This white paper is intended to introduce the project and provide objective information. Unauthorized use and redistribution may result in civil and criminal penalties. Project features and design are subject to change with updates.
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VISION
A blockchain-based game ecosystem that adds value to mobile game play

NADA PROTOCOL is a utility token issued on December 28, 2021, and is a Hedera-based HTS reward token that is used in the blockchain-based NFT mobile game ecosystem supplied by NDP HOLDINGS INC.

Blockchain and Game
Blockchain and games are complementary. The source of traditional games is 100% dependent on the developer, with no mechanism to reward users. The resources invested in games have been impermanent, and it has been difficult to ensure transparency and enforce property rights.

To overcome this, we will use blockchain technology to manage the ownership and transaction history of game characters, items, etc. on the blockchain to ensure their unique value, increase stability and reliability, and enhance the fun that is the core of games.

The burgeoning blockchain game market and NFTs
The mobile blockchain game market is growing rapidly in various aspects such as the spread of smartphones, the continuous development of the Internet environment, the development of IT devices, the increase in leisure time, and the online culture that has become a part of daily life.

The global blockchain game market is expected to grow from $4.8 billion in 2022 to $301.5 billion (392 trillion won) in 2030, with a compound annual growth rate of 68%. (*Source: Research and Markets*)

This growth is being driven by blockchain and non-fungible token (NFT) based games.

NFTs can fully prove ownership of a user’s digital assets, creating real-world value through user-to-user transactions or conversion to cryptocurrency, creating an ecosystem where the more you play, the more you earn.

NADA Protocol Taken
The blockchain technology and ecosystem offered by NADA has the best structure to converge with the game industry and will combine the $100+ trillion global mobile game market with the exploding $100+ trillion NFT blockchain game market, giving game players a more immersive mobile game experience by owning and trading the items they play and actually earn in the game.

Blockchain Game Market Distribution (2022)

Global Blockchain In Gaming Market
Share, by Device, 2022 (%)

U.S. Blockchain In Gaming Market
Size, by Game Type, 2020 - 2030 (USD Million)

(*Source: Grandview Research*)
NADA seeks to create an enjoyable blockchain gaming ecosystem that adds the value of economic activity to the pleasure of gameplay.

**Tokenomic:** Play to Earn
Starting with *Slime World*, a blockchain-based mobile game developed by NDP HOLDINGS INC., a casual mid-core gaming company, NADA is a key currency for all upcoming games in the NADA project, allowing for economic activities similar to reality, as well as purchasing game items such as character enhancements, play tickets, and NFTs from the NADA marketplace, which is organically connected to the game, and has its own cryptocurrency value.

You can expect a steady token rotation because it is used in casual mid-core games such as nurturing, defensive, and neglected RPGs, which are clear to use and have high public suction power among a wide range of age groups.

**Blockchain Game:** Play to Enjoy
The ecosystem aims to provide quality content. By connecting the Hedera-based reward token system to various games, including global mobile games that have already proven their marketability and those to be developed in the future, we are building an ecosystem where players can enjoy games and earn income as rewards.

**NADA Marketplace:** Adding values of game play
While playing the game, users will want to trade items with other users to find out what items they need or don’t need, or to profit from the goods they have collected while playing. There will be a need to exchange or trade items not only within a single game, but also between games. To support this, we will provide a NADA marketplace. Users will be able to easily find the items they want and trade them with other users without having to go through complicated procedures. Unlike typical blockchain-based marketplaces, we will support various forms of transactions, including auctions, where sellers can register the items they want to sell and offer the highest or lowest price, and reverse auctions, where buyers can specify the items they want to buy.
NADA (NADA Protocol Token)

NADA is a token used in blockchain-based games and NADA marketplaces operated by NDP HOLDING INC. By connecting Hedera-based reward token system to mobile games already verified in the global market and games to be developed in the future, you can acquire tokens through the game. The acquired token can be used to strengthen game characters and items, purchase game items, etc. You can increase the value of NFTs by producing your own characters. Not only that, but also NADA tokens and items with the integration of NFT characters and marketplaces, users will be provided with a new and rich experience on the blockchain platform.

