



Distributed Cashback Service

Own, multiply and use cryptocurrency at zero risk

Completely new value-add services

Maximise your disposable income



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GLOSSARIES

COINCOME

The cashback service provided by this project. Users can receive CIM credits by clicking through the links on the website and completing required actions.

CIM

The unique ERC-20 token distributed by COINCOME. It is in the form of credits on COINCOME services, and can be exchanged as CIM tokens when transferred to a digital wallet, according to the prevailing market rate.

Cashback Service

Often referred to as Cashback Site, a Cashback Service is a platform that rewards its customers for purchases by paying them back a percentage of the purchase. In Japan, it may also be referred to as a Point Site, Point Media, Point Mall, Reward Site, or Rebate Site.

Merchant

The general term used to refer to COINCOME tie-up partners. It refers to the advertisers who provide shops, brands and services that pay advertising fees for customers sent from COINCOME.

Action

The general term used to refer to the criteria required for CIM credit acquisition on COINCOME. Purchase made from selected shops, account registration of services, etc. The criteria may vary according to deals.

INTRODUCTION

The members of the COINCOME board have deep experience developing Japanese internet companies and e-commerce platforms. The COINCOME executive team and partners have achieved success in scaling up start-up companies for public listing. In addition, they were appointed group representatives and/or board members of the publicly listed companies, continuing to support the growth and development of the enterprises.

COINCOME's CEO and Founder Yoshihiro Kanemitsu, and CFO Kazuto Higashimoto were appointed respectively as COO (since 2011) and CFO (since 2010) of Japan's largest cashback service provided by REALWORLD -- Gendama, which has more than 10 million members, and they have dedicated their efforts to the business expansion of the service regarding various operations and financial matters.

At that time, the services provided by REALWORLD were uncommon among cashback platforms, as the service provided information about rewards for activities in addition to cashback, including surveys, and creation or review of content. Anybody, anywhere, at any time, could easily use his/her computer or smartphone to generate income. The success led to rapid business expansion, and the company was listed publicly on Tokyo Stock Exchange 'Mothers' on September 2014.

The COINCOME cashback service allows users to earn rewards easily through their daily lives, and at the same time, it offers a business model that provides a channel for user acquisition by sending many active users to merchants. The cashback service will continue to grow together with the constant global growth of the e-commerce market and digital marketing industry.

However, there are several structural issues within the cashback industry that prevent it from being propelled into greater popularity.

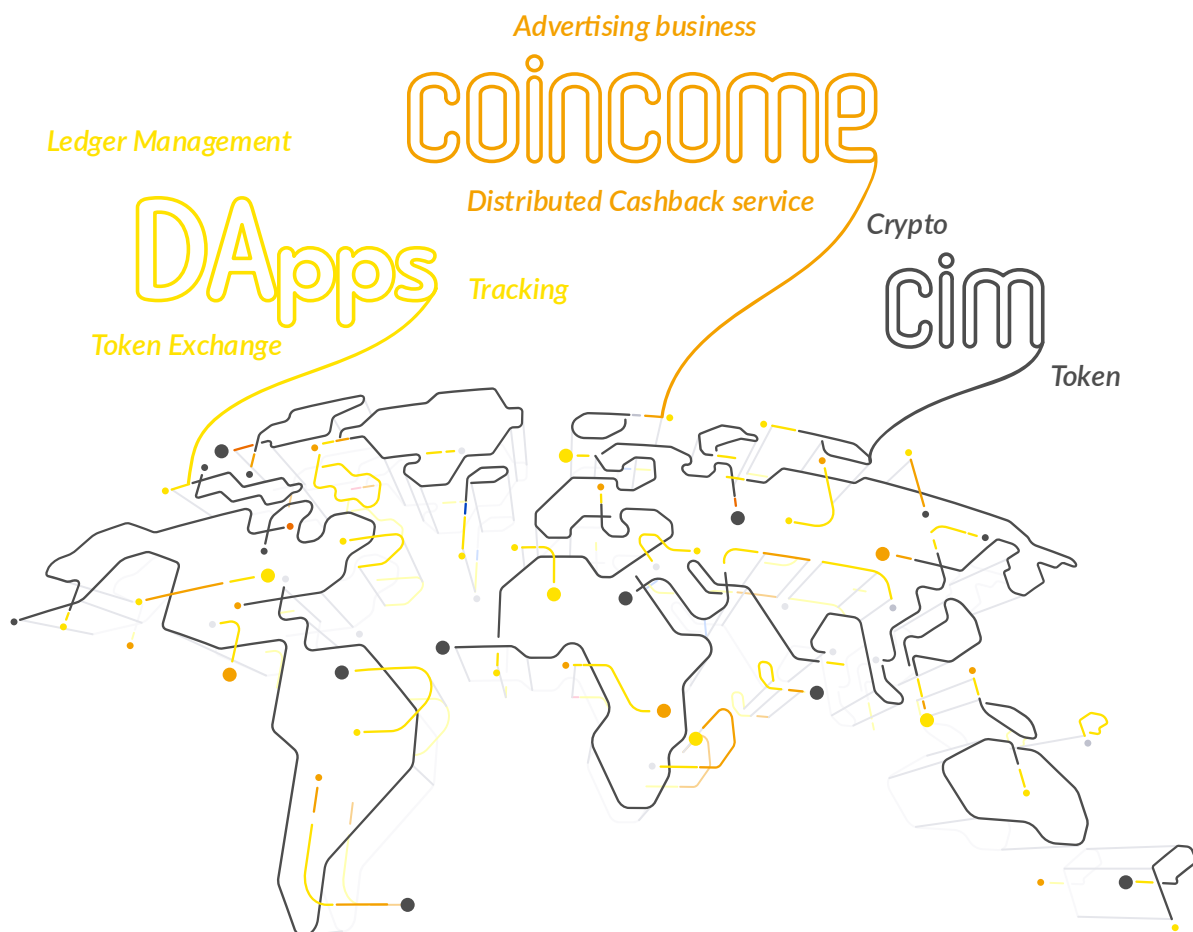
This whitepaper explains in detail these challenges and how they will be resolved by COINCOME's solutions and its token CIM that can be earned by shopping and by participating in daily activities through COINCOME-- the world's first decentralised cashback service. With its own infrastructure and proprietary token exchange system, accounting system, and DApps tracking system, COINCOME hopes to expand into global markets.

The structure and features of the tracking system are the same as those used commonly in the digital marketing field around the world, therefore they contain some challenges arising from structural problems.

Having developed cashback tracking systems over a span of more than 15 years and working as company representatives for the leading digital marketing agencies listed in Japan, key executives in COINCOME hope to combine the industry experience in the cashback space with its devotion to innovation and development of technology that will vastly improve and revolutionise the cashback industry.

The COINCOME tracking system is currently being verified on a private chain and will be published as open source. On top of that, we share the vision that our tracking system will be the axis for the formation of a global digital marketing industry consortium.

In this way, the project is supported by board members who have accumulated experience and delivered results in various markets, with a basis for proven execution. In addition, from May 2019 onwards, the Japan and Singapore Open Beta versions have integrated with more than 800 global famous shops, brands, services and industries as tie-up partners, and have started to provide actual cashback services to early adopters. We have very high confidence in the market opportunity for a revolutionary cashback model.



VISION AND MISSION

Our vision is a world where people around the world unites and generations are connected over the future, where people will live an enriching life, and where mental and physical space is available in their lifestyles.

Our mission, to realise this common and eternal vision, is to find, propose and provide to people in the world, the means to get benefit through their daily life for maximising their disposal income, regardless of nationality, race, gender, religion, or occupation, income level, personality due to preferences.

We will carry out this project with a focus on carrying out the mission.

First, our project members have accumulated experience in various domains, specialisations, and industries to apply it on the expansion of cashback service, while realising the expansion of the eco-system at the same time, have provided various services that are aligned with the mission mentioned.



MARKET OVERVIEW

COINCOME's target market can be broken down as follows:

E-commerce market

The global retail e-commerce market has continually exceeded growth estimates. From USD \$1.3 trillion in 2014 to a projected market size of USD \$4.9 trillion by 2021.

