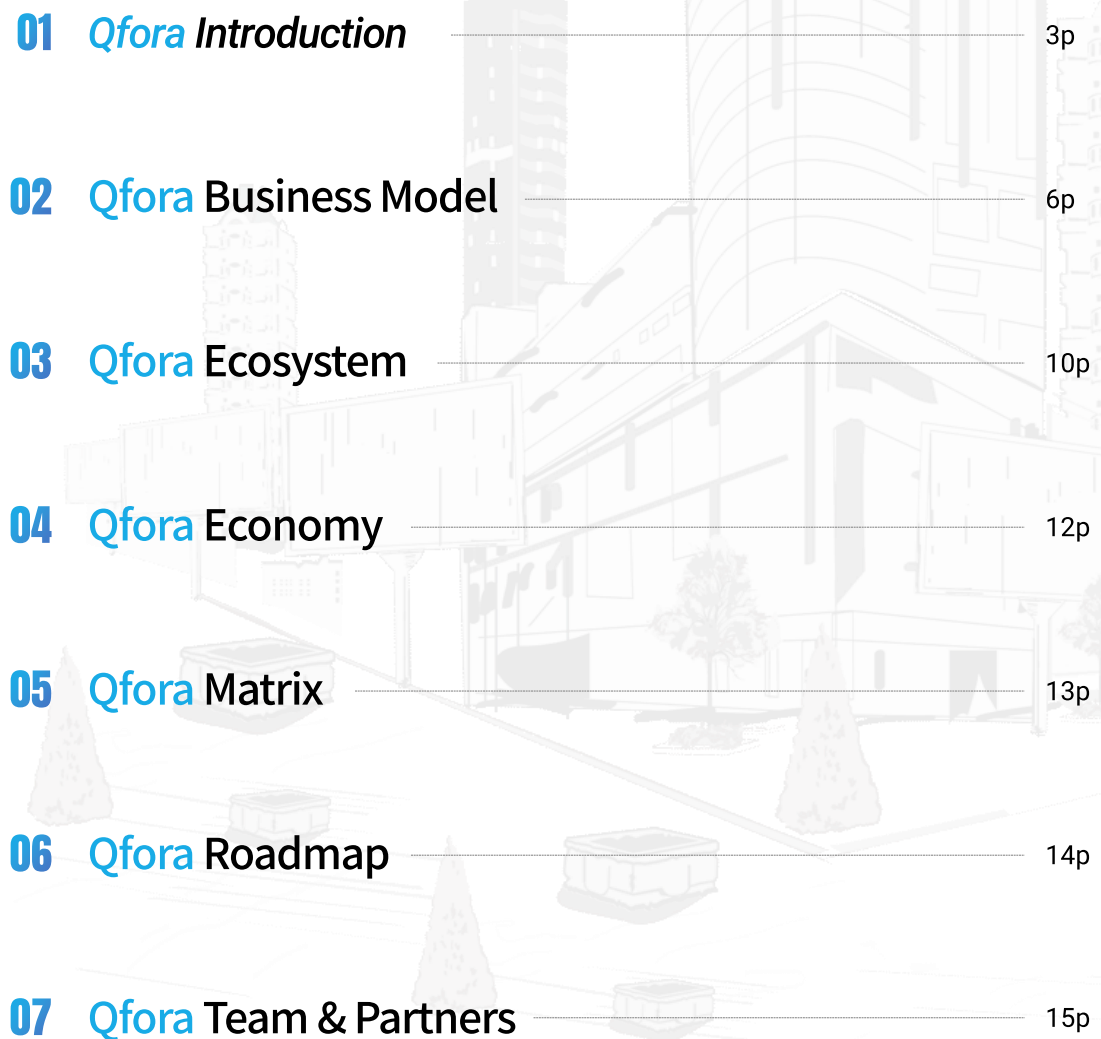


Decentralized Blockchain-Based ***Logistics Distribution Metaverse Ecosystem***

VERSION.01 **EN**



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Basically, Qfora's operation is based on two axes: Distribution and blockchain (QUROZ token + NFT). Distribution is Qfora's most central business, and it evolves into a completely different form to build a decentralized blockchain-based distribution metaverse game ecosystem by projecting the concept of a metaverse game on the existing typical distribution structure.

