

HED BLOCKCHAIN

White Paper

Heritage Ecosystem on Digital Crypto.
Oct. 31, 2025

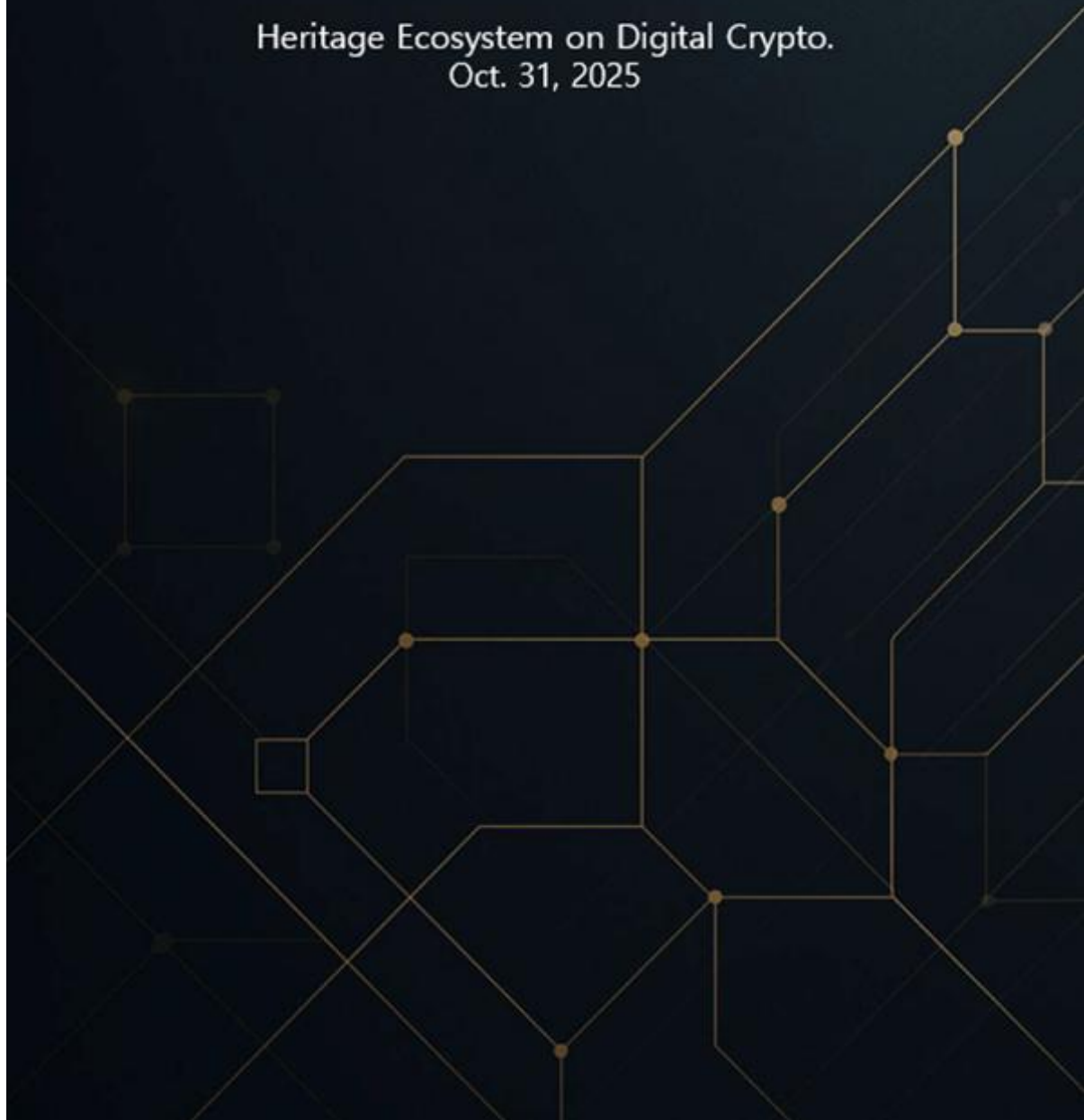


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Summary

Games are experience-based services. We believe that the value of games can be maximized when core game content is effectively integrated with blockchain technology. Our platform prioritizes the creation of a sustainable blockchain-based gaming platform that brings new enjoyment to users. Traditional decentralized game applications (DApps) have had to remain simplistic due to issues such as low TPS (transactions per second) and high transaction fees. These limitations made it difficult to integrate blockchain technology into everyday gaming content. The simplicity of early blockchain games offered only limited enjoyment to users and shortened the games' life cycles, creating a vicious cycle that hindered sustainable revenue for developers. As a result, developers found it challenging to invest sufficient resources into high-quality game DApp development, and in some cases, they had to abandon their development efforts entirely.

HED addresses scalability through a multi-chain structure, enabling an increase in the number of private blockchains as the number of games grows. Additionally, we will focus on ensuring efficient and seamless assets and data transfers between chains within the multi-chain structure.