Brick-and-mortar businesses are urgently digitising their offering, while e-commerce sales show no signs of slowing. ^{*1 *2}

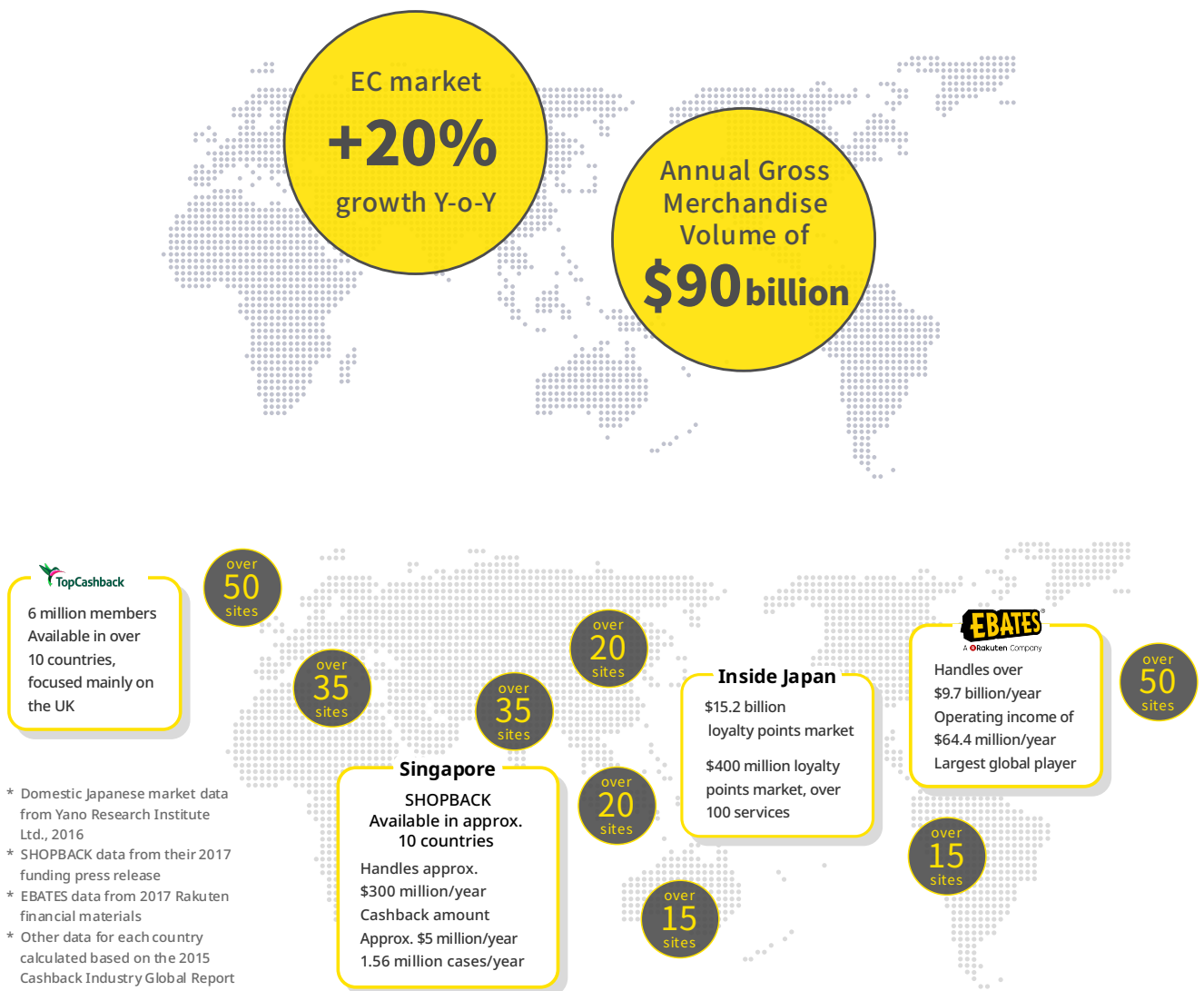


The Cashback Market

The cashback, coupon, and rewards industry has mainly grown alongside the Japan, US and UK e-commerce market, and now represents a roughly \$100 billion USD market globally in 2015.

The market continues to grow by more than 20% year-on-year, and 64% of the E-commerce users get rebates in the form of cashback or coupons.

Also, 71% of e-commerce users wish to have better cashback conditions, and a study showed that nearly 50% of shoppers would be more likely to buy an item if they could combine a coupon and cashback offer. ^{*3 *4}



Digital Marketing Industry

The global digital marketing growth is 13.8% (2018), 12.0% (2019) and 10.8% (2020), and is expected to continue double-digit growth.

In 2018, digital marketing took up 38.5% of the world's total advertising spend, reached a roughly \$240 billion USD, and for the first time, overtook television advertising spend of 35.4%, and this ratio is expected to increase further to 41.4% in 2019 and 43.8% in 2020.

Note that within the projected targets for 59 countries and regions, in 2019, 26 countries and regions including US, the world's leading advertising market, the ratio of digital as a ratio of advertising spend by media categories is projected to be the largest. ^{*5}

PROBLEM AND OPPORTUNITY

Problems and Opportunities within the Cashback Services Market

The size of the cashback market in 2015 is roughly \$100 billion globally and increasing rapidly and is one of the driving engines behind the growth of the e-commerce industry.

Currently, 64% of E-commerce users get rebates like cashback or coupons. However, the steady projected growth of the cashback business is susceptible to a few significant problems. The first is that 71% of users are unhappy about low cashback rates. The second is that more than 10% of cashback is failed to be recognised due to the difficulty of reconciling cookies and user actions. (*6) Currently, HTTP cookies are the sole method used by cashback sites to track user actions and determine whether a user is eligible for cashback. However, this legacy method suffers from data inconsistency and data loss, which in turn hampers the accuracy and reliability of tracking. The lack of an efficient tracking system not only hurts advertiser ROI, but also limits the adoption and potential of cashback services.

COINCOME is a web service that does not require upfront investment yet offers CIM to everybody through daily activities.

By utilizing the operational know-how cultivated from REALWORLD-- Japan's largest cashback service company with more than 10M users (TYO:3691), and the unique management knowledge of COINCOME, the aim is to realise five times higher rebates, on a monthly average basis, than other cashback sites.

On top of that, by providing various bonuses and benefits, users everyday lives will become gradually be enriched with good value deals.

In addition, the COINCOME cashback service features are made available as DApps that are compatible with other currencies, making it possible to provide cashback services in any currency.

Problems and Opportunities with Digital Marketing

The inaccuracy and unreliability of the cookie tracking system is also a major issue in the \$240 billion digital marketing market. Digital marketing is also subject to cookie-based effect measurements. (*5)

However, this method suffers from a difference in intent in terms of data, and is easily subject to unexpected structural change, and this results in up to 20% of ad fraud worldwide.

As a manifestation of issues involving the cashback industry, two of the world's leading FMCG companies announced in 2017 the decision to dramatically reduce their digital marketing budget; P&G by 41% and Unilever by 59%. *6

Furthermore, Apple has taken steps to eliminate the cookie-based tracking ability in view of personal information protection, and GDPR adoption adds another frosty layer to the storage and collection of personally identifiable information stored in cookies.

In view of these recent developments, we believe that this reaffirms the opportunity for us to disrupt the cookie-based tracking technology and redefine digital-marketing.

We are developing a tracking system on our unique blockchain infrastructure. By storing the cookie information and the transaction ID (TxID) on the blockchain network as ad performance data, the tracking accuracy is improved, and a high level of trust can be established. At the same time, transaction data can be prevented from tampering and managed in a highly transparent environment.

This highly accurate tracking technology that is based on reasonable and a collection of open-sourced technologies will be released publicly as blockchain-based DApps, and we are designing the protocols to be versatile and easy to implement, so as to allow adoption by merchants and the greater digital marketing industry.

Problems and Opportunities with Cryptographic Assets

There is no existing cryptographic asset that is owned by the majority of the population in the world and widely used in various places.

One of the factors that cripples the expansion of the ownership and adoption of the token economy is the investment risk derived from extreme volatility.

The second reason is that there is no self-issued cryptographic asset wallet that is compatible with fiat currency ready, or payment card issued, or the integration with POS systems in retail shops.

With the various payment methods currently in use, through COINCOME, you will be able to simply top-up or exchange CIM now. There is no need for new methods or integration for users and shops.

We aim to make CIM available for mutual exchange with other digital currencies and tokens, fiat currency, digital money, and points, so that it becomes a currency that is convenient in everyday life and has practical benefits according to the amount of CIM possessed.

CIM credits acquired (In this whitepaper, “CIM credits acquisition” or “CIM credits acquired” hereinafter refers to the CIM received from the operating entity at no cost and does not include CIM purchased in the market.) will be the same as points pegged to the legal currency of respective countries until it is transferred to a digital wallet, and hence there is no risk exposure due to CIM price fluctuations. (The legal currency pegged to will be according to the service location of the website. For example, Japanese Yen for the Japan version, and Singapore Dollar for the Singapore version. There is no risk of price fluctuations in the general case that Japan residents are users of the Japan version.)

WHAT IS COINCOME?