Problems with the Conventional Distribution System

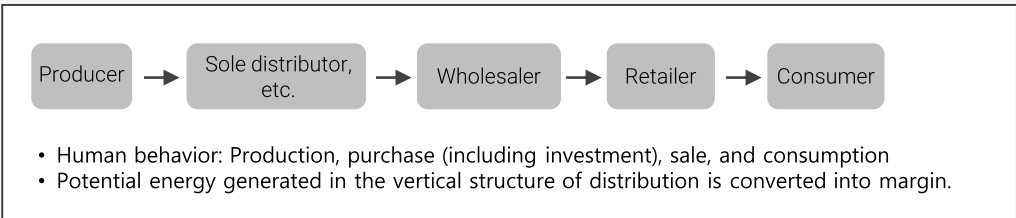
The conventional distribution structure is a structure in which products produced from producers reach consumers through sole distributors (including direct management stores) or agencies, wholesalers, and then retailers. This is to minimize the cost in the process of transport, delivery, and storage according to the physical distance of distribution from the past, as well as to overcome the very inconvenient obstacle where consumers have to find and move to a different store for each item when purchasing goods. It was an optimal vertical structure that made it possible to purchase all items in one store.

However, this vertical structure of distribution is a structure that cannot create additional value at all despite the development of technology and finance in modern society. Distribution is an essential survival mechanism in human society and the most dynamic circulatory system for development.

The tangible and intangible energy (derivation or surplus) generated in this vast distribution system could not be converted into added value in the ① 'Isolated System' of classical distribution until now. However, the distribution environment is rapidly changing due to AI, Internet shopping, smart logistics (delivery), blockchain, cryptocurrency, the growth of global logistics and distribution scale, and the emergence of giant distribution platforms. From now on, distribution must be reinterpreted by today's 'IT and Financial Technology'.

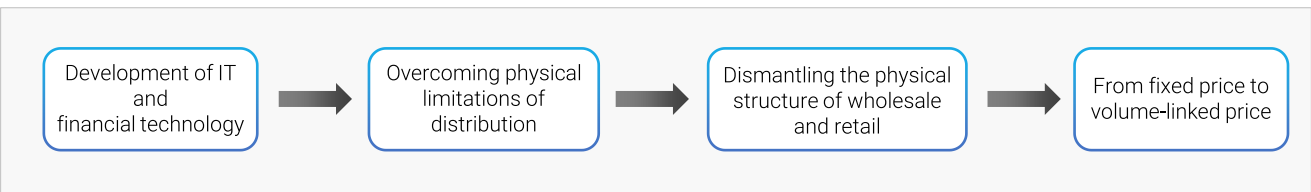
In the isolated structure of the conventional distribution, the total value cannot exceed [price X quantity].

$$V(\text{value}) \leq P(\text{price}) \times Q(\text{Quantity})$$



► **Zero-Sum Game**

Changes in the distribution environment



Qfora converts not only the basic intrinsic value of the vertical structure that occurs in this classic distribution structure, but also the distribution structure from the 'isolated system' into the 'open system', extracts the energy from the sum of human factors (investment, logistics, pricing, etc.) that participate in distribution, extracts it out of the distribution structure, and is building a system where the extracted energy is converted into a new derivative value.

