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Abstract

ACE Entertainment

ACE Entertainment is the author of this white paper and is the issuer of ACE Coin.

ACE Entertainment developed the EOS-based token ACE, and we plan and conduct a variety of businesses in the entertainment and gaming industries using ACE as a key currency, including online / offline distribution and management.

A ACE Concept

ACE is a Hyperconnected Entertainment Coin, an EOS-based utility token that is used directly in the entertainment business carried out by ACE Entertainment LLC and its ACE Alliance partners or as a token to share the profits of business activities.

ACE holders contribute to decision-making and healthy growth of the ACE ecosystem by participating as a member of the ACE token economy system, and in exchange for this, they share the benefits of ecosystem growth.



HYPERCONNECTED
ENTERTAINMENT COIN



A ACE Purpose of Use Summary

Direct Use in ACE ENTERTAINMENT Service

- Used as in-game goods across various game platforms such as mobile / PC / VR /
 casual genre.
- Used for entering sports stadiums / sponsoring teams and players / purchasing goods.
- Used to watch streaming online videos and support streamer.
- Used to purchase meals / drinks / alcoholic beverages at ACE Mind Sports Lounge Pub.
- <u>Used to purchase goods in offline stores</u> where the ACE-POS SYSTEM is connected.
- Used to purchase goods from ACE Online Store.

Revenue Distribution with ACE ENTERTAINMENT

ACE can be Committed to share the profits of business activities

A ACE

Summary

ACE is an EOS-based utility token issued by ACE Entertainment.

- ACE holders can participate in decision-making on the platform operation of the ACE Entertainment ecosystem and share the benefits of ecosystem growth.
- ACE holders can use ACE for various entertainment services operated by ACE Entertainment.

Business Direction

 As a Hyperconnected Entertainment Coin, it creates real utility in various entertainment-based business fields.

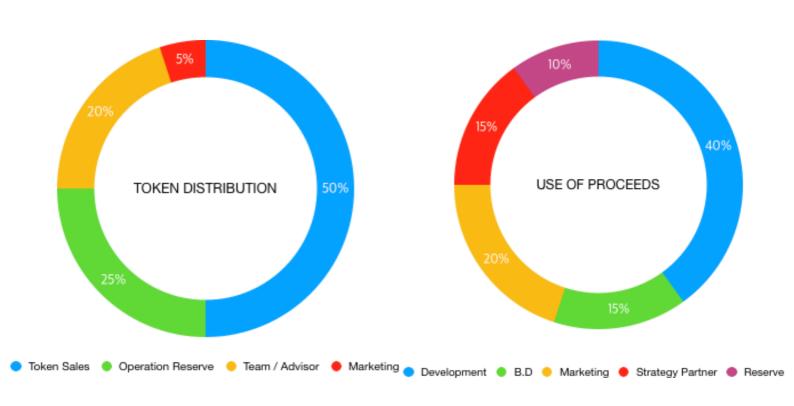




ACE COIN Introduction

A KEY INFORMATION

Section	Details
Token Name	ACE
Token Symbol	ACE
Platform Technology	EOS
Token Feature	Utility Token of ACE Eco System
Total Supply	2,000,000,000 ACE





A ACE Uses

GAME / MEDIA

1.

GAME

Mobile Games
Casual Games
VR Games

2.

E-SPORTS

E-SPORTS Stadium Entry
Team Sponsorship
Player Sponsorship
Team / Player Merchandise
Purchase

3.

VIDEO STREAMING

Streamer Suppor





















RETAIL

4.

MIND SPORTS LOUNGE PUB

Food
Drinks
Alcoholic Beverage:
Use of Pub Facilitie







5.

POS SYSTEM

ACE POS System Integrated

- Shoe Stores
- Coffee Shops
- Opticians
- Convenience Stores
- National Park







6.

ONLINE STORE

ACE STORE

Online shopping mall with direct ACE payments

ACE PARTNER STORES

- ACE Affiliate Shopping Malls









TOKEN ECO-SYSTEM

Purpose

ACE is a utility token at the center of the entertainment ecosystem developed by ACE Entertainment, for direct use in the ACE ecosystem or participation in decision-making on platform operations and sharing profits from ecosystem growth.

- Used for entertainment services provided by ACE Entertainment and its business partners.
- Commit ACE to share profits from entertainment service operations.

A PRINCIPAL

Reward for participant contributions

We establish and provide a beneficial reward system for the participation and contribution of ACE token ecosystem members who create a new entertainment business inside the ecosystem.

Prosper as a connected and expanding economic ecosystem

Members of the ACE ecosystem are connected in a robust token economy with mutually benefit features which provides an expandable platform and reward system.

A token ecosystem designed for everyone

We provide various game and entertainment business platforms based on ACE coin that anyone in the ACE ecosystem can use naturally and easily.



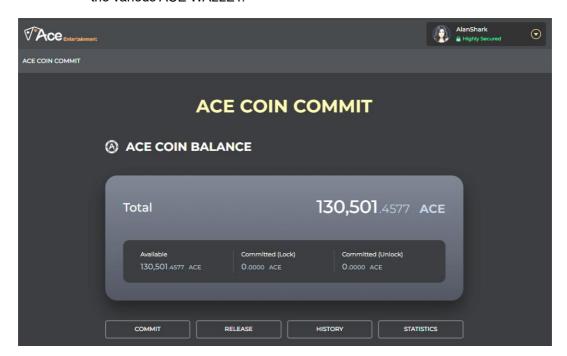
ACE COMMIT SYSTEM

COMMIT Summary

- ACE COMMIT is a function where ACE holders voluntarily lock-up their ACE and take part as advisors to the ACE ecosystem in order to participate as members of the ACE token economy system.
- ACE COMMIT can be enacted on the ACE COIN website.
 - www.aceentertainment.io
 - www.ace-coin.io

