

WHITE PAPER

PLOKEN TOKEN

2022.03

PLOKEN TOKEN WHITE PAPER

Contents

1. Environmental Understanding
2. Understanding Plogging
3. PLOKEN TOKEN
4. Blockchain Investment
5. TOKEN Distribution
6. Roadmap
7. Disclaimer

01

Environmental understanding

The 'geological age' is a concept that divides the age of the earth from the birth of the earth 4.5 billion years ago to the present based on major events in geology and paleontology.

During the Neoproterozoic, the division of supercontinents began and the entire Earth froze like a snowball. The Paleozoic Cambrian was an era of rapid biodiversity and the appearance of the first vertebrates. Dinosaurs flourished in the Jurassic and Cretaceous periods of the Mesozoic, and large mammals and flowers appeared in the Cenozoic Paleocene about 60 million years ago.

The 4th Holocene (the alluvial epoch), which refers to the present, is the period when the last ice age ended about 10,000 years ago and the civilization of modern humans (*Homo sapiens*) began. In the 20th century, however, the term 'Anthropocene' appeared in academic circles. This is to warn that human activities have begun to have a significant impact on the global environment. The time point is after the industrial revolution in the 18th century, at least for a long time. In less than a blink of an eye in terms of global age, the harmful effects of mankind on Earth have reached a dangerous level. Techno fossils, a new material created by mankind, such as huge amounts of chicken bones, aluminum, concrete, and plastic, are accumulating in the strata. The mass release of greenhouse gases, a by-product of fossil fuel use, even raises concerns about the climate crisis.



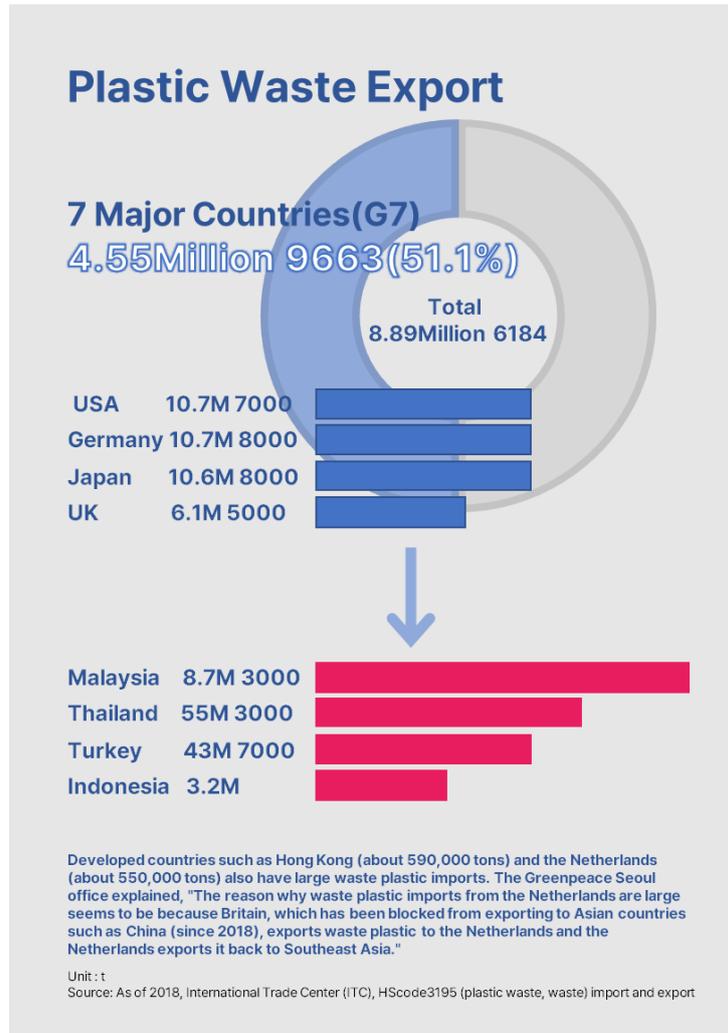
Another feature of the Anthropocene is waste. Humans are the only living beings that emit solid waste that threatens the natural environment. Solid waste refers to the solid state of waste generated as a result of human daily life or industrial activities. Waste fuel rods that are used as nuclear fuel for nuclear power generation and then buried deep in the ground are the worst dangerous substances among human-made wastes. The half-life of plutonium-239 (the time it takes for radioactive material to be halved) takes 24,000 years, Neptunium-237 2 million years, and uranium-235 700 million years. In the mid-20th century, the human footprint of waste has expanded to outer space. However, most people do not realize the seriousness of the garbage problem in daily life. This is especially true for city dwellers and citizens of developed countries, where garbage is collected and disposed of quickly so that garbage is less visible.

