



# HANSAN PROJECT

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# 01 SUMMARY



The components of the economic definition of money can be largely called the medium of exchange, the unit of account, and the store of value. The legal currency we commonly use has met these three requirements and is used as a currency in real life. Through legal currency issued by central banks around the world, we use it to buy things, value goods, and save money.

However, at a time when blockchain, a technology that allows all nodes participating in the network to share the same transaction information in real time to secure reliability in P2P without an authorized third party, is at the core of the 4th industrial revolution, finance can be effectively used. Even now, living in the 5G era, overseas remittances usually take two to three days through SWIFT, and we have a problem of fees that must be paid by paying through credit card companies or PG companies when purchasing products.

However, using blockchain technology, overseas remittances can be completed within an average of 10 minutes, and fees can be significantly lowered, which can cause great repercussions in the financial sector. In addition, through the development of technology for blockchain, it will be possible to gradually shorten the transaction time that blockchain technology has so far.

Activating a payment solution through virtual assets by applying blockchain technology has the advantage of reducing fees and time, but there is a limit to the problem of real-time fluctuating prices and the payment method of blockchain technology, which is somewhat complicated to apply in real life. This is why we need a payment solution platform that overcomes limitations and applies blockchain technology.

The HANSAN platform aims to provide a virtual asset-based payment platform that can be applied in real life by overcoming the limitations of the existing virtual asset payment solution system in the face of various attempts to simplify the payment process and reduce fees using blockchain technology. Furthermore, by expanding the business area, we are trying to capture convenience and applicability in the business model together through various fields such as refueling, distribution, healthcare, and leisure, and various ecosystem implementations.

We are developing and researching scalability that can increase the value of the platform exponentially by creating a diverse ecosystem where many participants can easily use the HANSAN platform in their daily lives, and in the future, the HANSAN platform is dreaming of a new leap as a platform company by actively utilizing the strengths that can be easily accessed by many people in various fields.

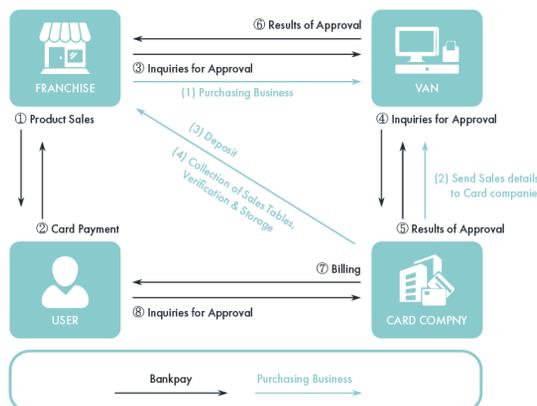
## 2.1 Limitations of traditional payment systems

Traditional legal currency transactions are evolving from cash transactions to credit card transactions and, more recently, payment methods using new technologies such as mobile payments. However, all transactions, such as card transactions and simple payments, require brokers such as VAN companies and credit card companies for card payments, and simple payment companies and credit card companies are inevitable, and fees for each transaction are incurred to cover brokerage costs.

All commercial transactions have been developed in the direction of increasing consumer welfare due to reduced brokerage fees, and in particular, the recent development of the Internet and mobile has accelerated the spread of e-commerce. However, the current mobile simple payment commission rate is 3.5%, which is higher than the general credit card company commission rate of 2%. This makes the service convenient with the addition of simple payment brokers, but the complex distribution process of funds runs counter to the commercial development formula of increasing consumer welfare due to the fee rate problem and reduced distribution costs.

The HANSAN platform eliminated the need for brokers by using blockchain technology that shares and verifies data to users, which will reduce overall transaction costs and reduce fees. As a result, it will be possible to reduce fees while maintaining the existing simple payment and credit transactions.

In addition, the HANSAN platform will make convenient and rapid payment services available any time, anywhere with all digital assets, including HANSAN, and will be an open payment system for all entities of the economic system in all industries.



