

MIXMARVEL

A global game publishing platform

powered by blockchain

whitepaper v1.07

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1. Project Background

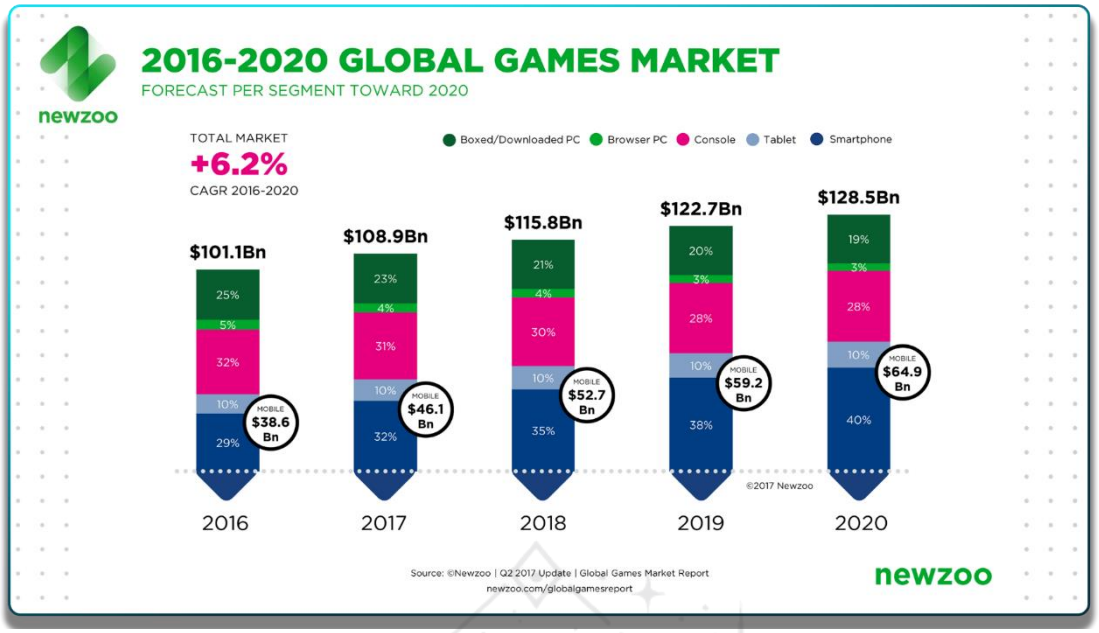
1.1. Industry Status

◆ **Traditional game sector status**

Over the past 20 years the rising gaming industry achieved a rapid explosive growth.

According to the report released by NEWZOO, the game market revenue in the Asia-Pacific region will reach US$71.4 billion in 2018, accounting for 52% of global game revenue, with 16.8% yearly rise. Owing to the growth of mobile gaming, the Asia Pacific region's share of the global gaming market has been increasing every year by leaps and bounds. North America is still the second largest game market in the world, accounting for 23% of the global game market, with 10% year-on-year growth, and is expected to reach $32.7 billion in 2018. The share of Europe, the Middle East and Africa is slightly behind North America, accounting for 21% of global game revenue and is expected to reach $28.7 billion in 2018. The game market in Latin America will increase to $5 billion this year, accounting for 4% of the global market.

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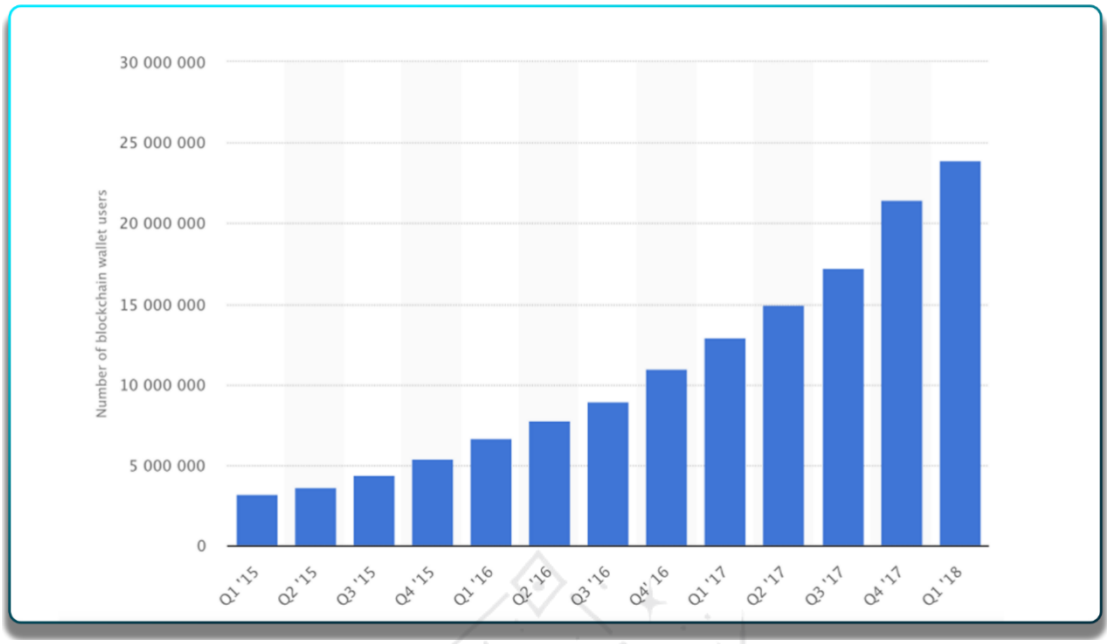
However, in the past two years, with the rise of short video sharing platforms, live broadcast platforms and other entertainment methods, the revenue has been lessened, and the game life cycle has cut short. Except for a few games, none can regularly increase price and ARPU, which makes the traditional game industry extremely competitive. Leading many small and medium game manufacturers to barely survive. The reasons for this situation are related to user demands, and have a direct relationship with the shortcomings of traditional games.

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◆ **Blockchain Industry Condition**

During past two years, the blockchain industry has experienced an explosive growth with the average number of daily users increased by hundreds of thousands. By 2018, nearly 25 million wallet holders have created a market of hundreds of billions of dollars.

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Gaming has a very special position in the blockchain field. As in the internet field and the blockchain field, games are one of the most easily accepted industries, and the gaming industry also tend to have the characteristics of low trial and error costs.

The blockchain game industry is gradually attracting more attention in the past two years because of the booming blockchain game contents and the attraction of young-aged users with high willingness to pay globally. The addition of digital assets into gaming create another scope of potential value for the gaming industry. There are a lot of talented teams exploring blockchain games and some have successfully created products that achieved global awareness. As the industry gradually matures, the blockchain oriented game business model and publishing model have become much clearer.

