is because key sessions by NADP technology are performed with all network-wide hacking paths blocked from the session partner to be connected to the user, and even connected parties randomly generate keys for each packet and for each new session without a fixed value.

In addition, entities seeking to exploit these new security solutions can use the NADP key session technology in the cryptographic algorithm they want to use. In addition, even developers

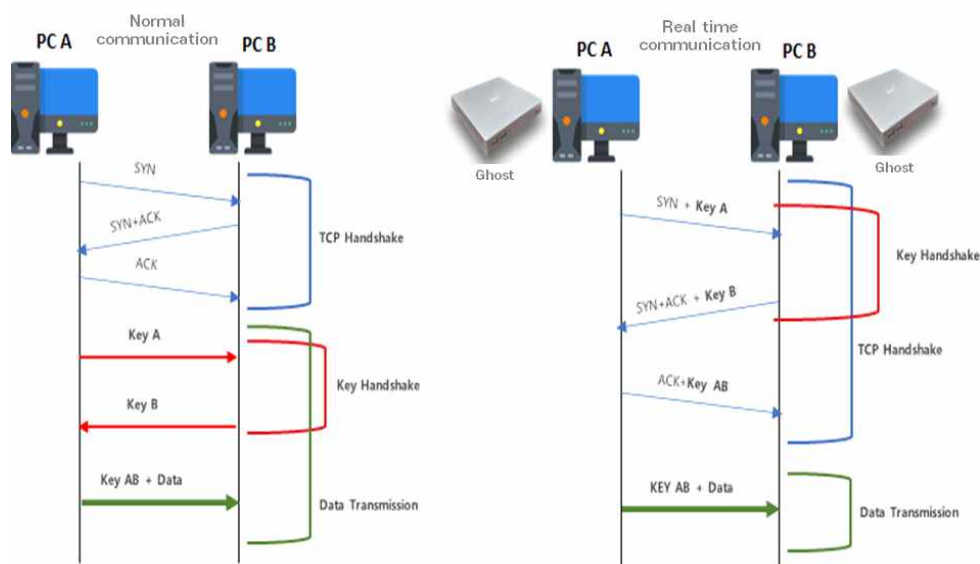
cannot access, steal, or decipher any information communicating with all sections of the newly built NADP solution.

One of the biggest advantages of NADP technology is that it provides complete network separation without the need for setting. It also applies neatly to any network environment without any problems. It is not affected by any configuration, including protocols (TCP, UDP, etc.) that communicate with the operating system (Linux, Windows, MacOS, etc.) of the equipment, and even does not interfere with the security and network environment currently configured.

NADP's overall network hacking blocking technology has no problem even if the virus has already infected the user's computer and became a zombie PC without the user knowing. Hackers cannot manipulate/control any hacking activities that enable users to threaten privacy violations and exploit information theft. Of course, users can have secure communication. Therefore, users can be safely protected in a very powerful way from the time the user sees their valuable data on all networks to the time when it ends.

4.2. Security Protocol Description

4.2.1. When PC A and PC B are in communication, Ghost H/W and S/W of this security system are operated, packets generated by PC A are extracted, processed, encrypted, and injected into the network stream to look like normal communication.