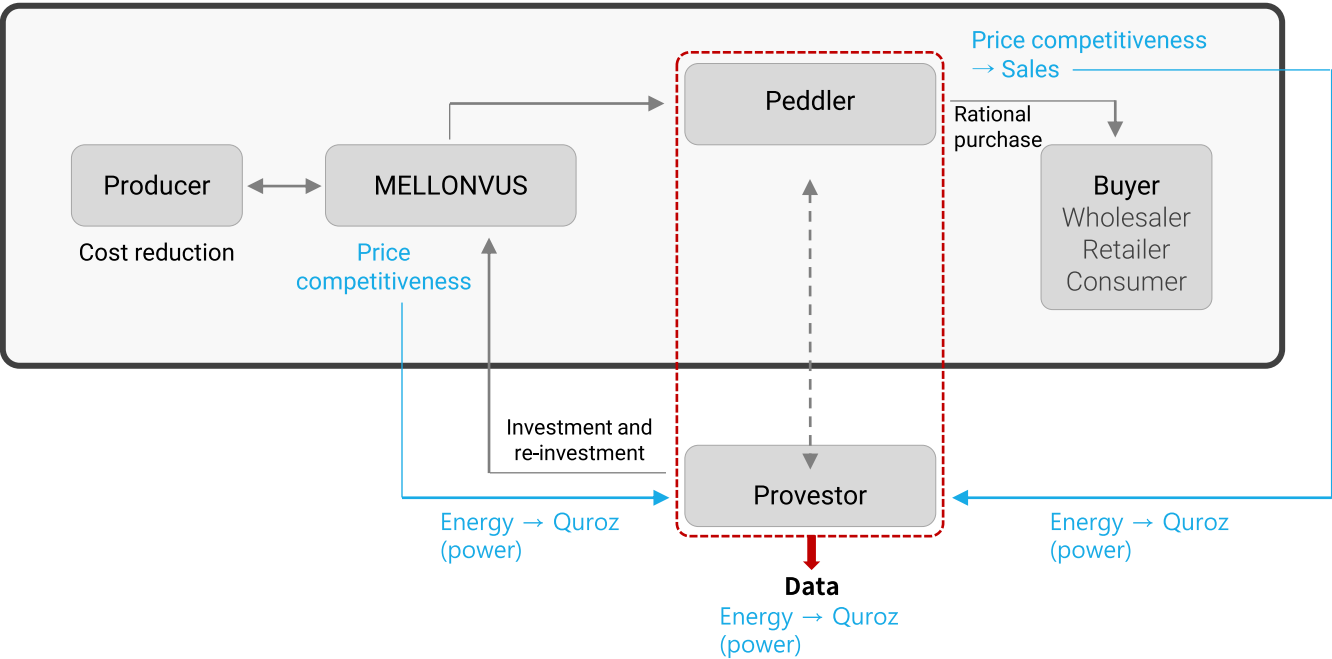
Representative energies generated in this new structure are as follows:

- ① Value of data of provestors and people who actively distribute (peddlers);
- ② Additional value generated by the separation of investors and distributors, which was not present in the conventional distribution structure (reduction of production costs for producers, reduction of interests and opportunity costs due to turnover of capital, reduction of logistics costs, voluntary marketing and public relations activities of newly emerged investors and distribution personnel).

Qfora uses QROZ to accurately measure and extract the energy generated in the new distribution process and convert it into a specific asset, creating unprecedented added value.

And the added value produced in this way is used for reinvestment in the distribution network, expansion of this project, and NFT, investment in metaverse mall construction, and distribution, which are application areas.