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1.2. Traditional Gaming Limitations

◆ **Data ownership problems**

- Data generated by a player who has spent time and money in a game belongs to the gaming company not the players.
- Gaming companies recklessly use player data, manipulating it in a way that jeopardizes player interests.
- Players do not own their data or the potential benefits derived from that data.

◆ **Divided gaming economy value**

- An independent in-game economy makes interaction between games difficult.
- Every game has limited life cycle: when a player loses interest in a game, the in-game assets he/she owns are wasted. Whenever a new game is launched, it needs to perform user acquisition every time which can be performed in more economical way.
- Independent third-party suppliers that offer trading of in-game assets provide services with low security; lots of disputes occur in the outside markets.

◆ **Resources are monopolized and quality content cannot get exposure**

- Oligopolies control the distribution channels, user pools, and data sources, raising the cost of game development and distribution, which is passed on to the players.
- Although independent studios and developers create great content, reaching the market is difficult.
- Gaming has gradually become a "cash cow" for investors and the vicious cycle prevents really great gaming content from getting sufficient acknowledgement.

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◆ **Lack of transparency**

- In mainstream games, players can usually gather some special items which are unique and have high value for players. The items can boost character power or can earn game coins for the players. In the mainstream game era, the rate of generating special rare items is not disclosed to players.
- In mainstream games generally, players might get special in-game items through lucky draw events. In the existing game operating systems, the special items quantity or generation rate are usually not disclosed; the lack of transparency usually create unfairness and potential inflation and over supply of special items.

◆ **Security issue**

- There is rising emphasis on in-game virtual asset security such as stealth of in-game asset transactions and hacking behaviors that jeopardize players' interests.
- Secondly, all in-game assets are issued by the gaming company. Assets and items only circulate inside the game and if that game is suspended, players will lose all their ownership to the assets and items which will harm the players' interests as well.

1.3. The advantages of Game + Blockchain

The blockchain technology solves the problem of trust and opens up new possibilities that would return rights that should belong to players. The combination of blockchain and games, not only make games much more fun to play by creating another layer of fun on the assets level, but also incentivize new models of designing and

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business for the gaming industry.

Digital assets ownership and liquidity

In the traditional game model, in-game points, assets and characters all belong to the game developer and the game developer has the absolute right to change the rule of generation of all in-game assets. All the in-game assets are only valuable within the game; they do not carry any value outside of the game. Blockchain return the ownership of digital assets back to players that players inject time with playing, they will retain value generated by playing, not affected by changes made by the game developer. Players can manage their assets, transfer them to other games rather than being controlled by the developer, which greatly increase the liquidity of the assets.

- A new relationship between players and game developers

Most of the time, players and game developers are never on a same page with each other. Players want to earn points and thrill of the game by utilizing skills and following rules. The developers always adjusting the game parameters to make the game hardest for the user and extract value through malicious pay to win practices.

By using the equity distribution of token economy, players gain a certain right to speak and become consistent with the interests of the developers, so they can reach a certain consensus and form a community to jointly maintain the development of the game. To some extent, the blockchain may bring unprecedented freedom and democracy to the gaming world moving the industry to a healthy direction.

- Concept of "Game is investment"

The application of blockchain based assets eradicate the game developers'

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indiscriminative use of game currency and assets. Players can use their vote right to abandon the official game "hard fork" away to a new service. Therefore, dodgy developers will be abandoned. Rare and limited digital assets value would definitely be increased gradually. Under these protective mechanisms, user's game-play will truly become valuable. Gaming is no longer a simple form of entertainment and consumption activity. Players now can obtain practical value through their invested in-game money and time, and game skills. Playing games may no longer be "waste," but "investment."

- A new business model

The combination of the token economy and gaming brings infinite possibilities for a great internal and external economic model. In essence, the blockchain technology solves the problem of "trust", and it is expected to create a true democratic network through application of decentralization. Freedom of democracy and efficient collaboration inspire the enthusiasm of the natural participants and bring unprecedented creativity and vitality to the community.

In addition, through completely fair and transparent blockchain-based technology, digital assets become the label of traffic, and new games can be built by digital asset reuse or by means of standard airdrops, thereby reducing the cost of asset creation.

In short, with the continuous development of blockchain technology and the continuous innovation of the token design, blockchain games will continue to gain new empowerment creating greater value. Future of blockchain games is immeasurable.

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2. MIXMARVEL Overview

2.1. What is MIXMARVEL?

MIXMARVEL (MM) is a multiplayer online game community powered by blockchain and a large-scale virtual 3D world created by global players and developers.

MM brings good content, players, and developers together, allowing developers to release content they created and gain long-term returns. At the same time, players will be able to find better content in the community, obtain digital assets, and manage those assets.

In the future, both players and developers will be empowered by this community and will easily be able to find the resources and elements they need to create content. Through collaboration, creation, and participation in the community, they can further obtain value. Ultimately, MM will be the brand-new ecosystem that engages developers, players, and content and revolutionizes the traditional gaming world by leveraging blockchain technology.

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2.2. MIXMARVEL Worldview

- **Where the miracle begins**

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When you click to start the game, a new planet in the universe will be randomly generated. You will start from the home planet, fly your spaceship, and randomly encounter that new planet!

The generation process of this planet is not fixed, and its records are not on any centralized server. It is one of the originating planets in the blockchain. Each planet in MIXMARVEL has 256 genotypes, all with different combinations of gene sequences, so all planets are unique.

◆ **Free exploration, free creation!**



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Once you are on the planet, you are free to explore it and start planning and creating your unique game levels, challenging missions, and even small, innovative game challenges!

Once you’ ve created something new, you can start running it and welcome players from all over the MIXMARVEL universe into your game! At the same time, you can develop business plans for your masterpieces, such as setting up game tickets or mission completion rewards.

◆ **reuse of digital assets**



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This is the most exciting part ! The digital assets you have accumulated from other games can all be neatly integrated into the MIXMARVEL universe!

When you identify an arena match that is about to start, and you’ re allowed to select any weapon to participate. You can pull out your favorite weapon you have used it in other games, and now you can use in MIXMARVEL as well! You can take on a fun arena match with your own favorite weapon, as can the other participants.

◆ **Free combination, Win-Win Cooperation**

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MIXMARVEL is way beyond your expectations. There are new games produced in the world every day; if you are not satisfied, you can realize your ideas by creating new content. The more exciting content created, the more players will bring digital assets into your game.

This is a win-win strategy; every content creator can gain long-term rewards. Furthermore, players can gain rewards, glory, and self-confidence from creativity and innovation.

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2.3. Design Ideas

Direct at pain points in the traditional game industry, we have integrated blockchain technology into traditional game developing process to solve the problems in traditional games and blockchain games. Returning to game essence, entertainment and gameplay are two of the most significant factors and we wish that we can use unique blockchain design to create a safer, fairer and independent game environment for game players.