<Figure 7> Security Protocol of MONTE Platform

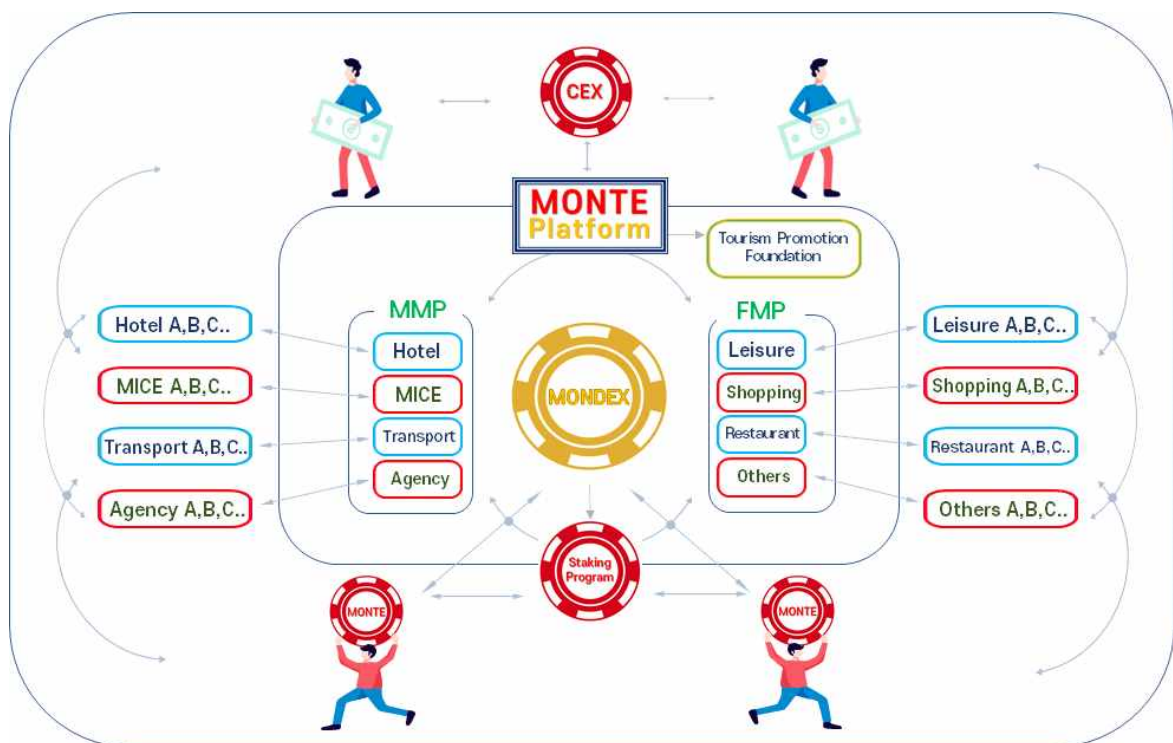
4.2.2. As shown in Figure 7, through routing, extract packets received by ghost equipment installed at the front end of PC B, check if they are packets from authorized ghost, discard, process, and decode them, and inject them into the network stream to PC B. Therefore, packets departing from PC A arrive normally to PC B, and separate routing and configuration changes

are not required due to equipment installation.

4.2.3. Even if the hacker knows the connection information, including the accounts of PC A and B, he must pass the ghost equipment to reach the destination. Therefore, the ghost equipment must be disabled, but there is no IP or other pointing information, so even attack attempts are blocked. In addition, since there is no other approach other than a physical approach inside the ghost equipment, the policy applied to the ghost is not likely to change.

5. Token Circulation

Tourism service marketing consists of a system in which legal currency is circulated in various forms, starting with users booking transportation and accommodation for tourism, paying points to increase users' repurchase and revisit, and compensation for marketing performance.



<Figure 8> MONTE Network & Token Circulation Model

The cryptocurrency-based tourism marketing system to be implemented by the MONTE platform adds cryptocurrency to the existing tourism economy. And individual marketing entities, including existing users, will participate in the MONTE platform and network consisting of blockchain-based cryptocurrency, while maintaining traditional marketing foundations and methods.

The distribution of MONTE Token consists of five concepts including the MONDEX exchange, staking program, marketing management program, affiliate management program, and users. In the MONTE network, MONTE Token is a method that provides incentives to network participants who realize and maintain the ecosystem. It is used as a means and reward.

5.1. MONTE Network

The MONTE platform is responsible for checking and processing the MONTE Token distribution of marketing entities such as foreign users, hotels, MICE, and travel agencies in the network, and sharing and distributing tokens according to a pre-designed process.

The MONTE ecosystem guarantees the interoperability of tokens between users and marketing subjects, maintains safe and stable distributions within a blockchain-based platform, and guarantees high scalability that can be used appropriately for the characteristics of each subject.

5.2. MONDEX Exchange

Users, hotels, travel agencies, and affiliated tourism facilities included in the tourism economy system can trade MONTE Token through a 24-hour authentication method and exchange them with various types of cryptocurrency. In addition, users outside the network will be in charge of token circulation and promotion within the ecosystem, such as exchange transactions for MONTE Token while using tourism services that participated in the MONTE platform.