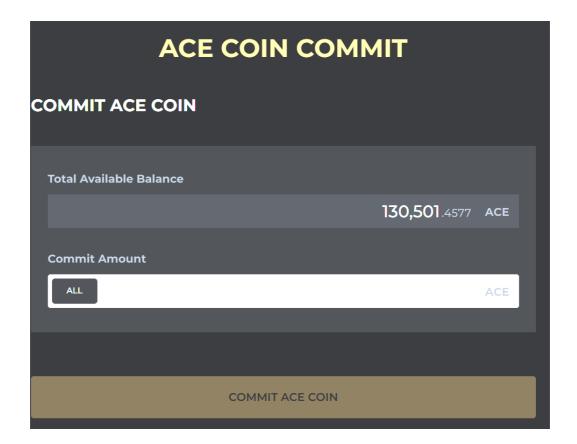
COMMIT Process

- In order to COMMIT ACE, you must first send your own ACE to your ACE WALLET.
- While holding ACE in your ACE WALLET, find and click the COMMIT button among the various ACE WALLET.



 Next, enter the quantity of ACE you want to COMMIT and click the COMMIT ACE COIN button.





- After completing the above process, you will participate in the ACE project and the token economy system survey.
- ACE Coin holders participate as members of the ecosystem through the above process, while also providing suggestions for the ACE token economy system to ACE Entertainment.

COMMIT Reward

- The ACE COMMIT SYSTEM's rewards are financed by the operating revenues of the entertainment businesses run by ACE Entertainment and ACE partners.
- ACE Holders will be compensated with 25% of the ACE entertainment business operating revenue in proportion to the amount and duration of the ACE COMMIT. (COMMIT compensation ratio may vary depending on the business content)
- ACE COMMIT SYSTEM compensation cycle is 3 months.
- For more detailed information on ACE COMMIT SYSTEM, participating users will be guided in detail through a separate channel.



ACE Game Business Introduction

A Summary

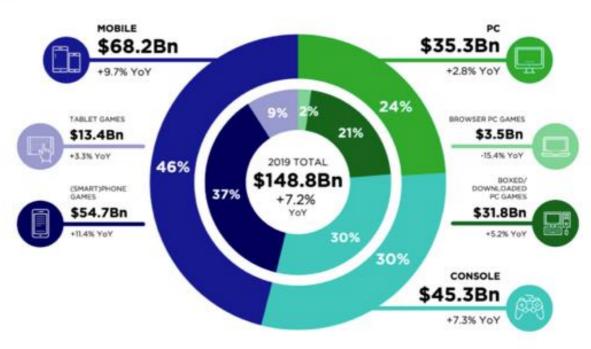
In 2019, the global game market size surpassed \$148 billion, showing continuous growth every year.

• The growth of the game market is largely driven by the growth of mobile games and console game platforms.



2019 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



Source: @Newzoo | 2019 Global Games Market Report | October Update newzoo.com/globalgamesreport



A ACE Game Business Strengths

Game industry-centered expert workforce

The company's development / business executives are composed of experienced professionals with wide-ranging backgrounds in global large-scale game projects and blockchain projects such as NEXON, GRAVITY, Double Chain, and Neowiz.

Purpose of ACE's Gaming Business

ACE Uses

• ACE holders can use ACE for goods across the ACE game lineup.

Sharing of game operating revenue

 Part of the operating revenue generated by the game service can be shared based on the ACE Commit quantity and duration.

Mobile Game Lineup

UNDEAD KING

Undead King is an action RPG mobile game based on Kakao's popular webtoon 'Undead King'. This game is directly connected to the original story, which is the most popular webtoon with 1 million accumulated readers.

- Undead King RPG is a true representation of the original webtoon with the original dialogue and details.
- Players can enjoy various game modes, such as the journal of the undead king, which follows the original story, an adventure mode where you can meet various undead boss monsters, and a battle undead monster against each other.
- It is an action-packed RPG providing high playability through multiple play modes such as 1:1 combat mode featuring PvP (Player vs Player), one vs. multiple fights, base destruction to enjoy with guild members, and battlefield.

















A VR Game Lineup

LOVE REVOLUTION

Love Revolution is a love simulation game based on the interaction of players and characters. It is a mobile / VR cinematic game that allows players to communicate with real models in the game through voice recognition, motion, and various mediums such as video calls, SNS and chatting.

- The video call is a system that allows you to immerse yourself in the relationship
 with the character as if you are in a real conversation by using voice recognition.

 Speaking inappropriately will lose the favor of your in-game lover, but if you say the
 right things, your relationship will rise. A higher relationship can earn a chance to
 meet the real actors.
- Communication with a girlfriend via messenger and video calls is the key content, and you can experience various dates reminiscent of reality, such as going shopping, drinking tea, eating, or going on a vacation trip.
- Big overseas stars like 'Tsunamayo' will be added in future updates.















