

Metaplex (MPX) Whitepaper



Table of Contents

1. OVERVIEW

2. INTRODUCTION

2-1. NTF MARKET PROSPECT

2-2. INVESTOR PROPENSITY

3. INSIGHT

3-1. WHY BLOCKCHAIN?

3-2. BLOCKCHAIN PLATFORM ADVANTAGES

3-3. TEAM MISSION

4. PLATFORM

4-1. PLATFORM COMPOSITION PRINCIPLE

4-2. UTILIZATION OF META AUCTION

4-3. PRESENTING ACTIVATED PLAN FOR PLATFORM

5. ARCHITECTURE

6. TOKEN

6-1. MPX TOKEN

6-2. TOKEN ECONOMY

6-3. TOKEN DISTRIBUTION

7. ROADMAP

8. DISCLAIMER



OVERVIEW

Support Digital Liquidity Transaction Ecosystem using Metaplex Blockchain Technology

- It guarantees the reliability and safety of tokens issued based on distributed storage of blockchain, and enables the transaction between individuals of NON FUNGIBLE TOKEN(NFT) issued based on a smart contract.
- This creates a stable ecosystem that can protect investors' assets and contribute to profit creation by recording the transfer of ownership and transaction details information as transactions.

Metaplex is a token that can NFT investment.

- NFT investment is a way of investing in products that are expected to rise in price due to inflation caused by expensive products that are burdensome for individuals to invest alone or the popularity of products.
- Multiple investors can jointly invest products and get NFTs that tokenized products in accordance with the ratio.
- NFT will be given value and will be taken gains through sales and leases through this.

Metaplex is a token that can invest as an alternative investment

- It is a way of investing in all products of NFT. Real estate or stocks, traditional investment markets, have led to explosive rise due to inflation or pandemic. In order to increase assets, the importance of capital income through alternative investment is increasing.
- But, individuals except a few who can manage large-scale capital are being alienated from the investment market. To attract individuals to the investment market, it absolutely needs to grow a platform of fractional investments and alternative investments dealing with various products. It has to form a new market by investing in a stable real base to alienated individual investors and suggesting ways to get capital income.
- The Metaplex Foundation aims to revitalize the ecosystem by expanding the existing investment market through the Meta Auction solution project to induce participation of members. By distributing rewards to ecosystem participants fairly and transparently, additional partner companies will be encouraged to participate and various participants will be brought.
- It tries to popularize alternative investment markets that have been difficult to access so far by interconnecting suppliers and sellers, and consumers and investors. As a result, Metaplex will implement services that contribute to the development of the investment industry.



INTRODUCTION

2-1. NTF Investment Market Prospect

It can solve the problems of the traditional investment market.

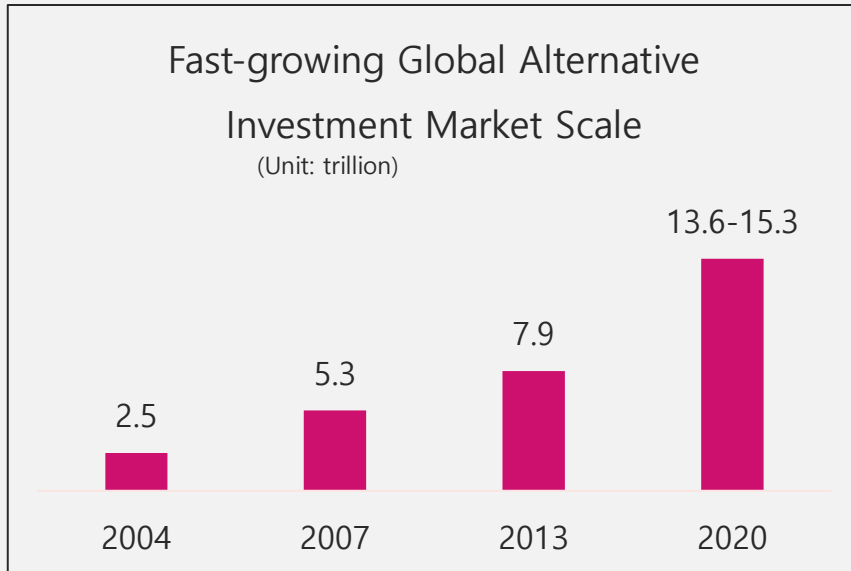
The investment market has currently a high barrier to entry to access for ordinary individuals. (The problem of limited investment market in products and low liquidity)

The minimum investment increases as the price of stocks and real estate rises due to currency inflation. Due to currency inflation, the more the price of stocks and real estate rises, the more the minimum investment increases. Even though ordinary individuals have gradually been alienated from the investment market as they become more difficult to access, they will be able to **participate in the investment market with a small sum through fractional investment platform.**

This allows to invest in **new alternative investment** products such as real estate, luxury items, art works, and copyright in various ways, away from existing investment products limited to deposits, real estate, and stocks. In addition, investment products in commercial real estate or expensive art that lacked liquidity increase liquidity through the fractional investment platform, so it can smooth sale and profits after sale.