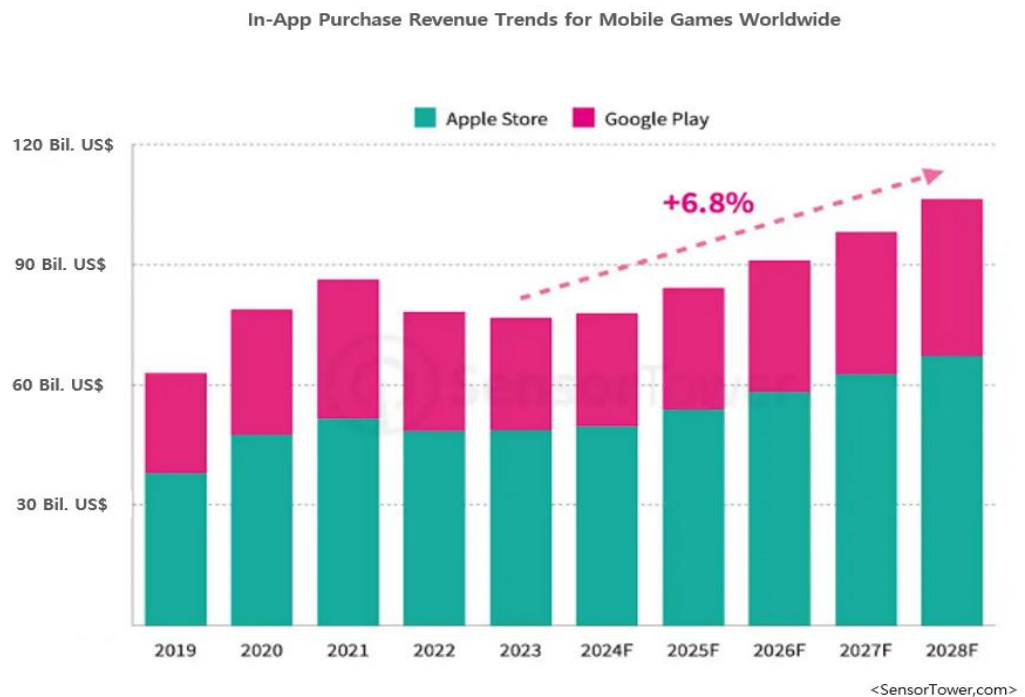
HED will primarily launch casual idle games that can be easily enjoyed in everyday life. This approach lowers the barrier to entry for gameplay and aims to reach a broader audience beyond just crypto holders—targeting a global user base of over 1 billion gamers. To achieve this, HED will deliver enjoyable games that meet players' expectations and offer meaningful rewards.

HED's token economy consists of a main token called the HED Token and game-specific tokens known as Game Tokens (mileage/points). The HED Token functions at the platform level, representing the value of the entire ecosystem and serving as a medium for value transfer in various ways. Game Tokens are used within individual games to help maximize their entertainment value and advantages, thereby enhancing ecosystem competitiveness and sustainability. All ecosystem participants—platform holders, developers, and users—can earn HED Tokens as rewards for their activities. By becoming HED Token holders, participants share in the token's value, forming a shared interest within the ecosystem and driving its growth.

1. Mobile Industry Trends

A. Overview of the Mobile Game Market

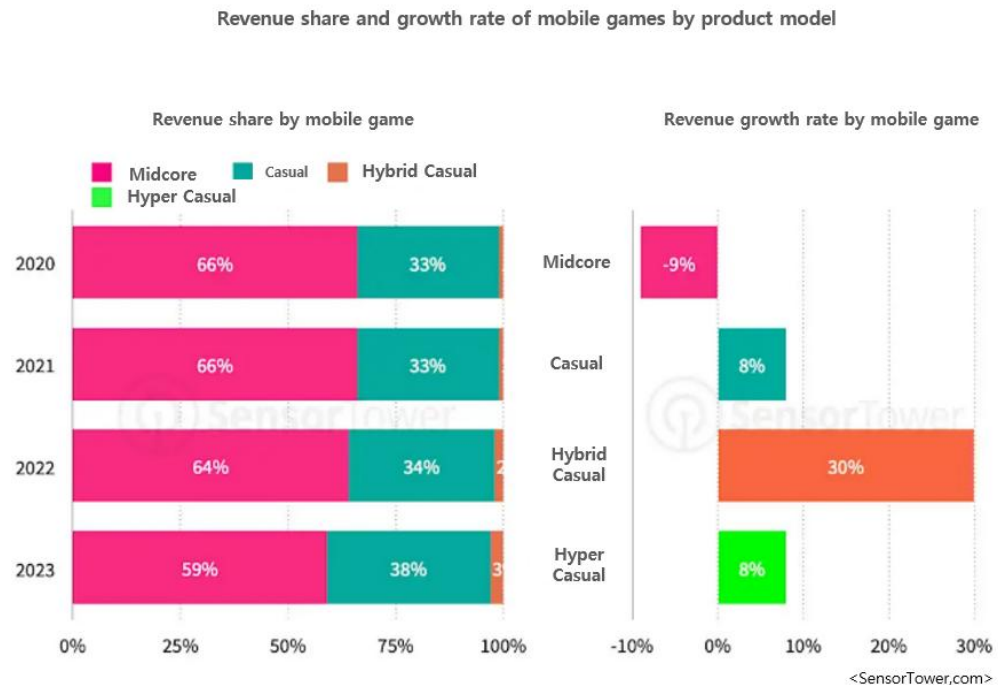
After experiencing a decline in 2022, the global mobile gaming market stabilized in 2023, with revenue reaching \$76.7 billion, which is still 22% higher than pre-pandemic levels. Mobile game revenue is expected to rebound in 2024, and it is projected to surpass \$100 billion by 2028. The increasing revenue from in-app purchases within the mobile market is seen as a highly positive trend.