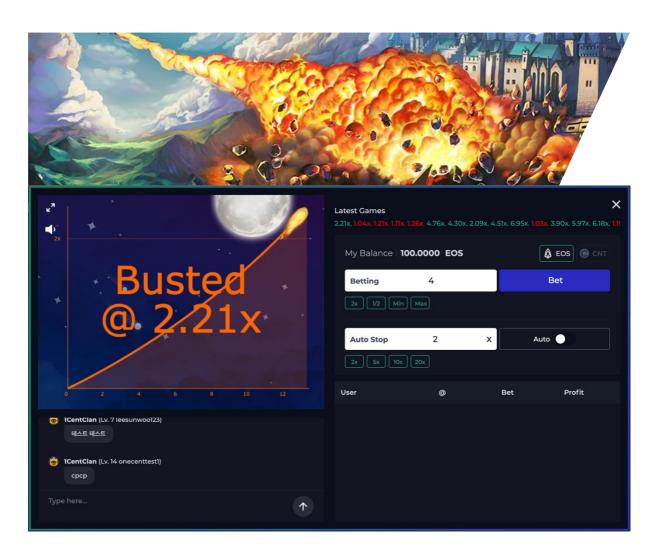




Casual Game Lineup

FIREBALL GAME

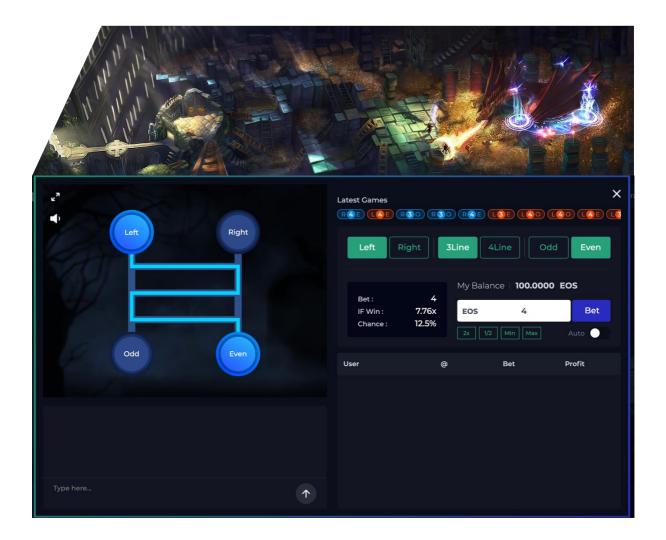
- FIREBALL is a game similar to a social graph game, and players predict the distance the fireball flies.
- The average game duration is a very fast paced, where all the processes of predicting game results → gameplay → play result rewards are completed in less than a minute.





GHOSTLEG GAME

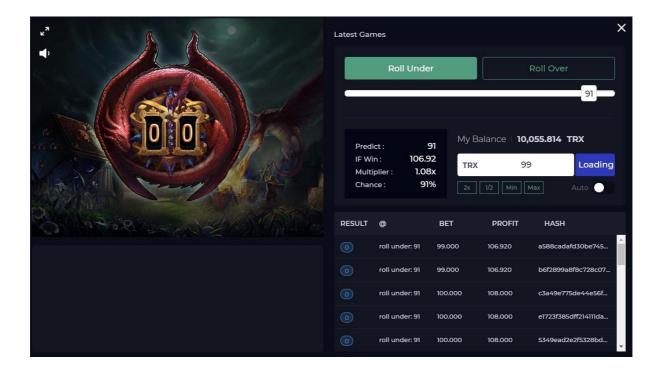
- GHOSTLEG is a ladder game that has been extended to include 4 betting methods.
- More betting methods lowers the chance of winning but increases the reward, maximizing the excitement of gameplay.





DICE GAME

- It is a blockchain game with simple rules using dice. The number showing on the dice rolled determines the win or loss of the game.
- This game genre that is gaining popularity in China, Japan, and other countries with very simple rules and fast play speed.





4 3rd PARTY GAME PLATFORM

FHL GAMES/KAYBO

- FHL Games is ACE's 3rd PARTY GAME partner, providing the game platform "Kaybo" (www.kaybo1.com) in 23 countries including Mexico, Brazil, and Peru. It is the leader in the Latin American game market.
- The platform provides global masterpiece games such as Point Blank,
 Battlegrounds, Dungeon & Fighter, and MU to Latin America.
- ACE Entertainment's games will be serviced on the KAYBO platform in the first half of 2020.





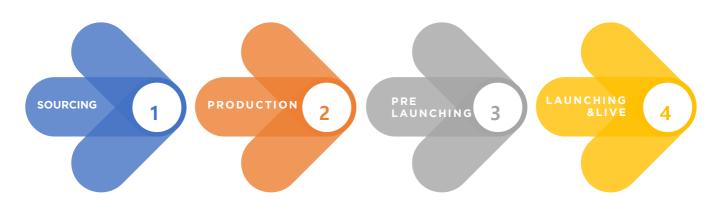






A New game lineup reinforcement process

- The main members of ACE Entertainment come from backgrounds in large game companies such as NEXON, GRAVITY, and NEOWIZ.
- ACE Entertainment systematically manages and executes all processes, from
 designing and launching a pay model, to incorporating a successful live service by
 sourcing a mobile game that can utilize ACE as an in-game commodity.



Game Sourcing Stage

- Research mobile games suitable to use ACE as a good
- Create a list of game developers in South Korea and review games
- Negotiate and finalize contracts when finding a suitable sourcing game

Service Preparation Stage

- Planning / design advancement for ACE introduction into the existing in-game economic system
- Service preparation
- Establish business plan
- Establish the rules of paying with ACE
- Preparations to connect with Google/iOS Platforms

Pre-launching Stage

- Detailed launch marketing plan
- Content localization
- Operation process establishment
- Complete function and service QA

Live Service Stage

- Store review/ registration
- Launch marketing activities
- Service Operation
- ROAS Management and marketing optimization

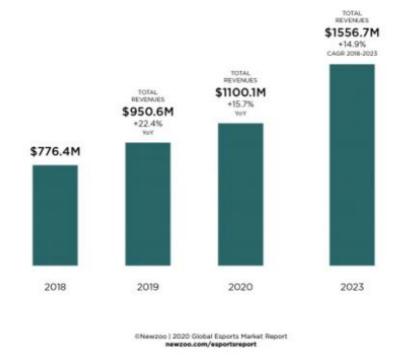


Esports Business Introduction

A Summary

The global Esports market is expected to exceed \$ 1.1 billion in 2020. Following the spread of the Internet in 1997 and the popularity of Starcraft competitions, it has now evolved into an industry with its own profit structure beyond simple marketing methods.





