

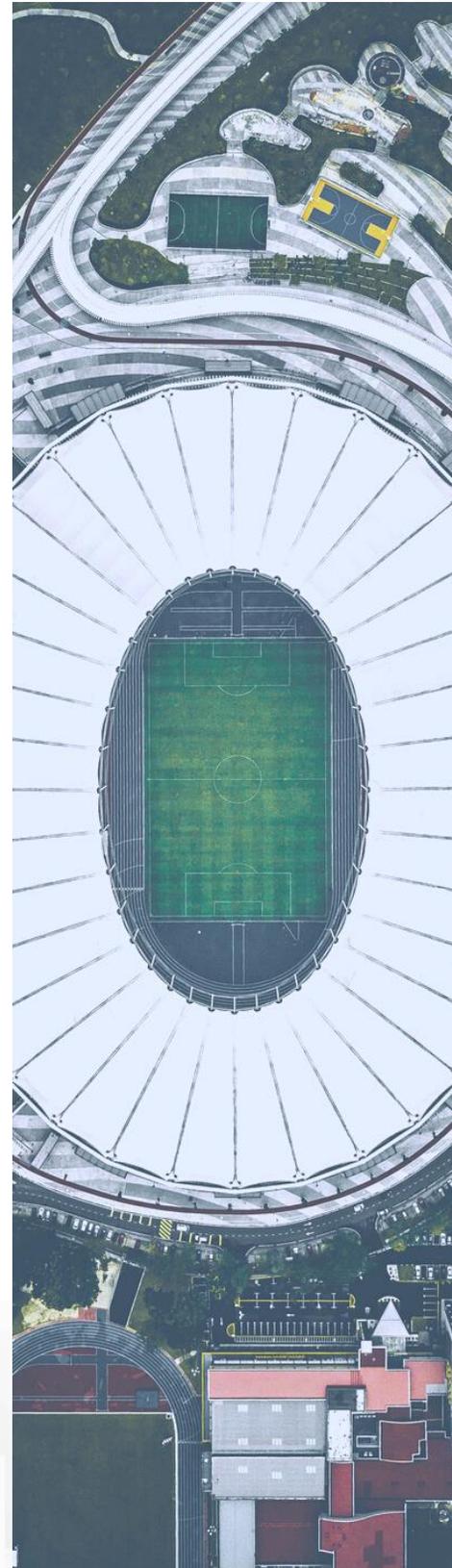


# LALIGA META WORLD

**WHITE PAPER**

LaLiga World Whitepaper ver.02\_1

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- ◆ This white paper is written solely for the purpose of explaining to potential users of the LaLiga Meta World token information, including the details and future vision of this metaverse project and token, for reference. In other words, please note that this white paper has been prepared for reference purposes only, based on the current state at the time of writing, and is not legally binding.
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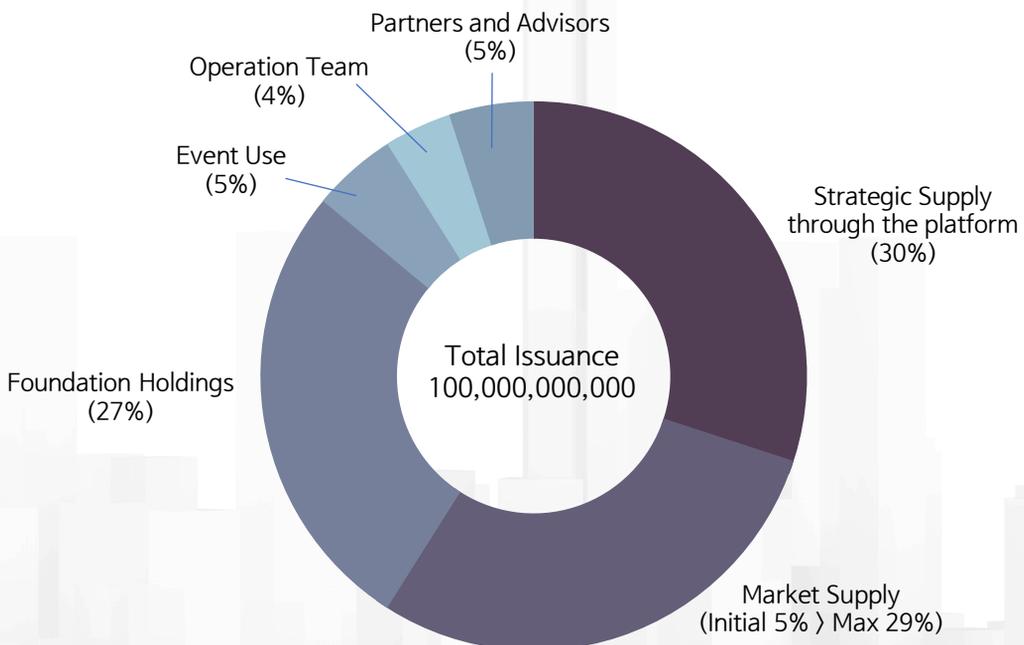
# Token Information

## Basic Information

- Token Name : La E On (LEON)
  - ※ It is a combination of the native Korean word Laon, which means “enjoyable”, and the English word Earn, which means “to acquire”, and means “Tokens earned while having fun”
- Total Issuance : 100,000,000,000
- Protocol : TRC-20

## Token Distribution

Strategic Supply through the platform (30%)	The amount used for building a reward ecosystem within the platform, activating La.E.On tokens, and stabilizing the system. The platform's own circulation volume distributed to users as “Compensation” and “Reward Acquisition” within the platform and recovered from users through “Content Consumption”
Market Supply (Initial 5% ) Max 29%)	The initial distribution supply is set at 5%, and then the amount that can gradually increase up to 29% depending on the degree of content addition in the platform, the degree of activation of the platform, and the event volume to be distributed.
Event Use (5%)	Volume to be used in various ways for various regular and non-regular online/offline events to improve “User Acquisition” and “Platform Loyalty”
Partners and Advisors (5%)	In principle, the first lock-up release date is set to 2 years later by default. However, depending on the level of platform activation, the degree of market stabilization of the LaLiga Meta World token, etc., it may change after notification through the official website of the foundation 7 days in advance.
Operation Team (4%)	In principle, the first lock-up release date is set to 3 years later by default. However, depending on the level of platform activation, the degree of market stabilization of the LaLiga Meta World token, etc., it may change after notification through the official website of the foundation 7 days in advance
Foundation Holdings (27%)	Amount held by the foundation in preparation for contracts with sports leagues and clubs under negotiation other than LaLiga