5.3. Staking Program

When MONTE holders participate in staking, they can receive a portion of the revenue generated from liquidity mining and the platform as MONTE Token. It also has the effect of attracting MONTE Token holders to the MONTE ecosystem and inducing consumption. In addition, it contributes to maintaining a healthy ecosystem by inducing staking by MONTE network participants such as hotels, travel agencies, users, and affiliated tourist facilities. It also promotes token circulation and activates the network while increasing the value and benefits of holding tokens.

5.4. Marketing Management Program

This program manages the MONTE Token performance of individual marketing entities. Accordingly, individual marketing entities strive to create an environment in which distributions can be made with mutual MONTE Token, and additional MONTE Token allocated according to performance are used for promotions that increase competitiveness for each entity, which becomes the basis for activating token circulation. The MONTE platform is responsible for both verification and selection in which individual marketing entities participate in the platform.

5.5. Franchise Management Program

Franchise stores such as shopping, food and beverage will play an important role in expanding the ecosystem beyond the tourism marketing area. Local affiliated tourist shops participating in the network provide an environment in which users can use MONTE Token. As the facilities are assigned additional tokens that can be used for marketing and promotion according to their performance in return for efforts to expand users, the usability of coins is expanded.

5.6. Users

Users hold and utilize MONTE Token to participate in Monte Platform ecosystem. Users will receive additional benefits such as discounts, points, and promotions from tourism service companies and affiliated stores by just adding MONTE Token without changing the way they have used tourism services in the MONTE platform ecosystem. These additional benefits and ease of use and scalability of tokens naturally activate token circulation while promoting the use of tokens by users and establishing the MONTE platform ecosystem.

6. Value Creation

Tourism service companies and local shops participating in the MONTE network can expand the type and range of customers by applying MONTE Token while enjoying the advantages of current sales and operations maintained by individual entities. Additional value is created by strengthening marketing capabilities for products, which also provides various forms of new value to foreign users.

The MONTE platform maximizes the existing value of network participants and users and supports the creation of additional value as follows.

6.1. The tourism service industry secures new customer groups, differentiates itself from operators outside the MONTE network, and strengthens its competitiveness by adding marketing channels that can respond to changes in trends of future users.

6.2. By adding MONTE Token, local affiliate stores strengthen discounts and promotions necessary to promote consumption of users who have entered the region through tourism services, adding additional value to the existing value and improving the local economy. It creates additional value in various forms throughout.

6.3. Users can be divided into two types and explained. First, users who have used legal currency as before can enjoy additional value provided by marketing entities and franchisees while being free from the burden of exchange, storage, use, and safety. Next, users with virtual assets can increase the utilization of their virtual assets, such as enjoying offline tourism services.

6.4. MONTE network participants and token holders will be able to receive rewards from liquidity mining and profits from the platform through staking. This means that general virtual assets without an offline utilization base can only expect future value according to transaction price fluctuations, whereas MONTE Token can expect high future value in proportion to the network participation rate in the existing offline tourism service market. The value can be predicted through the transaction size of the offline tourism service market.

7. Token Information

The information and distribution plan of cryptocurrency used in the MONTE network to enhance the convenience and safety of foreign users, ensure the efficiency of tourism marketing, and promote foreign users' visits to Korea and tourism consumption is as follows.

7.1. Basic Information

Users hold MONTE Token through legitimate currency-based exchanges or MONDEX exchanges to participate in the MONTE network. In the process of using tourism services, users can receive and utilize MONTE Token provided by individual entities such as tourism service companies and local affiliates as rewards or promotions.