Development of Global Game
Games with NADA tokens are casual mid-core games with differentiated game characteristics corresponding to multi-platforms. It is a mobile-oriented global game that can be easily enjoyed. NDP HOLDING INC. (Nada Project) Continuously develops and releases a variety of games. Slime World, which was launched globally in February 2022, has achieved more than 1,500,000 downloads since its launch. It is played in 120 countries around the world, focusing on North America, East Asia, Southeast Asia, India, and Latin America.

Why ‘casual midcore game’?
- Light but highly enjoyable game
- Available for mass production with quick R&D period
- The genre advantageous for entering in the world market
- Decreasing R&D period with low cost and risk

Rate of Global downloads by genres

<table>
<thead>
<tr>
<th>Genre</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Casual</td>
<td>78%</td>
</tr>
<tr>
<td>Core</td>
<td>20%</td>
</tr>
<tr>
<td>Casino</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: App Annie

Key games to be released by Nada Project

**Slime World**
The Kingdom of cute slimes! Attractive NFT game!
Raising the cute characters which are stronger with plays.
The first blockchain game by NADA!
In addition to mining, raising my own NFT character, 1,500,000+ downloads

Raising a girl ghost
- Horizontal 3D idle Game with original attractions
- Even users don’t operate it, its girl ghost character acts by herself.
- Rich contents: splendid skills and costumes = Attracting interests up!
- Lovely girls are realized in ghost contents in an idle game with easy approach.

**Baobab Tower**
A cute animal character game based on Madagascar Island
Casual games that were included in the top 10 Google Store rankings at the time of release with characters that can be easily and intuitively matched and familiarly approached
Designed to intuitively recognize situations, you create your own puzzle formula and play games.

**Project T**
Preparing for launch

Popular Naver Webtoon ‘Cooking Soldier Becomes Legend’ IP-linked game
‘Cooking Tycoon RPG’ set in a military kitchen
A game that cooks three meals a day and grows characters while distributing food
NADA (NADA Protocol Token)

NADA WORLD Game Portal Platform
NADA WORLD will connect blockchain to NADA–produced games, as well as partner with game developers and publishers to introduce a variety of blockchain games favored by more than 15 ecosystems, which will continue to expand NADA’s ecosystem. The perfect utilization of the P2E mechanism will create an ideal world where players can make a profit, and publishers and developers can market efficiently.

Organic blockchain connection between games
The game is organically linked with NADA tokens and NFTs. To play the game, NFT characters are required, and the player has more time to play depending on the number of characters and the character’s ability. The game has a nurturing feature that uses NADA tokens, allowing you to upgrade your characters more powerfully and earn greater rewards. Furthermore, items with special abilities can be obtained through quests and events in the game. Characters and items can all be traded on NFT marketplaces.
Connecting mobile gaming and blockchain: NFT Game

NADA, which will operate by fusing a Hedera-based reward token system with proven mobile games in the global market,

Expand the distribution network through the listing of the token exchange to build an ecosystem where game players can enjoy games and earn income as compensation.

The NADA token ecosystem is a multilateral event involving publishers, game developers, service providers, and users, and activities from the perspective of each player around these NADA tokens lead to incentives and a sustainable ecosystem is circulated!

It utilizes a global advertising platform to promote NDP HOLDING INC’s games that allow you to win tokens and enjoy games at the same time and promote a continuous influx of players with excellent gaming. The player’s participation rate increases the value of the token’s currency, This process leads to multi-games in the future, not just a single game, completing NADA’s ecosystem.