# Roadmap

## 2022

### Q1

- Exclusive Global Partnership Agreement with LaLiga for LaLiga© Official Metaverse

### Q2

- Establish System Plan and Platform Operation Plan on LaLiga Meta World
- Start In-Stadium LED/DBR Advertisement in LaLiga League 1<sup>st</sup> Division Matches

### Q3

- Select Main Partners – 1 Public & 3 Private Companies
- Start Building LaLiga Meta World
- Start LaLiga Meta World NFT and Token Planning, Conception and Selection of Main Partners

### Q4

- Open Pre-Registration of Paid Membership
- Token Sales, Limited Partners

## 2024

- Connect LaEon Token with a Global Payment System (A New York-based Global Visa Partner)
- Plan to Make Partnership Agreements with Other Football Leagues or Clubs
- Open Metaverse District Football Leagues
- Launch League Fan Competitions: Example – LaLiga Fans VS EPL Fans
- Open A.I Virtual Match System

## 2023

### H1

- Start Banner Advertisement on Other LaLiga© Official Apps
- Start SNS Marketing through 4 LaLiga© Official SNS Channels – Facebook, Instagram, Twitter, Weibo
- Start TV Advertisement in 7 countries on Live LaLiga© Match TV Broadcasting (Broadcaster: beIN Asia)
- LaEon Token Series A Institutional (Global) Investments
- Start User Pre-Registration
- LaEon Token Listing on Global Exchanges
- Open LaLiga Meta World (MVP Version)
- Planning of International Bulls Private Club (On/Offline VVIP NFT Membership Service)

### H2

- Start Football Content Personal Broadcasting System Support
- Start Chat Translation System Support by Country
- Open 3<sup>rd</sup>-Party Games
- Start Sports Prediction System
- Hold Spain VIP Party

## 2025-

- Launch VR Service
- Plan to Make Partnership Agreements with Other Sports Leagues or Clubs
- Open Metaverse District Sports Leagues
- Launch Sports Fan Competitions: Example – Sevilla Fan VS New York Yankees Fans
- Open a Worldwide Simple Payment System through the DID System

LaLiga Meta World  
Business White Paper



As the use and versatility of digital technology increases, the Internet and digital have gradually become closer to our lives, and now they have become a part of our lives.

Currently, mankind is living a life that crosses the boundary between online and offline. For example, we purchase products online, use them offline, and make friends online and meet them offline. Newspaper companies have been transformed into internet media companies, and advertisement companies that use models are being replaced by social media advertisement companies that use avatars. Even the number of people earning income by using online games and applications is steadily increasing.

As such, mankind is now living in the “online age” and in the future, online will be more closely connected with us, forming an “online society” and furthermore, the “online world”, the so-called “metaverse era” will come.

Accordingly, mankind creates alter-ego online and crosses the two worlds, offline and online. Therefore, in the near future, online “Self” will be as important as offline “Self”. As a result, it will be a paradise for those who like certain cultural categories. In other words, you can find a lifestyle and culture that suits you and live the life you have dreamed of there.

In this context, LaLiga Meta World can be simply defined as “The Most Ideal Online Football World” for football lovers.

Users will feel happiness as a football fan in LaLiga Meta World. As content is continuously added and improved on the platform, and as the community of numerous “Selves” of global users becomes active, you will continue to experience more and more unique fun.

We are positive about the new human relationships being created as technology advances. Through a single sports metaverse platform called LaLiga Meta World, we want to develop it as a window for socializing and harmony among 1 billion global football fans of different races and languages, and based on the commonality of football, we plan to create a platform that everyone can enjoy.

In other words, we will realize a perfect second football world by making LaLiga Meta World more familiar and convenient for all global users, including teenagers, women, the elderly, and those who are not familiar with English or not digital savvy.



## Problem

Fans in almost all sports fields, including LaLiga global football fans, which are currently approaching 1 billion, have no choice but to consume sports-related content on a comprehensive content platform due to the absence of a specialized sports platform. In other words, although each professional league or individual club builds its own official Apps and provides game schedules, statistical data, and simple entertainment content, Sports fans still consume sports contents through various video sharing portals or social media channels and use them as channels for mutual communication.

## Purpose of LaLiga Meta World

The primary purpose is to become a comprehensive sports content platform that provides pleasure and convenience to fans who love LaLiga, by providing various contents that LaLiga's global fans can enjoy or participate in fun and interestingly, such as watching LaLiga videos, enjoying highlight videos, promoting friendship among global fans, and supporting your favorite clubs and players, etc. through the LaLiga Meta World platform, not through other comprehensive content platforms.

The secondary purpose is to form a close relationship between the fans and the league. Sports are often referred to as an icon of unity. Nevertheless, even today, in the era of information and communication, there is a lack of free communication channels between sports leagues and clubs and global fans. Of course, professional leagues and clubs also put a lot of effort into marketing, focusing on publicity such as social media operation and various fan events. However, communication with fans is still mostly one-way rather than two-ways, and it is a reality that gives fans in Asia or Africa, not Europe, a sense of belonging, but a distant sense of difference that can only be encountered on TV. The high autonomy of the metaverse is an optimized platform to solve this problem. We believe that it will play a big role in giving global fans a sense of belonging that "We Are One Family" by functioning as a measure of communication between leagues and fans, and between fans and clubs on one huge sports platform.

The third purpose is to revive the league and football. Football is undoubtedly the most loved sport in the world in any aspect among all sports, but there are still many people who are unfamiliar with football/soccer. There are more people who don't know what Spanish La Liga is, what the English Premier League or the German Bundesliga are. LaLiga Meta World aims to inform more people of the charm of the sport of football by adding fun elements to the extensible platform called metaverse so that even those who are not interested in football can be interested. In particular, we are preparing a variety of contents so that anyone, including teenagers, women, the elderly, and those who are not digital savvy, can enjoy it in a fun and convenient way.

In addition, we will actively connect and support sports that are closely related to the football category, such as Freestyle Football, Futsal, and e-Sports, to contribute to the revival of various football-related ecosystems. In addition, LaLiga Meta World will provide generous support to children who are passionate about football and aspire to become football stars all over the world.

The fourth purpose is the harmony of the sports market. Currently, many sports markets, including football, baseball, basketball, boxing, and martial arts, are very popular, and there are quite a few overlapping fans, but links between sports industries are very rare. We plan to integrate various sports leagues into our metaverse in addition to LaLiga and will lead the harmony of many sports events like the Olympics in the future.