Even at this moment, the investment method of the MZ generation is evolving. What is needed is an investment platform commensurate with this. Through the growth of the NFT investment platform that deals with various investment products, it can encompass alienated investors and the MZ generation. With stable investment returns and low entry barriers, the fractional investment platform will lead the investment trend and establish a new ecosystem.

2-1. NTF Investment Market Prospect



As of the end of the year, 2020 is a prospect Data: PwC

The Fourth Industrial Revolution, represented by Information and Communication Technology, is based around technological innovation and creative ideas. Especially, the need to foster investment industries has become important in order to buildup convergence and integration, new technologies, and competitiveness.

Alternative investment products exist in a wide variety. According to AIMA, it has a high proportion in the order of 17% of real estate, 13% of private equity debt, 10% of natural resources, and 8% of infrastructure based on Private Equity Fund(PEF) investment in 2017. Hedge Fund that recently actively invest in virtual currency are also on the increase.

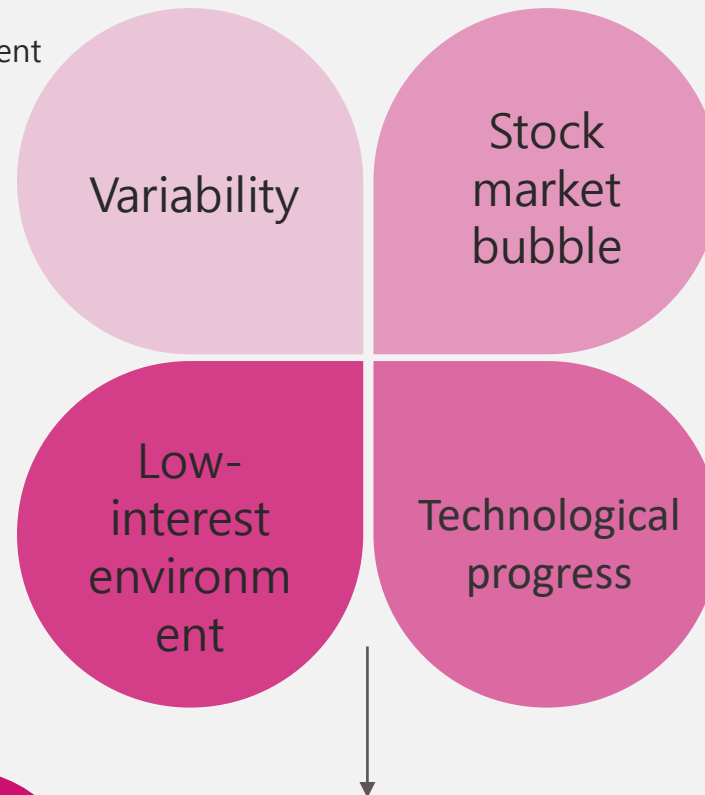
Alternative investments have the advantage of a high return compared to bond investments and a low risk compared to stock investments. Based on this advantage, alternative investments have grown explosively started the 2008 financial crisis. According to a report by PwC, a global consulting company, the alternative investment market expanded from \$7.9 trillion in 2013 to \$15.3 trillion in 2020.

2-1. NTF Investment Market Prospect

Due to the pandemic, the global stock market came and went between heaven and hell.

Precious metals including gold do not lose their value, and real estate provides much higher returns than the stock market depending on the circumstances. Alternative assets have a feature of low correlation with the stock market.

The U.S. government bond yields is currently below inflation. Even interest rates on government bonds in some developed countries in Europe are in negative territory. This environment darkens the prospect for the bond market.



Global stock markets have been in a rising rally since the pandemic.

DOW, S&P 500 and NASDAQ, the three major indexes of the U.S. stock market, reached a record high. Concerns over a stock market bubble lead to a decline in expected returns in the future.

Alternative investments in the past was the exclusive property of institutional investors and high-value assets. The entry barrier for individual investors was high because there were many cases where huge investments and expertise were needed in the beginning. But, as technology advances and investment platforms emerge, the barriers to entry to alternative investments have been lowered.



A long-term bond is vulnerable to inflation. If the value of the currency loses, the fixed return guaranteed by bonds reduces.