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- **Data Dependability**

Blockchain ledger multiple node technology can record every unique "online digital collection, virtual assets, amount, extraction probability". All of the core data will be saved on blockchain, and game company is impossible to spam the virtual assets. Blockchain technology can make the data transparent, trusted and reduce contradictions and disputes caused by inequality between game company and game players.

- **Game Assets Rights**

Game asset is the most complex collection in multimedia products which combine art, text and coding. Virtual assets also become one of the most significant factors. Blockchain technology provides a safe and controlled storage which are unchangeable buying and selling records. Blockchain also makes virtual assets and digital collections to be secured in transaction. Based on multi-center storage, virtual assets can keep existing as long as the network don't be shut down. Virtual assets will never be affected by centralized operation.

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- **The Practical Role of Blockchain Assets in Games**

Unlike the game assets which can only be used for speculation. Game Items in MIXMARVEL also can promote the game progress. The players are enabled to purchase his own home on the planet. When the planet has enough residents, the new planet will be discovered and MIXAMRVEL will enter a new world.

- **Inheritance and Permanent Record By Blockchain Ledgers**

When the game assets are recorded on chain, the operations such as transfer, splitting,

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and withdrawal will be strictly controlled by the account public keys and account private keys. Meanwhile all of the operations have signature verification, and leave the trading tracks. The game assets inheritance will be permanently recorded. A full emotional connection will be established between players and digital collections. Those collections can be retrieved and interacted by the players in blockchain at any time in the future which become a eternal memory for players.

- **Security Protection**

The players' virtual assets are stored on a multi-node record blockchain. Even meet the extreme situation such as game company's database get invaded, blockchain will not lose plays' game assets. Blockchain can protect users' virtual property to the maximum extent.

2.4. Products Service



MIXMARVEL is a global platform and content community created by users and developers. MIXMARVEL connects high-quality content, players and developers to create an immersive experience through a lively community interaction scenarios for users. The content and services will present to each player and developer in 3D virtual

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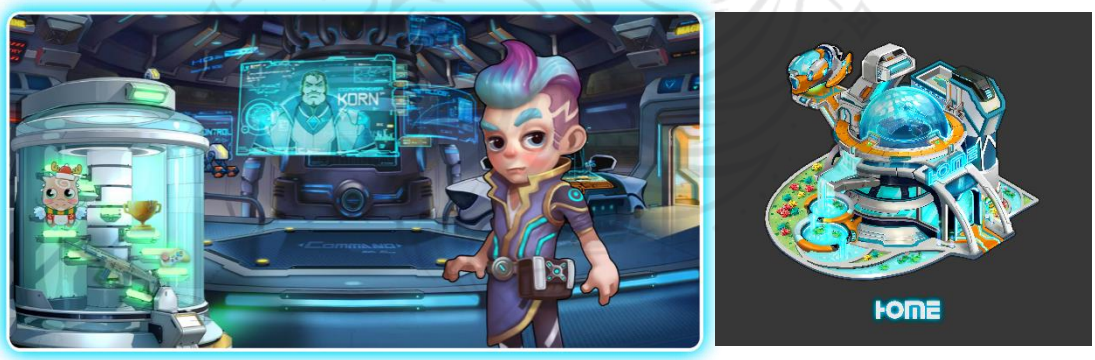
world.

- **Planet**

The planet in MIXMARVEL is a large scene composed by plots. The players can control their characters to move on the plot. There is seamless and continues between the plots. Some of them are system plots which are used in the official planet city. The other plots which players can use to deal and build their own homes.

Each planet has a different gameplay theme, and provide corresponding editor to players to create gameplay, such as: racing planet, tower defense planet, parkour planet, adventure planet, etc.

- **My Homeland**



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MIXMARVEL provides a home system for users where it can meet the player's personal asset display and social needs. Players can buy plots and decorate their own homes. People also can update to attract the other players to visit and showcase. Players who like social interaction also can hold family parties, invite friends to participate, and play some small games.

When the players are building their own home system, it also means the level of involvement and participation. Therefore, the prosperity of home is also another basic

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evaluation for user group. The higher the prosperity, the more rights and interests can be obtained.

- **Creative Center**





Players can create personalized game content based on their own ideas. Players can design the appearance, voices, and movements of the game character. MIXMARVEL has built in dozens of expression combinations, interactions, and character sounds for players. You also can create new resource content by editing and uploading. In addition, in order to find each player's creative talent. We also provide editors such as characters, assets, scenes, rules, etc. Lower the threshold of use, help players to create quickly and easily, and earn Tokens by sharing their ideas .

- **Game Center**

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All games are showed in Game Center. Players can find their interested game, and platform will recommend games to players based on multi-dimensions. MIXMARVEL make three guarantees for players by keep developing algorithms : comprehensive, convenient and understand you. We provide the most comprehensive introduction, preview, comment, and data in each game for players to view. We also provide accurate and intelligent game search, item search, and fuzzy search. More importantly, we will collect players' past game information, and combine the friend recommendation dimension, game store dimension, user recommendation dimension, and make multi-dimensional screening game recommendations for each players. Only for really know you.

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- **Airdrop House**



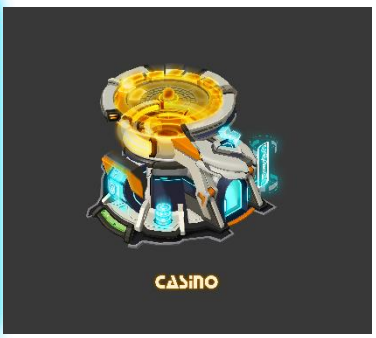
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Airdrop housing is an important way for players to get digital assets. Helping new players get initial game characters, costumes, assets and supplies. Content creators and developers can promote their content, and players can discover these new digital assets in airdrop house. When a new digital asset is created in creative center, or outside world wants to enter MIXMARVEL. It can be distributed in airdrop house after Governance Committee voted and found by all players. At the same time, the creators don’ t need to worry about the blockchain technology problem. The creator components can easily complete the distribution of digital assets, output mechanism, data uplink, and circulation of the shelves. Platform only takes a small part as handling fee. Though new mechanism cycle, new resources will be created to contribute the prosperity of virtual world! .

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- **Prediction House**





Players can use tokens to forecast popular events in the forecast center. We will regularly

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host events on the platform. Players can choose to sign up for these competitions or take participate in predictive quiz activities in these events. In addition, the platform will gradually add a variety of popular sports, electric competition content, and prediction quiz. By then, the forecasting events, timetables, live score broadcasts, and live event broadcasts will be presented at the Forecast Center.

- **User Center**

Users can easily manage their own platform account in user center. Under the premise of security, "information of the user center, identity information of the user, platform currency of the user and game currency" are simultaneously managed. Not only that, the user center also stores user owned and played games, providing game installation and starting. In various games, the resources in backpack are interoperable. Virtual characters and assets in each game can be seen in the backpack. All aspects of the user, user's friends, content was published, and the latest game status will continue to be developed in user center.