Solutions of Blockchain Project by Stage

- **R&D blockchain game**
  - R&D global blockchain games

- **Securing game users**
  - Securing game users and keeping retention – securing benefits

- **Strengthen by purchasing NFTs and items**
  - Users can get a reward token when they play the game. Use it to strengthen NFT purchases and acquire items for more rewards

- **Increasing monetary values**
  - Users participate in the games more for getting reward tokens. Through participating in games, blockchain currency values will be up

The Global Launching

- Main aim is to secure market in North America, East Asia, Southeast Asia, India and Latin America.
- Optimizing machine running and drawing core indices
- Using KPI, reviewing business model and developing derivative products

Future Values of Blockchain-based NFT Games

- Through blockchain, distributed and saved as individual block data not in central server
- No worry for server failure or hacking
- No fraud or unauthorized copy of NFT token properties in the games
- Even though the game developing company stops its development, users can play the games.
- Available for infinite conservation and free exchanges
The first game to use NADA tokens is Slime World, which was launched in February 2022 using its own IP. The first screen of the game clearly states that it can be used on a blockchain basis, and NADA tokens are applied to allow users to enjoy the game in both regular and blockchain formats, depending on their choice. The basic rules for raising the game character, Slime, are the same for both the regular and blockchain versions of the game, and reward-type tokens can be acquired through the game item "Orichalcon" to ensure a wide player base.

**ECO SYSTEM (SLIME WORLD)**

1. **Enable blockchain-based features on the game’s front**
2. **Create a wallet to store NADA Protocol tokens received as rewards**
3. **Users play in the same format as the basic Slime Random Defense IP method**
4. **The more rounds you complete, the higher your token rewards will be**
5. **Earn monetary value Orichalcon items as rewards after the game ends**
6. **PvP matchmaking mode activates competitive gameplay between users**

**How to get Tokens**

1. Earn tokens for each round of gameplay reached
2. Earn tokens for attendance checks
3. Earn tokens for achievements
4. Earn monthly ranking reward tokens

Starting in February 2022, NADA mining through Slimy(Oriichalcon) began, and depending on the user’s activation index, token exchange rates may increase or decrease.

**NFT Slime**

1. produce additional NFT Slimes of your own (play after building a Slime deck)
2. earn Slime Book tokens

**Where tokens are used**

1. Slime Attack Upgrade
2. Purchase a Play Ticket
Axie Infinity Shards (AXS)
Axie Infinity Shards (AXS) is a reward token for Axie Infinity, a blockchain-based NFT game inspired by Pokémon developed by Vietnamese startup SkyMavis in 2018.

Explosive growth and investment from global companies
The mass popularity of the Axie Infinity game has led to the character called "Axie" trading in the 200,000 to 400,000 won range, and the Axie Infinity token (AXS) has surged 40x in price in just six months from 5,000 won per piece in May 2021 on Upbit to a high of 200,000 won in November. With nearly $1 trillion in revenue in Q3 2021, the company saw a 48x increase in revenue from Q2, reaching a market capitalization of $42 trillion in October 2021, making it one of the top five gaming companies globally just seven months after the game's launch.

Problems with Axie Infinity
The number of people playing Axie Infinity and the fees it generates have plummeted since its launch. A security breach that resulted in the theft of over $700 billion in assets and a plunge in the amount of money that can be earned by playing have driven users away. The number of players per day has also plummeted, dropping from a high of 2,317,111 in January 2022 to a low of 25,311 in April 23. The value they were delivering became less about fun and more about monetization, creating a sustainability problem.

NADA is about enjoying, earning, and having fun.
NADA’s ecosystem starts with securing quality content. By combining content that is proven to be fun with blockchain services, we can increase users’ voluntary participation in the ecosystem. In addition, lightweight casual games will be a way to satisfy both user satisfaction by having fun and generating revenue through casual play.
We will continue to expand the ecosystem and infrastructure with continuous game development, and we will build the NADA marketplace service to increase the ease of use for users and support a safe platform environment for this.

Comparison of downloads between Axie Infinity: Origins and Slime World

Comparison of wallet holders between NADA and AXS

Comparison of downloads between Axie Infinity: Origins and Slime World
Key Personnel

From the perspective of a professional gamer who was once called a “Genius Terran,” we create and supply NFT-based mobile games that are fun for everyone and add value to everyone’s lives, making NADA tokens more enjoyable.