2-2. Investor Propensity

According to a survey result by the 'Univ Tomorrow Research Laboratory,' 61.4 percent of MZ generations take an active interest in investments and financial techniques. As never before, the trend of low interest rates continues and the trend that class mobility is impossible only with earned income spreads, so they are **expanding a field of value investment** not only domestic stocks but also overseas stocks, virtual currencies, and real estate and, furthermore, artworks, limited edition sneakers, arts, and figures. The finance pursued by the MZ generation must be **fast, convenient, and highly accessible**. Small investment and diversified investment should be possible. The Financial Technology of Chanel, which resells expensive luxury bags, has been changed to Snickers Tech, which resells at a more expensive price to the resell market after purchasing limited edition sneakers.

The investment craze of the MZ generation led to a fractional investment in which **expensive assets are divided and invested by 1/n**. It is hard to invest expensive artworks and real estate by oneself, but the fractional investment makes this possible. As fractional investment platforms and related technologies develop, the development possibility of alternative and small investments instead of traditional financial products becomes endless.

According to the UBS '2021 Art Market Report,' more than half of the 'big investors' in the art market are in their 20s and 30s, and are gradually invested in real estate or alternative investments. **Among the 250,000 collectors** who have more than \$1 million (about 1.1 billion won) in assets with arts-purchased, **52 percent are the MZ generation**. Also, the proportion of online transactions in 2020 was 25 percent, surging nearly tripled compared to 9 percent year-on-year.



INSIGHT

3-1. Why Blockchain?

Blockchain technology verifies information generated and stored in a network by a large number of verifiers.

Through the blockchain, it is allowed to record and verify and execute and store the creation and movement of information and values even if there is no intermediary to trust.

▶ TRANSPARENCY

All members who participated in the network can check the transaction history.

▶ IMMUTABILITY

Distributed storage data after verification is completed cannot be modified or deleted.

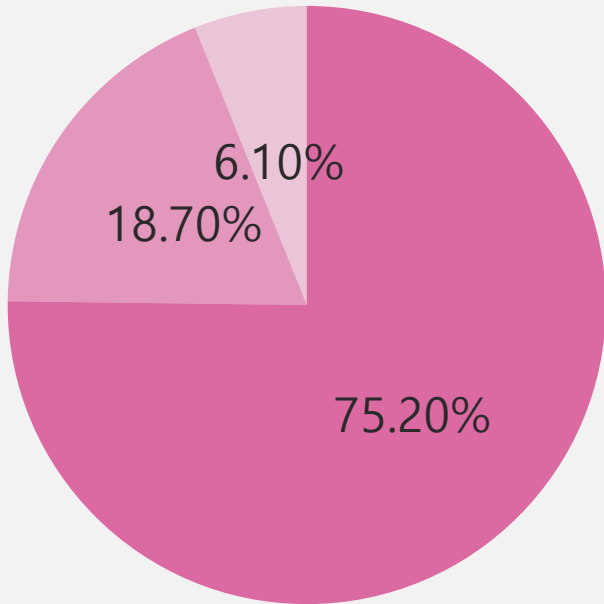
▶ STABILITY

There is no adverse effect on the network even if an error occurs at a specific point because it records the mutual verification hash value.

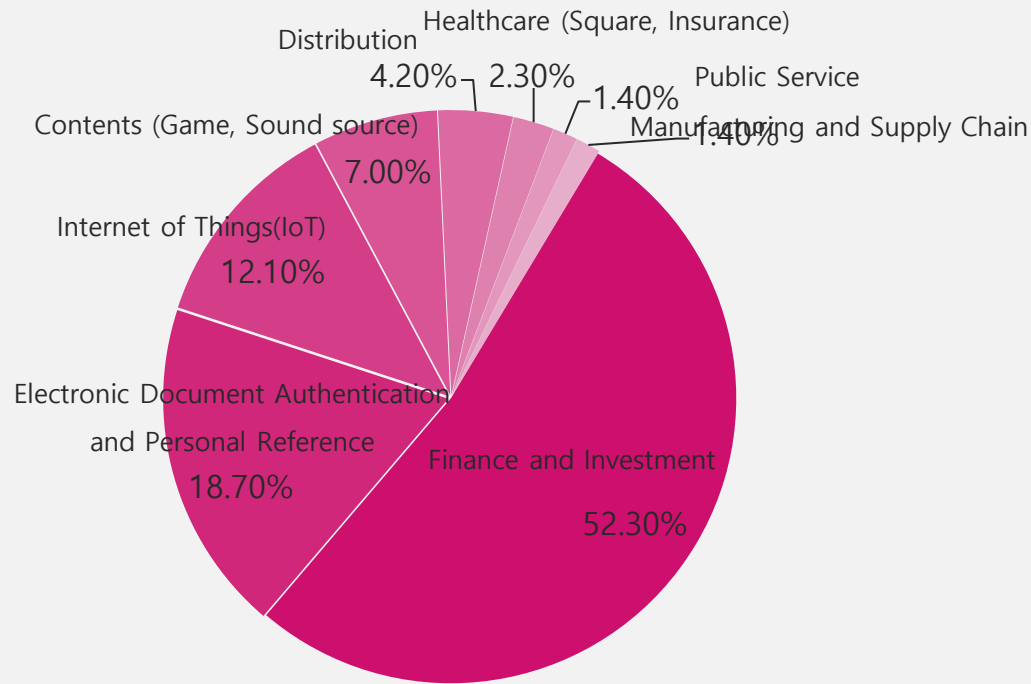
3-1. Why Blockchain?