- **Trading Center**



In MIXMARVEL, you can trusty trade digital assets such as currencies and assets, because we have an absolutely security trading environment under the premise of multi-node

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blockchain ledger. In the trading center, you can trade tokens and assets. When the token is traded, we will dock the third party platform to complete the transaction of platform currency, game currency and digital assets. The item trading is the market for in-game assets to complete the confirmation, valuation, auction, pre-sale, and redemption.

- **Mining Center**



MIXMARVEL provides a fair and perfect token incentive system, users can obtain mining by completing platforms, game tasks or get achievements to use for POA mining. In addition, the user can take participate in the calculation and verification the rocket protocol, to set own device as a validated node terminal to mining.

2.5. Ecosystem participant

◆ **Developers**

Developers provide high-quality game contents and digital assets which are important part of the platform ecosystem. In addition, platform encourages various forms of content contributors, including: game company, developers, resource creators, UGC creators, etc. MIXMARVEL produce a better content to creators with richer incentive,

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convenient development tools, and a comprehensive service system. At the same time, MIXMARVEL continues to provide a large number of players flow to help game companies obtain the users quickly and accurately. MIXMARVEL also provide varieties of profit models for game companies and players to choose. Game companies and players use their only professional skills to make profit. Provide a economy solution which can help traditional developers enter the blockchain easily.

- **Game Players**

Players are the foundation of the game industry. No players, no game industry. MIXMARVEL is committed to returning rights which is deprived in traditional game back to players with blockchain technology. In traditional game industry, game game companies and users stand opposite sides. Game companies have absolute speaking right in game rules and participation rules. Even the users' characters and hard-making equipment are also owned by game companies. In this situation, the players are not even buyers, just like pay people. After spending a lot of time and money to play the game, players always feel they waste time and money. Warning himself to stay away from the games. This relationship that MIXMARVEL wants to change, to make the players become the masters of virtual assets. So all of the token-holders have the rights to influence the direction of the game, a win-win situation to game manufacturers and players. After the players know about the importance of asset and the value of time cost, players are able to participate in the games as the owners and realize the gameplay intrinsic value. Maximize the player's interests. Player experience is also unprecedented. When more and more players recognize the changes that blockchain bring in, it will

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push game companies to make changes. Game companies will use blockchain technology and decentralized thinking to develop more conscience games. Game players are important to the industry and the platform. MIXMARVEL attach great importance to players and protect the rights of players.

- **Community**

Community is the link between the platform and user groups, and maintained by platform, game developers, publishers, advertisers, content creators, players and other groups. MIXMARVEL is based on decentralization concept as the initial community construction, using blockchain technology to stipulate rules and incentive to form an ecosystem which can be managed and constructed by all parties. Users can participate in managing by rules, voting, etc., Game companies can better contact users. Promote the game to users and maintain game content by community tags. MIXMARVEL will provide tokens for community incentives, launch a series of token incentive programs such as: invitation incentives, developer incentives, game promotion incentives, content creation incentives, etc., and encourage users to keep promoting community.

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3. Technical solutions

3.1 Technical Architecture

Currently，three are pain points in Blockchain game development.

First，Poor performance and poor flexibility

A good user experience requires reliable feedback in seconds or even milliseconds, but even the latest generation of blockchain technology does not have the ability to meet the demands required for gaming applications, let alone the ability to handle large amounts of concurrency. Different types of games usually have different characteristics in terms of process and logic, which require different solutions. However，the existing smart contracts are relatively simple, which is difficult to meet the needs of developers.

Second， lack of function and poor service

The existing blockchain infrastructure lacks the functions and services to adapt to the game industry. Most of the system components, collaborative processing modules, customization functions, system interfaces, and so on, that developers need, they must build themselves.

Third, High cost and high barrier of Entry

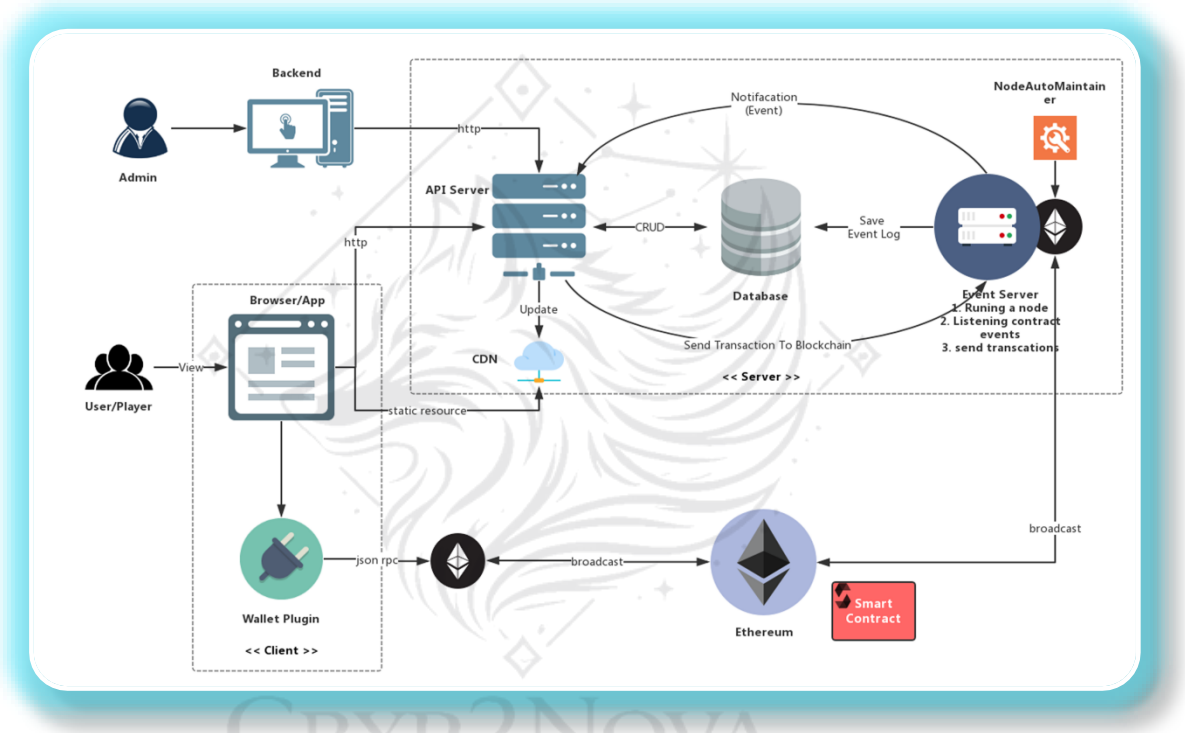
The high cost of blockchain technology limits not only the flexibility of developers to create applications but also the applications' spread and popularity among the masses. In addition, almost all blockchain applications need to follow a node before use. Learning and use are costly.