The 5th purpose is the leading development of football and sports categories in the metaverse market. Currently, real estate or city metaverses, game metaverses, and entertainment metaverses centered on pop stars or idols are competing. LaLiga Meta World will become the axis of the metaverse market and will do its best to make the category of sports more consumed in the metaverse market, thereby making more people interested in sports, and will take the lead in spreading a healthier sports culture.

The 6th purpose is to lead the new type of income market that will be created by the metaverse. As human civilization has developed, various occupational groups have steadily appeared. Historically, with the advent of the secondary industry, the labor market where machines and humans coexist has grown rapidly, and with the advent of the Internet, various jobs such as programmers and web designers have been created, and with the advent of many social media such as YouTube, new occupations with influence within social media have emerged as a trend.

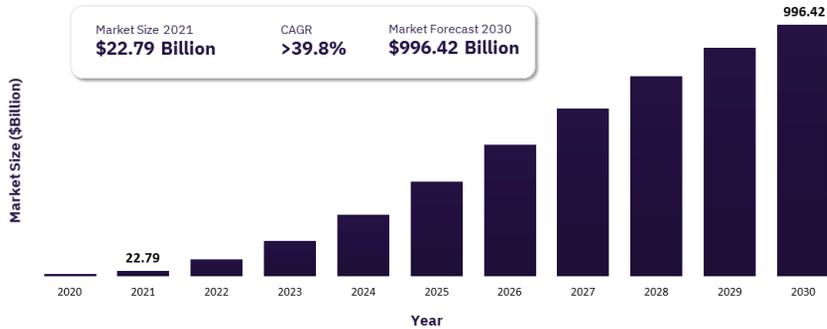
Due to the popularization of Metaverse, job groups with the same structure are being created. The technology that composes the metaverse and the tools of the platform based on it began to emerge, and based on that, new jobs began to appear. In this way, as the Metaverse expands, a new market is being formed with the birth of new jobs and dinosaur companies servicing the Metaverse.

As such, the LaLiga Meta World platform plans to create a structure that can generate various income sources. For example, users can create their own cheering team, increase their influence, and receive advertising sponsors from companies to earn money, or users can generate revenue by producing various contents. For all the above conditions, the degree of freedom of activity within the metaverse is also important, but we are paying attention to the new concept of "Income Creation Freedom". The metaverse of the future will open a special era that goes beyond simple means of communication and is closely connected to life in reality. Therefore, we will continue to research to find more diverse forms of value in the LaLiga Meta World ecosystem.





## Metaverse market forecast 2021-2030



Source: GlobalData Intelligence Center



Recently, the British Collins Dictionary selected 'Metaverse' as one of the words of the year in 2021.

Metaverse is a compound word of Meta meaning 'transcendence' and Universe meaning 'real world' and means 'a three-dimensional virtual world where various activities such as economy, society and culture can be performed just like the real world'. The appearance of the metaverse is not a recent thing. Since the early 2000s, mankind has been steadily projecting real streets and buildings into online games, and even America's Second Life has already built an online world that is very similar to what we recognize today. Nevertheless, why should global companies pay attention to the metaverse in the future?

Global augmented reality market expected to reach \$125.2 billion in 2026

First, the metaverse is a promising market that is expected to grow significantly in the future. According to MarketSandMarkets, a global B2B research firm, the global augmented reality (AR, VR, MR) market is expected to reach \$125.2 billion by 2026. This is an annual growth rate of 30.6% from \$33 billion in 2021. In particular, it is expected that various business models using expanded reality will emerge in Korea, China and India, to become a growth driver for the metaverse market. In fact, the Ministry of Culture, Sports and Tourism of Korea predicted that the market for immersive content such as augmented reality (AR) and virtual reality (VR) would more than quadruple from 2.8 trillion won in 2019 to 11.7 trillion won in 2022. In addition, the Korean government is promoting a metaverse industry support policy by investing 330 billion won by 2025 to nurture the immersive content industry and fostering 1,400 AR and VR core technology personnel.

Industry and corporate management innovation using the metaverse

Second, the metaverse is the engine of innovation in industry and corporate management. PWC (2019) predicted that the metaverse could create \$1.5 trillion in added value to the global economy by 2030. Companies are expected to use the Metaverse to innovate in a variety of areas, from providing new customer experiences to accelerating product development, streamlining production processes, and improving workplace safety.

Development of metaverse-based technology

Third, diversification and popularization of metaverse services are expected in the future according to the development of basic technologies such as ICT. With the spread of 5G technology, real-time provision of 3D immersive content and hologram service based on 6G will be possible through mobile. In addition, with the improvement of the GPU (Graphic Processing Unit), various devices with higher graphics processing technology, greatly improved viewing angle and resolution, and price competitiveness will appear, and the metaverse service will enter the popularization stage. .



Strategy Analytics, a market research firm, predicted that the global metaverse market will grow rapidly from 46 billion dollars (59.6114 trillion won) in 2021 to 280 billion dollars in 2025. In addition, many experts predicted that the size of the metaverse market would grow rapidly to \$ 1.5 trillion by 2030.

- Market research firm iResearch predicts that China's virtual human market will reach 12 billion yuan in 2022, raising the overall market size to 186.6 billion yuan. For stock market investors, the metaverse is not an unfamiliar subject. While Global IT companies such as Facebook, which has now changed its name to 'Meta', Nvidia and Microsoft, as well as Chinese companies such as Baidu, Tencent, and Bilibili, are jumping into the metaverse, there was also a frenzy of investment in meta theme stocks in the Chinese stock market. IT technology-based companies such as games jumped on the global rise by declaring the promotion of the metaverse business.
- As the Chinese stock market bottomed out at the end of April and started showing signs of a rebound, voices optimistic about metaverse theme stocks are growing again recently. With the recovery of the metaverse sector visible in May, 13 securities companies, including Wanlian Securities, Zhongjin Corporation, and Tianfeng Securities, have released metaverse industry research reports for the past month until the 21st of this month. Although the concept of the metaverse is still ambiguous, there is no disagreement that the growth potential of the metaverse industry is great, and there is considerable opinion that the stock prices of related theme stocks have already hit the bottom. The shift of people's living space from offline to online due to the spread of Covid-19 is also considered a factor that promotes the growth of related industries. A number of securities companies evaluated virtual humans as promising sectors among the detailed sectors of the metaverse. Minsung Securities analyzed that, "Metaverse is an important platform for VR and AR convergence, and virtual humans are an important part of the entire industry." and "Among the core technologies related to the metaverse, virtual humans will be the first step towards the metaverse era".
- Zhongshang Qingbaowang, a Chinese industry information platform, predicted that the Chinese metaverse market will grow stably at an average annual rate of 32.98% over the next five years, and the market will reach 126.35 billion yuan (approximately 24.3931 trillion won) by 2027. Guoxin Securities predicted that the size of the Chinese metaverse market could grow to 340 billion to 640 billion yuan by 2025.