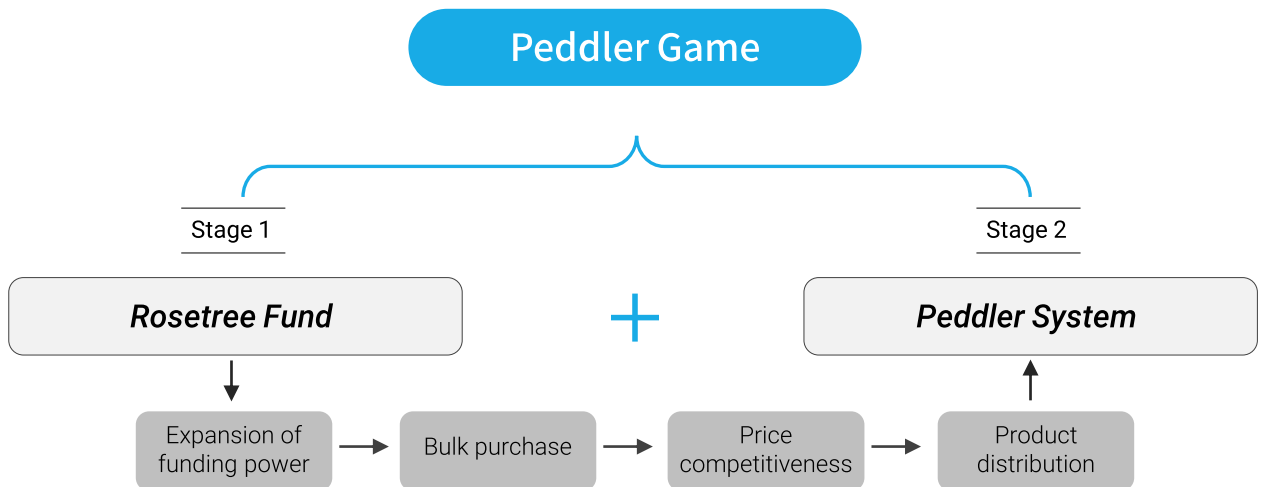
Qfora Alliance



Metaverse Distribution System – MELLOVUS

Qfora's distribution structure consists of two main stages

The first stage is 'purchase of products', and the second stage is 'distribution of products'. In the first stage, financial power and infrastructure are the key to business success for bulk purchase, and in the second stage, the distribution experts (peddlers) who have the right to set the price and secure and manage various purchase targets are the key. To this end, Qfora launches and operates 'Rosetree NFT' in the first stage, and operates the Peddler System, a distribution expert, in the second stage. And the combination of these is 'Peddler Game', a distribution metaverse game that combines investment and distribution.



The key to the first stage of Qfora's distribution strategy is 'bulk purchase', which enables the best price competitiveness in Korea (beyond the purchasing power of sole distributors and wholesalers). The 'price competitiveness' obtained through bulk purchase will provide Qfora with strong 'pricing power'. The pricing power obtained in this way is then used to

determine price through autonomous and active individual negotiation for each transaction and each case based solely on quantity, not on the conventional vertical distribution structure, for wholesalers and retailers.

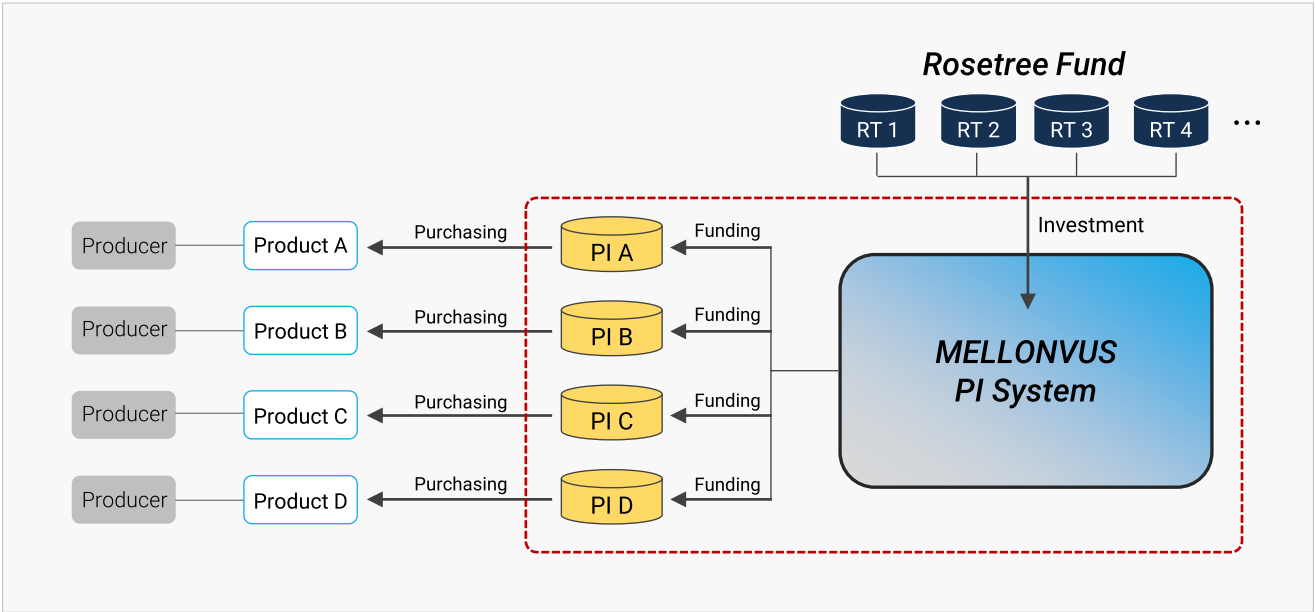
The detailed plans and promotions of Qfora for the completion of this distribution structure are as follows.