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◆ **MM focus on blockchain game solutions**

MIXMARVEL greatly reduces the game development and operation threshold through the fast access C/S cloud architecture, rich SDK and high-performance scalable Rocket Protocol.

3.2 Fast access via C/S cloud architecture



C/S cloud architecture

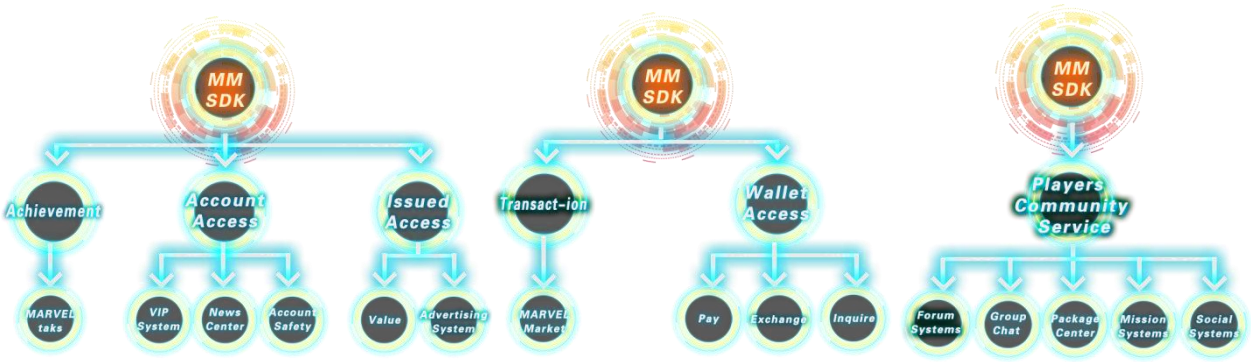
◆ **Fast access to systems supporting any structure**

For new developers, there is no need to learn blockchain developing; they can seamlessly get access based on their original game development experience.

Traditional game developers don’ t need to make major technical changes to put their games into the blockchain.

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3.3 Rich and convenient SDK



MM SDK architecture

MMSDK compiles abundant development tool kits for developers, including internal and external SDKs as well as player community SDK . MMSDK expedites game development and community construction, and make it much easier to seamlessly connect players.

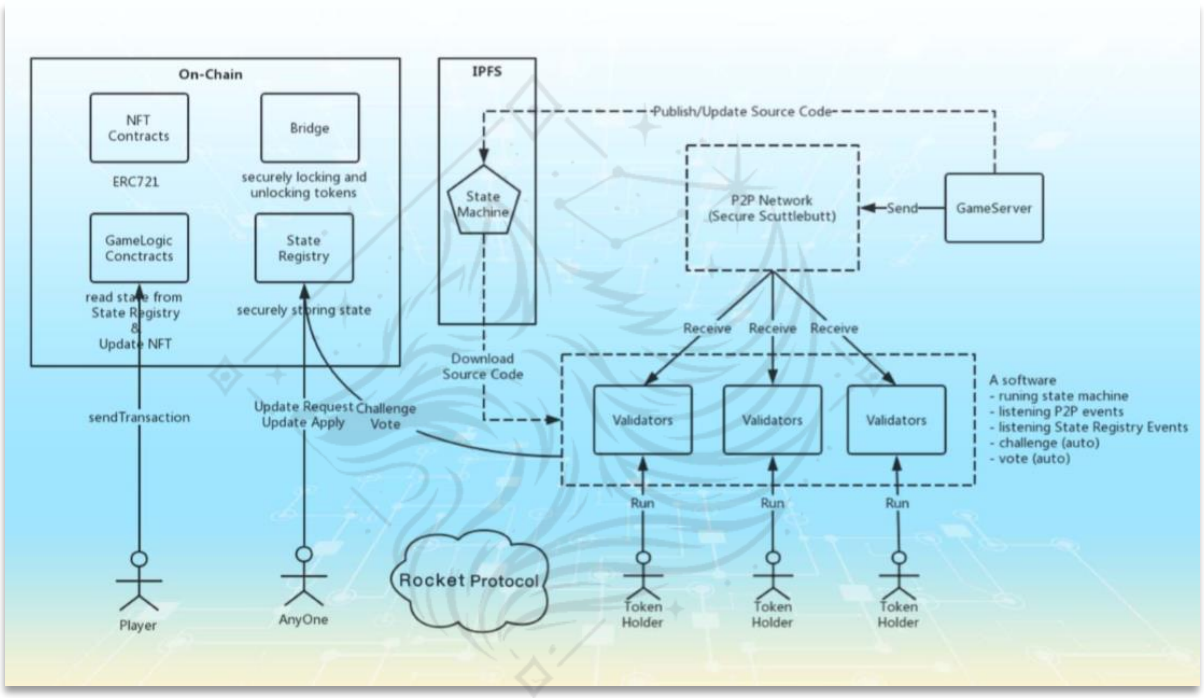
The SDK's services include:

- Account access: By using the platform's unified account system, it can greatly improving the user conversion rate of traditional game access. A unified platform achievement system and VIP system can improve user stickiness.
- Blockchain wallet: A in-built multi-chain wallet can provide support for major chain currencies and NFT item storage while reducing the threshold for new users to install wallets
- Trading market: Traditional game makers and asset creators can quickly sell their own items in the platform market without the need for blockchain development technology. They just need SDK to release smart contracts to get items on the chain.
- Community Services: MM can provide a set of components such as forum system,

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social media sharing, gift package access, rewards and game friends to help developers focus on the game itself without worrying about the operation and community infrastructure.

3.4 High performance scalable rocket protocol



Rocket Protocol technical architecture

◆ Rocket Protocol technology

Rocket Protocol is a secure, efficient, and easy-to-use layer 2 solution for the game industry. It was developed and first applied to Ethereum and is currently in the process of patent application. The transformation of the Ethereum HyperDragons game using layer 2 solution will be completed soon and become the world’ s first Ethereum public

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chain layer 2 solution for large blockchain games.

◆ Advantages:

- Supports any public chain with smart contracts
- Breaks through the public chain bottleneck by making trusted off-chain calculations and putting consensus data on chain
- Has high availability and high scalability to enhance the user experience
- Offers holistic technical solutions (Game developers only need to focus on their own game development; there’ s no need to worry about the blockchain problem.)

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4 Token plan

4.1 Token economy introduction

The MIXMAVREL platform adopts a double layer TOKEN model, MIX token and MAX token. The MIX TOKEN represents the growth of the platform's ecosystem value. The MAX token is a utility token that represents a pass for users to participate in platform games & applications.

