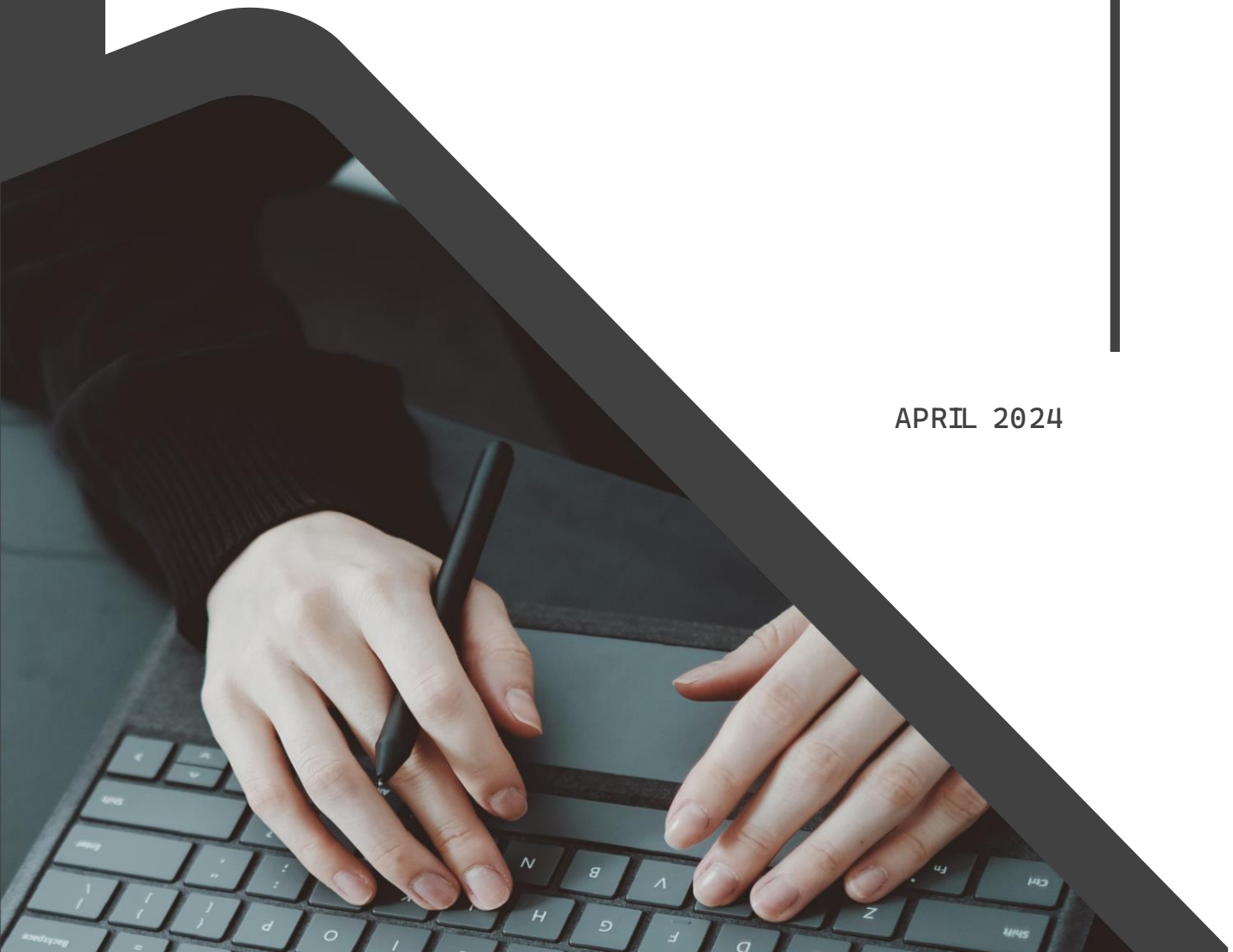


Ds Media Holdings .Co

WHITE PAPER (EN.) **JONBER COIN &** **WE TOKEN**

APRIL 2024



CONTENT

1. Introduction

2. About DSM Holdings

2- 1. Portal Website YEGIBA

2- 2. Online Shopping Mall YEGI

2- 3. Dongseo News

2- 4. Ducksan Distribution Corp.