<Figure 9> MONTE Token Symbol

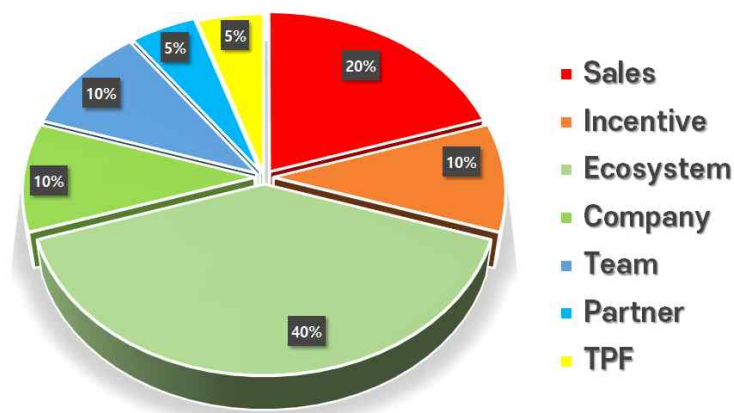
Cetergeries	Contents
Protocol	ERC-20
BlockChain	Ethereum
Name	Monte Marketing Platform Coin
Ticker Symbol	MONTE
Amount of issue	100,000,000

<Figure 10> Basic Information of MONTE Token

7.2. Token Distribution

The MONTE platform aims to create a tourism marketing ecosystem that contributes to the vitalization of the domestic tourism industry and local economy by creating a network that provides convenience and safety to users. Therefore, according to the roadmap and expansion plan of the MONTE platform, an appropriate amount of MONTE Token is allocated and unlocked for each marketing entity to be used to vitalize the ecosystem.

In addition, in order to prevent the decrease or loss of value caused by excessive unlocking of MONTE Token and distribution in the market, the number of tokens appropriate for the purpose is allocated and managed as follows to control the distribution according to the actual demand of the market and the assigned use.



<Figure 11> Token Distribution Ratio

7.2.1. Sales

- Allocate 20,000,000 MONTE, 20% of the total issuance, as Sales
- Allocate 1,000,000 MONTE for private, public sales
- Allocate 10,000,000 MONTE to partners - private, public sales
- Sales considering lock-up and monthly distribution volume to stabilize market price

7.2.2. Incentive

- Allocate 10,000,000 MONTE, 10% of total issuance, as Ecology Incentive
- Used for incentives (airdrops, bounties) according to contributions to ecosystem vitalization by partners
- Market stabilization through lock-up in case of rapid increase in distribution due to overheating of the ecosystem

7.2.3. Ecosystem

- Allocate 40,000,000 MONTE, 40% of the total issued amount, to the Staking Program
- Provide liquidity through staking to increase transaction stability in the ecosystem
- Liquidity control for token circulation and promotion according to ecosystem distribution demand
- Liquidity control and transaction price stabilization through the holder's staking encouragement

7.2.4. Company

- 10,000,000 MONTE, 10% of the total issuance, is allocated to the Company
- Utilized for the purpose of raising operating funds within the company, such as program and system development
- Utilized for promotion to create an ecosystem
- Used for marketing and promotion necessary for network stabilization
- Used for listing on exchanges and initial distribution volume

- Market price stabilization by minimizing the initial distribution volume of the project by lock-up setting

7.2.5. Team & Advisor

- Allocate 10,000,000 MONTE, 5% of total issuance, to Team & Advisor
- Distribution to teams, advisors and other stakeholders
- Market stabilization by unlocking monthly lock-up after setting lock-up for 3 years

7.2.6. Partner

- Allocate 5,000,000 MONTE, 5% of the total issuance, as a partner
- Distribution to partners such as hotels, MICE, travel agencies, and affiliated stores
- Market stabilization by releasing lock-up on a monthly basis after setting a lock-up for one year

7.2.7. Tourism Promotion Foundation

- Allocate 5,000,000 MONTE, 5% of the total issuance, to public interest foundations
- Fund application for creation of digital tourism infrastructure and development of digital tourism talent
- Circulation control and profit distribution by staking processing of the entire application volume

8. Team & Advisors

The MONTE platform consisted of experts with the best careers and experiences in each field, including tourism services, IT technology, security, finance, and management, to create a new tourism marketing ecosystem that can accommodate the needs of various stakeholders, including consumers and suppliers in the tourism market. In addition, it plans to actively recruit and foster necessary human resources according to the stage of the project.

8.1. TEAM

Steven I Chairman & Co-Founder

Steven previously led Google Play's North American payments business before becoming a senior investment manager at AQR Capital Management's hedge fund.

Jason I CEO & Co-Founder

Jason will oversee the entire project so that the MONTE platform, which creates a new tourism marketing ecosystem through the fusion of traditional tourism marketing and 4th industrial technologies, can increase market applicability through a win-win network design that guarantees the value of existing marketing players and adds new values.