The future timing of the commercialization for blockchain: **5.50 years**

The future possibility of commercialization in Korea for blockchain



The field that will have a great ripple effect due to the introduction of blockchain



3-2. Blockchain Platform Advantages

1

Impossibility of a data falsification and Interoperability

The blockchain platform consists of a decentralized structure. The platform distributes and stores the transaction details of each P2P company's products and investors in a blockchain network. Through the process, It can build trust among members. Data stored on the blockchain network is permanently stored, and it cannot be arbitrarily manipulated or falsified by a specific subject.

2

Protection of claim for investment returns

Investment products can be tokenized through NFT. NFT increases an availability in investments. The value of the asset can be proved depending on the investment ratio, so the risk of investment can be offset. In addition, it allows to play a key role in protecting the assets of users of the digital liquidity trading platform since a claim for returns for investment products can be guaranteed.

3

Ecosystem Transparency

It is possible to define obligations and rights suitable for the role of ecosystem members and distribute governance according to their contribution. When an investment contract is signed within the platform, it takes effect immediately, and according to the investment contract the distribution in accordance with the return moves funds to fit pre-set smart contract, and the adjustment of obligations and rights between members depending on whether the contract conditions are fulfilled are automatically set.

3-3. Team Mission

The Metaplex Foundation tries to solve the problems of the current investment platform through the blockchain.

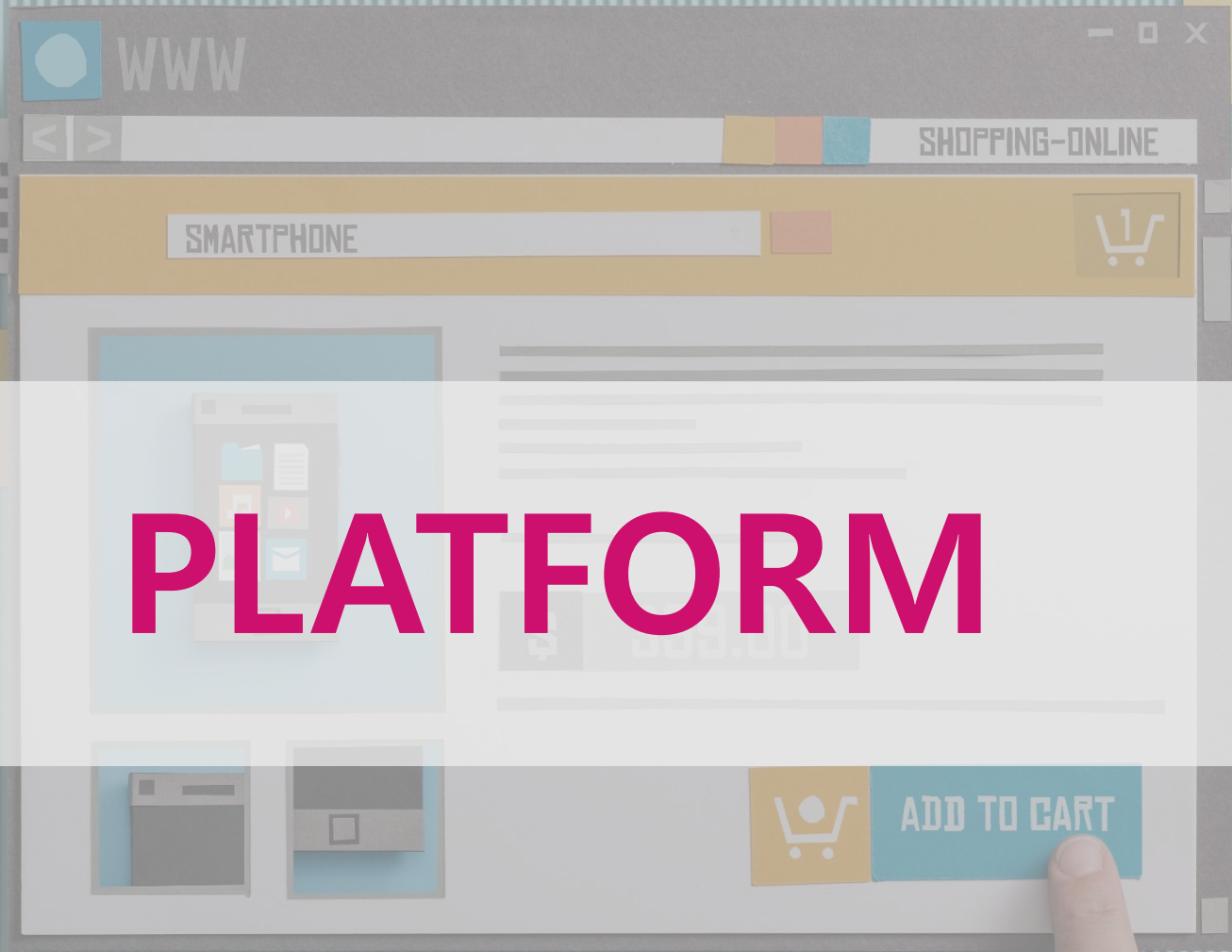
The development of Meta Auction, an investment ecosystem, is underway by establishing an alternative investment platform on the blockchain network.