1) Rosetree NFT

Qfora has launched Rosetree NFT since April 2022 to fund bulk purchases.

The funds raised by Rosetree NFT will be invested in ① Principal Investment (PI) fund in the Qfora ecosystem to purchase ‘distribution target products’ again.

mellonvus Distribution Investment Structure



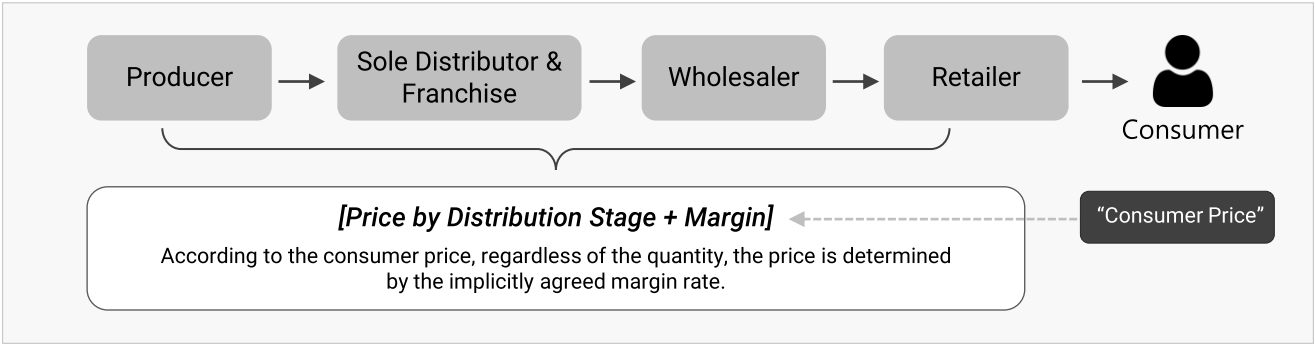
2) Peddler System

Qfora's online distribution platform, mellonvus, is proceeded by peddlers. mellonvus has price competitiveness through direct bulk purchase with producers and gives peddlers the right to decide the price through this. The conventional distribution has a structure where products go through sole distributors, wholesalers, and retailers to reach consumers. Therefore, the transaction price is determined by the type of vendor in the distribution stage and the basic

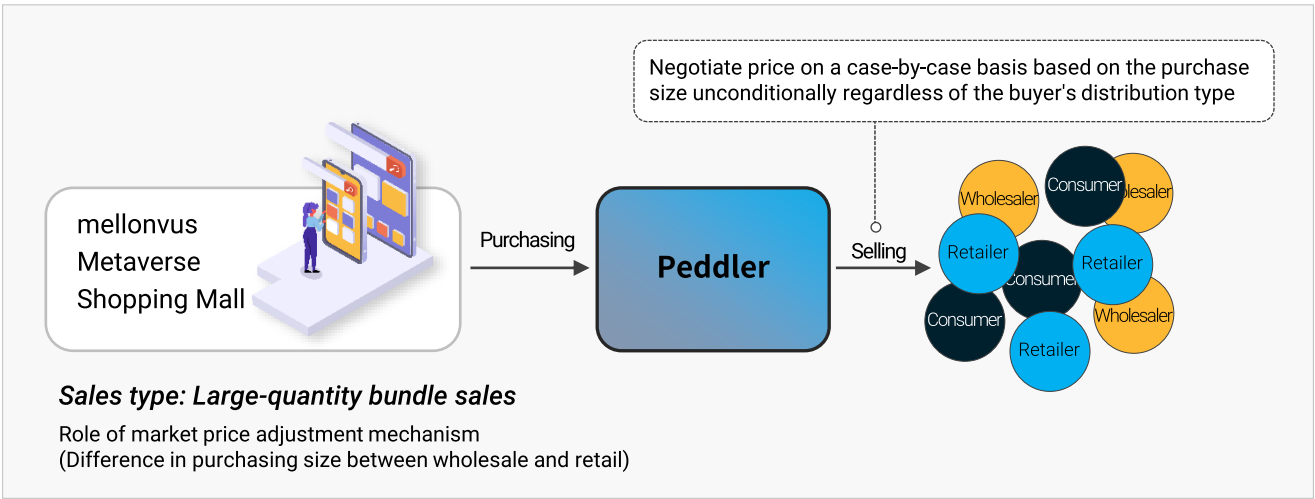
margin rate. Usually, this price is set as the market price, and products are circulated with little change in price unless the producer adjusts the product price.