In 2023, new games such as MONOPOLY GO!, which utilized the Monopoly IP, and the party game Eggy Party made a big splash, while titles like Royal Match, Travel Town, and Gossip Harbor® gained widespread popularity. As a result, player spending on mobile casual games increased significantly. Notably, hybrid mobile games generated \$2.1 billion in revenue, representing 30% growth.

While revenue from mid-core mobile games saw a slight decline, they still accounted for 59% of total global mobile game revenue. Among these, mobile RPGs and strategy games brought in \$20 billion and \$14.8 billion

respectively in 2023, reflecting a 10% decrease compared to the previous year.



B. Key Features and Distribution Structure of Mobile Games

The mobile gaming industry has seen explosive growth in recent years and has firmly established itself as a popular form of entertainment worldwide. The key characteristics of this industry are as follows:

Accessibility: With the widespread use of smartphones and tablets, anyone can easily download and enjoy games.

Variety of Genres: A wide range of game genres—such as action, RPG, puzzle, and strategy—cater to diverse user preferences.

Premium vs. Free Model: Many mobile games are offered for free and generate revenue through in-app purchases. Some games require an initial purchase.

Social Features: Enhanced social features—such as competing or cooperating with friends—encourage user interaction.

Continuous Updates: Developers regularly update content to maintain user interest and introduce new features or events.

Global Market: Mobile games are popular across the globe, with

particularly strong growth in the Asian market.

These elements have supported the continued growth of the mobile gaming industry, and further innovation and transformation are expected in the future.

The main distribution structure of mobile games is based on app markets such as the App Store and Google Play Store. However, social media-driven promotion, marketing, and referral marketing have recently emerged as important distribution strategies. In particular, referral-based marketing—where users promote games to friends and acquaintances—has become a key strategy. Games like Axie Infinity are considered successful examples of this approach.

2. The Intersection of Blockchain and Games

A. Blockchain and Games are Complementary.

When discussing the integration of games and blockchain, it is essential to first consider the fundamental nature of game content and services. Various industries are currently exploring integration with blockchain technology, and the gaming industry is no exception—particularly with a focus on the trading of digital assets. These projects hold significant value as they utilize blockchain technology for trading items and tokens generated during gameplay, as well as user game data.

A core characteristic of games is that they are experience-centered. Games are not services people access only when necessary. Instead, users repeatedly engage with games for enjoyable experiences. They invest time in playing, receive rewards, become deeply immersed in gameplay, and ultimately feel a sense of achievement—this is a vital aspect of gaming. In contrast, other sectors such as law, healthcare, or finance offer function-based services that users engage with as needed, and the frequency and scope of usage are generally predetermined. For example, do people habitually log in to their online bank accounts during leisure time or repeatedly revisit past medical treatments? Likely not. This highlights the experiential nature of gaming services. When this unique characteristic of games is combined with blockchain, it opens up the potential for transformative, disruptive gaming and entertainment services that go beyond traditional paradigms.

B. Integrating Blockchain Technology into Game Content

We emphasized that in order to create innovative game services, the experiential aspect of games must be integrated with blockchain technology. We have been considering integrating blockchain into "daily content"—features that users access regularly to earn rewards. This is an essential part of the gaming experience. Rather than offering users a limited asset trading service, we aim to build a blockchain-based service centered around the enjoyment gained through repeated gameplay.