Meta Auction is based on a platform that connects suppliers and sellers, and consumers and investors that compose the investment ecosystem.

The platform consists of a website that is introduced NFT, which is designed user-friendly, and mobile application.

1	2	3	4
<ul style="list-style-type: none">•Presenting a new investment market by correcting investment information imbalances	<ul style="list-style-type: none">•Presenting a secure investment market with no potential for forgery or alteration	<ul style="list-style-type: none">•Presenting revenue models for all members participating through NFT investments	<ul style="list-style-type: none">•Presenting an activated plan for non-face-to-face investment through online-based platforms

PLATFORM



4-1. Metaplex Composition Principle

Metaplex publishes all investment products with investment value such as not only real estate and movable property, but also artworks and limited edition sneakers as NFTs. Blockchain-based NFT enables investors to invest in fractional investment through an investment brokerage platform.

Metaplex invests in Meta Auction NFT, and the platform shares profits generated from selling invested products with investors or shares profits generated from renting products with investors. Investors can also buy and sell each other through fractional exchanges that they have.

Meta Auction trading platform NFT operates exchanges based on real estate or movable property, and various transactions that minimize risks can be made using blockchain technology.

4-2. Utilization of Meta Auction

It can be expanded to a platform that connects companies, consumers, and investors.



4-3. Presenting activated plan for platform

The first is technical skills.

Due to the use of blockchain technology, it boasts strong security and high stability compared to existing P2P services. It can gain the trust of users who use investment products through this.

We were composed of team members with various experiences and independent know-how in the existing P2P market.

In addition to this, we have existing infrastructure and existing investor groups accumulated while operating existing businesses. We will develop a multi-platform by focusing on stability rather than high returns on NFT-ized products.

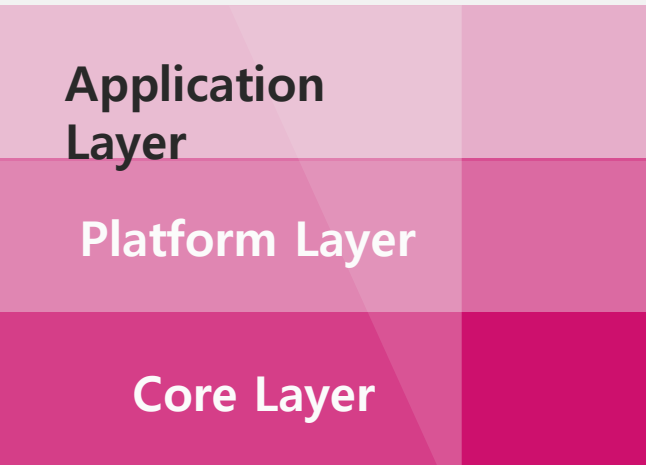
We will expand the base of Airdrop and users in order to enhance the understanding of investment by having investment experiences through Meta Auction to ecosystem members. The base expansion of small investors to get used to NFT investment will lead to an increase in the value of Metaplex tokens.

The second is the Metaplex Foundation, which develops platforms.

A wide-angle, low-perspective shot of a modern architectural interior. The space is characterized by a large, multi-story glass facade that reflects the surrounding city skyline. The floor is made of dark, polished tiles that create a strong sense of depth and perspective. In the center, a large rectangular opening provides a view of a dense urban environment with various skyscrapers. The lighting is bright and even, highlighting the clean lines and materials of the architecture. The overall atmosphere is one of modernity and openness.