However, in Peddler Game, the distribution price is unconditionally subdivided, and products are traded at the price according to the purchase size. Peddlers can negotiate and set the transaction price according to the quantity purchased, regardless of whether the buyer is a wholesaler, retailer, or even a consumer. The reason is that only peddlers can sign in and enter the mellonvus internet shopping mall and purchase products at the lowest price in Korea.

Conventional Distribution Structure



Peddler Game Distribution Structure



1) mellonvus Fee

When a user uses Qfora's mileage, a certain percentage is received as a fee.

2) Affiliation Fee

In order to participate in Qfora's distribution platform mellonvus as a producer, a fixed fee must be paid on a quarterly basis.

3) PR and Marketing Services

Provide Qfora users with PR and marketing services for various products and benefits of affiliates.

Convenient and Transparent Ecosystem

For various participants' voluntary participation in the Qfora ecosystem, Qfora creates an ecosystem that can improve user convenience and establishes a fair incentive process to strengthen the trust relationship of participants based on a transparent environment for all participants in the ecosystem. Qfora aims at creating an ecosystem where users can work together with Qfora for a long time by creating an incentive system for voluntary participation of users.

Ecosystem Participants

1) Peddler

Peddlers can sign in and enter the mellonvus internet shopping mall, and whether a buyer is a wholesaler, a retailer, or even a consumer, the buyer can negotiate and set the transaction price according to the quantity purchased by purchasing products at the lowest price.

2) Provostor

Owning the Rosetree NFT qualifies a user as a provestor and the user serves as the guild's leader with the authority to appoint peddlers.

3) mellonvus

mellonvus has price competitiveness through direct bulk purchase with producers and gives peddlers the right to decide the price through this.

4) Producers and Buyers

Producers deliver products in bulk through mellonvus and can easily distribute them at an appropriate price. Buyers can purchase products at a lower price through the distribution structure reduced from the conventional distribution structure at the price determined by peddlers.

Mellon-city

Mellon-city is a metaverse platform based on Qfora's logistics and distribution business. Mellon-city is built as a metaverse and is a space where participants can freely obtain information on NFT investment destinations, ② execute NFT investment, ③ trade QUROZ, and receive cultural services.

The main spaces in Mellon-city are Conbox, an investment center where you can check various NFT investment information and trade NFTs, Investment Street where you can invest in K-Contents, Mellon City Hall where you can apply for various services and hold investor meetings NFTok broadcasting station, where you can see lectures on NFT and NFT transaction information in Melon City, and a cultural street where you can enjoy and participate in various contents are being created.



Qfora Protocol

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QUROZ

QROZ token is a cryptocurrency used in the Qfora ecosystem and can be purchased on external exchanges as an ERC-20-based exchangeable token.

Incentive System

1) Rosetree NFT Incentive

When staking by holding Rosetree NFTs, the peddler receives a certain amount of QROZ tokens as a reward.

2) Peddler Distribution Revenue Incentive

Peddlers and Provestors participate in the distribution process and receive a certain percentage of sales revenue as a reward in QROZ tokens.

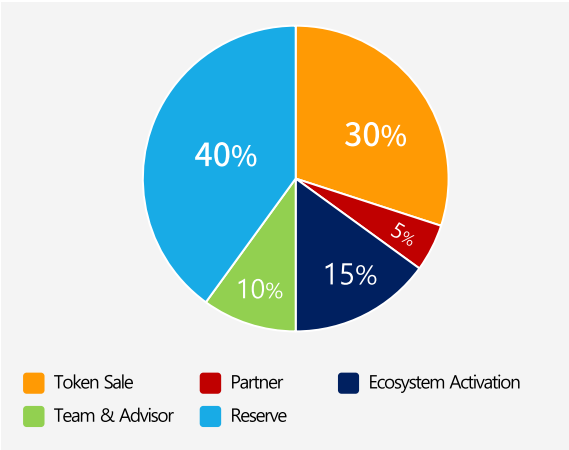
05 Qfora Matrix



Category	Content	Remark
Total Token Supply	1,200,000,000 Quroz	
Rate	1 ETH = 10,000 Quroz	