2- 5. STG Professional Gaming Team

2- 6. We Token/JBC Coin

3. Business Plan

4. JBC Coin Payment Solution

4- 1. JBC Network

4- 2. Affiliate Stores

4- 3. Users

5. JBC Based on BSC Algorithm

5- 1. Binance Smart Chain (BSC)

5- 2. Structure of Binance Smart Chain

6. Financial Planning

7. Road Map

8. Partners

9. Disclaimers

01. Introduction

JBC Coin is a coin project under the **DS MEDIA HOLDINGS** Group developed to build a payment system for the group and its partner companies.

Currently, it is difficult in Korea to quickly access various news, including important news from multiple countries, and there are no notifications. Therefore, we have built a unique system for DS MEDIA HOLDINGS. Anyone anywhere can write articles, review them, and pay with coins. The article is posted on the portal 'YEGIBA,' and notifications are sent in real-time to members worldwide who have received the 'YEGIBA' app. At the same time, many other media outlets purchase and share the news being reported. It is a mutually beneficial project that is a win-win for reporters, readers, and media outlets.

JBC Coin is not limited to a single use case. It is tailored for the portal website 'YEGIBA', the 'YEGI' **online shopping mall**, and other **loconomies (Local+Economies)**, making it a versatile digital asset.

DS MEDIA HOLDINGS distributes valuable news information from around the world through the portal 'YEGIBA' and uses it for the market of advertising and WE tokens.

JBC Coin indicates the company's achievement and value investment; it can be cashed out on exchanges.

JBC Coin is a successful example of a blockchain that acts as a reward on various service platforms.



02. About DSM Holdings

2-1. Portal Website 'YEGIBA'

The portal site YEGIBA publishes real-time news in the home country and abroad. The number of members is increasing due to real-time news from each region worldwide updated on the portal site **YEGIBA**.

The most crucial business aspect is the system that allows anyone to post articles through our portal site 'YEGIBA.' Suppose anyone worldwide submits various world news items to the YEGIBA portal site. In that case, coins will be paid through leveling through the company's inspection, and a system will be established that can be cashed out when a limited number of coins are secured. These various articles are resold to media outlets in Korea and generate multiple profits.

In particular, for overseas news, we collaborate with "Korean media outlets" active overseas to broadly introduce Korean-related news, which has been limited to specific regions, to the domestic market.

In addition, we exchange news and information to develop Korea further in line with K-wave.

By creating a "Good Korean" corner, we will introduce Koreans who are doing a lot of good things both in their home country and abroad and publicize the good deeds that Koreans do worldwide.

By developing an application linked to the YEGIBA portal, we encourage the influx of young people by allowing them to access YEGIBA easily through their mobile phones. Even if you leave a 'comment' or click 'like' on the portal YEGIBA, We tokens are paid out, strengthening the connection between We token and JBC Coin.



02. About DSM Holdings

2-2 Online Shopping Mall 'YEGI'

'YEGI' online shopping mall is DSM Holdings' shopping mall. It aims to distribute various goods and services in Korea and Southeast Asia, such as food, ingredients, and household goods.

It is easy to use and pay for We Token, our own payable value, and users receive more benefits when using We Token.

02. About DSM Holdings

2-3. Dongseo News

Dongseo News is one of the fastest-growing independent Internet-based media companies.

Based on global business and digital publishing, we connect JBC Coin and the portal YEGIBA and specialize in reporting on the activities of the professional gaming team STG. All work is internationally or regionally based and covers a broad range of clearly defined areas of interest.

02. About DSM Holdings

2-4. Ducksan Distribution Corp.

It is a global distribution company that offers new experiences and differentiated lifestyles. To grow into a small but solid GLOCAL (Global+Local) company, we have expertise in two-way import and export trade between Southeast Asia and S. Korea. We aim to globalize Korean food and household goods beyond K-WAVE (Korean Wave).

02. About DSM Holdings

2-5. STG Professional Gaming Team

Owner Sang-ho Jun leads the Special Tiger professional game team, which consists of coach Han-yeop Jun, manager Si-heon Oh, playing coach Ji-hoon Yoon, team leader Min-gyu Jun, vice-team leader Eun-hyuk Kim, and player Hyun-woo Jeong.

They will soon stand out in world competitions through intensive training and daily practice.

The Special Tiger Professional Gaming Team's website is expected to contain various content, such as match videos, broadcasts by streamers, and sales of goods, and it is expected to attract many members.

As part of our commitment to inclusivity and diversity, we are thrilled to announce the planned launch of a women's STG team in 2025. This exciting development is a testament to our belief in the talent and potential of all gamers, regardless of gender.

02. About DSM Holdings

2-6. We Token/JBC Coin

DSM Holdings' WE Token is a payment method, and JBC Coin is a cryptocurrency.