The problem of human waste dumping into the global village is more serious than you think. According to the 2018 World Bank's latest report "What a Waste 2.0," which encompasses global waste emissions, disposal, and policy tasks, the amount of urban solid waste poured out by mankind alone exceeds 2 billion tons per year. (As of 2016) In other words, one person in the world throws away an average of 0.74 kilograms of garbage every day. This is enough to fill 800,000 swimming pools for the Olympic Games. Nearly half (46%) of this is

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landfilled or deposited in yards, and 11% is burned in incinerators. Only 16% of the waste is recycled for products or compost (fertilizer). With urbanization, economic growth, and population growth, global waste production is also increasing rapidly. According to the World Bank, solid waste emissions will reach 3.4 billion tons by 2050, a 70% increase from the time of writing the report in 2018.

The amount and type of waste also vary according to income level. The amount of waste thrown away by residents of poor countries is 0.11 kg per day, while the amount of waste discharged by residents of wealthy countries is 4.54 kg. Although high-income countries make up only 16% of the world's population, they dispose of 34% (683 million tons) of global waste. For example, per capita waste in the UK is 482 kg per year and 773 kg in the US is much higher, accounting for 12% of the world's total. U.S. waste is three-time more than



China and seven times more than Ethiopia

The first step in disposing of garbage is to collect and collect the generated garbage. Most of the collected garbage is 'treated' by means such as △ landfill △ incineration △ grinding △ classification (recycling or import and export) △ washing △ bacterial decomposition. It is much more efficient if it is collected safely and hygienically according to the material of the waste. However, the collection of household waste also shows a large difference according to the income level. In high-income countries 96% of waste is collected through official systems. On the other hand, the collection rate in low-middle-income countries is only 51% and in low-income countries only 39%. In these countries, nearly half of waste is left

uncollected or disposed of informally. In particular, in low-income countries, 93% of waste accumulates in garbage yards without being properly disposed of in landfills or incineration. The cost of disposing of garbage also plays a role in this situation. A 2018 World Bank report said local governments in low-income countries account for about 20% of the budget, the largest portion of the single budget item. In middle-income countries, waste disposal costs about 10% of the local government budget and only 4% in high-income countries.

The most desirable alternative to the waste problem is to reduce waste production as much as possible in daily life. The "Zero Waste" movement, which focuses on encouraging all products to be reused and avoiding waste, is spreading and the use of alternatives to reduce waste is increasing. The World Economic Forum (WEF) expected in a report titled "The Future of the Reuse Consumption Model" on July 23, 2021, "Through the re-use campaign, at least 10% of all packaging materials in the world will be replaced by multi-use or reusable products by 2030."

02

Understanding Plogging

1) The concept of Plogging

The 'Plogging' craze is blowing. Plogging is a compound word of the Swedish word 'Plocka upp', which means 'Glean the grain', and the English word 'Jogging', which means 'running exercise'. It is an environmental protection activity that picks up trash while running. In Korea, it is also called "picking up" by combining "picking up" and "jogging." It is popular with the younger generation who are sensitive to eco-friendly issues. The craze is expressed in numbers. According to the Naver search trend analysis site Black Kiwi, the number of searches for 'Plogging' on Naver in June this year reached 29,300. This is a 954% increase from 2780 cases in July last year. In about one year, interest has increased tenfold. On Instagram, an SNS (social network service) mainly used by the MZ generation, there are more than 30,000 posts tagged with "Plogging."