“COINCOME” -- Decentralised Cashback Service

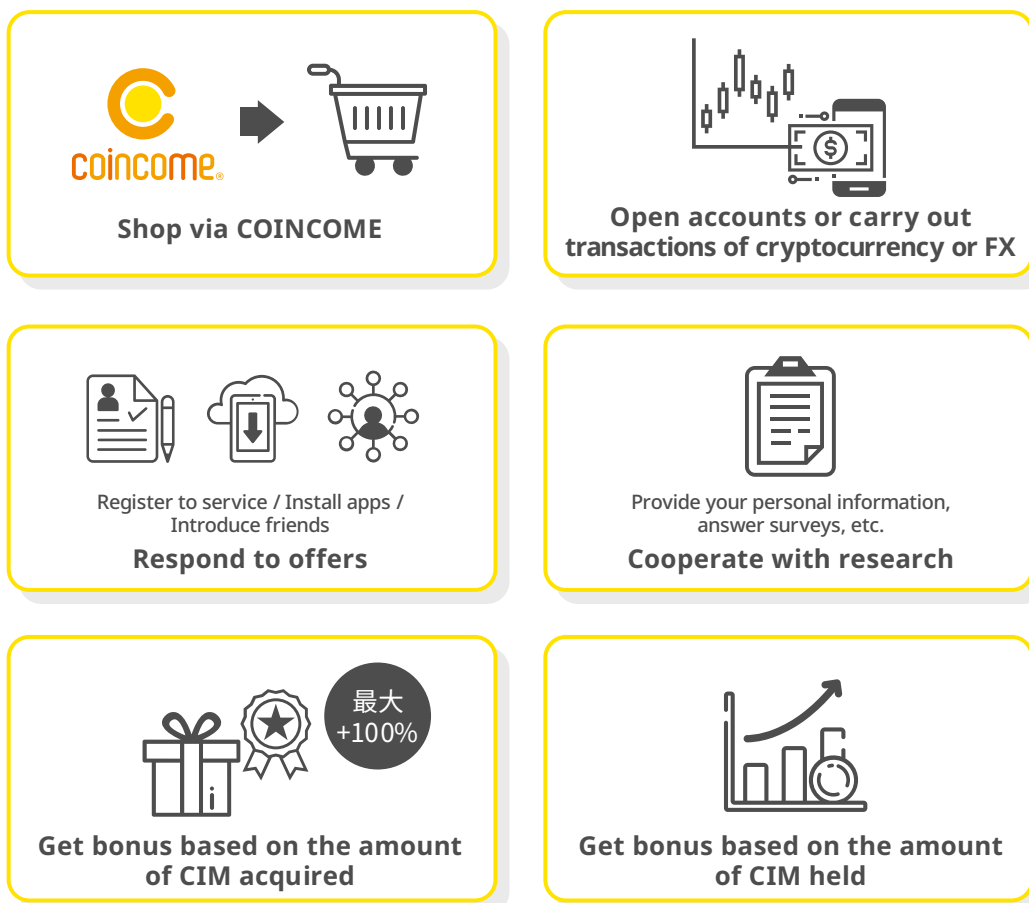


By simply doing online shopping through COINCOME, as usual, you can receive CIM.

We have over 800 shops and climbing as tie-up partners featured on our Japan and Singapore sites. We are currently continuing to add more shops in real-time.



Other than this, there are many ways of earning CIM, including account registration for web services on COINCOME, member registration or application installs; opening a new account at a bank, securities company, foreign exchange services, or crypto exchange; or information request, completion of surveys, simple tasks which can be done online, or friend referral.



On top of that, bonuses can be received for engagement, including COINCOME usage frequency and the amount of CIM held. A user may gain more CIM by simply holding their CIM in their wallet.

This bonus reward system will be explained in the later sections of the whitepaper.

WHAT IS CIM?

High liquidity “CIM” coin
that can be practically used in everyday life.

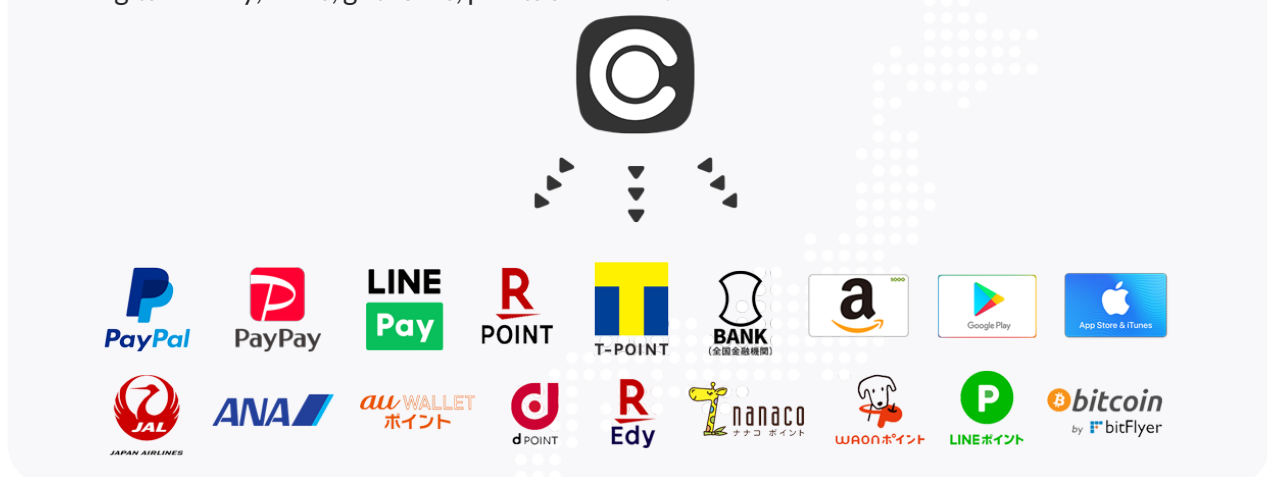


CIM can be used in various ways, including digital money, to top-up debit cards, or exchanged for points. Other various clever ways of usage provided from here on include payment for mobile internet fees, sending to friends, etc.*7

In this way, CIM will be useful for various practical situations, and become the gateway to create high liquidity in cryptographic assets, blockchain-related services.



COINCOME Japan is already providing various options for exchanging CIM, including digital money, miles, gift cards, points and more.



Since cash back in the form of CIM is stored as an equivalent value of legal currency until the point where it is transferred at any time to a wallet registered at COINCOME or exchanged as digital money, etc, there is no worry about the risk of change in exchange rates.

CASE EXAMPLE

1. Shop via COINCOME



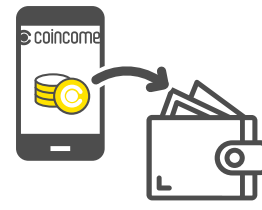
Buy 50 SGD item via COINCOME
(e.g. 10% Cashback)

2. Acquire CIM points
(equivalent to fiat currency)



Get 5 SGD equivalent CIM points

3. Transfer CIM points to Wallet



Exchange for 250 CIMs
1 CIM = 0.02 SGD* (at prevailing exchange rate)

Off-Chain

On-Chain
(Blockchain Network)

* The CIM exchange rate displayed above is just an illustration and not reflective of actual market rates.

According to the legal advice received from the project's legal counsel and the local legal counsel from Singapore -- where CIM is issued, on Singapore's laws and regulations, in particular the Securities and Futures Act ("SFA Act") and on January 14, 2019 the jurisdiction of the Payment Services Act (hereinafter referred to as the "PSA Act") that has been passed by the Parliament (not yet effective as of July 30, 2019), there is a low probability that CIM will be the subject of the financial regulations under the purview of Monetary Authority of Singapore (hereinafter referred to as "MAS"). We have submitted a legal opinion to MAS and received a reply that there was no objection to the content.

In cases where CIM is judged as "Digital Payment Token" after the PSA Act is enforced, we plan to obtain the standard payment institution licence or the major payment institution licence depending on the transaction scale.

Since CIM can be considered as 'virtual currency' in the Payment Services Act of the Japanese law and also a utility token, various transactions such as issuing or trading CIM can be exempt from the Financial Instruments and Exchange Act.

Besides, COINCOME intends to provide Japanese residents with opportunities to exchange CIM to other crypto- or fiat currencies only through the cryptocurrency exchange service providers. Granting CIM to user on the COINCOME service shall not be deemed to fall under the Virtual Currency Exchange Service, and also the use of CIM (in Japan) as referred to above does not fall under the category of Prepaid Payment Instruments and Funds Transfer Services, thus COINCOME is operated according to the legal advice that its service does not fall under the Payment Services Act.

BUSINESS MODEL OVERVIEW

By having collaborative services with merchants, online shops and brands, a portion of the advertising revenue received from sending users to them will be returned as cashback in the form of CIM.



CIM credits acquired by users can be exchanged into various digital money, points, etc, and can be exchanged through an exchange for cryptographic assets or fiat currency after it is listed.

In the beta version that has gone live, only CIM credits for the state prior to being transferred to a digital wallet, can be exchanged.

When the full version is released, CIM credits will be available for exchange to CIM token (digital money) or other points.

The exchange rates for the above will be based on the prevailing market rates offered by exchanges selected by the COINCOME service.

Note that during the exchange of digital money, points, etc, the exchange fees incurred are also part of the revenue and will be allocated as bonus back to the user.