- The main revenue in the Esports market is competition sponsorship revenue / broadcast rights revenue.
- There is additional income from stadium entry and team or player merchandise.



Major members of the Esports industry



ORGANIZER

As the organizer of E-sports events and competitions, they plan competitions, pay prizes, and oversee the operation



FAN

As a consumer of the Esports industry, fans sponsor players / teams, use the stadium, and create a substantial



PLAYER

Players shows high-level game performance and provide services for fans



MEDIA

Provide a space for players and fans to meet and communicate.

Not only is it a broadcast service, it also serves as a stadium

A Esports Business Lineup

ACE ARENA

- ACE ARENA is a stadium for Esports competitions of various games serviced by ACE ENTERTAINMENT.
- Play booths (tables) and viewing spaces / relay systems capable of real-time and delayed broadcasting, and convenient facilities for spectating a variety of sports games such as mind sports and fighting games.
- ACE can be used for ACE ARENA admission and F&B purchases.

ACE TEAM PRO

 ACE TEAM PRO is a professional team that participates in competitions of games operated by ACE ENTERTAINMENT.

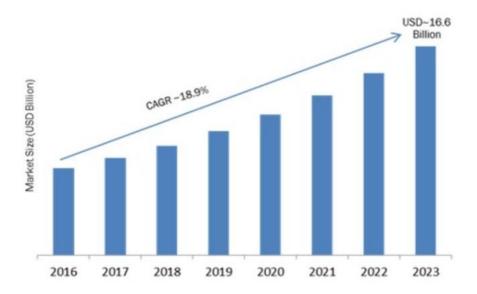


- ACE TEAM PRO will receive ACE as prizes for competitions and will receive regular activity fees with ACE regardless of the participation and performance during competition.
- ACE holders can donate ACE to ACE TEAM PRO.



VIDEO STREAMING

The total market size of the game streaming platform market in 2019 is \$ 4.6 billion, and 650 million people worldwide are consuming broadcast content from popular streamers for their favorite games on various video platforms.



- Various video platforms such as YouTube, Twitch, Facebook Live, and DouyuTV
 are used, and the competition between these video platforms is getting fiercer as
 the market size increases.
- In particular, the growth rate of game streaming users in Korea / China / North
 America is very steep, and the market is expected to be worth \$17billion by 2023.

A ACE Entertainment Broadcasting

In line with the growth the game streaming platform market, ACE project is increasing its scope and utilizing various video platforms for marketing.



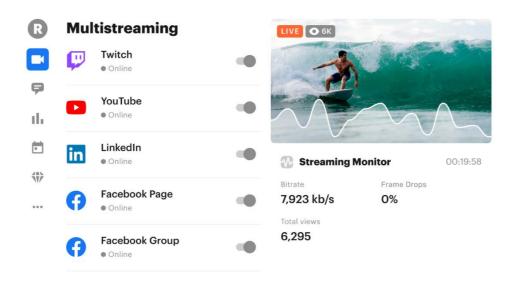
Broadcasting Platforms







- ACE Entertainment is currently broadcasting through three platforms which are Facebook Live, Twitch, and Youtube Live.
- The stream occurs simultaneously using Restream's multi-streaming function.



Broadcasts

Blockchain technology related broadcast







Game streaming





A MANAGEMENT

Scheduling

- Manage ACE Team Pro's overseas competition participation
- Manage overseas competition related flights and accommodations
- Manage ACE Streamers streaming time and schedule

Promotions/ Marketing/ Other Activities Management

- Use ACE Entertainment's marketing channel to promote ACE Team Pro and ACE Streamer's activities.
- Provide costume/ makeup /hair for related activities.

Financial / Legal Assistance

- Provide financial assistance for prize money
- Provide legal support for entertainment related activities

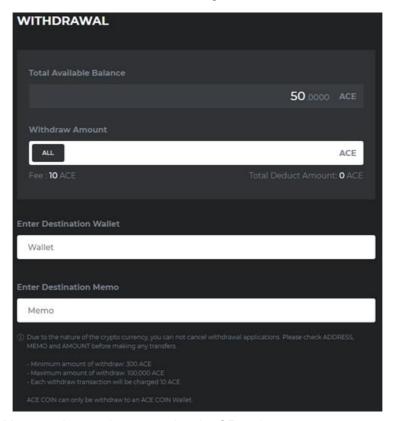
A ACE GIFT FUNCTION

• Donate ACE to ACE Team Pro/ ACE Streamers.

EOS ACCOUNT / QR CODE



 You can transfer the EOS-based utility token ACE directly to the ACE Team Pro/ ACE Streamer's EOS Account using the ACE WALLET.



You can also send money using the QR code.

ACE DEPOSIT ADDRESS QR CODE



• In the future, a function to directly transfer ACE within a broadcasting platform such as Twitch will also be implemented.



A ACE Streamers

JENNY YANG



Game/Beauty Content Creator
Instagram/Social Influencer

MARZIA AMITRANO



Game/Cosmetic Content Creator
Fashion Model

ANNA



Game / Fashion Content Creator
Fashion/ Ad Model



JENNY KIM



Game/ Pole dance Content Creator

Dance Performer

A ACE TEAM PRO

GD KIM



StarCraft Pro Gamer

League of Legends Director

Pro poker player



MIND SPORTS LOUNGE PUB BUSINESS

A OVERVIEW

Cryptocurrency originated from Bitcoin, which was used a simple payment method. However it continuously faced challenges for it to be used in the real world.