InSeop Byeon CHAIRMAN

Education
Master of Engineering, Ph.D. in Chemistry
KYUNG HEE UNIVERSITY

Work Experience
Professor of Environmental Hygiene
Department, Shinhar University
CEO of Nbx
Chairman of Hammer Entertainment

Main Project
Fly Kid Witch
Web Yeonhee + Dreaming
Baekgu night
Inuyasa

Yunyeol Lee CMO

Education
Department of Computer Engineering, Inha University

Work
KT, Hantele, WeMade Pro Gamer
Asobu E-Sports Team Manager
Angel Games’ Project Rantad Project Leader
CEO Naddigital

Main Project
Mafia 3D
Slandy: Slime Random Defense
Landsie: Random Skill Defense
Raising a Girl Ghost

Key Members

Gunhee Park CEO
NADA Digital Project
NDPHDS INC.

Manseok Oh CTO
General purpose mobile game server
GRANATHA
MRST mining App

Kai Im CEO
Co-Founder NDP HOLDINGS INC.

Inchan Kim Design
Busan Electronic Public Announcement
Metaverse Hanwon Group Wear
General Manager of GP2X Contents
Forest Service Green Book

Jaei Shin Art
Alien shooter EX
Castle vs Castle
Element Runner
Tarace

Geunseok Kim Client
Busan Electronic Technical High School Metaverse
Fantasy Farm

Minsoo Kim Server
Aquafarm
MRST MININGA Development
Partners

NADA’s partners

By collaborating with great partners, the NADA ecosystem will expand even further.
Token Ticker: NADA
Total Supply: 2,000,000,000 NADA

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
<th>Number of Tokens</th>
<th>Lock Up</th>
</tr>
</thead>
</table>
| Mining              | 60%        | 1,200,000,000      | - Release of restrictions on daily mining volume due to securing liquidity (Mar. 2024)  
|                     |            |                    | - Anything sold in Nft is attributed to the mining reserve. |
| NADA Team           | 8%         | 160,000,000        | Vesting period starts at Jan. 2022 over 24 months (1/24 every months) |
| Partner             | 12%        | 240,000,000        | Vesting period starts at Jan. 2022 over 24 months (1/24 every months) |
| Institutional       | 6%         | 120,000,000        | Vesting period starts at Jan. 2022 over 24 months (1/24 every months) |
| Investments         |            |                    | No Lock Up                                             |
| Operating Costs     | 12%        | 240,000,000        | No Lock Up                                             |
| Others              | 2%         | 40,000,000         | No Lock Up                                             |

Check distribution volume: https://coinmarketcap.com/currencies/nada-protocol-token
- Mining tokens are double-stored as compensation wallets and supplementary wallets, and are paid directly from compensation wallets when mining.
- Supplemental wallets are locked up via hardwallet.

Mining: Reward payments for activities on the platform, including NADA project-related games.
NADA Team: Share of core and R&D staff
Partner: VC for expanding coverage
Institutional Investments: Institutional investments in blockchain, NFTs, and other projects related to the NADA project
Operating Costs: Company operating costs to run the NADA project, including platform maintenance, system development, labor, taxes etc.
Others: Reserves for other situations, such as expanding business areas such as marketing, market research etc.
# Roadmap

**2022 Blockchain Games START**

**2023 Expanded ecosystem** with global launch of new games

**2024 NADA Marketplace, 15+ games connected to blockchain in total**

<table>
<thead>
<tr>
<th>Year</th>
<th>Quarter</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021. Q4</td>
<td>Design and implementation of a blockchain game connecting system</td>
<td></td>
</tr>
<tr>
<td>2022. Q1</td>
<td>Global launch of Slime World</td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td>Listing in MEXC Global Exchange</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Slime World NFT Launch</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Arena PvP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Connecting BLADE Wallet</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Growing Slime and Decorating Your My Room</td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td>NADA Staking Service</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Development of P2E ecosystem with HBAR Foundation</td>
<td></td>
</tr>
<tr>
<td>Q4</td>
<td>Develop social login features, community connections (Twitter, Discord)</td>
<td></td>
</tr>
</tbody>
</table>

2023. Q2

- Raising a Girl Ghost released
- Partnership agreements expand the economic ecosystem
- Listing on the Gate.io Global Exchange