ARCHITECTURE

Metaplex Structure



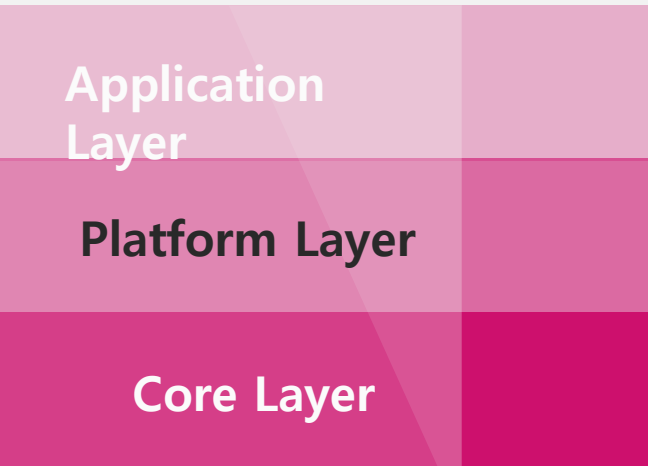
› It's a module shown to the user.

It implements and provides a UX/UI environment that can be easily and conveniently used on the web and mobile by ecosystem participants.

Users can invest through the Application Layer and access and utilize various services of the Platform Layer, such as NFT transactions.

Investors can check their holding assets (Metaplex, Cash) through an asset management area, and can figure out and do integrated management the current status of investment products, investment amount and users.

Metaplex Structure

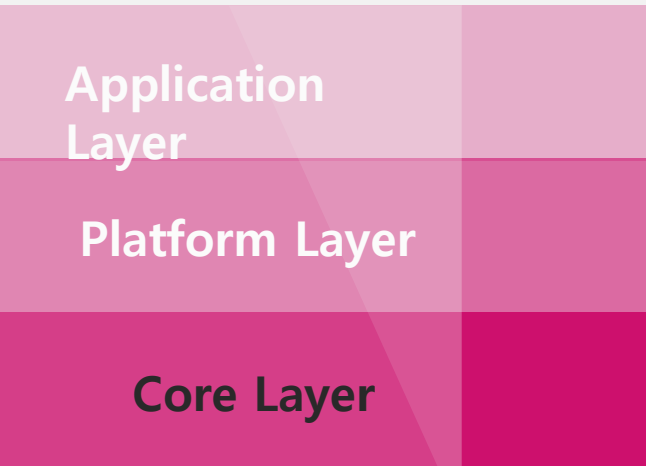


As an API environment that is a center of investment and transaction activities, which is the both axes of the Meta Auction platform, there are various modules in the Platform Layer to use for each character of activities of ecosystem members.

- › It supports the implementation of essential services to implement the basic functions of the platform (based on the existing business in progress of Metaplex) and services that participants provide.

It can invest in various investment products such as NFT and real estate NFT, and it classifies user activities so that transactions can occur smoothly about products that are hard for the general public to access, and manages transactions to be distributed storage in blockchain and data storage and serves as a medium.

Metaplex Structure



Core Layer is a storage that is recorded main contents and information related to ecosystem participants. The blockchain records core data that needs the forgery prevention and loss prevention due to a server failure, and general data is stored in the storage. Data is input and output by a smart contract. This is necessary for MPX funding, NFT, etc.

On-chain is basically recorded claim information on contracts and investment returns, reputation information, sales and settlement information, and token-related information. Off-chain stores investment product information investment wallets. It distributes the claim for returns according to investment information under the smart contracts or according to contracts by storing the hash value of the stored record in on-chain.

Management Module verifies and manages valid data in accordance with a platform policy, supports participants' activities, and integrates and manages to operate storage efficiently. Token Module automatically manages service payments transparently as Metaplex tokens implemented through BNB-based smart contracts, and safely protects the holding assets of all users of the ecosystem.

The background consists of several overlapping Bitcoin coins. The coins are rendered in a monochromatic, metallic grey color. The central Bitcoin symbol is prominent on several coins. The text 'TOKEN MODEL' is overlaid in a bold, magenta font on a semi-transparent white horizontal band that spans the width of the image.

TOKEN MODEL

6-1. Metaplex Token

- ERC20 / Bep 20
- Payment and payment ways within the platform
- Paying for the fractional investment
- Giving powers of investments
- Progressing the distribution
- Setting ratings within the platform

6-2. Token Economy

It uses tokens when applying for new investment authority.

The usage token is extinguished regardless of whether it is won or not. It is a specialized product that allows users to participate in investments interestingly without burden with a small application fee using tokens earned through activities, events, or purchase of exchanges within the platform. Metaplex tokens are the key currency of the Meta Auction platform and are used as goods that can have priority of investment authority.

It gives new investment authority according to the proportion of stocks holdings for key coins.