Non-face-to-face activities such as telecommuting and remote education are increasing, and metaverses are attracting attention.

- After Covid 19, major US big techs such as Apple, Microsoft (MS), Facebook, and Nvidia are investing heavily in the metaverse. The metaverse is the leading role that the MZ generation, who leads the non-contact economy, has brought to the real space. The MZ generation forms a community in the virtual world through digital avatars and pursues highly profitable businesses that cannot be realized in reality.

- The Korean government is also raising interest in the metaverse. In May, the 'Metaverse Alliance' was launched with the intention of creating an innovative metaverse platform that transcends industry. As one of the Digital New Deal policies, the Metaverse Alliance is a private consultative body equipped with technology capabilities based on augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), which form the core elements of the metaverse.
- Experts said, "Virtual reality (VR), augmented reality (AR), and virtual convergence technology (XR), which are the basis of the metaverse, can be applied to various industries such as public service, manufacturing, medical, education, construction, defense, culture, tourism, finance, content, etc." and predicted "In the future, the metaverse will become the mainstream of the virtual reality space following the Internet".
- According to the financial investment industry, many investors are paying attention to the metaverse after Covid 19. In particular, the metaverse platform, centered on games and social media, is rapidly commercializing due to its high scalability compared to other areas.
- In the financial industry, the growth of major companies that provide metaverse platforms and contents continues, and the application area is expanding to fund procurement, brokerage, and investment business services. As the metaverse utilization area in the financial industry expands, it is expected that the delivery of financial information and customer convenience will increase. In particular, the importance of Metaverse is expected to increase in the demand for non-face-to-face asset management and money brokerage.
- According to PwC, a global consulting firm, the ripple effect of the metaverse on the economy is expected to grow rapidly, reaching \$476.4 billion (about 500 trillion won) in 2025 and \$1.5 trillion (about 1,500 trillion won) in 2030.

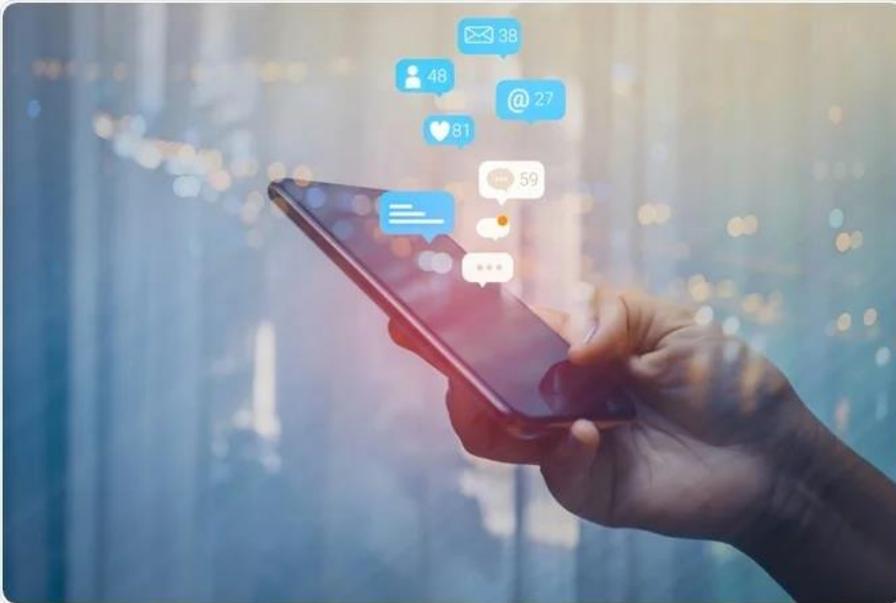
## Metaverse related Tokens

Currently, countless metaverse companies are issuing tokens and ambitiously jumping into the market, but most tokens are disappearing without being recognized for their value. Although many projects have tried to create practical use value, it is true that success cases are extremely rare.

In the case of Main-Net tokens such as Ethereum and BNB, which can compose the Dapp ecosystem, their value is recognized, and they are cruising. However, it can be said that there are almost no cases in which Dapps issued based on this have been recognized for their value by establishing an ecosystem by creating real value rather than instigating the speculative market.

As a result, many token creators and foundations create a false value and list on the exchange only with a false roadmap and white paper or technology at the level of deception, induce speculation in the market, and manipulate prices to create a structure in which they make profits. The above is an open fact that everyone knows in the token trading market, which is referred to as the actual blockchain market.

One of the clear root causes of the above problems is the lack of usability. A special digital currency called token is directly related to value because its usability and use are directly linked to liquidity. It is therefore not surprising that many tokens without liquidity are disappearing from the market. The LaLiga Meta World token is expected to create the largest real-use token liquidity in history based on its many uses.



Currently, many people around the world share their thoughts in real time through various social media activities such as Meta (Facebook), YouTube, and Instagram in text, photos, and videos. As a result, those who have great influence on social media enjoy wealth and honor, and various jobs are derived through this.

Now, online influence does not simply stay online, but directly affects our trends and lives. In addition, as the generation that has been exposed to the Internet since childhood gradually becomes the older generation, the online market is gradually expanding, and the online world is gradually becoming a part of our lives.

It is the time when the era of a new metaverse has arrived beyond social media, which is a simple means of communication in the modern age where online dependence is becoming stronger. In the future, human civilization will go through 5G and 6G with the metaverse and become closer to online more radically, and online life and real life will be connected more quickly and naturally.

LaLiga Meta World will lead the new metaverse ecosystem in line with these trend changes. LaLiga Meta World will allow users to experience AR and VR by integrating various technologies such as 5G and 6G in the future, and in the end, plan to realize the digital world through all senses by connecting the real world and the virtual world with the five senses.



# LaLiga Meta World

## Contents



LaLiga

(In-House)

Mobile: Fantasy



Mobile: Casual



LaLiga

+

Partner

Mobile:  
Casual/Strategy



Mobile:  
Trading Cards



Multi: Simulation



Multi: Metaverse



LaLiga's Future Key Focus

## LaLiga Meta World by:



1. Streaming Service
2. Match and Club Information
3. Player and Club Support System
4. Voting System
5. Jackpot System
6. Advertising System
7. Match Tickets and 'Money-Can't-Buy-Experience' Tickets
8. Quiz Show
9. Games
10. Siege Battle between Clubs
11. Simulation Game
12. Various Ranking Systems
13. Various User Reward Contents
14. Revenue Sharing Token (RST)

The key currency of LaLiga Meta World is LaLiga Meta World Token (La.E.On), and La.E.On functions as a commodity in all ecosystems within LaLiga Meta World.