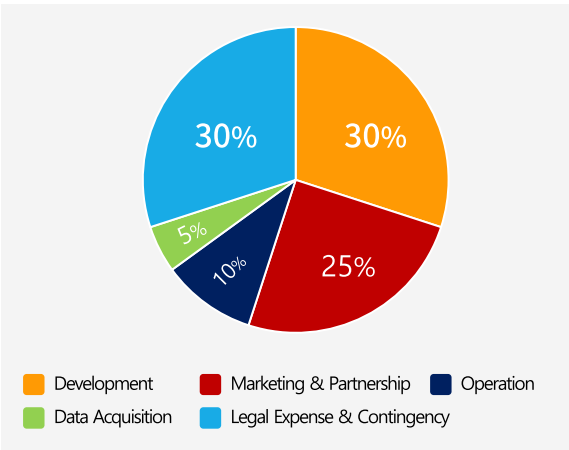
Qfora Allocation

Purpose	Quantity (Quroz)
Token Sale	360,000,000
Partner	60,000,000
Ecosystem Activation	180,000,000
Team & Advisor	120,000,000
Reserve	480,000,000
Total	1,200,000,000

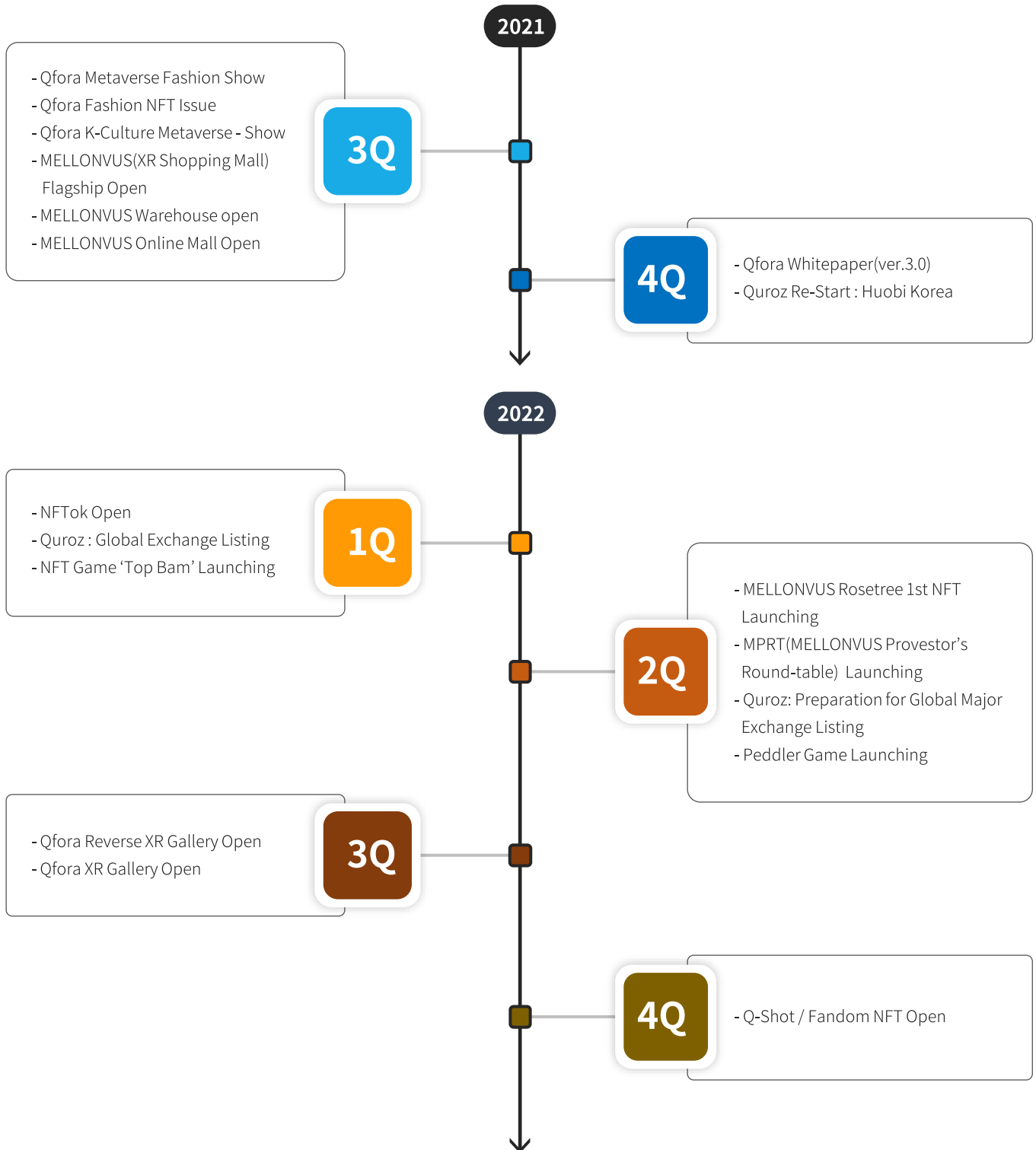


Funds Allocation

Purpose	Percentage
Development	30%
Marketing & Partnership	30%
Operation	25%
Data Acquisition	10%
Legal Expense & Contingency	5%
Total	100%



06 Qfora Roadmap



Qfora Protocol

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Y.M Hong CEO

Mr. Hong is the founder of Qfora alliance group and CEO of FDEX He is Vice Chairman of the Korean Apparel Industry Association as well He also was an early investor in the famous Korean search portal Empas as well as the popular community portal Freechal during his time at the venture capital firm 'Korea Venture Line' And now is leading Image Sensing, AI Image, Developing Blockchain related technology solution and R&D projects in Qfora as a CEO of well-known system security company CATIS. Recently, Mr. Hong is nominated as a vice chairman of the Korea VRAR Content Promotion Association as well as a head of the NFT sub-committee. He studied Economics at Korea University and attended graduate school at Macquarie University Graduate School of Economics


Y.W Kim CSO

Mr. Kim Young Woo is strategy planning and HRD specialist. He performed personnel affairs at Samsung and Saehan Group and has been operating an outsourcing company in the management support sector since 2001. Since 2003, he has been an executive and CEO of an IT company and is currently a consultant in the management and IT strategy sectors.


J.N Park CFO