It can have the authority to participate in new investment products depending on the amount of the key currency. In the case of investment products with secure profitability because of the nature of Meta Auction, the investment can be finished quickly, so it needs to have investment authority. The more Metaplex you have, the more you can have the authority to participate in secure investments.

The distribution progress without fees, it is possible to increase Metaplex's returns by incinerating tokens as much as fees.

It can replace the existing cash fee with a token. Most platforms are fully paid by customers for fees for profits. The Meta Action platform can reduce the customer burden and attract more investment participation by replacing fees with coins.

6-2. Token Economy

It assigns ratings according to the number of investment participation + the holding amount of the key currency.

The more the key currency holdings, the higher the rating in the platform, and the wider the choice of investment products that can participate. The higher the rating, it can be participated in the higher returns investment products. This can increase the user retention of Metaplex's coins.

It progresses events that can use tokens.

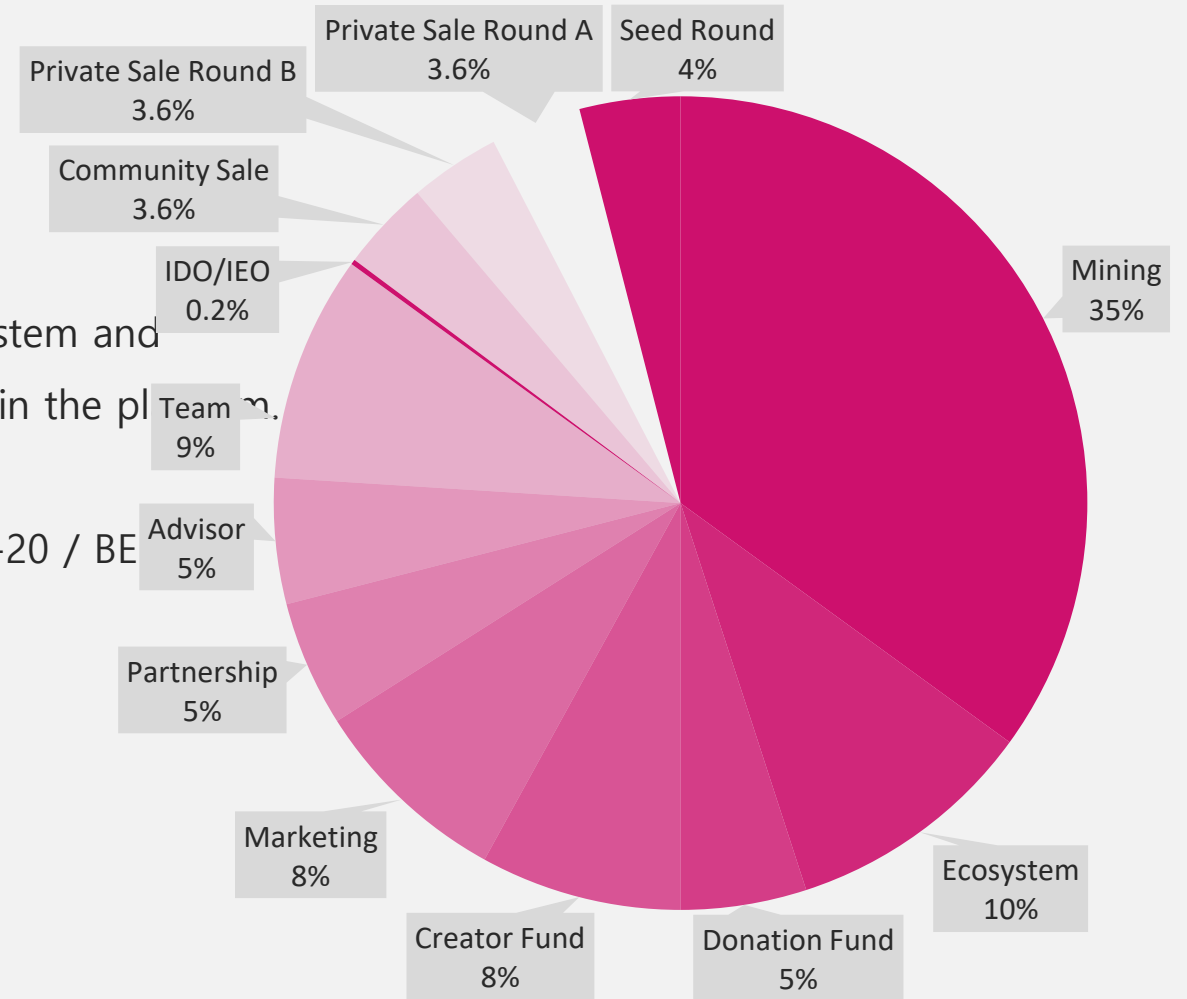
- **Rate of return maximization event:** It's some of the overall members return + some of the company's return > return distribution event for winners and can progress investment with a higher rate of return than general investment products. Some of the return of overall members who participated in the event and some of the company's return can be allocated to the winning members to progress the investment at a high rate of return.
- It progresses a pre-sale.
- It will progress a pre-sale event where the rate of return can be several times.