This cashback business model is clearly beneficial to merchants for new user acquisition and reviving the interest of existing users, and also mainly because it is a performance marketing tool that has no risk regarding cost of performance, and this is a major reason for the progress of tie-up with many shops, brands, services.

OUR VALUE PROPOSITION

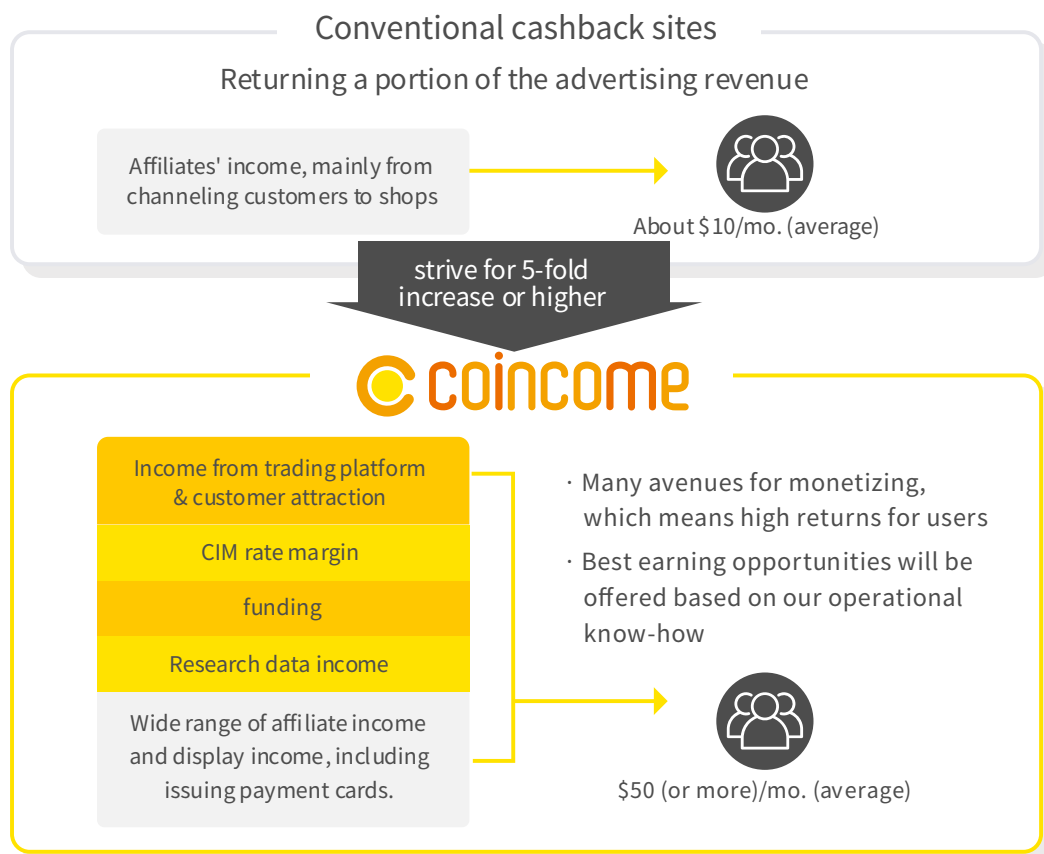
As mentioned in the MARKET OVERVIEW section, the cashback service market is steadily growing globally, but 71% of users are unhappy about low cashback rates according to the survey results. The reasons behind this are:

- (1) The low value of cashback
- (2) Cashback is not valid despite having fulfilled the criteria

Regarding (1), for cashback services in the global market, the average monthly cashback received by users is 10 USD, and this amount does not provide satisfaction for users; regarding (2), tracking when, who, where, what, how much is the purchase, and what is used, is the basis of the cashback service as mentioned previously, and the loss in tracking due to structural issues in tracking system causes the problem.

Regarding (1), the realisation of a monthly average of around 3000 JPY was possible based on the various past various operating know-how of Japan's largest cashback service company.

On top of that regarding (2), by offering the solution of our unique tracking system, the cashback service is not one that COINCOME is only a part of, but because of the revenue and financial resources that is provided by COINCOME, the average monthly cashback of over 50 USD for each user can be realised.



The structural flaws of the cashback industry have caused several issues that affect both users and industry players.

The issue that is easiest to understand is the expiry of cashback or loyalty points. This issue is closely related from the point of view of industry players and easily relatable to the various users of cashback service, point services, and coupons.


Industry players that provide users with cashback and points need to treat these costs as liability and this is reflected on the balance sheet, and from the viewpoint of accounting principles, the expiry date of the liability must be stated.

Due to this, there are restrictions on reward service provided to users both in terms of reward volume and time horizon.

In reality, there is a minimum withdrawal limit with cashback services, be it in the form of cashback or points, and can only benefit users with a certain usage pattern, and cases where the cashback or points expire is not rare.

On one hand, COINCOME's CIM can be cashed out in small amounts once it is listed at a cryptocurrency exchange.

Other than that, the overall competitive advantages of COINCOME's service over current cashback services are listed below.

	 Users	 Businesses
Cryptocurrency	<ul style="list-style-type: none">· No cash back deadlines and no expired points· Expected price gains for tokens owned	<ul style="list-style-type: none">· Relieved from management pressure caused by debt reserves· Expansion of earnings opportunities
Blockchain	<ul style="list-style-type: none">· Minimize unauthorized actions with robust security, without compromising usability	<ul style="list-style-type: none">· Eliminate ledger management inconsistencies; boost operating efficiency· Eliminate tracking issues (accuracy, speed)
Company effort & know-how	<ul style="list-style-type: none">· Best rate of return· Deliver opportunities and avenues for earning greater rewards	<ul style="list-style-type: none">· Proven track record of Japan's largest service operation with 10 million members· Building alliances with top-notch players

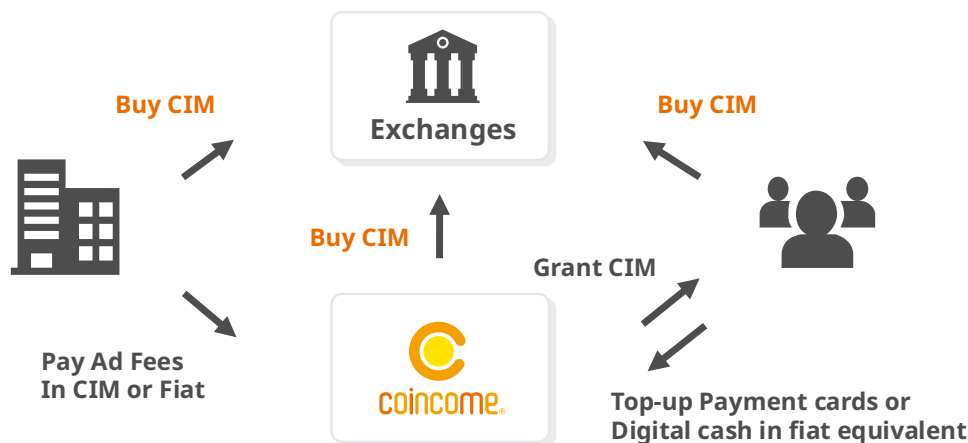
COINCOME - CIM ECOSYSTEM

The flow of CIM

As explained before, through COINCOME, users can receive CIM when they have taken the actions that satisfy the criteria for cashback.

Users can choose whether to transfer CIM they acquired to wallet or exchange digital money or points. During this time, as mentioned in the previous section, before the CIM is exchanged, CIM will be pegged to a fiat currency, for example, it will be retained as xx JPY equivalent of CIM.

As explained in the section “WHAT IS CIM?”, a CIM credit held in the COINCOME service is just like loyalty points off-chain. When it is moved into a wallet, and/or digital money or exchanged as points, the prevailing CIM exchange rates offered by external exchange selected by COINCOME service will apply, with no risk borne until CIM exchange is conducted by the user. There is no involvement of CIM until the time of exchange for digital money, points, etc, and hence has no effect on the liquidity of the market.



The amount of the CIM held, together with the frequency of COINCOME service usage, will increase the cashback rates and the opportunities to receive higher bonuses. (*7)

Thus, in addition to acquiring CIMs from COINCOME, users will be able to maximise their benefits by sourcing CIMs from the market.

In addition, as the operating entity continues to grant CIMs to users through COINCOME, the amount of CIMs held by the operating entity will decrease in inverse proportion according to the passage of time and the expansion of the service.

Therefore, in order to make up for the decrease, the operating entity also creates liquidity in the market according to the amount of CIM in the market.

Finally, merchants as business partners can also pay for advertising through CIM. Paying with CIM provides benefits such as advertising fee discounts and access to marketing data.

Therefore, merchants can also enjoy the benefits of maximizing CIM by voluntarily procuring them from the market, which produces a positive impact on liquidity.