## 1. Streaming Service

Streaming service allows users to enjoy match and highlight videos, and streamers can broadcast their videos on the personal Internet broadcasting room and generate revenue.

## 2. Match and Club Information

The information that LaLiga Meta World will provide in relation to matches and clubs is pre-match analysis and predictions. Pre-match analysis is to provide users with the condition of each player, tactics of the day, environmental factors, etc. Pre-match prediction is to provide users with predictions from LaLiga Meta World or experts based on pre-match analysis data. This helps users to predict the match result, and various information can be a viewing point for watching the game, so you can enjoy the match more interestingly, and it is divided into paid information and free information, and paid subscribers are provided with more in-depth analysis information, analysis videos, and data.

## 3. Player and Club Support System

Through the cheering (sponsorship) system, you can support your favorite clubs and players using La.E.On. The tokens used for cheering are actually paid to clubs and players who received a certain percentage of support, and the rest of the La.E.On excluding this payment and fee is randomly reimbursed to users who cheered for clubs and players. This is the content related to the jackpot system below.

## 4. Voting System

Fans will be able to convey the needs of real fans to the league through a voting system using La.E.On. This may affect the club's appointment of coaches, player recruitment, and holding of special matches.

## 5. Jackpot System

La.E.On collected through various systems such as transactions, sponsorships, and advertisements in the Metaverse will be paid to a specific small number of users through the random jackpot system. Users are randomly selected through various activities such as content consumption, fan activity, and viewing within the Metaverse. LaLiga Meta World puts meaning in making actions and activities not meaningless. If random winnings can be received through various activities, users will not stop their activities in the Metaverse and it will be a factor in enjoying the activities in the Meta World more interestingly. (User "Retention" & "Loyalty")

## 6. Advertising System

Corporate advertising activities are carried out through various programs such as the streaming system in Metaverse, billboards and buildings around stadiums in Meta World. Users can acquire a certain amount of La.E.On by watching advertisements. Advertisements are exposed to LaLiga Meta World users around the world, and users can also easily purchase products they want within Metaverse through corporate advertisements and receive products offline by paying with La.E.On.

## 7. Match Tickets and 'Money-Can't-Buy-Experience' Tickets

Through the LaLiga Meta World platform, users can use La.E.On to get discounted tickets for LaLiga season matches (with certain restrictions) and purchase VIP offline tickets to watch at local stadiums in Spain, locker room tour tickets for real players, and online fan meeting tickets. In addition, LaLiga Meta World will expand the ecosystem so that users can enjoy all the online and offline benefits. (\*Offline ticket sales are limited by local supply and demand conditions.)

## 8. Quiz Show

A quiz pops up while watching a stream, and if the user answers correctly, a certain amount of La.E.On can be obtained. There are two types of quizzes: one conducted by the streamer (intermediate) and one from the Metaverse itself. This surprise quiz event appears in the Metaverse with a certain probability, and also available outside the video streaming rooms.

## 9. Games

Users will be able to enjoy games in the Metaverse. They manage their own club and nurture players, which can be set according to the user's characteristics. We plan to introduce an augmented reality game to introduce a reinforcement system so that players can be nurtured even during times when access to the Metaverse is not possible. Nurturing players, coaches, managers, etc. have several grades, and the abilities that can be distributed according to the grades are different. In the future, users will strengthen their clubs by collecting players, coaches, managers, etc. that appear in augmented reality. Various nurtured players, coaches, managers, etc. can be traded in the NFT marketplace, so profitability can be expected.

## 10. Siege Battle between Clubs

In Stadium Siege, users defend their favorite team's stadium. For example, when a match is played between two clubs, users who support one team and fans who support the other team can steal digital assets such as the insignia of the opposing team. The Siege of Stadium lasts for a total of 1 hour from 1 hour and 30 minutes before the start of the game to 30 minutes before the start of the game. La.E.On, which was used to secure the assets of the losing team after the game, is partially used for events for users who cheered for the winning team, and most of them are used for events for all users who cheered for the game.

## 11. Simulation Game

Users can play a simulation game using their own team. As they progress through the simulation, they can occasionally acquire a certain amount of La.E.On. In addition, users can proceed with the simulation by betting a certain amount of La.E.On with each other. The user can make the club win by using different players, managers, coaches, tactics, etc. from the opponent.

## 12. Various Ranking Systems

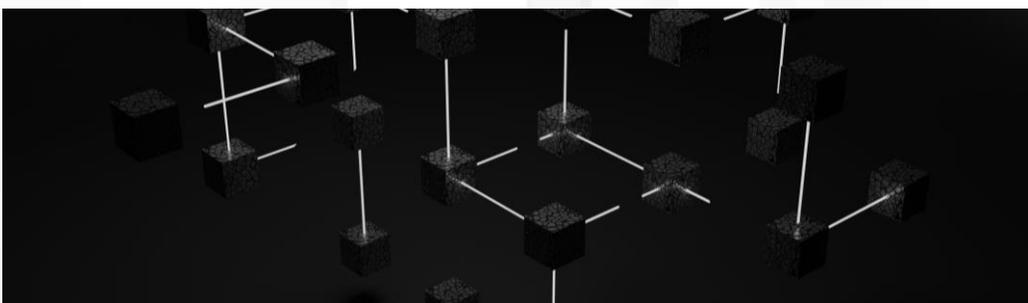
By introducing a ranking system, it stimulates the desire to compete among users and makes them strive to rank at the top. Metaverse users will be able to show their club to LaLiga football fans around the world and this satisfy users' instinctive desire to win and show off in LaLiga Meta World. In addition to simulation rankings, a ranking system is introduced for various contents such as live broadcasting, missions, attendance, etc., giving users an opportunity to acquire more La.E.On.

## 13. Various User Reward Contents

La.E.On can be obtained by using various methods of acquiring tokens using rich content in the Metaverse, such as attendance, missions, game play, and NFT sales. Users access Metaverse to enjoy various contents, and users enjoy many benefits just by accessing it.

## 14. Revenue Sharing Token (RST)

- 1) RST is a revenue-sharing token and will be released when special sales are expected to be recorded, such as the opening of various events such as 'launching various items in LaLiga Meta World, Siege Battles, etc.'. Users can purchase RST to share a portion of the sales from the event, and all profits from this will be paid in LaLiga Meta World tokens. In short, RST is a revenue share guarantee token that guarantees the right to receive a certain amount of revenue as promised through token holding.
- 2) LaLiga Meta World will share VIP NFTs (IBPCs) with partners and related parties, and these VIP NFTs are equipped with RST solution functions. LaLiga Meta World tokens will be used for all revenue distribution promised through LaLiga Meta World. This will help activate token flow in a form different from the existing method of distributing profits by monetizing platform profits.