Many cryptocurrency projects have faced challenges to create real-world uses for their currencies and so far, they have not achieved much. The main reasons are:

- Change in value due to price volatility of cryptocurrency
- Shortage of users / partners due to accessibility of blockchain technology

ACE Entertainment develops and operates MIND SPORTS LOUNGE PUB that uses ACE.

A RETAIL BUSINESS LINE-UP

MIND SPORTS LOUNGE PUB (Scheduled on May 2020)

MIND SPORTS LOUNGE PUB is a new type of cultural space where you can enjoy mind sport Hold'em Tournament and the atmosphere of a pub at the same time.

- MIND SPORTS LOUNGE PUB can hold Hold'em tournaments at Daegu Seongseo Branch as well as 18 other branches across South Korea.
- Overseas MIND SPORTS LOUNGE PUB branches at Danang, Vietnam, the Philippines, and Vladivostok, Russia are undergoing preparation. (MIND SPORTS LOUNGE PUB affiliated tournament arena)
- MIND SPORTS LOUNGE PUB is a space where only tournaments are held and does not accommodate any cash games.
- You can participate in the tournament after paying the admission fee and entering the MIND SPORTS LOUNGE PUB.











MIND SPORTS LOUNGE PUB TOURNAMENT REWARD

- MIND SPORTS LOUNGE PUB's reward is mainly tickets to overseas poker tournaments, including ASOP.
- In other words, the tournament held at MIND SPORTS LOUNGE PUB can be said to be a satellite tournament for big-tournament participation.
- Since it does not pay cash prizes, it does not correspond to gambling laws where gambling is prohibited, and it is a space where you can legally enjoy Mind Sports Hold'em.

4 USE ACE AT MIND SPORTS LOUNGE PUB

• ACE used as an entrance fee for MIND SPORTS LOUNGE PUB.



- ACE used as a participation fee for tournaments at the MIND SPORTS LOUNGE PUB.
- ACE used to pay for meals, drinks, and alcoholic beverages (beer, liquor, etc.) sold at the MIND SPORTS LOUNGE PUB.



POS SYSTEM BUSINESS

A OVERVIEW

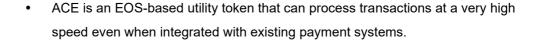
The POS system is an abbreviation of Point Of Sales System, a sales information management system. Since the transaction information is transmitted to the central server at the time of the purchase, the headquarters has the advantage of real-time management analysis including sales analysis.

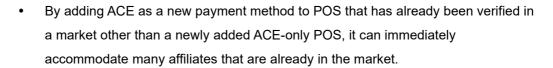
The consumer also has the advantage of being able to purchase products and services through various payment methods with the POS system. Customer can also trade using optical barcode system.

ACE POS SYSTEM'S DIRECTION

The biggest challenge for today's cryptocurrencies is to get the public to use cryptocurrency to make real life purchases. To achieve this, many blockchain projects are trying to develop POS systems.

ACE is a Hyperconnected Entertainment Coin, and instead of developing its own POS System software and terminal development, it adopted a method of integrating the ACE cryptocurrency payment system into existing payment systems that is already widely accessible and widely available.









A ACE POS SYSTEM IMPLEMENTATION METHOD

Jinseung Information Technology Co., Ltd

ACE POS SYSTEM is currently in discussion on ACE POS SYTEM with Jinseung Information Technology Co., Ltd. To connect cryptocurrency ACE with actual stores.

- Jinseung Information Technology Co., Ltd. is a well-known IT information system company in Korea that has a lot of experience on POS SYSTEM since its establishment in 2010.
- We are collaborating to implement ACE POS SYSTEM based on future growth technologies such as Global Server, security solutions, AI, and blockchain, and understanding of customers and industry.
- Supplying the iPad POS system for small business owners and small stores.
 Currently there are 2,000 merchants in Korea that offer the iPad POS system.

iPad POS System

- It is easy to install the iPad-based POS system instead of the desktop-based POS, and looks good in the store.
- It works immediately by just connecting the power without additional network development.

Camera Barcode Scanning Mathod

 You can complete a transaction simply by scanning the barcode with the camera using Wi-Fi / Bluetooth.



















MAIN PLACES ACE POS SYSTEM CAN BE USED (IN KOREA)

- NIKE KOREA Stores
- Adidas Stores
- HP
- ABCMart
- Gentlemonster
- Shinsegae Casamia Furniture
- Other 2000 Businesses in Korea

[Reference]

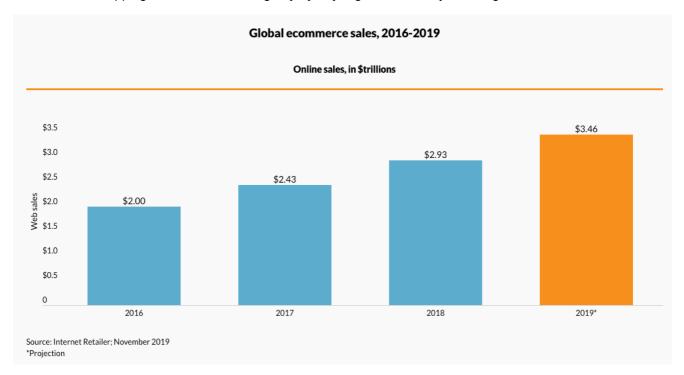
Depending on the result of discussion with Jinseung Information Technology Co., Ltd., the usage of ACE POS SYSTEM mentioned above may vary.



ONLINE STORE BUSINESS

A OVERVIEW

The global Internet shopping market is estimated to be about \$ 3.46 trillion, and online shopping users are increasing day by day regardless of any occurring recession.



A ACE ONLINE STORE PURPOSE

- Providing a direct usage for ACE Coin, and hence attracting more people to be ACE Coin holders.
- By committing ACE, a portion of the revenue generated by the store can rewarded.