Therefore, we want to create game content that can be easily accessed in

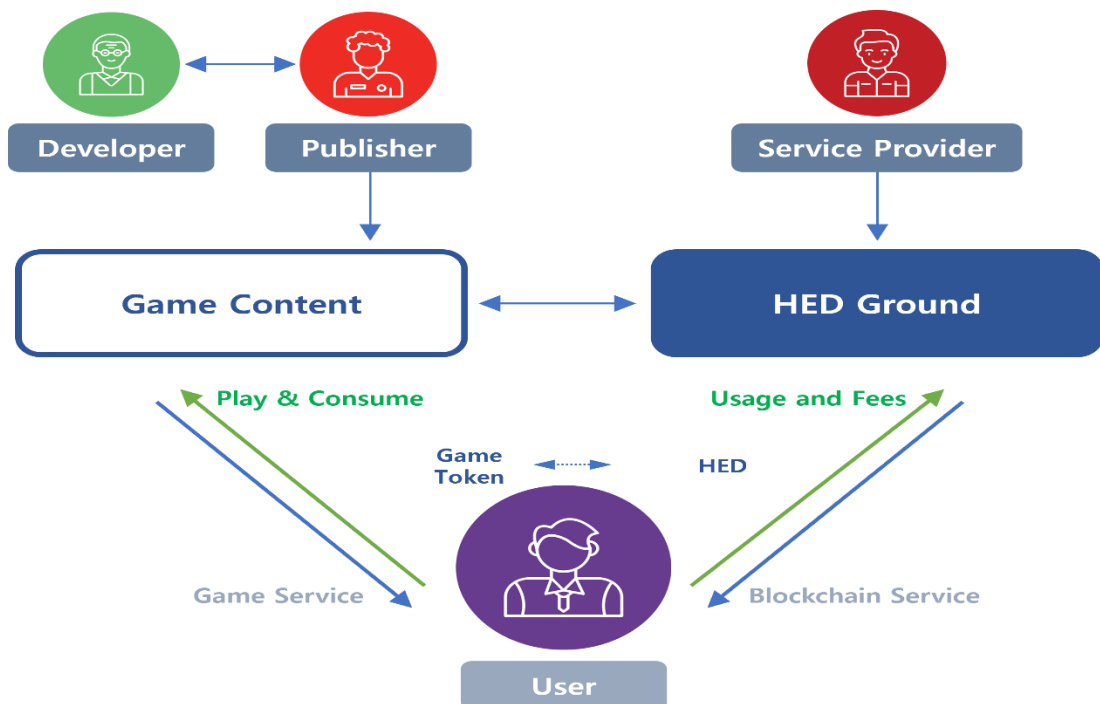
daily life and incorporate it into the blockchain. For example, in casual games, we're adopting an idle gameplay concept so that anyone can grow their character while going about their daily routine and receive rewards in return. In SNG (Social Network Games), users can manage smart farms and factories to earn rewards. In the E-Sports category, players can enjoy leisure activities like poker and Texas Hold'em. These gameplay rewards are issued through smart contracts and recorded on the blockchain, allowing users to acquire blockchain assets.

Our proposed approach is especially important in the long run. Unlike the relatively simple blockchain games already on the market, we plan to offer users the value of enjoyment and livelihood as part of their everyday lives. This approach will serve as a crucial foundation for building a sustainable blockchain ecosystem.

3. HED Service Structure

The HED Foundation collaborates with various game developers to enable users to enjoy both physical spaces and digital content simultaneously through the HED Ground Platform. Through this platform, users can experience games and content tailored to their individual preferences and experiences via interactive displays.

The HED Foundation aims to build a gaming and entertainment community platform through the HED Ground Platform. By leveraging blockchain technology, it will strengthen connections with users, better understand their needs, and provide an environment where customers can genuinely enjoy gaming. Many of the items obtained through gameplay will be turned into NFTs, allowing users to trade them with one another and potentially convert them into real-world currency. Regardless of whether users complete missions, they will be rewarded for participation, and by offering rewards in exchange for their personal data, the platform aims to encourage active user engagement.