6-3. Token Distribution

Metaplex Token Issuance Plan

The MPX tokens are unique tokens of the Meta Auction ecosystem and are used in various forms such as payment, fees, and staking in the platform.

- Token Name: MPX
- Token Type: Configuration of multi-chain such as ERC-20 / BE
- Total Supply: 500,000,000 MPX





ROADMAP

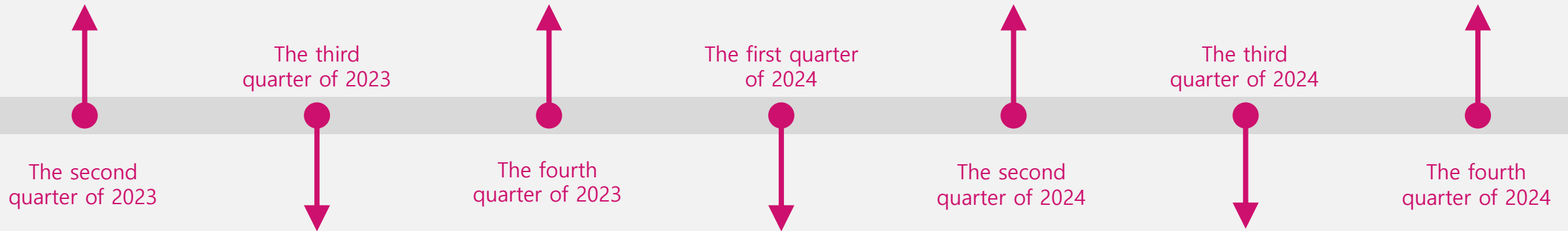
6-3. Token Distribution

- Service Planning Business Value Verification
- Whitepaper.Over Release
- Team building
- In Market - Item & NFT Planning for ExchangeSystem

- Market Purchasing and selling/Beta test Completion and commercialization
- NFT Exchange Planning<Exchange among NFT investors>

- Build Base System and test in the NFT Market
- Release and application of Base System in the NFT Market
- NFT Market Beta-test
- Listed on overseas exchanges

- The expansion of overseas marketing and expand online commerce sites



- Contract Structure Development and Visual Interaction Beta-test

- Start of Development NFT Funding App

- NFT Market Open
- App development and test



DISCLAIMER

6-3. Token Distribution

Please read the contents below carefully. Below are relevant to everyone who reads this whitepaper.

The Metaplex Whitepaper (hereinafter referred to as "Whitepaper") is prepared and provided as of the time of preparation, so any content in the Whitepaper can be changed or updated at any time at the discretion of the Metaplex team and does not guarantee that any content in this whitepaper will remain unchanged until the future.

If there is any doubt as to the content of this whitepaper, you should consult an accountant, lawyer or other expert before purchasing it.

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 - (2) Errors or omissions in the whitepaper;
 - (3) Impossibility of viewing the whitepaper due to unconfirmed cause;
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6-3. Token Distribution

In addition, the Metaplex team is not fully responsible for any prior warning that has been given or predictable the damage to the followings in accordance with decision-making behavior that may be made using the information contained herein ::

Profits, debts and any other form of monetary damage; Income, sales, capital reduction, debt other losses incurred during business transactions, business activities, and operating profit-related activities;

- (1) Loss or damage of data;
- (2) Incidental or special damage;
- (3) Wasted or lost management time; (other indirect or inevitable damage)

3. The content of the whitepaper may vary depending on the content of Metaplex in progress, market changes, technology advances, and changes in ICO and token regulations. However, the Metaplex team will not be obliged to inform or report to the readers of any events, platforms, future plans, changes in estimated figure, or changes within the margin of error specified in this whitepaper.

4. This whitepaper informs you that information on areas such as commercial law, taxation, regulation, finance, and accounting is not an advice. The purchase of Metaplex (hereinafter referred to as "MPX") can bring in material loss to buyers, including material assets paid for the purchase of MPX.

5. Prior to purchasing MPX, buyers are encouraged to consult experts in taxation, regulation, finance, and law about the results of potential risk, earnings, and possible consequences of MPX transactions.

6-3. Token Distribution

6. It is entirely up to the MPX buyer to judge the legal possibility of other taxable dispositions such as income tax, etc., and overseas exchange, which may occur from the acquisition and disposal of MPX within one's legal jurisdiction.
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Thank you.