◆ **MIX TOKEN**

MIX is platform-based tokens promoted by the MIXMARVEL platform. The total amount of MIX is constant at 10 billion and will never be over-issued. MIX is decentralized blockchain digital asset based on the ERC-20 standard token of the Ethereum blockchain. MIX's distribution mechanism in other public chains is based on Parallel-Protocol technology, which means that other public chains are parallel worlds. Every time a token is issued on another public chain, MIX on Ethereum destroys a token to ensure a constant total deposit.

- **MIX holders will enjoy the following benefits:**

Management rights: Participate in the voting of various decisions in the platform and participate in the governance of the platform's ecological construction.

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Premium Rights: According to the MIX holdings, MIX users will enjoy the exclusive rights of various services in the platform.

Airdrop welfare: After the MIXMARVEL platform is launched, platform introduces the corresponding service of the online project/platform of the game project. We will conduct the corresponding token airdrop according to the MIX holding amount for each holder. At the same time, MIX holders will receive the corresponding MAX Tokens as benefits every day according to their own prosperity in the MIXMARVEL ecosystem.

In each MIX transfer behavior, the platform will extract a certain percentage of the cost and lock it into the common wealth of the community. After a certain period of time, the platform will release these resources for ecosystem construction.

◆ **MAX token**

MAX token is utility tokens issued by the MIXMARVEL platform representing the rights and interests that users can participate in platform games and platform applications.

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- Rights and interests **of MAX:**

Consumer rebate: In some games, users can get the corresponding MAX through consumption, and can get the corresponding rebate by staking MAX.

- **MAX application scenarios:**

1) Payment : The games on the MIXMARVEL platform include MAX's consumption scenarios. Players may obtain corresponding digital assets, game rights and related

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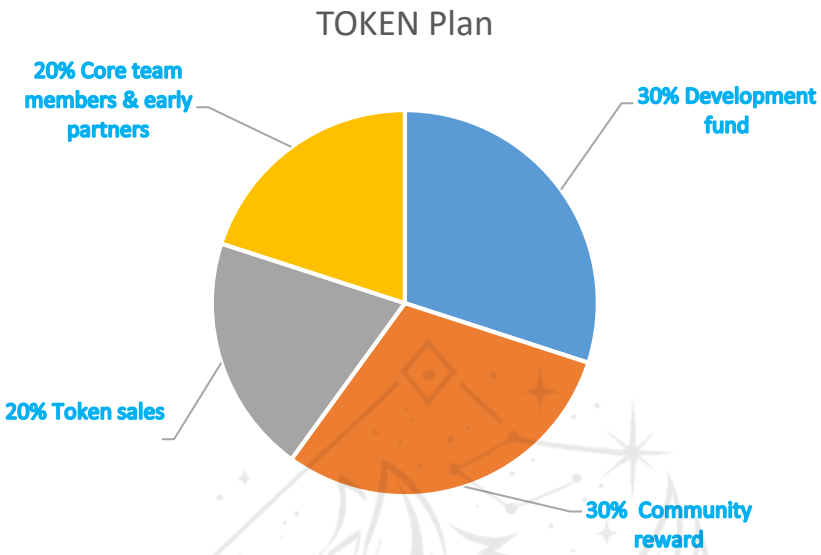
function and rights by paying MAX.

2） Fuel settlement: Users need to use MAX as a unified settlement unit to use platform-based basic services (such as digital asset trading, creation, forecasting, etc.) in the MIXMAVREL platform.

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4.2 Token Distribution Scheme



proportion	Distribution plan	Detail
30%	Development Foundation	It is used to ensure the smooth development of the project's promotion and operation, ecological construction, strategic cooperation and risk control, and is committed to ensuring the consensus of the use of funds.
30%	Community reward	Used to motivate users to actively participate in the construction of the platform, users can get rewards by promoting games, creating content, providing services, contributing applications, and so on. The tokens in the mining pool are locked by smart contracts and gradually released according to participation and time.
20%	Core team members and early partners	Used as an incentive for founding teams, consultants, and early partners.
20%	Token sales	It is used to establish investment relationships with high-quality investors, win-win cooperation, ensure rapid progress of projects and share fast-growing rewards.

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4.3 Community reward distribution

We value the overall construction of the community. In the MIXMARVEL platform we define the identity of various types of participants: game users, developers, Rocket protocol participants and content creators.

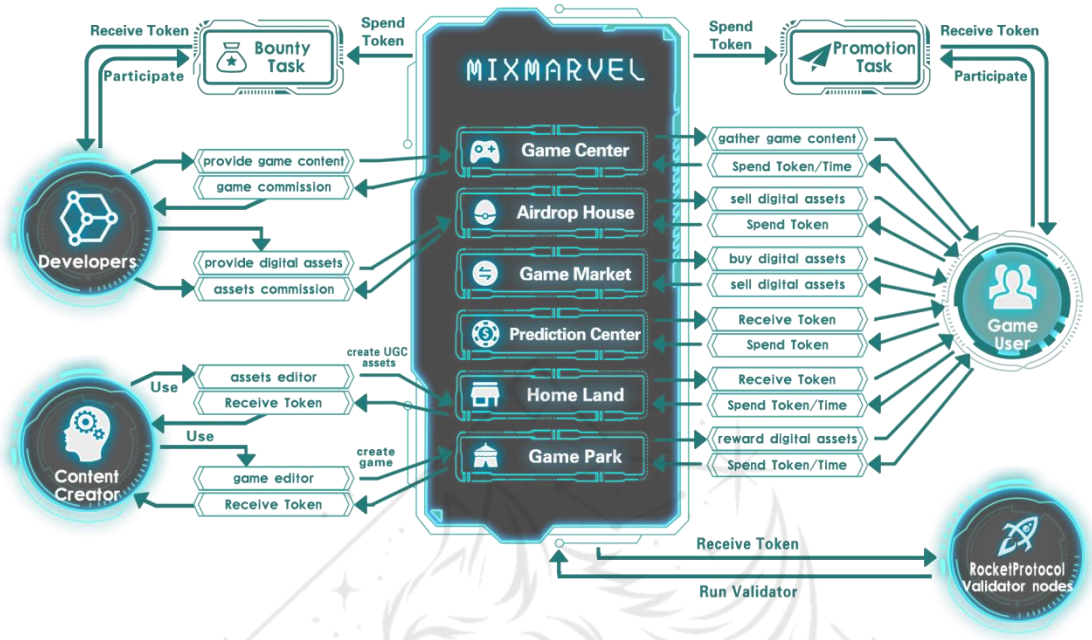
For different identity participants, the POA (Proof of Action) incentive mechanism and reward weight will be different. Participants will receive the corresponding weighted MIX rewards when they complete the corresponding incentive goals.

Community rewards will be gradually generated and released according to smart contracts, totaling 3 billion pieces. The circulation is gradually increasing, in the first year, the liquidity will reach 16.66%, and the rate of production will gradually decrease in the next few years. The output in the next year will be about 90% of the previous year's output, and will reach about 94.90% in the eighth year. Each year, the incentive weight will gradually adjust to ensure the stable development and growth of the MIXMARVEL platform.