CIM offers incentives for all stakeholders to procure, and we will do our best to focus on maximising liquidity by providing various benefits from holding CIM.

While you can fully enjoy the benefits of CIM by using the cryptocurrency exchanges, as you can see, CIM can be obtained by anyone without investment risk through COINCOME, including those without investment experience, especially those with no prior exposure to cryptographic assets can now feel free to own some of these assets, and this brings about a positive impact on the cryptocurrency market and related businesses and services.

Value of CIM and the symbiotic relationship with COINCOME

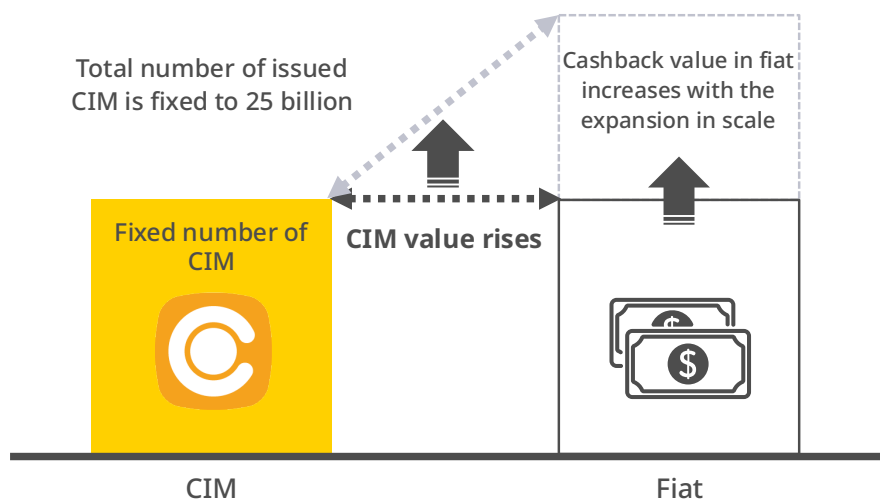
COINCOME, as mentioned above, has the same business model as existing cashback services.

Currently, the cashback market continues to grow at YoY + 20%, and as the market expands, the scale of the users will increase.

Furthermore, by securing a competitive advantage over other cash back services, the inflow of users from existing cash back services is also expected, and growth beyond the market growth rate can be projected.

Also, the scale of COINCOME-CIM ecosystem. As mentioned in the previous sections, with the growth and expansion of COINCOME, that leads to an increase in demand for CIM, CIM's market value will rise correspondingly.

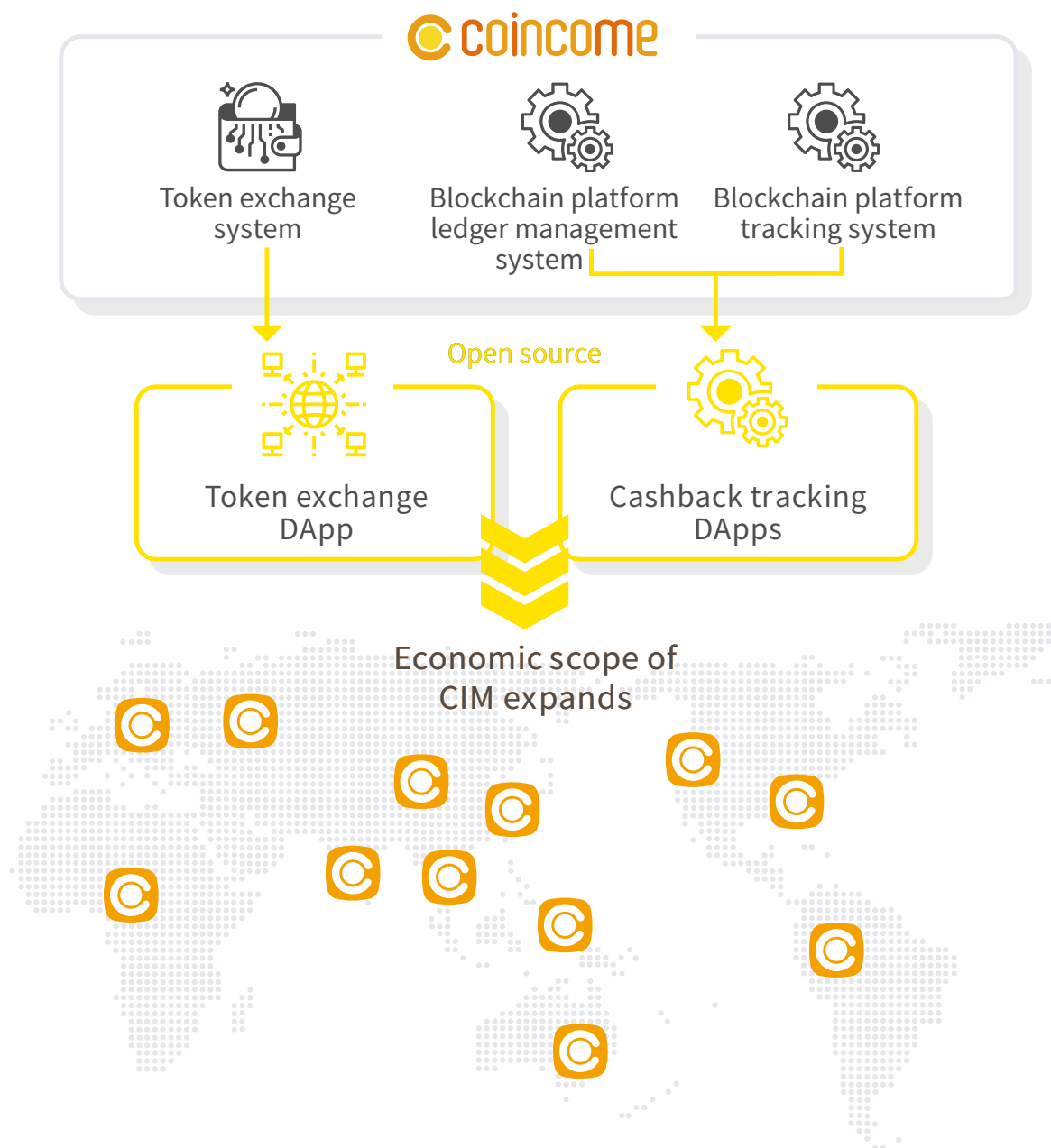
In addition, when merchants join the ecosystem as users, the value of CIM will be further enhanced.



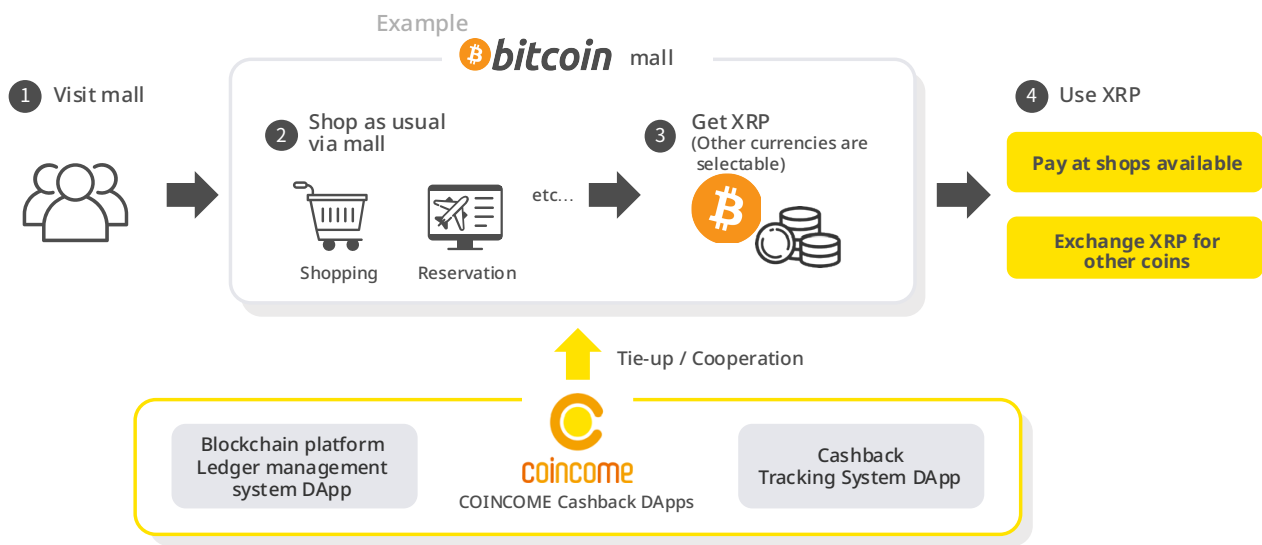
Decentralised Cashback Service

COINCOME has developed a blockchain-based ledger management system, tracking system and token exchange system, and a beta implementation is live.