# Platform Design Framework

## Management Tool (Webpage) – Used by Administrators

1. Point Information
  - Media room chat room jackpot point information, user points used, details of points paid, etc.
2. Member Management
  - Search, suspension, point addition or subtraction, token addition or subtraction, NFT addition or subtraction, withdrawal, activity information search, etc.
3. Media Management (Real-time, VOD)
  - Live streaming, registration, termination, game information registration, player information registration, etc.
4. Club Management
  - Point management (by team, by player), registration and renewal of player information (linked with live streaming), management of basic team information (history, win rate by league, game, etc.)
5. Emoji Management
  - Emoji registration, deletion, modification, price, probability, reward range, probability by range
6. Chat Room Management
  - Gamble word management (reward points, limited time, theme word input up to 20)
  - Paid room host reward % management
7. Streaming Room Management
  - Paid room host reward % management
  - View opened room information
  - Room search, room deletion
8. Game Room, Chat Room, Jackpot Management
  - Probability, cumulative amount, carryover time
9. Advertising Management
  - Advertising image registration, reward point range setting, probability setting, etc. (linked to emoji probability)

## Administration

### In-House Exchange (Webpage) – Used by Users

- Sign up for membership (create wallet)
- Game point & token exchange
- Sending tokens to listed exchanges
- Bulletin board (AS email, admin board, question board)
- NFT trading (pricing, posting, buying)
- Transaction details
- Membership withdrawal

## Log in (IOS, Android)

### Chat (App) – Used by Users

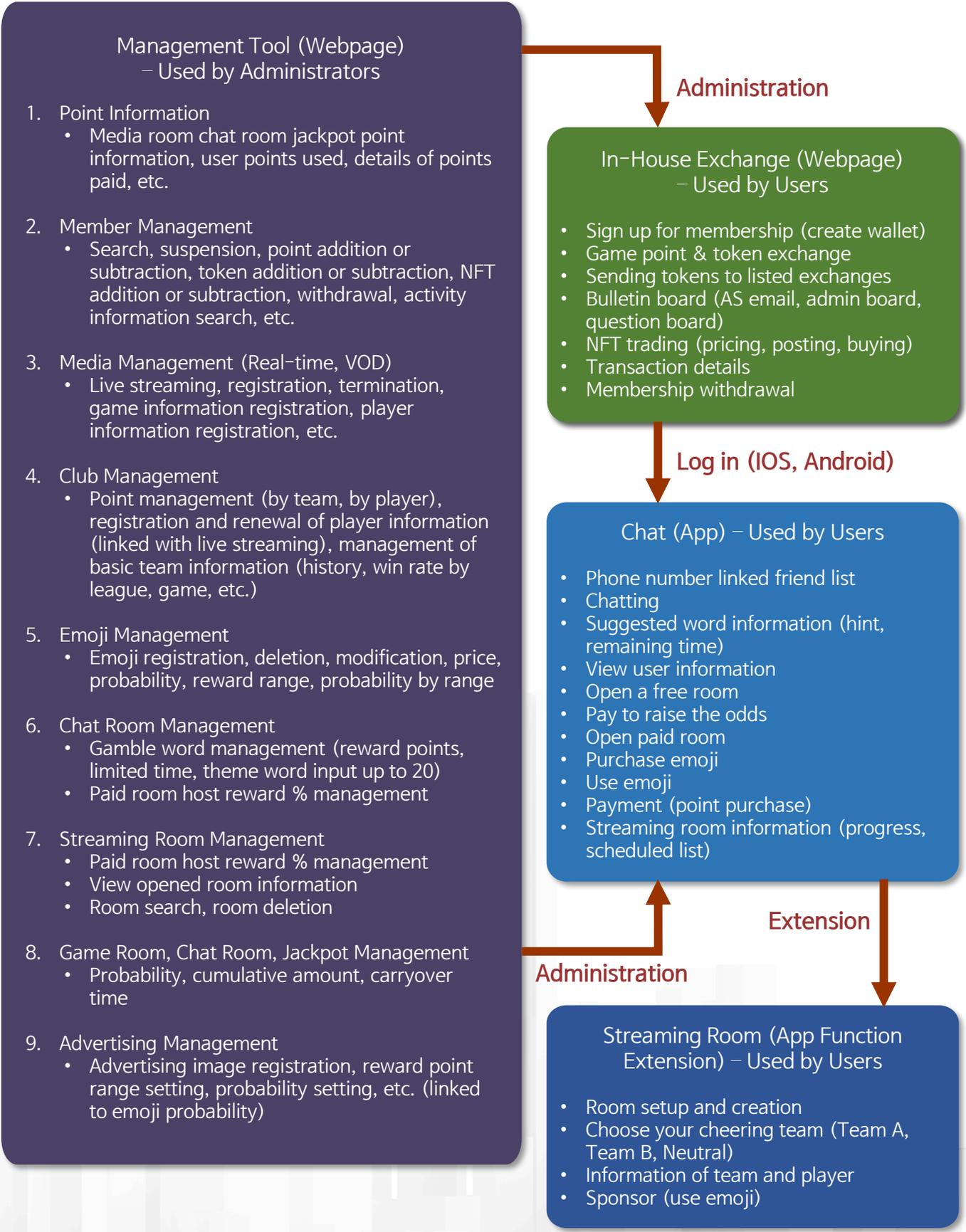
- Phone number linked friend list
- Chatting
- Suggested word information (hint, remaining time)
- View user information
- Open a free room
- Pay to raise the odds
- Open paid room
- Purchase emoji
- Use emoji
- Payment (point purchase)
- Streaming room information (progress, scheduled list)