Through the open and transparent distribution of community rewards, participants of various identities will join the MIXMARVEL platform without the cost of trust and participate in the development and construction of the MIXMAVREL platform.

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4.4 MIX & MAX token liquidity



Economic circulation model

◆ Game users

TOKEN Acquisition:

- Airdrop incentives : MIX holders will obtain MAX token in accordance with the MIX number.
- Consumer behavior incentives : Based on the user's spending behavior on the platform, they will obtain a certain proportion of MAX token.
- UGC incentives : If users edit and publish game content via platform editor, they will get MIX token.
- Interaction incentives : By posting comments, rating games, posting in the community, users will get MIX token.

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- Marketing motivation : If user complete platform tasks of social media promotion and inviting friends to the platform, they will get MIX token.
- Game behavior incentives: If user complete the platform's game tasks and obtain certain achievements, they will get MIX token.

TOKEN Consumption :

- By staking MIX token，users can participant in MAX TOKEN Airdrop mining.
- By staking MIX token, users can participate in community governance for example, vote on related matters.
- By using MIX token, users can buy land, buy home dress, character dress etc.
- MAX token can be used as fuel costs for payment in platform basic services, such as digital asset trading, match forecasting, editor creation and item crossing.
- MAX token can be used for in-game payment behavior, including all recharge and spending scenarios in all games on the platform.

◆ Developers

TOKEN Acquisition:

- Airdrop incentives : MIX holders will obtain MAX token in accordance with the MIX number.
- If developers complete the platform's irregular rewards mission or release game during the promotion period, they will obtain MIX token.
- If developers provide game content and platform users make consumer payments in the game, get MAX tokens

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TOKEN Consumption :

- By staking MIX token，developers can participant in MAX TOKEN Airdrop mining.
- By staking MIX token, developers can participate in community governance for example, vote on related matters.
- By consuming MIX token，developers can deploy game development using platform SDK Service and technical support.
- Platform promotion: By using MAX token, developers can get user traffic.
- By using MIX token, developers can build and maintain communities.

◆ Platform

TOKEN Acquisition:

- Airdrop incentives : MIX holders will obtain MAX token in accordance with the MIX number.
- If platform issue digital assets they can get MIX token on condition that users buy the assets.
- Platform can obtain MAX token if users use the platform service, pay transaction fees and participate in game predication.
- Platform can obtain MIX token by providing game listing, promotion services and other services to game content producers and developers.

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TOKEN consumption:

- By staking MIX token，developers can participant in MAX TOKEN Airdrop mining.
- By staking MIX token, developers can participate in community governance for example, vote on related matters.
- By consuming MIX token, platform can publish incentives missions.
- By using MIX token, platform can conduct external promotion campaigns.
- By using MIX token, platform can cover daily operation expenses.

◆ **Platform**

TOKEN acquisition:

- Regular airdrop of MAX token based on the number of users holding MIX
- Digital assets issuance with for MIX tokens through player purchases
- Players use the platform service, pay transaction fees, predict the pumping of the event, etc., and get the MAX token.
- Provide game shelves, promotion and other services to game manufacturers and publishers, and get MIX tokens.

TOKEN uses:

- Participation in MAX airdrop mining needs pledged MIX tokens
- Community governance, vote on related matters uses MIX tokens
- Publish platform incentives uses MIX tokens
- Conducting external promotional activities needs MIX tokens
- Daily expenses of the platform use MIX tokens

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4.5 Ecosystem value Growth Logic

In a real business environment, price is determined by value and demand.

By providing a complete MIXMARVEL SDK, the MIXMARVEL platform can quickly migrate a centralized game project into a blockchain game project, helping traditional game companies significantly cut R&D costs and launch procedures.

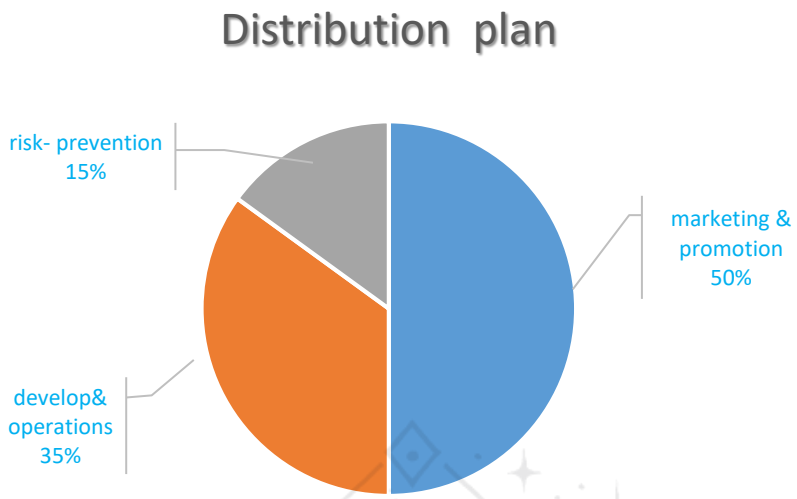
At the same time, lightning fast Rocket Protocol can remove TPS hassles, greatly reducing cost of transaction authentication. The rocket protocol technology helps game developers to create variety of game types and richer, vivid and engaging gameplay without the limitations of the primary chain’ s slow TPS.

Through the above two advantages, the MIXMARVEL platform ensures number of high-quality games with excellent gameplay to developed within a short period. A steady stream of game makers and independent developers will join the MIXMARVEL platform to provide players with complete game services. With increase of games and rise of quality of games, grows the number of users of community platforms, thus the value of MIX increases.

Next, thanks to MIXMARVEL's digital asset reuse and creation model, the community reward weights are constantly tilted, various developers and creators will continue to join, digital asset creation tools will continue to be completed and born, and a large number of digital assets will In the MIXMAVREL platform to acquire new capabilities and image, a self-made game will be created, and the demand for MIX will continue to expand. As the community's economy grows, the value of MIX will usher in an explosion.

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4.6 Distribution Program



- 50% for brand building and marketing of MIXMARVEL, providing financial support for various marketing activities to ensure that the platform can continuously acquire and accumulate users.
- 35% for the development and operation of the team, and continue to promote the construction of MIXMARVEL ecosystem.
- 15% as reserve funds and emergency funds for risk prevention to cope with various emergencies and ensure the continuous operation of the platform.

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5 Development Fund

The Strategic Platform Development Fund (hereinafter referred to as the "Development Fund") is committed to the development and business development of the MIXMAVREL platform. As MIXMAVREL is a long-term business, promotion of MIXMAVREL needs to continuously absorb talents of the blockchain industry to work with us. At the same time, we must reach development milestones of MIXMAVREL. With an end to end corporate strategy MIXMAVREL will be responsible for the day-to-day management, revenue and expenditure and security of the entire fund.