More details will be described later, but the source code, protocols, and DApps will be open-sourced and will be helpful as COINCOME globalise and expand, provide a wide range of cashback and implement loyalty marketing to various segments of the society, regardless of service (B2C or C2C), membership, companies with a traffic base, or individuals who own various types of coins or tokens and want to take advantage of the incentive function.



For example, as shown in the figure below, COINCOME's cashback DApps can be used to easily introduce services that use BTC, ETH, XRP, or other coin or tokens as rewards.



This makes it possible for anyone to get the target currency and can also contribute to the further improvement to the recognition, liquidity and value of the currency.

In this way, the COINCOME-CIM ecosystem will provide functions that are common in daily life globally, providing complementary and highly attractive value to the ever-expanding e-commerce users, shops, brands and online services. We are confident that we can achieve dramatic expansion by providing this value.

BLOCKCHAIN BASED DAPPS

COINCOME will redefine the cashback system, which is positively correlated with the development and growth of the global e-commerce market that is currently valued at 2.8 trillion USD, and the tracking system that forms the centre of digital marketing with a market size of 240 billion USD.

Cashback Ledger Management System

We will accelerate the development of the above-mentioned distributed cashback service by combining the ledger management system and token exchange system that make up the blockchain-based cashback service as a DApps package.

In existing cashback service ledger management system, many data transactions are constantly occurring along with various unauthorised attacks. Data inconsistency is a frequent occurrence due to operation process such as complex processes and setting and becomes a major obstacle to improving the efficiency of operations.

In our ledger management system, not only the inconsistencies are resolved, but unauthorised login and unauthorised actions are also prevented, while a proof of concept of an open-sourced cashback system with an increasing number of partners and a faster rate of cashback recognition is in progress.

Tracking System

As mentioned in the section PROBLEM AND OPPORTUNITY, as a response to data tracking being a major factor in the structural issues facing the digital marketing market, we will build a completely new open-sourced tracking system that does not only rely on cookies and deploy it globally. We will solve the following issues.

- ◆ **Seize opportunities as a result of asymmetrical data and rights on global platforms, for example, FAMGA**
- ◆ **Compliance with the GDPR Act in terms of personal information protection, solution in response to ITP**
- ◆ **Tracking accuracy and data inconsistencies caused by tag management over-layering**

The existing cashback service uses cookie-based tracking system to measure if the user meets the cashback condition. Furthermore, in the field of digital marketing, it is based on cookie-based measurement of performance.

However, that method is prone to intentional differences, unexpected structural changes and pure tracking data leaks, and it also causes up to 20% advertising fraud worldwide.

As a manifestation of the shocking problem, P & G, and Unilever -- two of the world's leading consumer goods manufacturers, announced in 2017 that the former will reduce digital advertising expenses by 41%, while the latter by 59%.

Furthermore, cookie tracking has been strictly excluded by Apple in view of personal information protection and has become increasingly difficult in recent years due to the introduction of GDPR.

The advertising performance information managed by this system, for the purpose of fulfilling the contracted advertising performance expected by the merchants, makes the assurance of the accuracy to both merchants and media who use this system is a very important requirement.

In the past, the security of such accuracy was highly confidential information, which is premised on the system management company managing independently.

Based on these assumptions, we will use the blockchain network as a highly transparent platform and will prevent malicious third parties from producing fraudulent results (ad fraud).

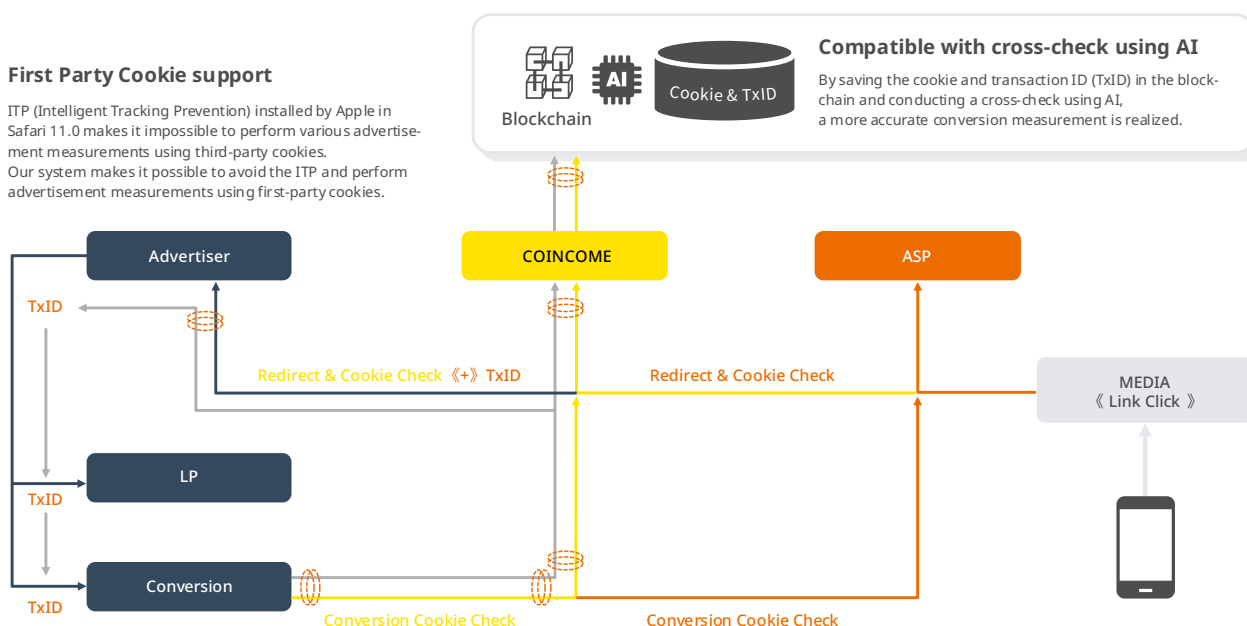
The actual results realised by this tracking system:

- ◆ **Realisation of prevention of tampering with transaction data by storing results in highly irreversible blockchain network**
- ◆ **Realisation of management in a highly transparent environment without arbitrarily concealing stored information by using blockchain network**
- ◆ **Improved accuracy in acquiring information from cookies and transaction ID (TxID) and storing collated advertising results with high reliability and accuracy in blockchain network**
- ◆ **Based on highly accurate measurement technology, it will be integrated as a reasonable and versatile technical specification, and released as open source blockchain technology in the future**

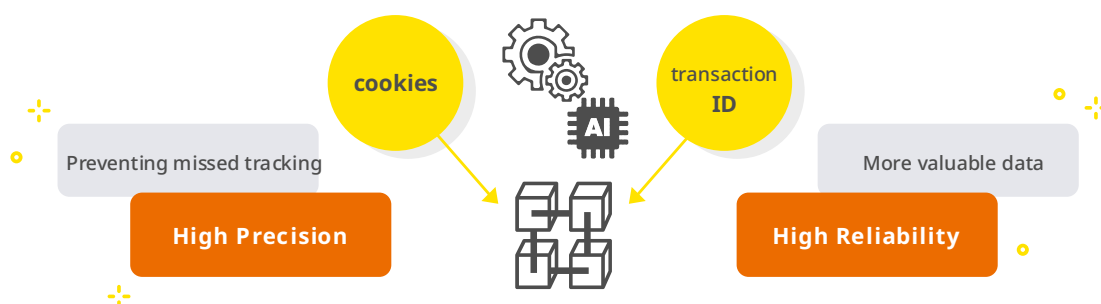
Currently, there are many cases of performance-based advertising where it is impossible to measure advertising performance that was previously possible, due to ITP introduced to the browser of Apple Inc. In particular, this damage cannot be neglected in Japan where the iOS share ratio exceeds 60%.^{*8}

Furthermore, with the release of ITP 2.2 which further tightens personal information protection, may be strengthened in the future. COINCOME as a solution to this problem, uses blockchain to realise our unique response to the abolition of the usage of Third-Party Cookie which is used to measure advertising performance. This method realises the performance measurement using First Party Cookie in connection with the performance measurement with the advertiser site and realises the measurement method with API connectivity using transaction ID (TxID) as a response to the further evolution of ITP correspondence.

In addition, we can realise more accurate conversion measurement by storing advertisement performance information obtained by using Cookie and transaction ID (TxID) together in highly transparent blockchain network and performing crosscheck.



By storing and expanding various data on a blockchain infrastructure, we can construct data structures that are unlikely to cause unexpected structural changes, including intentional passive actions such as ad fraud, and aim to merge portable data provided by COINCOME users to improve the value and convenience of data.



This tracking system is currently under proof of concept validation, to improve various functions, including monitoring and improvements, adding functions, and sharing as DApps with the ledger management system mentioned above, promoting the entry of various players, more sound and active support of the global expansion of digital marketing. At that time, a consortium with existing data management platform vendors, ad network operators, tracking system providers, etc. is also assumed to be formed.