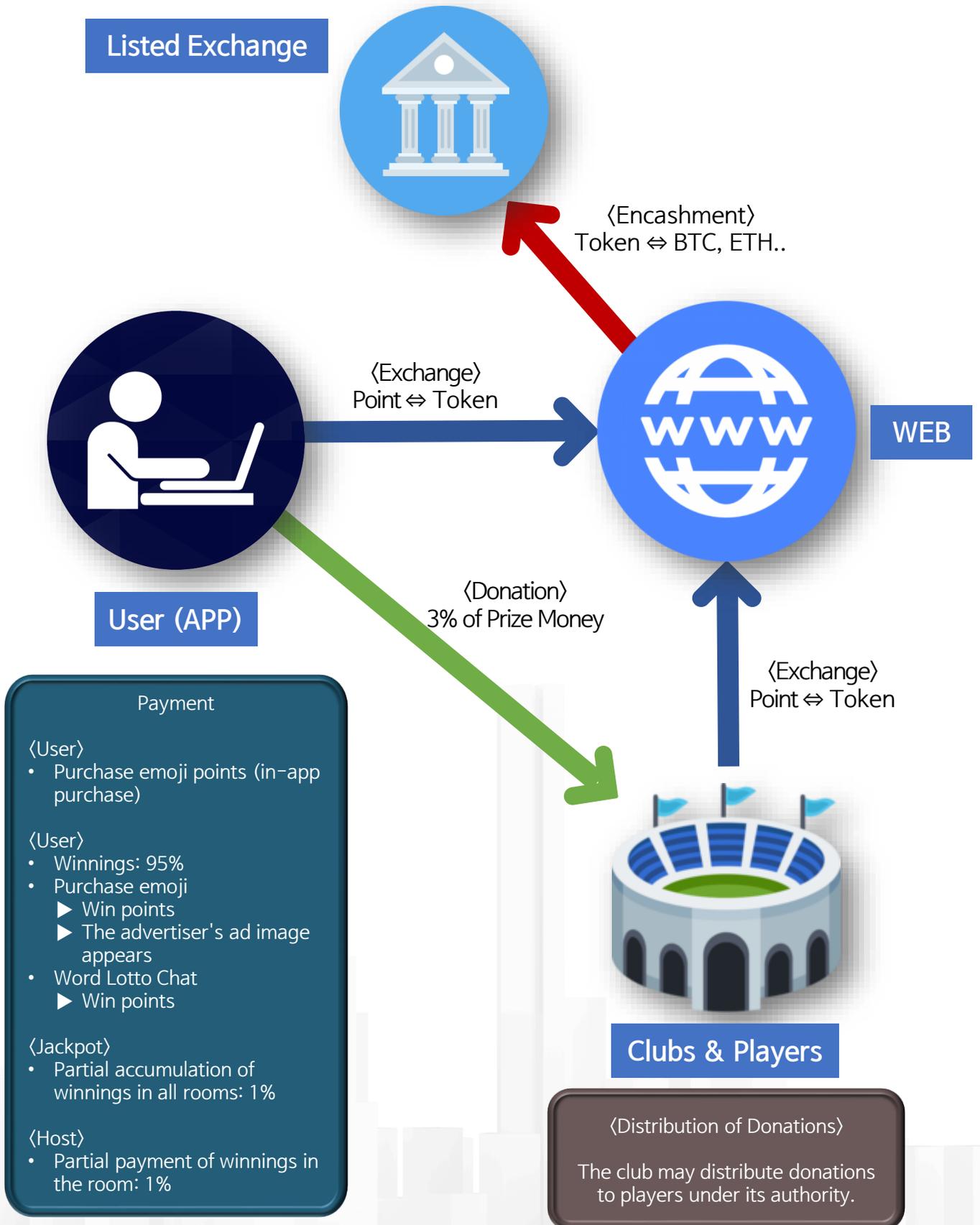
## Extension

### Streaming Room (App Function Extension) – Used by Users

- Room setup and creation
- Choose your cheering team (Team A, Team B, Neutral)
- Information of team and player
- Sponsor (use emoji)

## Administration





## In-House Exchange WEB

### 1. Sign up

- Create an account by agreeing to the use of personal information, verifying mobile phone, verifying e-mail, and registering password
- Find your password (e-mail, mobile phone number, etc.)
- Membership withdrawal

### 2. Points & Tokens & Encashment

- Users can create a wallet and exchange game points (hereinafter “points”) and La.E.On (hereinafter “tokens”).
- It can be exchanged for ETH or BTC by transferring them to the listed exchange. (Cashable)
- My transaction history can be searched.
- Display the change record of 『Token ⇔ Point』 exchange rate

### 3. Bulletin Board

- Inquiry E-mail: Send an inquiry e-mail in case of problems such as app, wallet page problems, missing points, missing tokens, etc.
- 1:1 Inquiry: Inquiry bulletin board where users can ask simple questions
- Notice: Users can view various contents such as server operation, updates, and upcoming events.
- User Guide: A bulletin board that explains user guides, such as account creation and token exchange, by item.

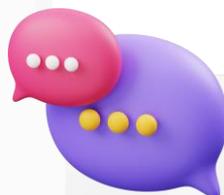
### 4. NFT Related (Scheduled)

- Users can trade by setting the price of NFTs obtained from games or sold on webpages (exchanges). \*System to be added



## Chat APP

1. Link phone numbers, phone numbers of friends registered on social media, profile pictures, emails, etc.
  - Linked friends are registered as a friend list.
2. Create a Chat Room (Free Room)
  - Room settings: room name, room number limit, invite friends, view self information, view friend information
  - Touch a friend's name to open and invite a chat room
  - User information display (supporting team, name, contact information, email, linked profile picture change, connection & disconnection status, etc.)
3. Match Suggested Words (Chat Extension System)
  - Suggested word display (It is encrypted on the server, so even the developer cannot know the word.)
  - Timeout display
  - Show carried over points (amount) (=“Jackpot”)
4. Use Emoji
  - Sponsorships for players, teams, and clubs are not allowed in general chat rooms (only available in live streaming rooms)
  - Emoji use: The range and probability of acquisition points vary depending on the price of the emoji.
5. Use a Soccer Ball (Instant Win Emoji)
  - A soccer ball is also a type of emoji.
  - The soccer ball is a more immediate win/lose element. (Similar odds and winnings apply to odds and even games)
6. Link Emoji and Ads
  - If the user emoji is used, points can be obtained while an advertisement banner is displayed.
  - The winning amount is divided according to the type and level of the advertisement.
7. Create a Chat Room (Paid Room)
  - A user can open a paid room with point payment.
  - When a paid room is opened, a certain percentage of the points used by users of the room is returned to the host.
  - Paid rooms can be permanently owned by NFT or temporarily opened with points.
8. Increase the Odds of Winning in a Paid Room
  - Points can be used to increase the winning probability of using all emojis in paid rooms.
  - In paid rooms, not only the general manager but also users can enter by paying a certain point.
9. Point Payment
  - Points can be earned through in-app purchases.
  - When a user purchases an emoji with points and uses it, they can win or lose the winnings depending on the probability.
10. Show List of Live Streaming Rooms
  - Thumbnails of broadcasts being streamed in real time are displayed.
  - Touch to open a live streaming room