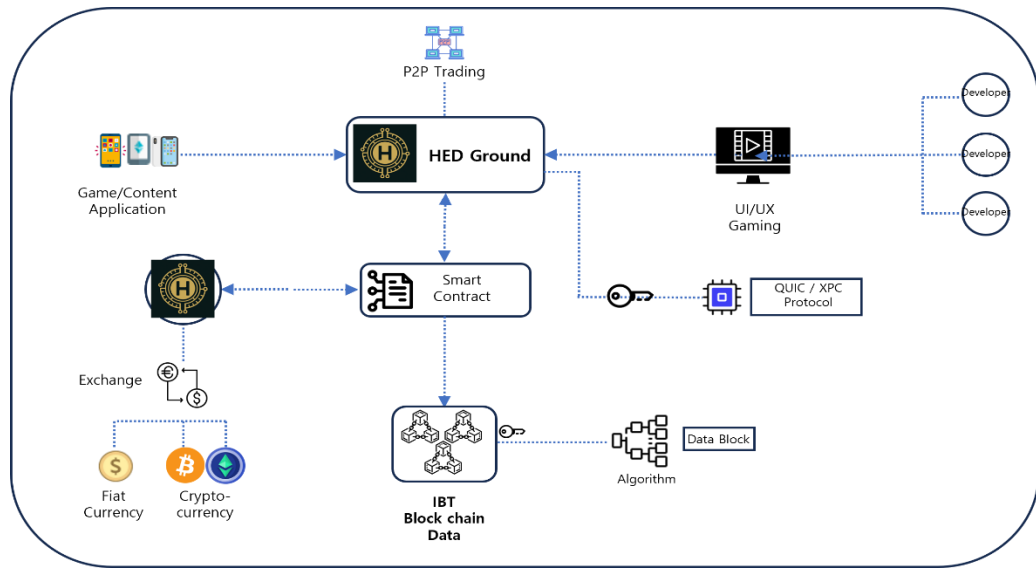


4. HED Ground Platform Ecosystem

A. Game Ecosystem

The competitiveness of the platform depends on how many high-quality contents and services it can secure. As a game platform and ecosystem, HED's main goal is to secure as many high-quality games as possible. However, realistically, many game studios are hesitant to develop game DApps. One of the main reasons is the uncertainty of whether they can achieve a reasonable level of revenue compared to the resources invested in developing game DApps. Therefore, the amount of resources invested in development is a key issue for the growth of the blockchain ecosystem. HED will release casual idle games that are both cost-effective and easy for users to play. Even though there is currently a shortage of game development studios, a good way to secure high-quality games is to get many users to spend a long time on our platform, enjoying the games. We will encourage longer user engagement by offering voluntary participation and rewards.

Additionally, game servers will be managed to store and process necessary data. We will allow game development studios to use smart contracts to generate required transactions and transmit the results to both the client and the server. In other words, because our platform will take on the blockchain-related roles, it will be possible to transition to a blockchain-based game DApp without making significant modifications to existing games.



B. HED Ground Components

The HED Ground Platform aims to become an independent and evolving platform based on blockchain technology. It will continuously add various essential elements that the platform must provide in order for users around the world to truly enjoy gaming, with a variety of games offered.

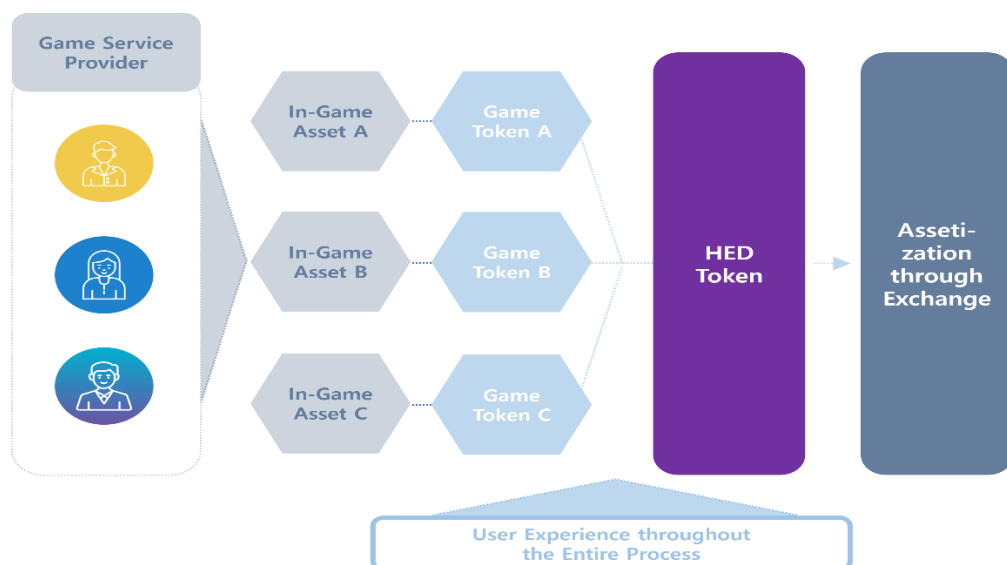
One of the important elements is the advertising network. As the user base within the HED ecosystem grows, the demand for an advertising network will increase. Given that the content is provided in a service form, marketing that clearly targets gamers rather than the general public will be far more effective. Therefore, advertising will be essential when launching new games to the HED user pool. Additionally, an effective advertising network is crucial for maximizing the value of the HED ecosystem.

HED must maintain an environment where both existing and new games can be enjoyed. If users actively respond to advertisements delivered through the network, they can earn additional assets and generate revenue. Another essential element for a blockchain ecosystem is the community. In order for numerous ecosystem participants to share perspectives, identify problems, and engage in proactive discussions, a strong community is vital. The growth of a blockchain ecosystem cannot be achieved by a single party's effort; it requires a solid community with strong support. To maintain an active community, HED will provide top-notch technological and operational support, while the HED Foundation's reward policy will offer

appropriate rewards to users who actively participate, encouraging voluntary engagement.