Use case / partnership opportunities

- ◆ **ASP (Affiliate Service Provider)**
- ◆ **DSP (Demand Side Platform) / SSP (Supply Side Platform)**
- ◆ **Ad Networks / Ad Exchange**
- ◆ **DMP (Data Management Platform)**
- ◆ **OMO (Online Merges with Offline) Marketing**
- ◆ **Media / SNS service providers and users**

The current system that COINCOME is built on and actively used blockchain system is Ethereum, and from the viewpoint of speed, capacity and cost, first of all in the field of digital marketing where especially the viewpoint of ROI is the most important metric for conversion, the system's capability is focused on the action taken with respect to cashback services, and the improvement of offline tracking accuracy for smart devices. After that, the ability to solve the above-mentioned problems of speed, capacity and cost, the adoption of proprietary development other platforms, or other data types where more transactions occur simultaneously and frequently, together with various merged data and usage of marketing data under the consent of the user and the expansion of the scope and further development of digital marketing, will offer new value based on the incentive scheme for users who have provided the data.

SERVICE'S MARKETING STRATEGY

We have launched our services in Japan and Singapore; In Japan we have established the highest certainty in operating results together with actual business expansion. Singapore, where the domestic environment has been prepared and the cross-border e-commerce business has widely spreaded, is highly compatible with COINCOME and allows us to conduct demonstration experiments with high accuracy because of the large size of the country, diverse races and cultures.

The channels that are most efficient in achieving actual results for active users acquisition for the cashback service operation are mainly influencers, an invitation system centred on bloggers, the affiliate system including lifetime commission, as these channels will be the axis of promotion for both in Japan and Singapore.

In addition, there will be a two-prong approach in Singapore for user base expansion; through the increase in awareness of the dormant audience in offline users utilizing highly effective transportation advertisements, and approach to the existing digital audience.

After expansion in Japan and Singapore, there are plans for expansion to various countries, including Indonesia and other Southeast Asian countries that have demonstrated strong e-commerce and digital marketing growth. Other countries, including South Korea and other East Asian countries, that have displayed an affinity to rewards and loyalty programs, are also under consideration.

In addition, the selection criteria of target countries and regions will be judged comprehensively from the following five items, in order of priority.

- ◆ **Have explicit and potential growth potential in the e-commerce market**
- ◆ **With promotion of cashless payments or is currently popular**
- ◆ **Have shown a broad positive attitude as a nation and a government towards cryptographic assets and blockchain technology**
- ◆ **With a legal system established in a culture that is considered to be highly compatible with rewards and loyalty marketing**
- ◆ **With existing strong partners or partners who can be acquired locally**

In addition to these expansion, COINCOME continues to provide various products and services with CIM as the backbone, aims to maximise the disposable income of users.

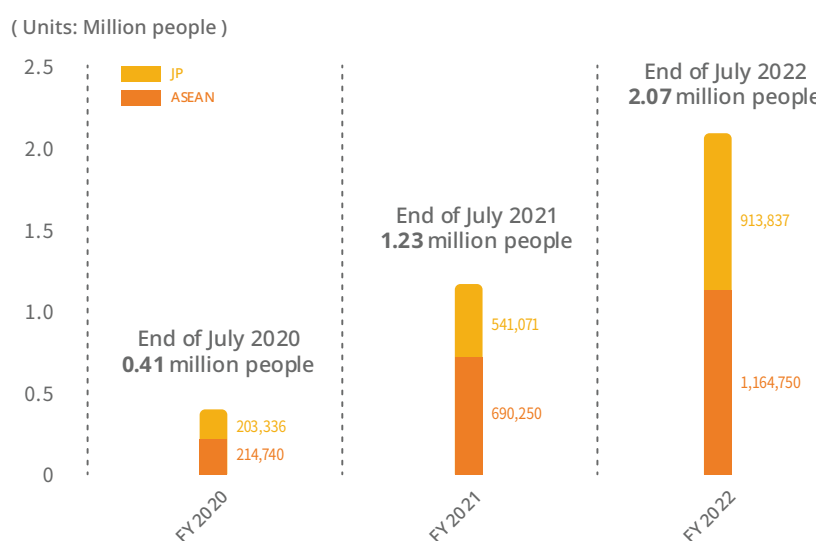
BUSINESS PLAN

From August 2019 onwards, COINCOME will generate a total of US \$1.4 billion in EC distribution over 3 years.

The number of members is expected to reach 400,000 by the end of July 2020 (Japan: 200,000, Southeast Asia 200,000), increase to 1.23 million by the end of July 2021 (Japan: 540,000, Southeast Asia: 690,000) and 2.07 million (Japan: 910,000, Southeast Asia: 1,16 million) by the end of July 2022.

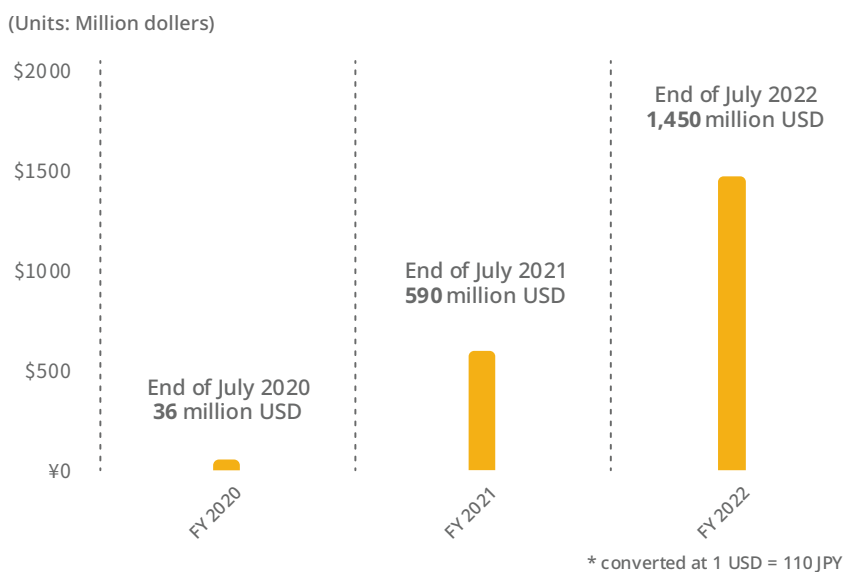
Total number of COINCOME members

Acquire over 2 million members over 3 yrs



Total EC business through COINCOME

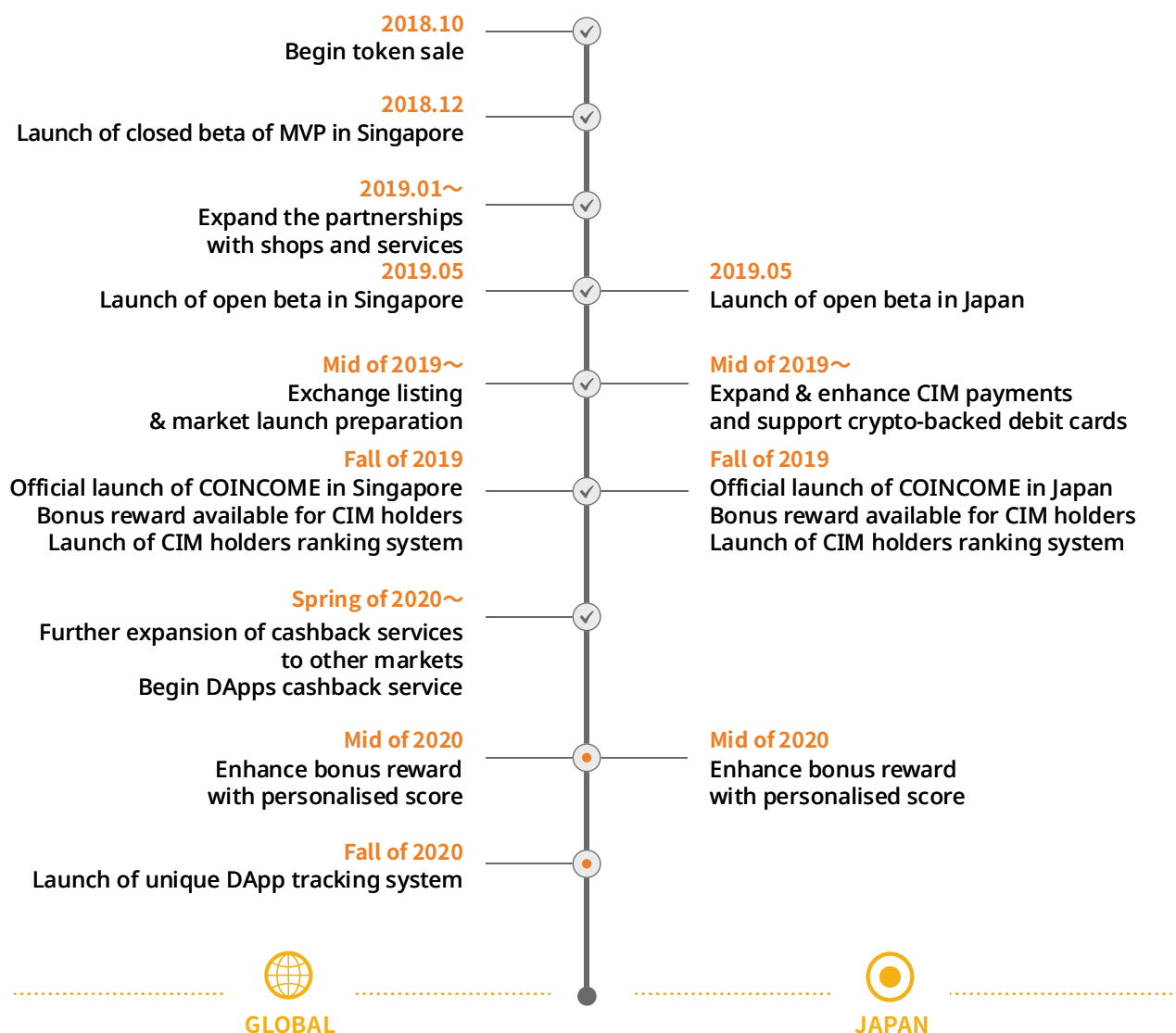
Generate a total of \$1.4 billion over 3 yrs