A ACE ONLINE STORE ITEMS

LUXURY BRAND

Handbag / perfume / watch / jewelry













IT / TECH

Camera / Sound Equipment / Electronics







GAMING







SPORTS









TEAM

A MEMBERS

Alan Cho | Chief Operating Officer in





NEXON GT Team Manager PERFECT WORLD KOREA Marketing Director **NEXON KOREA Marketing Team Manager**

Alan carried out the marketing for 3D MMORPG MU at WEBZEN and directed multiple launches and live services for of a variety of online PC games such as Sudden Attack and Atlantica at NEXON Korea, greatly contributing to their growth. He moved to an executive role in the establishment of the Korean branch of NASDAQ-listed company, PERFECT WORLD. He also launched FPS games at NEXON GT. After a long career in in the gaming industry, he has gained much experience in live service, large-scale promotions including TV commercials, and gaming exhibitions such as E3 and Chinajoy. With these experiences, he is in charge of ACE Entertainment's businesses.

David Ahn | Executive Producer in



OASIS VR Game Director



IPlay Entertainment Game Director

Flowgamez Project Director

David is ACE Project's Game Producer. He led a development project for Korea's first web-based RPG, Apocalypse, at Flowgamez. He next directed a project for the RPG game Undead King on the Kakao platform at IPlay Entertainment. After joining OASIS



VR as Game Director, he overcame various technical challenges to maximize realism in VR game environments. It was David's development philosophy that made platformoptimized UX and fun a top priority. His years of mobile / game development experience are great assets for ACE Entertainment.

Alucard Hwang | Chief Technology Officer in





OASIS VR CEO

GRAVITY Client Programmer

As the lead developer of the GRAVITY game engine research team, Alucard has extensive experience with commercial game engines such as Unreal and Unity, as well as self-developed game engines. While leading OASIS VR, he developed VR games for Gear VR and the Oculus Store which allowed him to gain strong expertise in the gaming industry. As the CTO of ACE Entertainment, he oversees game development.



Bryan Choi | Chief Financial Officer in





Zeroplus Co., Ltd Executive producer CornerStone H&C Financial Director

Fintech Switch Co., Ltd. Marketing Director

Bryan is the CFO of ACE Entertainment. He has extensive experience in the entertainment business and was a Korea drama producer for about 10 years. He has excellent skills in project management and finance. In addition, he has experience in attracting investments in various new projects and has participated in planning and development of multi-wallet payment systems.

Mike Andrews | Business Development Director in





SHUTTLE DELIVERY Managing Partner

CRYPTOMECA Director of Marketing

MIGS Marketing and Management Consultant

Mike is ACE Entertainment's Business Development Director, and is responsible for managing ACE's new business partners and new exchanges. With extensive experience in the Global Investment Bank and the Canadian Government's Human Rights Commission, he has helped many projects to expand their business as a marketing consultant. Since then, he co-founded Shuttle Delivery, the world's first delivery service to offer crypto solutions to partners and customers.



David Lee | Legal Director in



Huntingdog CEO



Samhee Industries President

David, a US attorney (JD), has extensive experience in cross-border transactions and international trademarks but also has experience as an entrepreneur, having spearheaded an IT startup Huntingdog (Cloud Managed Services) and a hotel development project with Samhee Industries. With his expertise and experience, David is able to help Ace Entertainment from a legal perspective to provide its services globally.

Ray Kim | Lead Web Programmer in





Double Chain Lead Back-End Programmer

Paygate Back-End

UEngine Solutions Back-End Lead Programmer

Ray has more than 10 years of experience on Java development. He technical skills include Java, spring boot, SQL tuning, PL/SQL, NoSQL as well as Open API, Rest and other back-end related planning and development skills. He is also accustomed to using various DBMS. At Double Chain, he has managed and developed several blockchain solutions and ICO sites such as Hdac and will be using those skills in developing ACE coin and the platform's backend.



Elly Choi | Lead Art Designer in



Signal&Co Art Director



Minosday Art Director

Neowiz Mobile Game Art Designer

Elly is one of the design pioneers in the gaming industry with over 18 years of experienced in game art design. she was involved in designing for games across various genres such as Samsung Anycall games, Pmang Games, Tapsonic, at companies such as Signal&Co, Minosday, Gamehi, Neowiz, etc.

Based on many game art careers launched in various markets such as Korea, North America, and Europe, she is in charge of art design at ACE Entertainment.

Evan Park | Server Programmer in



Nextfloor Server Programmer



MNMGames Server Programmer

GamePrix Server Programmer

Evan is a highly versatile server programmer who has developed several game server programs using multiple programming languages including C / C++, Golang and C# and databases such as RDBMS, MySQL, MSSQL, REDIS and NoSQL.

Evan was involved in game server program development in project such as a PC-based multiplayer online RPG and mobile racing games and with these experiences he oversees ACE Entertainment's server program.



Roy Moon | Front-end Developer in





Welcome Payments /Platform Developer

Double Chain / Platform Developer

PayGate / Platform Developer

Roy was in charge of developing and operating new payment platforms at PayGate. Also, at Double Chain, Roy developed a P2P banking API platform for cryptocurrencies.

Mario Choi | Front-End Developer in





Neov Inc. Front-end Developer, Android App Developer, Ad platform designer

Dreamwiz Internet Front-end Developer

Mario worked for Dreamwiz Internet Inc. and was in-charged of front-end development for 10 years and was involved in android app development. His main skills include html5, css3, jquery, ES5+, ES6+, Vue.js, Node.js, and React.