You can receive airdrops of We tokens through membership registration and activities on websites such as the portal 'YEGIBA,' 'YEGI' online shopping mall, and STG.

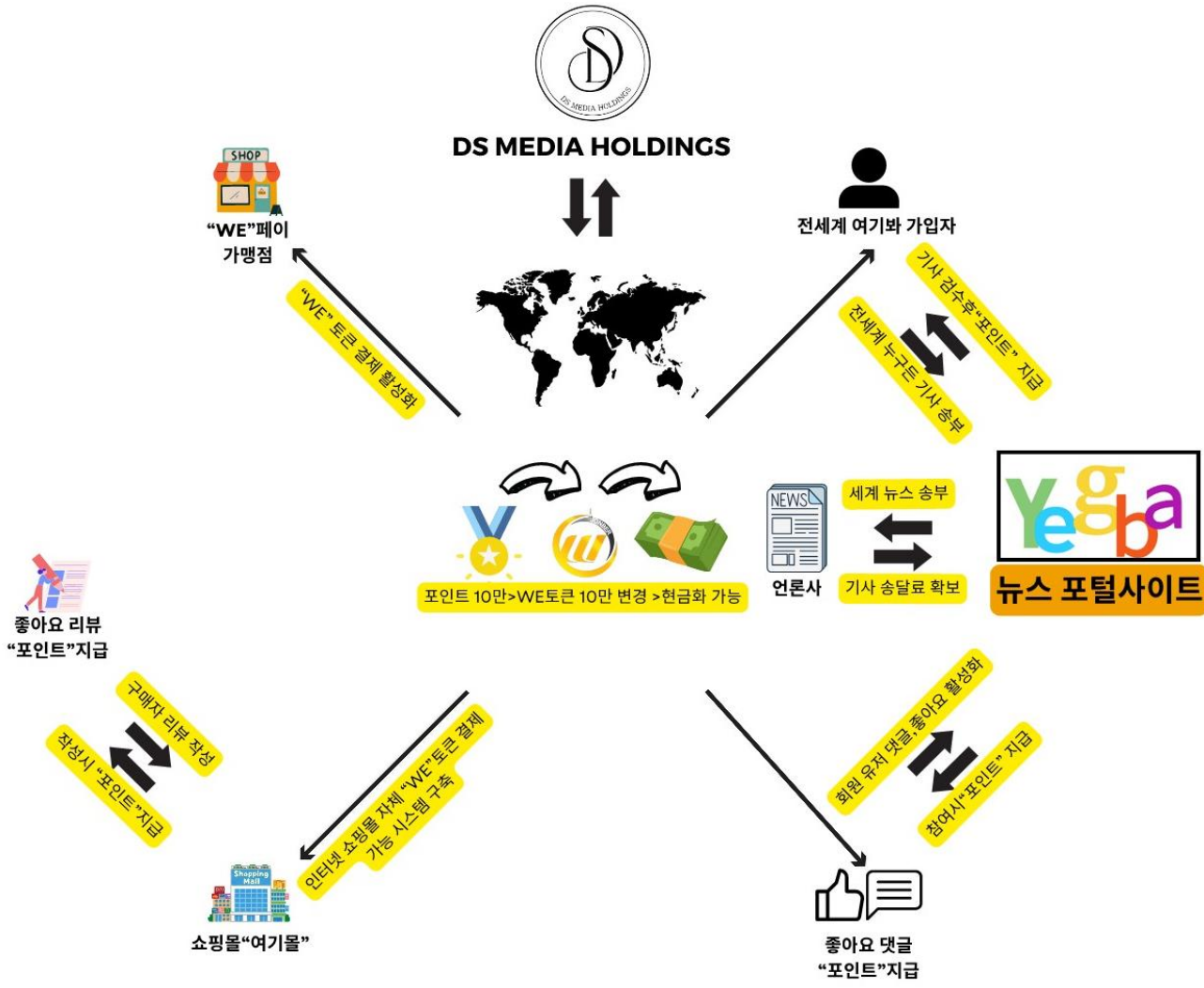
When the WE Token reaches a certain amount (100,000WE), it can be swapped for JBC coin and sold/purchased on the exchange. WE tokens are used as a means of manuscript fees and payment for global citizen reporters who publish news articles on the portal YEGIBA. They can also be used as a means of payment for points on the portal YEGIBA.