ROADMAP

This project was kicked off in March 2018. As we focused on technical development to get to market faster, rather than channelling efforts to promotion and marketing activities, we were able to launch our Open Beta version in May 2019, with an actual product that can generate revenue.. This has allowed us to conduct quick iterations according to the market demand.

Other than that, our partnership with other key players in the market is proceeding smoothly as planned, as we continue to provide more services and features to maximise the business value.



From now, there will be enhancement of the three points below:

- ◆ To maximise the disposable income of users from COINCOME, by creating various ways of earning CIM.
- ◆ To improve the quality of our service to maximise the opportunities and expand the number of tie-up partners.
- ◆ To expand the users and ecosystem, including providing COINCOME services and DApps to other countries.

First, within 2019, we plan to offer a bonus to users according to the amount of CIM possessed and the frequency of usage of COINCOME, provide a status system to improve the cash back rate, and provide users with a cryptocurrency wallet.

At the same time, we will work to improve on service quality, improve the cashback amount, and expand our network of tie-up partners with the objective of increasing reward choices.

From 2020 onwards, COINCOME services will expand to other countries, together with the availability of DApps, and reach a phase of rapid expansion of the ecosystem.

Furthermore, user score function will be added based on the tracking system, hence redefining the digital marketing market, with the introduction of an innovative incentive system based on personal information, and the scale will be further expanded to include offline activities.

Due to the nature of the value provided, and in view of the trend of laws and regulations in various countries, COINCOME is considering to acquire various licenses such as banking business, agent services including digital payment service, funds transfer services, and cryptocurrency exchange business.

ALLIANCE PARTNERS

Cryptocurrency Exchange



Business Partners



SIRIN LABS



BG Technology



We have already established a partnership with Liquid Global (A major global exchange where CIM is listed), along with other partners.

THE TEAM AND ADVISOR



Yoshihiro Kanemitsu

CEO / Founder

Former Board of Director of REALWORLD,inc. (TYO: 3691), former Marketing Director at Foreland Forex (currently Rakuten Securities)



Kazuto Higashimoto

Managing Director of Makers Farm Japan

Former Board of Director of REALWORLD,inc. (TYO: 3691), Macromill, Inc. (TYO: 3978), CAPCOM CO., LTD. (TYO: 9697), Executive Officer of UNITED, Inc. (TYO: 2497), SEPTENI CO.,LTD (TYO: 4293)



Tyrell Systems Inc.

Product

Eikyufumetsu.com (CREDIT SAISON Rewards mall), TREASURE DATA development



TOMOSIA VIET NAM Co., Ltd.

Product

Software Development Firm specializing in web, application, data scraping, etc. that is based in Hanoi and Danang, Vietnam



Mitsutaka Hamada

Partner and Advisor

Principal of OPT Ventures,Inc.



Ko Hanamizu

Legal Advisor

Representative of Anderson Mori & Tomotsune (Singapore) LLP



Kazutaka Mori

Auditor of Makers Farm Japan

Head Fintech & ICO team of ONE ASIA
LAWYERS, Lawyer



Ikue Saito

Product Management

Executive Director of Makers Farm Japan

Former Rakuten Research (currently Rakuten
Insite, Inc.), former Product Manager of Istyle,
Inc.(TYO: 3660)



Shoji Amamiya

Marketing & Sales

Former REALWORLD,inc. (TYO: 3691), former
head of loyalty marketing & CBEC of EC media
company

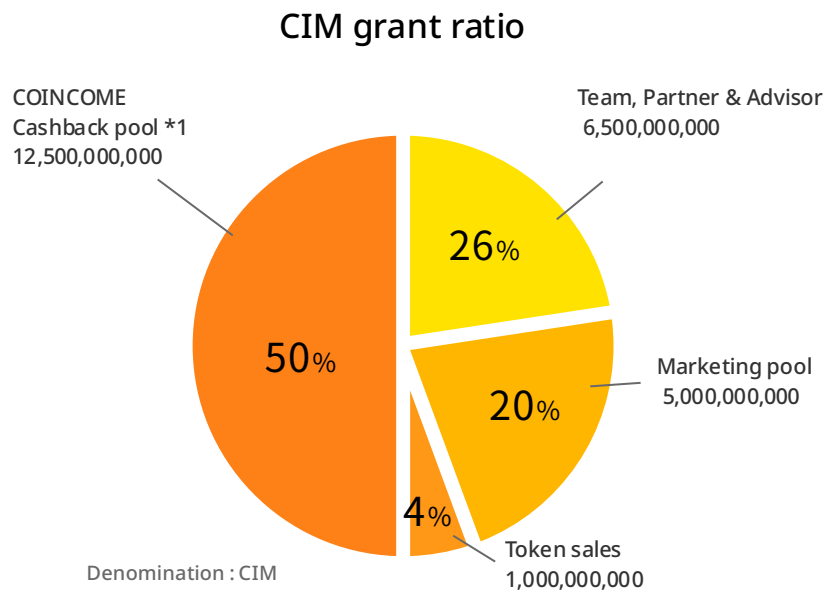


Chiyomi Iwamoto

Design & PR

Former public relation officer of broadcasting
trading company

CIM GRANT RATIO AND FUNDING PURPOSE






* 1 : Mainly used as cashback by COINCOME. Trading according to operations will not be conducted. Also, depending on market conditions, there is a possibility that token burn may be conducted to a portion of CIM.

* The token sale stated above is conducted in Singapore.

* More than half of the cashback pool is held by the operating entity and will not be sold or used for any other purposes.

SALE DETAILS, USE OF PROCEEDS, TOKEN DISTRIBUTION

 Token Name COINCOME (CIM)	 Platform, Type ETHEREUM (ERC20)	 Number of tokens 25,000,000,000 CIM	 Acceptable currencies ETH
<hr/>			
Private Sale 1		Private Sale 2	
 Implementation period 10th Oct. 2018 – 31th Oct. 2018	 Implementation period 1st Nov. 2018 – 31th Dec. 2018	 Implementation period 1st Jan. 2019 – 31th Jul. 2019	
 Minimal transaction amount 100,000 USD	 Minimal transaction amount 100,000 USD	 Minimal transaction amount 100,000 USD	
 Tokens exchange rate 0.010 USD	 Tokens exchange rate 0.013 USD	 Tokens exchange rate 0.015 USD -	

* The token sale stated above is conducted in Singapore.

MEET US ON

Project : <https://cimcome.io/>
Services : <https://cimcome.jp/> (for Japan)
<https://cimcome.sg/> (for Singapore)
Blog : <https://blog.cimcome.io/>
Twitter : https://twitter.com/cimcome_japan (for Japan)
<https://twitter.com/cimcome> (for global)
Telegram : <https://t.me/cimcome> (Official Channel)
https://t.me/cimcome_official (Official Group)
Facebook: <https://www.facebook.com/cimcome>

SOURCE AND SUPPLEMENTS

*1 "The impact of e-commerce on international trade and employment"

*2 "Worldwide Retail and Ecommerce Sales: eMarketer's Updated Forecast and New Mcommerce Estimates for 2016–2021"

*3 "The State of Cashback Offers"

*4 "2015 Cashback Industry Report"

*5 DENTSU AEGIS Network AD Spend Report (2018-2020)

*6 [World's largest advertisers are sounding alarm bells, what should Japanese marketers do?](#)

*7 According to the current MAS and DTO guidelines, CIM is unlikely to be considered a security token or a digital payment token, and we operate the services based on the legal opinion by a legal counsel, that CIM can be considered as a utility token.

*8 [Smartphone](#) • [PC Share Data BOOK](#)