Daniel I COO & Co-Founder

Daniel is in charge of the overall operation of the Monte platform necessary for the creation and operation of the ecosystem to achieve project goals that contribute to the revitalization of the tourism service industry based on his experience in evaluating and managing coin projects at the global virtual asset exchange.

Daisy I CMO

Daisy has played a key role in overseeing management and operation at the global virtual asset exchange and has a high understanding and management capability of essential components and management elements of blockchain projects. She is in charge of management and operation essential for MONTE platforms to accommodate traditional tourism marketing systems based on blockchain and move toward tourism platforms suitable for the industry 4.0.

Massimo I CTO

Massimo has experience and know-how in developing a number of blockchain-related programs and systems while running a program development company, and has been recognized as a CTO who oversees and manages the development of famous blockchain projects. It will direct and manage the development necessary for the MONTE project to grow into a Web 3.0 tourism ecosystem.

Sunny I CFO & Co-Founder

Sunny has the experience and skills of performing support and management tasks at a company developing computer and systems in the financial sector, and has a high level of understanding and experience in the major components of CMS and CRM programs for customer management of tourism companies. .

She is in charge of overall management and operation, including the initial system development process, in the MONTE business, which incorporates a traditional tourism marketing system based on blockchain.

Endrew I CSO

Endrew has worked in the field of cybersecurity since the early days of the cybersecurity industry and has verified various careers, expertise, and development capabilities, and has a number of careers in leading cybersecurity research institutes in Korea. Responsible for development and security work so that the MONTE platform can maintain sustainable competitiveness through the highest level of expertise recognized in the field of cyber security.

8.2. ADVISORS

Lucas I Agency Advisor

As the CEO of JCA, which is currently active as a Jeju-area tourism professional recruiter, he has a wide understanding of the management system and promotion system for professional

recruiters while working as an overseas tourism professional recruiter for over 20 years. He also assists in settling in and provides advisory services necessary for stabilization.

Patrick I Marketing Advisor

Working as a marketing director at Cambodia Casino for 5 years, he has a wide understanding and human network in Southeast Asia tourism marketing. He is also in charge of advisor necessary for the MONTE network to develop into an ecosystem that meets global standards through his experience as an overseas tourism professional recruiter for over 10 years.

John I Management Advisor

John, who serves as the chairman of the National Patriot & Veteran Welfare Foundation, has high organizational management capabilities. He is in charge of the torture necessary for the Monte Project to stably expand its ecosystem and practice efficient organizational management through the human network he formed over than 30 years in the presidential security office.

Andy I Communication Advisor

Andy, who is in charge of the advisor needed to create and manage the On/Off Line community for activating the MONTE platform, has years of experience and ability to participate in the coin business and supports the globalization of the MONTE platform through global human network and English, Japanese, and Chinese competencies.

David I Financial Advisor

David, who has career and expertise in the fields of finance, securities, and investment advisory, is in charge of advisor needed to establish internal and external policies for the MONTE platform, which has characteristics similar to those of the financial industry.

Dennis I Financial Advisor

Dennis is an expert with management capabilities, including organization and human resources, while managing and managing businesses in various industries.

9. Business Partners

The Monte platform will create MONTE distribution ecosystem based on the casino industry, which is the most expandable among the tourism industries. Therefore, we signed a partnership with JCA & KCA Tour which operates Casino Junket in Jeju Island, Seoul, Busan, and Incheon, and signed a partnership with ICA Limited to pioneer the Southeast Asian tourism market.

In order to expand the scope of MONTE to the leisure sector, we assigned partner authority to H-FARM, which runs horse-related leisure businesses such as horseback riding, training, breeding, and sales, and signed a partnership with GCA, which is in charge of technical support for stable

ecosystem operation.

In addition, the MONTE network will be completed as a new tourism marketing solution that responds to future tourism market changes and realizes win-win value through continuous expansion of partnerships with domestic hotels, MICE, and travel agencies. This will be the foundation for the growth of the tourism service industry and strengthening international competitiveness.