Our very own WE Token is not just a payment method for transactions at the shopping mall 'YEGI' but also has an electronic money function that can be used at Loconomies (Offline Affiliated Stores) in the future. This versatility extends to its exchangeability with JBC Coin at a certain rate. JBC Coin, on the other hand, is a cryptocurrency that can be sold/purchased on exchanges, providing our users with a range of options and opportunities.



03. Business Plan

JONBER COIN & WE TOKEN



04. JBC Coin Payment Solution

4.1 JBC Coin Network

● WE Token

WE Token is a smart contract-based token that runs on the app and is primarily a reserve utility token that encourages users to invest to receive DSM Holdings' promised benefits and socialized wealth initiatives.

Token	WE Token
Symbol.....	WE
Flow.....	100,000,000,000 (100Billion Units)

● JBC Coin

JBC Coin is a smart contract-based coin that runs on the blockchain and can be swapped with WE tokens. It is a coin that stores value closely related to the current and future development of DSM Holdings.

Token	Jonber Coin
Symbol.....	JBC
Flow	1,000,000,000 (1Billion Units)



04. JBC Coin Payment Solution

4.2 Affiliate Stores

WE Token aims to be a safe and fast payment system that allows users to purchase the products they want at various affiliated stores, including local ones.

WE tokens can be used online and through Loconomic franchise agreements. Because they are based on electronic wallets, we aim to enable them to be used anywhere in the world through listed JBC coins.

Additionally, sellers can buy and sell items that members want safely and reliably within the shopping mall 'YEGI.' The portal 'YEGIBA' and the online shopping mall 'YEGI' provide infrastructure such as an admin office, online shopping mall, welfare mall, and open market on the web for users and affiliates, as well as a mall-in-mall operation system, own product registration system, and B2B product linkages.

04. JBC Coin Payment Solution

4.3 Users

Content creators and users will be rewarded with WE tokens when interacting with the DSM Holdings platform. Members who hold WE tokens can enjoy a variety of additional benefits on DSM Holding's platform.

For example, if you pay with WE tokens at the 'YEGI' online shopping mall and purchase goods or services, you may receive rewards with special benefits.

WE tokens accumulated on the portal site 'YEGIBA' can later be swapped for JBC tokens that can be used to purchase products at online/offline merchants or sell/buy on exchanges.

05. JBC Based on BSC Algorithm

5-1. Binance Smart Chain (BSC)

Binance Smart Chain (BSC) is the second generation of blockchain technology. The most commonly known cryptocurrencies are Bitcoin (BTC), Litecoin (LTC), and Dogecoin (DOGE), which are only the first generation of blockchains aimed at producing only one product: digital currency.

Unlike its predecessors, Binance Smart Chain (BSC) is not limited to a single function. It is a versatile blockchain platform, ready to introduce smart contracts. These automated code snippets can codify any logic, mirroring traditional banking services such as exchange, loan, lending, etc.

From a technical perspective, the EVM (Ethereum Virtual Machine) makes BSC's smart contract deployment possible.

Developers can connect to Binance servers through the Binance API (Application Programming Interface) and code smart contracts in any programming language, including GO, Java, JavaScript, C++, C#, Python, or Swift.

BSC is a second-generation blockchain that uses the PoSA (Proof of Staked Authority) consensus algorithm. In other words, it combines PoS (Proof of Stake) and PoA (Proof of Authority).

Therefore, BSC has much more energy efficiency than first-generation blockchains that rely on PoW (Proof of Work), such as Bitcoin or Ethereum.

PoS eliminates energy load using economical staking (verifiers) rather than computing power to confirm transactions and add new data blocks.

05. JBC Based on BSC Algorithm

5-2. Structure of Binance Smart Chain

To protect the network, those with the most stake (tokens 'locked in') receive more significant rewards. However, because the stake value can be different even if it is the same size, developers have strengthened security using PoS (Proof of Authority).