## Chat APP Extension (Live Streaming APP)

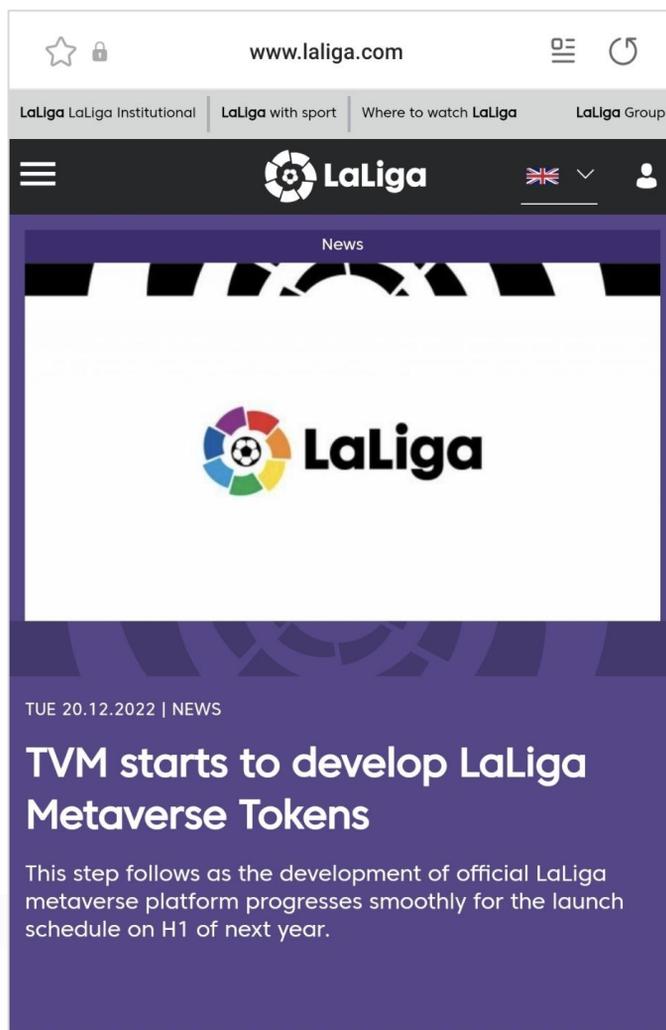
1. Add Streaming Information
  - Information on live streaming room is displayed.
  - Users can view player information, club information, match history, etc. of each team.
  - Player Information: Provides player photos, profiles, various life histories, etc.
2. Change of Chat
  - Users in the chat room are divided into teams and can chat and sponsor (Chat is also possible when not divided into teams.)
3. Players Sponsorship and Prize Money
  - A part of the winning points earned by using emojis and advertising points are sponsored by cheering players or clubs.
4. Distribution of Donations
  - Approximately 94% of the winning points are distributed to the winner, 3% to the sponsoring team (player), 2% to LaLiga Meta World, and 1% to the jackpot. (The percentage distribution of donations can be freely adjusted in units of 0.0001% in the operating tool.)



Partner



- Launch of LaLiga Metaverse Token Announced in LaLiga Website and World's Major Press such as NBC, abc, and Fox (2022.12.20)



## ■ One of the World's Top Football League

- Competing with English Premier League for the world's top football league
- World's Top 5 Major Leagues:
  - English Premier League (EPL)
  - Spain LaLiga
  - German Bundesliga
  - Italian Serie A
  - French Ligue 1

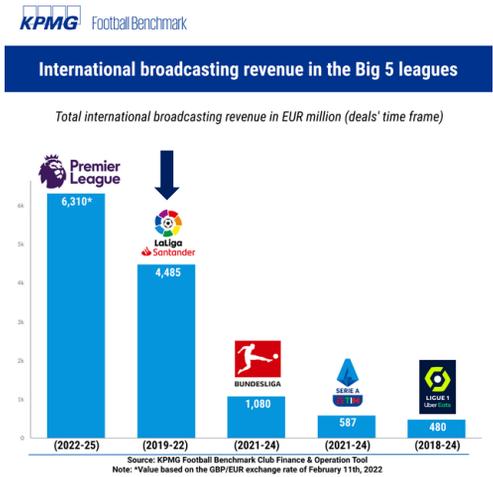
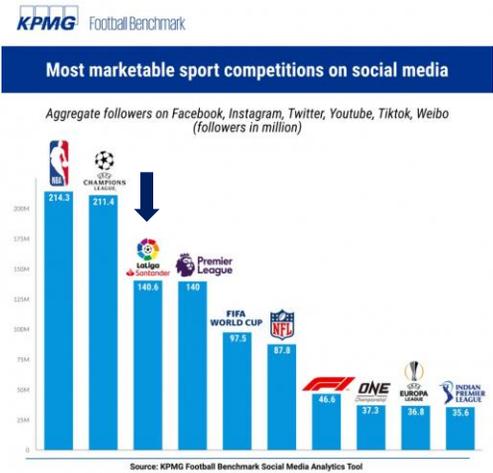


## ■ Standing of LaLiga Santander 2022/23 Season

1	FC BARCELONA
2	REAL MADRID
3	REAL SOCIEDAD
4	ATHLETIC CLUB
5	ATLÉTICO DE MADRID
6	REAL BETIS
7	CA OSASUNA
8	RAYO VALLECANO
9	VILLARREAL CF
10	VALENCIA CF

11	RCD MALLORCA
12	REAL VALLADOLID CF
13	GIRONA FC
14	UD ALMERÍA
15	GETAFE CF
16	RCD ESPANYOL DE BARCELONA
17	RC CELTA
18	SEVILLA FC
19	CÁDIZ CF
20	ELCHE CF

Social Media Followers & Broadcasting Revenue Ranking (KPMG)



LaLiga SNS Followers: 150 Million (2022.03)

**LaLiga Social Media:**

**LaLiga**

- Twitter:** 8 profiles: Spanish, English, French, Arabic, Japanese, Portuguese, Thai and Indonesian
- Facebook**
- YouTube**
- Instagram**
- TikTok**
- Twitch**
- LinkedIn**
- Line:** Japan, Indonesia and Thailand
- Vkontakte:** 2 in Russia
- Odnoklassniki**
- Weibo**
- WeChat**
- Babe ID**
- Douyin**
- Helo**
- TouTiao:** 4 in China
- Helo:** 2 in Indonesia

■ LaLiga's Marketing Campaign in Asia



Shanghai, China (LaLiga Club: LaLiga.s Official Fan Club)



Delhi, India : El Clasico (Real Madrid vs FC Barcelona)

Thank You