Finally, in order to create a network that allows users to conveniently and safely use services such as shopping, food and beverage through MONTE Token, it will help each business entity to increase marketing and competitiveness of services and products, as well as promote foreigners' revisit, repurchase, and stay longer.

10. Roadmap

The MONTE platform's roadmap focuses on creating an innovative ecosystem that induces visits to Korea and revitalizes the sluggish tourism industry while meeting the changing needs of individual entities and foreign users such as tourism service companies and local tourism facilities. The MONTE platform plans to expand its marketing ecosystem to the global tourism industry by establishing a long-term roadmap and conducting business step by step.

10.1 Phrase 1

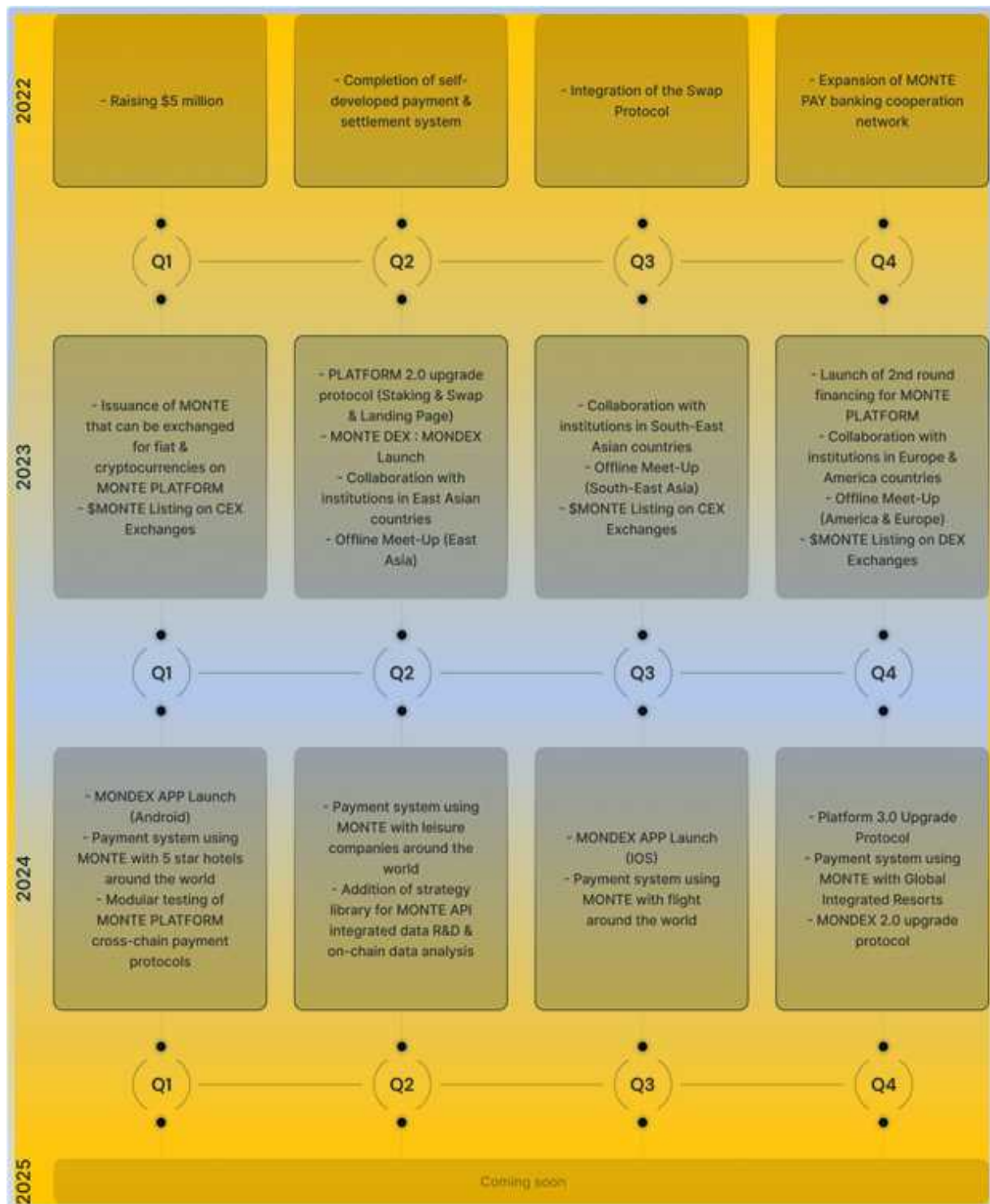
The 15 unallocated rights among 20 Partnership Rights on Monte platform will be allocated to marketing businesses, technical support, and ecosystem sponsors related to hotels, MICE, leisure, shopping, and casinos to expand the ecosystem and strengthen MONTE's utility functions. Each partner and sponsor must participate in the staking program with 0.5% of the total MONTE Token and will receive a distribution of the Monte platform's revenue.