Tom Kim | System Engineer in



Vlan24, INC System Engineer



Tom has been working as a system engineer for five years in Vlan24, a data center located in Los Angeles, USA. He has experience in both Linux / Windows system and network management, overseeing various services such as game server, video server and web server. With various capabilities such as building monitoring systems, log systems, VPN systems and building internal authentication system, he is in charge of system engineering for ACE Entertainment.

Janelle Desuyo | Community Manager in



ACTOZ Soft Client Relations & Accounts Manager



IGS Ltd (Netmarble Subsidiary) Global Business Development Manager

Janelle worked at IGS, the largest game management service in the country, and managed various online and mobile game communities. She was involved in ACTOZ Soft's blockchain project and managed its social media channels. With these experiences, she is currently a community manager for ACE Entertainment, where she is responsible for various tasks such as social media management and live broadcasting.



Amy Kim | Office Administrator in





Korea Federation of SMEs (KBIZ) Office Administrator

Next generation Convergence Contents Industry Association (NCIA) Account Manager

Startup & Trading area Revitalization Center Manager

Amy is the office administrator at ACE Entertainment. She worked for a non-profit organizations and local government/ federal government on various projects. She participated in government projects such as game and content start-ups, and took charge of financial accounting, taxation, personnel management, as well as general affairs.

Mogan Park | QA Specialist in



FINCON DEV PM / LEAD QA LINEGAMES /QA NEXON KOREA Platform /QA Smilegate /QA

As a QA Specialist of ACE Entertainment, he is in charge of verifying ACE's games and blockchain. He has extensive experience in the game industry including development environment, publishing, platform verification, maintenance of live services, and project management.



ADVISOR

Kyle Son | Executive Advisor in





ME2ON Founder / Chairman

FREECHAL CEO

NEXON JAPAN Team Leader

Kyle is the Chairman and founder of ME2ON, the KOSDAQ-listed number one Asian social game developer. After graduating from Seoul National University, he gathered career experience in the IT industry as a development team leader at NEXON Japan. Later, as CEO of Internet portal FREECHAL, Kyle was able to turn a profit for the company for the first time in 4 years.

Kyle founded ME2ON in 2010, a multi-faceted game developer and publisher with an extensive game library that span several categories, with a particular focus on social gaming.

ME2ON games have recognized success in the Asian social category, in some cases holding top ranks in their respective categories for multi-year streaks in Hong Kong, Taiwan, Malaysia, Singapore, and Japan.

In November 2017, the company acquired Hong Kong-based game company ME2ZEN Limited, and was able to extend its influence on markets outside of Asia such as Europe and America. The ME2ON Group now services 100 million members worldwide and boasts a monthly record of 11 million users.

Kyle is supporting ACE Entertainment using the diverse game IPs of the ME2ON group in order to produce games of a quality never before seen in the blockchain space.



Sebastian Ryu | Executive Advisor in





App Annie / Head of New Business Korea

Rovio Entertainment / Head of New Business & Licensing

Blizzard Entertainment / Business Development Manager

After finishing his education in New York, Sebastian began his gaming career as a crucial asset for business extension and overseas promotion of the 3D MMORPG, MU, in the foreign division of WEBZEN. He then broadened his experience at Blizzard Entertainment, working in live service and marketing for large projects such as Starcraft, Diablo, World of Warcraft, and Hearthstone, and played his part to make the corporation into an international gaming company.

This success was followed by managing new business at Rovio Entertainment, wellknown for its Angry Birds series, with the rise of the mobile market.

Sebastian expanded his connections and gained a birds-eye perspective of game/commerce/social mobile businesses in sales management at the international data research company App Annie, adding to his previous experience in mobile businesses and wide personal connections for global business.

Sebastian's experience in live service, mobile marketing, e-sports, and business licensing is one of the many valuable assets on ACE Entertainment's side.



Brian Chadwick | Legal Advisor



McDermott Will & Emery Lawyer

Miniclip SA General Counsel

Cooley LLP Special Counsel

ISABELLA OLIVER LTD Non-executive Director

Fieldfisher Partner

Brian is a corporate lawyer with a deep understanding on the gaming industry. Based on his expertise in the digital game, media and entertainment industry, he provides ACE Entertainment the needed legal advice to become a global entertainment business.

Brian is currently the partner of Tech M&A at Fieldfisher LLP. He was previously the General Counsel at Miniclip and contributed to the company's growth and later it was acquired by Tencent.

Martijn Gerrits | Platform Advisor



Blue Ivory Group / Chairman

Martijn is an entrepreneur who has made a name for himself consulting in various fields related to business growth, marketing and software development.

Martijn is currently the chairman of Blue Ivory Group, a multi-platform digital media and advertising company based in New Delhi. Here, he leads various digital marketing activities such as brand marketing and UA. He advices ACE Entertainment on platform development based on his unique and self-directed experience in the business world.



Alan Moonsoo Kim | Blockchain Advisor



aSSIST Crypto MBA Head Professor
aSSIST-CKGSB Top-tier EMBA
BeCrypto Founder & CEO

Alan Moonsoo Kim is a professor at Seoul School of Integrated Sciences & Technologies (aSSIST) and teaches Blockchain's Impact on Society, Economy and Management. He graduated from Seoul National University majoring in Applied Chemistry and received his doctorate degree at aSSIST. He latered became the CEO of BeCrypto, the Head of Digital Strategy Planning at the Graduate School of Business Administration, and the head of aSSIST's Cryptocurrency Research Institute.

As a scholar in the blockchain industry in South Korea, Alan Moonsoo Kim gives advice on ACE Entertainment's token economy system and the blockchain industry.