2) The background of Plogging

'Eco-friendly' and 'exercise' are in the background of the plogging craze. Recently, environmental issues have become a global issue and interest in health has increased due to the COVID-19 outbreak, which has fueled the spread of plogging. Another factor in popularity is that the movement of squatting and standing when picking up trash is similar to the lower body exercise 'squat', and the effect of lower body exercise is great. In fact,

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according to a study by the Swedish fitness app 'Life Island', people who only jog for 30 minutes consumed an average of 235 kcal, but those who plugged at the same time consumed 288 kcal. This means that the effect of exercise is doubled.

As the popularity continues, the industry predicts that marketing using 'plugging' will continue for a while. A distribution industry official said, "As ESG management has emerged as a hot topic, the atmosphere of 'eco-friendly' has spread more widely. Business management that no longer values the environment will inevitably be ignored by consumers. Consumers are increasingly asking whether they want to consider whether to practice ESG management in every survey published by the Korea Chamber of Commerce and Industry. "Plogging" marketing, which reinforces the eco-friendly image, will be active for the time being."

3) Companies also pay attention to 'Plogging

As plogging has become popular, more and more companies are applying it to management. Plogging is actively used for promotional purposes to capture the MZ generation consumers.

On April 11th, Shinsegae Group Vice Chairman Jung Yong-jin posted a picture of himself plogging on his Instagram. Vice Chairman Chung attracted attention by posting a photo of himself picking up trash from the flower bed along with the phrase "I practiced plogging in and around E-Mart Seongsu on Earth Day (April 22).



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Flogging, which picks up trash while exercising, has now become a trend, and Shinsegae Vice Chairman Chung Yong-jin drew attention by promoting flogging himself.

03

PLOKEN TOKEN

It issues a new token by incorporating plogging, which combines environmental protection

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and movement, into the concept of cryptocurrency.



PLOKEN Token Ecosystem Structure

- 1) Encourage people who want to share the environment and exercise to participate in 'plogging'
- 2) Allow people to check the amount of exercise and the amount of garbage collected through photo shot
- 3) Constructed to upload the contents of the photo shot to the PROKEN Platform and enable the authentication verification process
- 4) The token is paid in the concept of reward according to the certified content.
- 5) People are free to use their tokens

04

Blockchain Investment

In 2018, global companies are expected to invest in blockchain at \$2.1 billion, which is a double increase compared to 2017. By country, the US is expected to be the largest spender, accounting for 40% of global spending. It is followed by Western Europe, China and Asia Pacific (excluding Japan). In 2021, spending on blockchain is expected to nearly quadruple to \$9.7 billion.

In the case of the United States, which is leading the block chain technology, financial services and manufacturing are the industries that are expected to spend the most on block chains.

The annual growth rate is expected to exceed 83%. In the United States, the financial services sector is projected to spend \$754 million in 2018, driven by the adoption of the financial industry. In addition, the distribution and service markets are expected to spend \$510 million, and the manufacturing and resource markets are expected to spend \$410 million on blockchain.

By market segment, IT services and business services accounted for approximately 75% of blockchain spending in 2018. Excluding services, it was observed that the block chain platform SW is the most active in investment and the fastest growing along with security SW.

Blockchain technology can 1) clearly guarantee ownership of digital content, 2) create a structure that can be compensated based on quality rather than quantity based on cryptocurrency, 3) and allow content compensation to be received in a direct form rather than an indirect form such as advertisement. For example, when a user posts specific information, the cryptocurrency is paid as compensation for the information posted by the system according to standards, and the cryptocurrency received can be created so that it

can be used to view other information

1) Binance Smart Chain (BSC)

Binance Smart Chain is a high-performance decentralized blockchain that greatly expands the usability of the existing Binance Chain. In addition to BNB staking, it can work with the Ethereum Virtual Machine (EVM) to support Ethereum-based tools and DApp. DApp can also be run on smart chains.