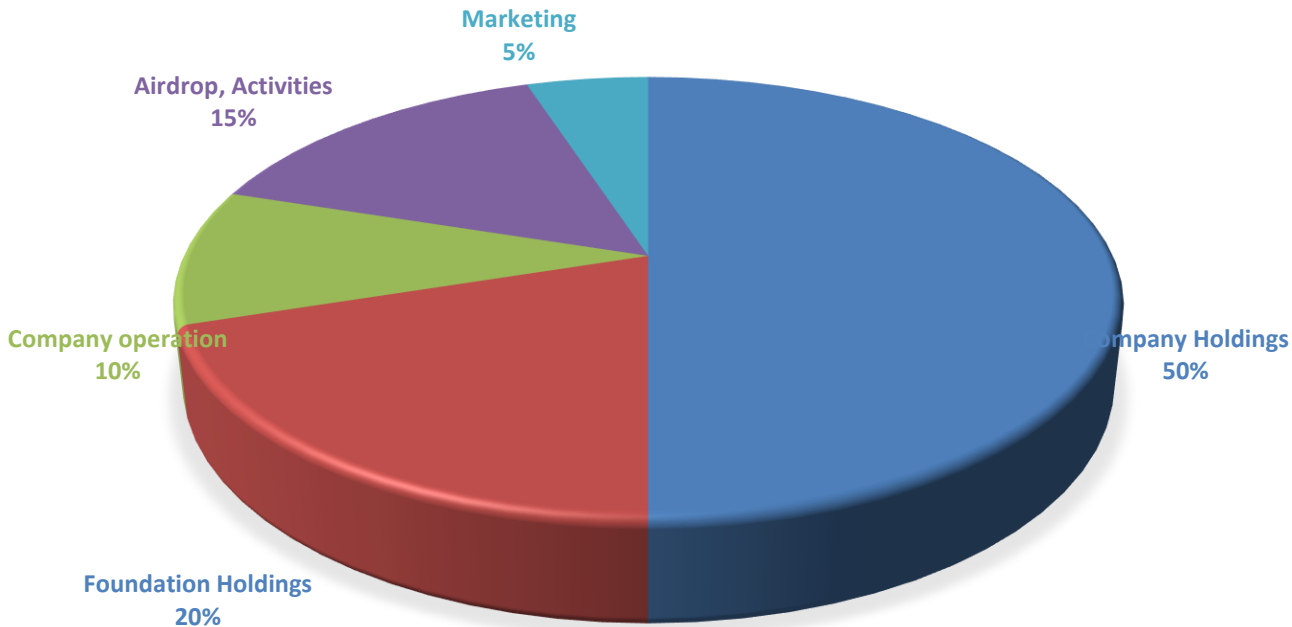
PoA replaces the simple monetary value with the identity of the verifier.

Binance Smart Chain is a highly centralized smart contract platform with 21 validators responsible for transaction processing and network security.

When an upgrade or patch is required, the Binance Smart Chain enters an epoch zone, which spans 240 blocks (approximately 20 minutes). This is a PoS feature designed to curb malicious behavior like double signatures and node downtime. The BSC implements a slashing governance mechanism, which can eliminate a significant portion of a validator's stake.