◆ **Development Fund foundation plan**

The establishment of the foundation was nominated by the founding team of MIXMAVREL and is responsible to the community members. The Foundation is guaranteed to be operated and uploaded by the MIXMAVREL Decision Committee. Under the promotion committee, operation evaluation committee, technical review committee, internal control supervision committee.

◆ **Development Funds management policy**

The MIXMAVREL Foundation manages digital assets with a sustainable development philosophy and adheres to the following governance principles:

1) Openness, fairness and transparency is always ensured. The fund regularly reports the operations of the fund to MIX currency holders and project followers.

2) Focused on the ecological development of the MIXMAVREL community. All income and expenditure are centered on the ecological development of the project community.

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3) Combination of promotion and technological development. MixMarvel will enhance the competitiveness of its market through technological development, and will promote more people to participate in the community development of MIXMAVREL through preferment and promotion, and achieve the goal of enhancing platform strength and achieving platform growth.

◆ **Development Funds supervision**

To ensure that the funds operates in an open, transparent and secure environment, the fund's digital assets will be hosted in a multi-signed smart contract at a public address. To be managed by the fund management team, a group of individual signature holder. A transaction can only be executed when a certain number of delegates confirm a transaction. In circumstances like management team personnel change, the key lost, etc., the addition, removal and replacement of the smart contract manager will be executed when 2/3 delegation has authorized the change. In addition, MIXMAVREL will perform a strict security audit of the smart contract code before the creation of the multi-signature wallet to ensure the security of the wallet.

◆ **Development Funds distribution**

All expenses of the MIXMARVEL include but are not limited to the following:

1) Personal and institutional rewards:

MIXMAVREL will motivate individuals and institutions by rewarding them handsomely that have made outstanding contributions to the MIXMARVEL community.

2) Invest in developers:

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In the future, after MIXMAVREL develops to a certain stage, it will formulate precise support policies for the role of blockchain game community and game makers and individual independent developers, and help the coordinated development of the entire blockchain industry to achieve a win-win situation.

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6 Team introduction

Jade Zhang------ Co-Founder & CEO



Former core developer of Ubisoft Entertainment.
Thirteen years of game development experience.
A blockchain specialist dedicated to developing and publicizing the blockchain technology, the token economy in gaming, and the entertainment industry. Founder of HyperDragons and the gaming platform MM.

Leo Yang ------ Co-Founder & CPO



Globally recognized product manager
Former product manager of leading international game development firms including In-Fusio, Shenfa Soft, T3 Entertainment, and The9 Limited.
Completed game projects have generated a monthly revenue of over 2 million USD.
Previously led start-ups that produced games co-branded with famous intellectual properties.

Nep Yan ------ Co-Founder & CTO



Former CTO of multinational tech firms and game companies
Over ten years of experience in the gaming industry, entrepreneurship, and community management. Early stage manager of WoW8; the community of World of Warcraft.
Multi-skilled engineer specializing in numerous programming languages.
Expanding further into gameplay design and game level design.

Yiyi He ----- Co-Founder & CMO



Forbes 30 Under 30 Elite
Has a BA from the University of Southern California and an MA from the University of Chicago; has conducted in-depth research in economics; is a former researcher at the IMF and various DC think tanks. Focused on building MIXMARVEL into a global brand, high-quality gaming community and develop creative contents for the younger generation.

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7 Strategic cooperation

Investors



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Partners



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8 Risk tips and disclaimer

Risks

- **Policy risk**

At present, the regulatory policies for blockchain and transaction policies are not clear, and there is a certain possibility of loss due to policy changes; due to market risk, if the overall value of the digital asset market is overvalued, then the investment risk will rise suddenly.

- **Regulatory risk**

Blockchain technology has become the main target of govt. regulation in all major countries in the world. If the govts intervene or exert influence, the MM platform may be affected. For example, the restrictions on the use of the law, the sale of virtual currency may be restricted, hinder or even directly terminate the development of MIX application.

- **Market risk**

Digital asset trading is extremely uncertain due to the lack of strong supervision in the blockchain space, there is a risk of price ups and downs in tokens. Individuals participating must be experienced or face difficulties to resist the market sudden drawbacks problems caused by market instability.

- **Insurance risk**

Unlike accounts in banks or other financial institutions, there is usually no insurance coverage on the MM account or the Ethereum network, and in no case will any open

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individual organization cover your losses.

Disclaimer

- This use case of this document is for informational purposes only. The contents of this document are for reference only and do not constitute any financial advice, trading advice or solicitation for the sale of stocks or securities in the MM Platform and its related companies.
- This document is not intended to be portrayed as providing any trading or any form of contract or commitment.
- In regards to unpredictable circumstances, the objectives listed in this white paper may change according to the development process. Although the team will try its best to achieve all the objectives of this white paper. All individuals and teams who purchase and use the MIX will acknowledge bearing the risk. Any modification to the whitepaper will be made public and stating the modification to the project by posting an announcement or a new white paper on the official website.
- The fullest extent permitted by applicable law, all liability for any negligence, breach of contract or lack of attention to any loss (whether foreseeable or not) arising from any person or aspect of this white paper shall be exempted. Limited but complete scope of the law is limited to the maximum permitted by the applicable law
- Please follow professional advice regarding tax and affordability. We assume a successful execution of the MM platform project, but unable to guarantee absolute success, and throughout the world both digital assets and platforms involve risks. Please assess personal affordability before you conduct heavy investment.

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9 Conclusion

The number of Blockchain games and inflated cryptocurrencies massively increased in numbers in the past two years while the traditional games slope started declining. Under such circumstances, MIXMARVEL opted in becoming the best blockchain games platform in the industry. At MIXMARVEL, players can experience the highest quality game contents, investors can receive return on assets, creators can get a great sense of accomplishment, and these three can trade assets in an absolutely safe and reliable environment.

The traditional gaming is here to stay, MixMarvel never thought of completely killing the traditional game industry. Never in the history of the gaming it eliminated a previous game form. Instead, it has produced new game fields and markets, making the entire game industry more inclusive than before, and we are the explorer and practitioner of this new field of blockchain games.

As the gamer's consciousness awakens slowly, more and more players realize that they want to play the game instead of being "played" by the game. Whether it's indulging themselves in long hours of game time, or being impulsive in a consumer trap, players will always feel wasted and empty after a game. Now is the time to change, and blockchain technology is providing us with an opportunity for creating a new game experiences from the past, from the redistribution of production relationships and equity.

We believe that in the future of MIXMARVEL, more and more excellent games will

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be enriched into our virtual world through MixMarvel’ s technology. We will also continuously update the technology, continuously optimize the content, improve the service, give the user the best platform experience, and jointly build the future of the blockchain games.

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