To ensure the sound integration of the platform and its continuous growth, we will keep adding structural features such as management consoles, security modules, data analytics tools, universal payment modules, and data storage. Our platform's vision is not short-term, limited to the next 6 months or a year. We are committed to building a platform with a focus on continuity.

Through collaboration with several trusted partners, we will ensure transparency and cooperate to improve the network, each fulfilling our responsibilities. We are fully dedicated to building an efficient and sustainable decentralized gaming platform that provides users with the ultimate enjoyment.



5. HED Ground Game

Our first game will primarily focus on idle games that users can easily access and enjoy.

A. Cat's Guardians

i. Introduction

Welcome to "Cat's Guardians," the casual survival-style game from the HED Foundation. This captivating P2E (Play-to-Earn) game invites players into a fantastic world inhabited by adorable cats. Combining elements of strategy, simulation, and puzzle-solving, this adventure offers an engaging experience for both cat lovers and gaming fans. The official launch is scheduled for around January 2026.

ii. Cat's Guardians

The mobile game Cat Guardians is a tycoon-style game based on NFT / P2E, centered around the story of defending the last stronghold of the cat kingdom against the invasion of the Demon King. Players become guardians of the cats, growing and expanding the castle.

iii. About the Game

Cat Guardians is structured around building, upgrading, and nurturing workers and adventurers to strengthen the castle. Players can acquire coin points (tokens) through fishing grounds, siege battles, and dungeon exploration, which can then be exchanged for base coins. In addition, leveled-up workers, upgraded buildings, and fishing equipment can be traded as NFTs, while gold is used as in-game currency for building upgrades, equipment purchases, and training. Through this system, continuous mining and growth lead to increased mining speed and volume, while adventurers' dungeon exploration rewards further activate NFT trading, creating a virtuous cycle.

iv. Play, Contribute, and Earn Together

Players can defend and grow the kingdom while earning rewards through mining, NFT trading, and token exchange. By contributing alongside the community, the act of playing itself becomes a rewarding and enjoyable experience.



B. Upcoming Games

i. HED Poker

The HED Poker Game can gain popularity because players can bet and earn rewards using HED Coin as the central currency. These games typically offer traditional poker gameplay but also come with the added advantage of decentralized transactions, allowing players to use Bitcoin, Ethereum, USDT, or popular altcoins to play. The HED Poker Game is a poker game where players can interact using HED Coin.



ii. HED Holdem

The HED Hold'em Game can also gain popularity because players can bet and earn rewards using HED Coin as the central currency. It offers the additional benefit of decentralized transactions, allowing players to use Bitcoin, Ethereum, USDT, or popular altcoins to play. Similarly, the HED Hold'em Game is a Hold'em game where players can interact using HED Coin.



6. Establishing a Blockchain Technology Academy

A. Regarding the Establishment of a Blockchain Game Academy

The HED Foundation will establish an academy as part of its public activities to train future leaders who will drive industries by integrating blockchain technology with other business technologies. In modern society, blockchain technology is no longer just a technical management tool; it must be combined with cutting-edge technologies to bring innovation across various industries. The academy will focus on professional talent development and technological research to contribute to these advancements. The Blockchain Academy will initially launch in Southeast Asia, including the Philippines, Vietnam, and Thailand, and will later expand to the United States, South Korea, Japan, China, and Europe.

B. The Need for Talent Development

In this changing landscape, talent in the blockchain field must possess not only technical knowledge but also a deep understanding and intuition about the industry. Therefore, the HED Foundation's Blockchain Technology Academy will offer an educational program that combines both theory and practical experience, focusing on training professionals who can immediately apply their skills in the field.

C. Building a Global Network

Furthermore, the HED Blockchain Technology Academy aims to build a global network by partnering with leading blockchain education institutions and companies abroad. Through this, students will gain a broader perspective and develop an international outlook.

7. HED Token Model

A. Binance Smart Chain (BSC)

On the BSC (Binance Smart Chain), the primary native coin is BNB, and a wide variety of coins, including meme coins and DeFi (Decentralized Finance) projects, which are being developed within the BSC ecosystem. BSC's main strength lies in its low transaction fees compared to Ethereum, and it provides a developer-friendly environment, leading many tokens to be issued on this network.

Main BSC-Based Coins and Features

- BNB: The core and native token of the BSC ecosystem.
- Various DApps and Tokens: Numerous decentralized applications (DApps) and tokens across fields such as DeFi and gaming are actively operating within the BSC ecosystem.
- Low Fees: One of the main reasons BSC-based coins have gained popularity is their significantly lower transaction fees compared to Ethereum.
- Ease of Development: BSC offers a developer-friendly environment, allowing tokens to be issued relatively easily.

BNB at the Center of the Binance Ecosystem — Expanding Blockchain Influence

BNB, the platform token issued by the world's largest cryptocurrency exchange Binance, has been showing a sharp upward trend.

As Binance accelerates the expansion of the BNB Chain ecosystem, the price of BNB is also gaining momentum.