ROADMAP



Dcoin Listing
Launch ACE Platform

Support USDT on ACE Platform





ACE 2nd Listing

Open MIND SPORTS LOUNGE PUB





Launch ACE Casual Games
Launch Cinematic Game
Love Revolution ACE

Launch ACE ONLINE STORE Launch ACE Undead King







Launch ACE POS SYSTEM

Launch ACE ARENA





DISCLAIMER

The scope of disclaimer for the Company and the ACE Platform will include but not limited to:

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- Please consult your professional financial, investment, and tax advisers before
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 relations between the buyer and the seller;
- 3. ACE tokens are not official or legally binding investment of any kind. Due to unforeseen circumstances, the objectives outlined in this white paper, may be altered. Despite the fact that the Company intends to implement all the points outlined in this white paper, all persons and parties involved in the purchase of tokens do so at their own risk;



- 4. This white paper includes certain estimates provided by the Company with respect to the future performance of the Company. Such estimates reflect various assumptions by the directors concerning the future performance of the Company. These assumptions may or may not prove to be correct. No representations are made as to the accuracy of such assumptions or the estimates based thereon;
- 5. ACE tokens are functional utility tokens that provide access to incentives, rewards system, and exchange data within the Platform. Furthermore, ACE tokens should not be treated as securities, nor do they imply or promise any equity, ownership in, or profit sharing with any part of the Company. ACE tokens are non-refundable, are not for speculative investment, and they include no promise of future value or performance, on their own, or as a metric of the Company success;
- Cryptocurrencies, Blockchain technologies have been the subject of scrutiny by
 various regulatory bodies around the world. The functioning of the Platform could be
 impacted by one or more regulatory inquiries or actions, including but not limited to
 restrictions of use of cryptocurrencies;
- 7. This white paper shall not legally bind the Company and participants. The directors, officers, employees, and advisors of the Company shall neither warrant the accuracy and reliability of this white papers nor hold any responsibility thereof;
- 8. ACE tokens do not provide with the right to receive profit, income or other payments or revenues attributable to the acquisition, holding, management, disposal or redemption. Any right, interest, ownership or privileges on the Platform or any other property on the Company can expire in whole or in part;



- 9. The risk of loss in trading or holding cryptocurrencies and tokens can be substantial. Therefore, you should carefully consider whether trading or holding cryptocurrencies is suitable for you in light of your financial condition. Forks and changes in relevant network may result in significant and sudden changes to the value and/or usability of cryptocurrencies and tokens. The Company is not responsible for such loss of value of cryptocurrencies and tokens and bears no responsibility for any loss incurred by you while using the Platform or in any direct or indirect connection to the Platform;
- ACE tokens are issued on the EOS blockchain. In this regard, any failure or incorrect operation of the EOS Protocol may disrupt the transaction network in unexpected ways;
- 11. Technologies related to blockchain networks are the subject of supervision and control by various regulatory bodies across the globe. ACE tokens may become subject to their regulation policy, including restrictions on the use or ownership of ACE tokens, slow or limit the functionality or limit possibilities of ACE tokens redemption in the future;
- 12. Cryptocurrencies including ACE tokens and other associated and related technologies are new and untested and may become outside of your or the Company's control. As such the Company shall be excused and non-liable for the nonperformance by the Company including temporary interruption or permanent termination of your access to the Platform Services due to adverse changes in market or related technology;
- 13. Hackers or other groups or organizations may attempt to interfere with your account or the Platform performance in any number of ways, including without limitation denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks;



- 14. There is a risk that the Platform may unintentionally include weaknesses or bugs in the source code interfering with the use of or causing the loss of tokens and cryptocurrencies;
- 15. No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of the ACE tokens or other form of payment is to be accepted on the basis of this Whitepaper;
- 16. Any agreement as between the distributor and you as a purchaser, and in relation to any sale and purchase, of the ACE tokens is to be governed by only a separate document setting out the terms and conditions (the "T&Cs") of such agreement. In the event of any inconsistencies between the T&Cs and this Whitepaper, the former shall prevail;
- 17. You are not eligible and you will not be able to purchase any ACE tokens through its token sale if you are citizen or resident (tax or otherwise) of any country or state where the purchase of ACE tokens or similar cryptocurrencies and tokens may be prohibited including China and the Republic of Korea or the token sale is deemed to be not compliant with the applicable laws and regulations of your country. Citizens or residents of countries where coin sales are restricted may be subject to penalties for the purchase of coins;
- 18. Players assume risk when participating in gaming and online gaming has inherent risks software could be subject to attack, bugs, or operators' errors, ACE Entertainment could go bankrupt, and other unforeseen problems could result in the loss of stored value;



- 19. ACE Entertainment will take all reasonable measures to block access to or participation in ACE Platform gaming activities, either by direct or circumvention methods including VPN, by nationals of prohibited states. Discovery of prohibited activity will result in account deletion and banning of the associated I.P. address;
- 20. The publication, distribution or dissemination of this white paper does not imply that the applicable laws of any jurisdiction, regulatory requirements or rules have complied. The Company and its respective past, present and future employees, officers, directors, contractors, consultants, equity holders, suppliers, vendors, service providers, parent companies, subsidiaries, affiliates, agents, representatives, predecessors, successors and will not be liable for any damages of any kind, including, but not limited to, direct, consequential, incidental, special or indirect damages (including, but not limited to, lost profits, loss of revenue or third-party loss whether foreseeable or otherwise, trading losses or damages that result from use or loss of use of the website) in tort, contract or otherwise, arising out of or in connection with any acceptance of, or reliance on, the White paper or any part thereof by purchasers of ACE tokens;
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tokens or makes a purchase with illegal and unauthorized fund and purpose, such transactions may be prohibited or restricted at any time and the purchase of such tokens may be cancelled or invalidated;

- 24. Any disputes or matters arising out of or related to use of this Opinion shall be governed under the laws of Hong Kong without regard to the conflict of laws and provisions thereof;
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