06. Financial Planning

ISSUANCE AND ALLOCATION OF JBC COINS

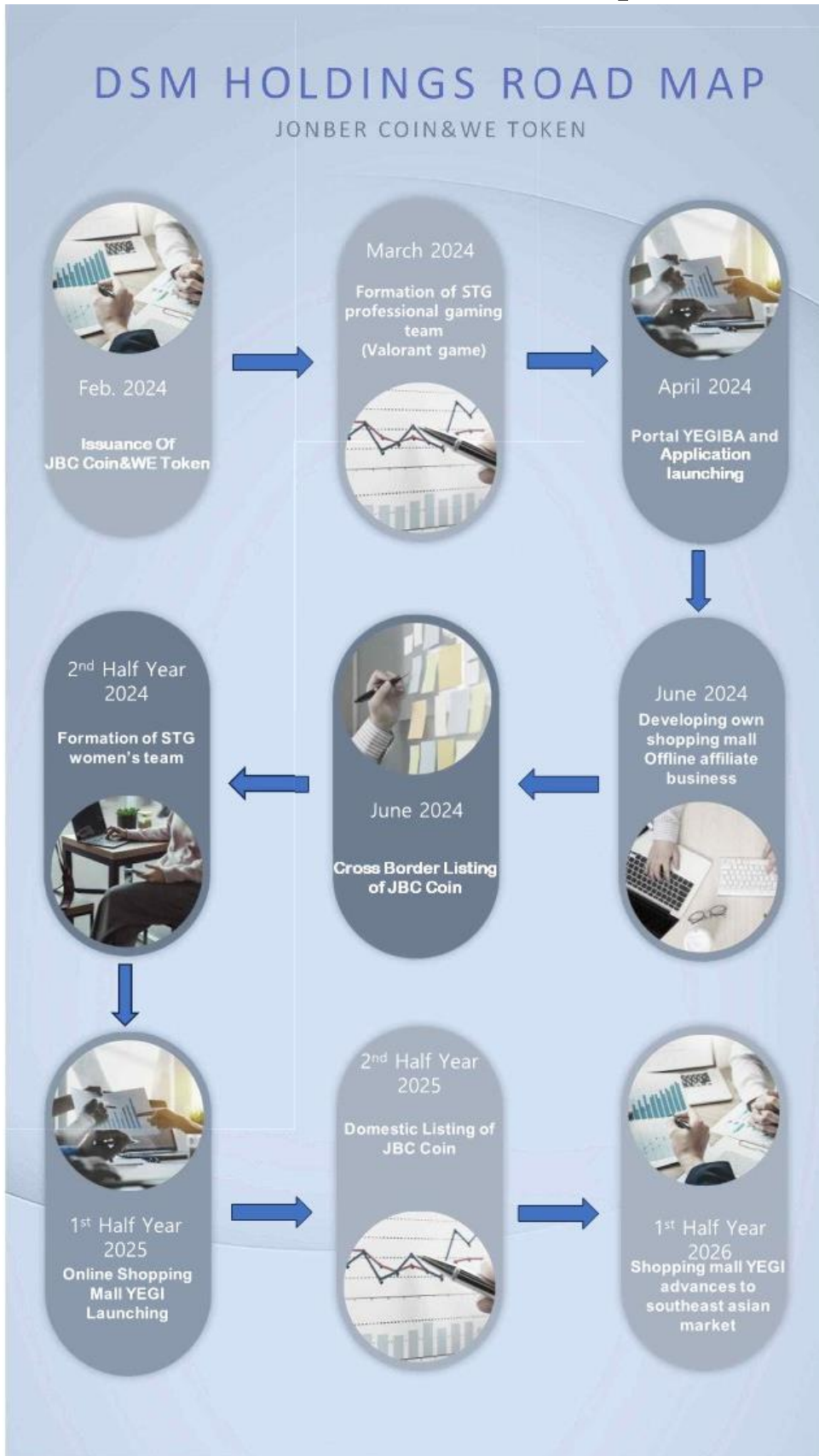


JBC Coin Burning Out Plan

Incineration is carried out through appropriate control of the amount appearing on the market to maintain the JBC coin's value.

07. Road Map

JONBER COIN & WE TOKEN



08. Partners



한국특수교육재단
Korean Special Education Foundation
한국공인탐정협회



덕산유통
DUKSAN Distribution Corp.



JBC&WE



JONBER COIN & WE TOKEN

09. Disclaimers

(Part 1)

that the WE Token and JBC Coin projects intend to promote. This white paper is prepared and provided as of the time of writing, and we do not guarantee that any content in the white paper, including the conclusion, will remain accurate in the future. The DSM Holdings team does not represent or guarantee the accuracy of anything related to this white paper and, therefore, has no legal liability.

As you, the reader, engage with this white paper, we emphasize your autonomy in decision-making or other actions. Just so you know, any consequences, be it profit or loss, are entirely at your discretion.

This is a testament to our respect for your judgment. Even if damage, loss, debt, or other harm occurs to you using this white paper, the DSM Holdings team does not bear compensation or other liability.

Certain expressions outlined in this white paper contain forward-looking statements regarding the project's future, future events, prospects, etc. These statements are not based on historical facts and are identified by words similar to 'predestination,' 'estimate,' 'belief,' 'prospect,' and 'expectation.' In addition to this white paper, other public materials such as presentations, interviews, and videos may include forward-looking statements. Forward-looking statements in this white paper include, but are not limited to, future results, performance, and achievements of DSM Holdings and its affiliates. Even if these circumstances change in the future, DSM Holdings and its affiliates are not obligated to update forward-looking statements.

09. Disclaimers

(Part 2)

As of the date this white paper was written, DSM Holdings' platform is not complete or fully operational. Although the description is made on the assumption that DSM Holdings' platform will be completed and fully operational in the future, it is not construed as a guarantee or promise that the platform will be completed and fully operational.

Due to frequent changes in relevant policies, laws and regulations, technology, economics, and other factors, the information provided in this white paper may not be accurate, reliable, or final and will likely change several times. This white paper is provided for reference purposes only. This white paper is a business proposal or promotion document and is not legally binding.

Except as provided in applicable laws and regulations, DSM Holdings is not obligated to refund users any payment amount. DSM Holdings does not promise future performance or price, including pledges of intrinsic value or ongoing payments, concerning WE Tokens and JBC Coins.

It does not guarantee that they will hold any particular value. Therefore, recovery of the payment amount may not be possible or may be subject to relevant laws and regulations.