According to crypto data provider DeFiLlama, the total value locked (TVL) on the BSC (Binance Smart Chain) has reached \$9.095 billion (approximately 13.03 trillion KRW).

-Source: <https://news.nate.com/view/20251014n32915>

B. HED Coin

HED is the primary cryptocurrency used within the HED Ground ecosystem. It serves as a means of contribution, distribution, and rewards, and is also used as gas fees for transactions. Protocol contributors are compensated through an inflation model, but the total issuance of HED Coin is capped at 500 million HED. In addition, only 35% of the total supply will be circulated in the market, ensuring the protection of the ecosystem and market participants as the project progresses.

Coin Name: HED Coin

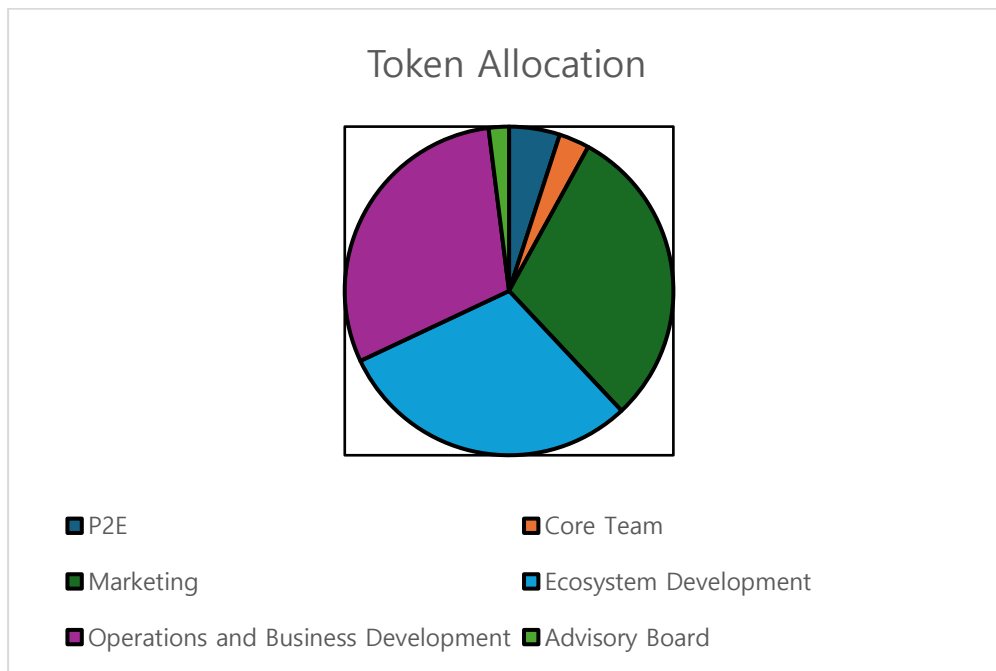
Coin Symbol: HED

Total Supply: 500,000,000 HED

Initial Listing Price: USDT 0.1

<Token Allocation>

**P2E (5%), Core Team and Development Team (3%), Marketing (30%)
Ecosystem Development (30%), Operations and Business Development (30%),
Advisory Board and Strategic Partnerships (2%)**



i. Coin Information

HED rewards are a form of incentive given to participants and contributors. The design of HED aims to preserve its value by limiting both the total supply and the circulating supply. In addition, the marketing funds are allocated as referral rewards to promoters who help advertise and expand the ecosystem. These funds are used to encourage engagement with brand advocates and to support marketing activities.

ii. Strategic Partners

Funds for potential global partners are provided to support strategic partnerships related to the expansion of our platform.

iii. Operations and Business Development

The operations and business development fund is used for management expenses, including development, security, equipment, solutions, outsourcing, and global expansion activities, as well as other costs necessary for enhancing the protocol's performance and developing the ecosystem.

iv. Advisors

The advisory fund is distributed to experts and external organizations that provide crucial information for ecosystem design and contribute to increasing its value.

v. Core Team

Team funds are used for infrastructure development and operations to manage the ecosystem.

8. Road Map

- A. November 2025: Development of the HED Ground Platform — Creation of the Core Computing System
 - i. Membership registration and commission generation enabled for marketing
 - ii. Deposit and withdrawal available based on USDT 0.1 / HED
- B. December 2025: Development of the Wallet Management System for HED Ground Platform
- C. January 2026: Launch of Cat's Guardians
- D. First half of 2026
 - i. Listing on Toobit, MEXC, BTCC, Korbit, Coins.ph
 - ii. The initial listing price is USDT 0.1 / HED, but may be adjusted depending on market conditions
 - iii. Release of Poker and Texas Hold'em games to support the HED platform ecosystem
 - iv. Launch of casino games operated with HED Coin as the base currency, through partnerships with global online casino companies
- E. Second half of 2026 and beyond
 - i. Launch of three additional AFK-type games
 - ii. Listing on overseas exchanges such as Bitget, Gate.io, HTX, Bybit, etc.
 - iii. Establishment of a Blockchain Academy (initial expansion into Southeast Asia — Philippines, Thailand, Vietnam)
 - iv. Promotion of establishing HED's own cryptocurrency exchange
 - v. Operation of an online shopping mall and OTT digital content services for stable ecosystem sustainability