Each partner company can maintain and strengthen its authority by delegating the staking amount from the Monte platform user-oriented staking holder. This induces competition among partner companies to attract and retain users. Staking users exert their influence on the decision process such as service participation, withdrawal, compensation, etc. of their selected partner, creating a virtuous cycle that strengthens the service competitiveness of partners and strengthens the governance function of MONTE Token.

Partner & Sponsor	50%
Maintaining	25%
Monte Foundation	10%
Staking Holder	10%
Tourism Promotion Foundation	5%

<Figure 12> Profit Distribution Table

Additional MONTE Token is paid in the range of 5% per \$10,000 of MONTE Token purchase by utilizing MONTE Token allocated for marketing and incentives so that the ecosystem can be expanded and revitalized by motivating partners and users to participate before operating profits of the Monte platform are generated. When profits are generated through stable platform operation, the profits are distributed in the ratio shown in the table below.



<Figure 13> MONTE Platform Roadmap

10.2 Phrase 2

Breaking away from casino-related partnerships, expanding partnerships with various tourism marketing operators such as hotels, MICE, leisure, and shopping. All 20 partners and sponsors will be granted permission, and the Monte ecosystem will be supported to expand and activate the entire tourism industry.

The Monte platform periodically verifies and selects partners and sponsors to revoke or adjust privileges. Partners and sponsors who are found to be responsible for intentional cheating will be penalized for all or part of staked assets to maintain a healthy ecosystem.

In the expanded Monte platform, stable coins such as USDT and USDC and Monte stable coins pegged by an algorithm are issued to reduce the risk due to price volatility of MONTE Token in circulation. This will act as a key currency in the digital tourism ecosystem created by the Monte platform, activating the inflow of various virtual assets into the tourism industry and providing a stable trading environment.

Through MONDEX equipped with staking and liquidity pools, various platform participants such as partners and users can freely exchange transactions. Through MONTE Token, you can use various tourism services, participate in governance through staking, and increase capital efficiency while receiving profit distribution. In addition, real users who use the platform can stake Monte stable coins, which further increases the convenience of using the platform and increases the probability and frequency of revisiting.

The improved convenience and stability of the Monte platform will lead to direct platform participation by tourism service providers as well as tourism marketing operators, evolving from a partner-centered platform structure to a structure that reflects the actual tourism industry ecosystem. This will lead to the Monte platform inflow of offline tourism service users, strengthening the utility function of MONTE Token.

10.3 Phrase 3

Support the community formed on the Monte platform to evolve into Monte DAO, and only MONTE Token holders and platform users participate in DAO. Users can participate in governance through NFTs acquired according to platform usage performance, and receive differentiated services by NFT level from Monte partners and tourism service providers participating in the platform.

Through the Monte NFT market implementation, new users can also purchase NFTs with MONTE Token. Existing users will be able to have additional value through acquired NFT transactions, and the governance of the Monte platform will switch from MONTE Token staking to NFT.

The Monte platform has NFT minting rights according to the contributions of tourism marketing partners and companies, and Monte partners have NFT minting rights linked to users' usage records. Step 3 is the foundation of Monte 2.0, which advances to the online tourism service platform pursued by the Monte platform in preparation for rapid digital transformation due to

changes in the future tourism market.

The roadmap of the Monte platform can be summarized as shown in the figure below.

11. Legal Considerations

The information and materials provided in this white paper are only for the purpose of providing information to help understand the project, and should not be regarded as legal or investment or financial advice.

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