Park Joo Nam is Co Founder and CFO of Qfora and the Chief Tax Officer of Law&Tax Partners Corporation He is a Columnist at 'Moneytoday The Bell' And he was Professor of 'SBC Start Up Academy' and Auditor of UN IYCEF He has been doing various external activities such as financial consulting at the PB Center and TV lectures

**C.M Ahn****CMO**

With career roots in Shilla Stay Samsung, Jae Man Ahn is the new CEO of public relations agency, "Appletree". As the appointed chairman of the Korea Public Relations Consultancy Association(KPRCA), Ahn has also been nominated as 'The Best Publicist,' selected by "PR Practitioner" in the online PR magazine "The-PR". Ahn remains active in the public relations industry as a PR specialist for 28 years. In 2018, he initiated consulting for block-chain businesses and has also been appointed as advisor for "Decenternet" and the "StFoundation" foundation.

**Luie Song****CTO**

Luie Song is an engineer and project leader focused on improving business efficiency and customer experience through technology, innovation and digital transformation. He has 20 years' experience in strategic planning, program management, business change, and ICT development and operations in both Game and virtual reality contents. he held a number of roles developing and publishing game in NCSOFT. he was technical engineer initiating and implementing plugin for MAYA in Alias Systems CANADA.

**H.H Lee****Brandpreneur**

Mr. Lee, Brandpreneur, is a leader of brand and Design team of Qfora alliance. He was in charge of gallery exhibition and branding design at Korea Teddy Bear Association from 2015 to 2021. Since 2021 he has been a core member of building Brand Identity as well as Corporate Identity of the Qfora.

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Qfora Protocol

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