The gas cost, which is a problem with Ethereum, is 92% cheaper than Ethereum, and the data processing speed is also about 4 times faster.

2) Binance Smart Chain Mechanism

Binance Smart Chain achieves a ~3 second block time through a proof-of-stake consensus algorithm.

More precisely, it uses a so-called Proof of Authority (or Proof of Staked Authority, PoSA), where participants can stake BNB to become validators. When they present a valid block,



they receive a transaction fee included in the transaction.

(unit : 1 billion dollar) (Source : IDC Worldwide Semiannual Blockchain Spending Guide, 2017H1)

One major thing is that, unlike many other protocols, there is no block subsidy for newly created BNBs, as there is no inflation in BNB. On the other hand, as the Binance team

regularly burns coins, the BNB supply decreases over time.

Binance Smart Chain was conceived as a system to supplement it while being independent of the existing Binance chain. A dual chain structure is being used, and users can freely transfer assets between blockchains. Through this, it is possible to build a powerful decentralized app on the Binance smart chain while using the fast trading function on the Binance chain. This interoperability allows users to experience a broad ecosystem with numerous use cases.

05

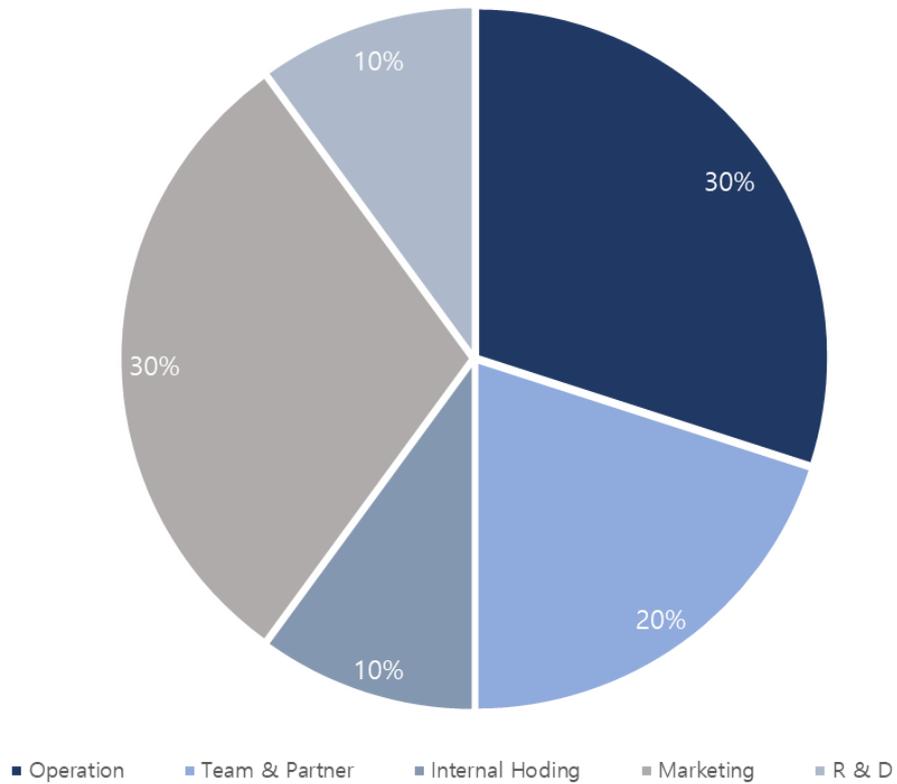
TOKEN Distribution

Token Name : PLOKEN

Ticker : PLOK

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Token Cap : A total of 15 billion issued.



Token distribution information	Operation	30%	4,500,000,000
	Team & Partner	20%	3,000,000,000
	Internal holding	10%	1,500,000,000
	Marketing	30%	4,500,000,000
	R & D	10%	1,500,000,000
Total Issuance		100%	15,000,000,000

06

Roadmap



07

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 4. Business Trust Unit

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