9. Team Composition

A. Core Members

The HED Foundation and its partners, including the operators, collaborate with multinational creative teams, developers, and beauty industry experts, covering everything from the implementation of various HED projects and the HED platform concept to private issuance. Our team has years of collaboration experience. To secure experts in all areas of the new blockchain-based environment, we expect more talent to be added to the team in the future.



Brian Lee
CEO



Gamestop / Game & Distribution Department
Webzen / Game Business and Online QA
E4NET / T&G Business Division
KOK Foundation / Platform Operations Division



Terry
CTO



Annual 365% return from stock and futures/options investment experience
Co-developed two patents for AI-based stock analysis
Expanded four startups globally
Certified Financial Analyst (CFA)
Bachelor's in Accounting, University of Queensland, Australia












Roisy
CPO



Major in Financial Engineering, Peking University
Multiple investment competition championships
Former Lead Product Owner @ Ateam Ventures

B. Advisors

	<ul style="list-style-type: none"> -Founder and President of the World Green Organisation -Founding President of the Green Institute of Hong Kong -Founding President of the Hong Kong Myanmar Chamber of Commerce -Founder of the Green Myanmar Foundation -Founder of the Green Sky Green Fund in Hong Kong -Founder of the Earth Buddy Foundation in Hong Kong -Founder and CEO of Green Inc. in Hong Kong -Supporter of the Green Hong Kong Campaign -Founding President of the Hong Kong New Territories West Industries & Commerce Association -Founding President of the Green Party of Hong Kong -Bachelor of Business Administration and Economics, University of Toronto, Canada
<p>Albert Oung Advisor</p>	
	<p>Chairman and CEO of DEFTA Partners Partner at Accel Partners Chairman of the Board, Alliance Forum Foundation (Special Consultative Status with the UN Economic and Social Council) Special Advisor to the Cabinet Office of the Prime Minister of Japan Senior Advisor to the Ministry of Finance of Japan Special Advisor to the President of the Republic of Zambia Honorary Co-Chair of the U.S. Business Advisory Council</p>
<p>George Hara Advisor</p>	
	<p>Founder and Chairman of World Blockchain Forum Corporation CEO of Blockchain Media (New York) CEO of Silicon Valley Maker Capital CEO of Made in China International CEO of Huazhi Intelligence</p>
<p>Sheng Zhao Advisor</p>	
	<p>Director of DHS Engineering Limited Board Member of USA Energy Engineer, Hong Kong Chapter Consultant for City of Dreams Casino (Macau), NTT Data Center (China), and Sinopec (China) Ph.D. in Engineering from The Hong Kong Polytechnic University MBA from the University of Louisville (USA) Master's in Electrical and Electronic Engineering from the National University of Singapore</p>
<p>Harry So Advisor</p>	
	<p>Founder and CEO of BitSE, Developer of QTUM Founder of Fusion Blockchain, a crypto-finance project based on the Value Internet Co-founder of VeChain and Kernel Blockchain Technologies Executive Director of Regional Branch and Client Division at IBM Bachelor of Computer Science, Fudan University (China)</p>
<p>Dejun Qian Advisor</p>	

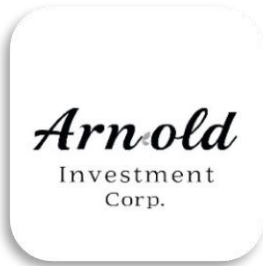


Henry AU
Advisor



Co-founder and Chief Strategy Officer (CSO) of Digital Crest Asia
Director of Operations for MSN Asia and Vice President of Asia Liaison
Security Officer at Citibank
Chief Information Officer (CIO) at The Carlyle Group
MBA and Master of Science (M.Sc.), The University of Hong Kong
Master of Arts (M.A.), Bachelor of Engineering (B.Eng.), and Bachelor of Arts in
Applied Mathematics (B.A.I), Trinity College Dublin (Ireland)

10. Partners



1. Arnold Investment
Startup technology consulting and seed investment/Investment advisory and M&A consulting



5. LY Partners
Blockchain technology solutions/Cryptocurrency exchange solutions/Business consulting



2. Sion Holdings
Blockchain technology consulting/Online casino game solutions



6. KA Patterns
Investment advisory/Real estate transaction platform



3. Si Holdings
Blockchain and AI technology solution development/System Integration (SI), Software as a Service (SaaS), etc.



4. KYT Games
Development and supply of casual and arcade games/IT solutions