2023. Q3

- Slime World Renewal Launch listing on the Gopax
- Launch midcore genre games to compete globally
- Partnership agreements expand the economic ecosystem
- Listing on the Gate.io Global Exchange

2024. Q2

- Listing on Deepcoin
- Listing on Bitmart
- Listing on Poloniex
- Listing on Indodax
- Listing on Bitget
- Project T Global Launch
- NADA Membership
- Launch of NADA Game Portal Platform
- Launch of NADA Marketplace
- Affiliate Game Blockchain Connection
- Slime World Wallet Mounted
- Expanding the game blockchain connecting ecosystem
- Global Game Development on Blockchain
- Launched and connected 15+ games in total
- Establishment of blockchain market distribution network
- Entry into blockchain game E-sports

2024. Q3

- Adding Marketplace Auctions

2024. Q4

- Launching 15+ Games in Total Entry into E-sports
Legal Notice

01. Unauthorized collection, reproduction or other commercial use of the contents of this white paper is not permitted and may result in civil or criminal liability.

02. This white paper contains mostly conceptual content related to the NADA Protocol Token, but due to technical issues and other factors, gaps in content may occur when the actual platform is operated in the future.

03. This white paper is written under the assumption that the token will be operational in the future, but the white paper itself is not a complete guarantee. This white paper does not contain any specific requirements or recommendations for the purchase of NADA Protocol Token or any other opinions.

04. The NADA Protocol Token is not intended to be used as a virtual currency (cryptocurrency) and is not related to any fiat or currency, nor to items such as stocks, bonds, legally regulated rights, derivatives, securities, etc.

05. The explanations regarding the business content of the roadmap presented in this white paper are subject to change at any time due to our business and institutional environment.

06. NADA Protocol Tokens are not traded on any market other than the original cryptocurrency transactions such as buying, selling and withdrawing through cryptocurrency exchanges.

07. NADA Protocol Token is a utility token with price volatility, and we are not responsible for any losses due to price fluctuations of NADA Protocol Token. In addition, the permanence of NADA Protocol Token is not guaranteed in the ever-changing cryptocurrency market.

08. NADA Protocol Token may be subject to unexpected hacking when used within NDPHDSINC. games. Through the implementation of our security measures and security solutions, we have made thorough preparations to ensure that the NADA Protocol Token can be used safely by users in the game, but high-risk hacking attacks that exploit the inherent vulnerabilities and flaws of the blockchain may threaten assets and disrupt operations in the game at any time.

09. In operating the NADA Protocol Token, we have not subscribed to any insurance products specifically related to asset risk, which means that users will not receive any compensation if their NADA Protocol Token assets are lost or disappear for various reasons.

10. The risk of a decline in the value of the NADA Protocol Tokens and the limited availability of the NADA Protocol Tokens caused by the declining interest of users in the NADA Protocol Token service may exist at any time in the future, and we may discontinue the operation of the NADA Protocol Tokens.
11. NADA Protocol Token may be negatively affected by the value of the Game and NADA Protocol Token if the interest and demand of users decreases due to competing services of a similar nature.

12. The nature of virtual assets may change depending on future amendments to relevant laws and regulations, such as the Special Fund Law, related to domestic money laundering prevention. If you purchase NADA Protocol Tokens on exchanges, cash them out through exchanges, or transfer them from others through wallets, you will be required to declare taxes. You should personally seek professional advice regarding your taxes.

13. Users who have created a NADA Protocol token account may permanently lose access to and ownership of their token assets due to the loss of the user’s unique information, such as ID, password, and wallet private key used to store tokens.

14. For the subsequent operation of the NADA Protocol Token service, we may collect personal information from users. However, we will comply with applicable laws and regulations when collecting personal information.

15. We will be influenced by the blockchain regulations in those countries regarding the overseas expansion of NADA Protocol Token, and there is a possibility that we may be subject to legal regulations and other influences at any time. This could have a significant impact on the growth and fluctuations in value of the NADA Protocol Token.

16. In the future, if domestic governments implement new regulations related to virtual assets, it may no longer be feasible for us to operate the NADA Protocol Token if our financial costs exceed a threshold.
ENJOY & EARN
NADA
Protocol
Token