[Picture 1 ] Credit card approval and payment procedures

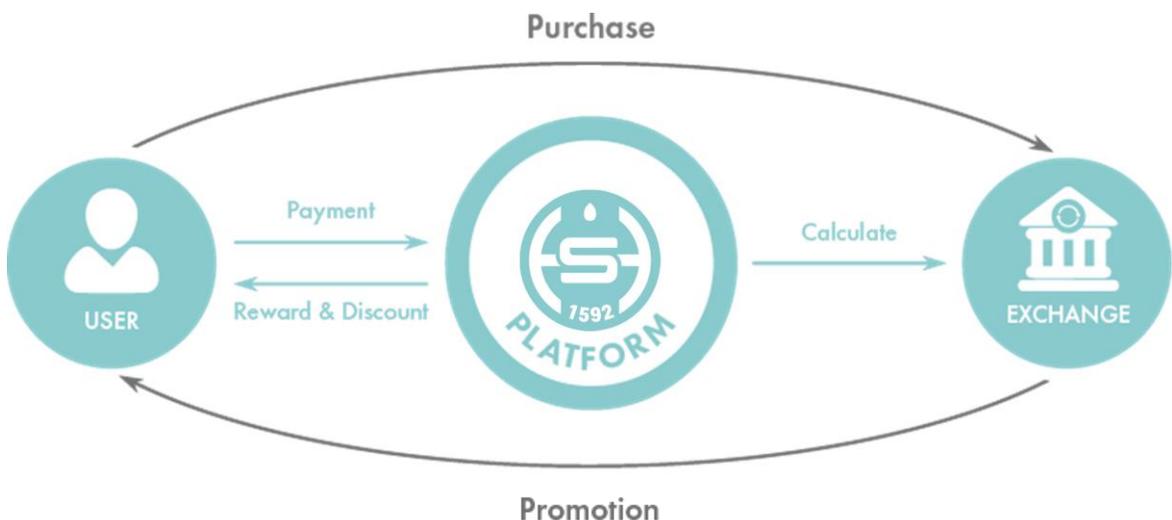


### 3.1 HANSAN Platform Model

The HANSAN platform is a platform created to expand the market network so that it can be used in everyday transactions and will move to a platform that can be used anywhere anyone with HANSAN wants.

In order to complete this platform, MultiSwap technology based on HANSAN as well as HANSAN for user convenience is designed and in progress to enable interchange between major coins such as BTC and ETH as well as stable coins based on major currencies in the world.

Consumers can purchase HANSAN to earn investment profits through investment in the HANSAN platform, or they can purchase goods such as goods and services through HANSAN. In other words, the HANSAN platform represents a future currency that can combine savings and consumption.



[ Picture 2 ] HANSAN Platform Model



## 3.2 HANSAN Platform Features

### | Utility Usability

The HANSAN platform focuses on actually implementing the functions of assets and currencies. This is different from existing cryptocurrencies that have been attempted to examine the technological implementation of blockchain and the possibility of replacing real money.

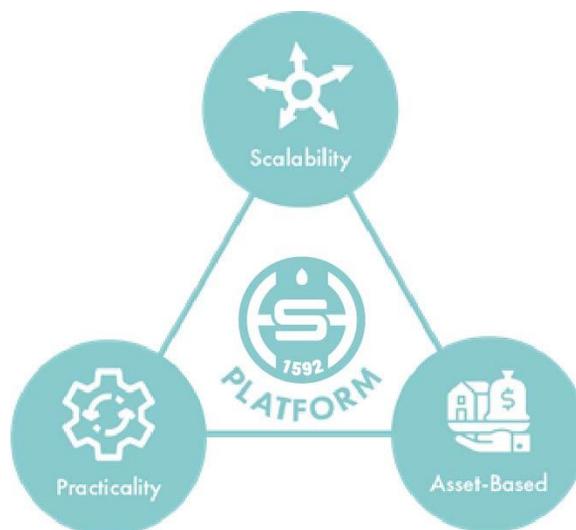
### | Asset

The HANSAN platform creates an ecosystem based on practicality. These structural features can allow HANSAN to have value as an asset and secure value like gold, which will function as a structure that can perform a net function as an asset within the HANSAN platform.

### | Expansion Availability

Due to the nature of the platform, the HANSAN platform can be used in all business areas. The continuous expansion of the business area can infinitely increase the scope of HANSAN. This is because it applies to the area of the current business, and it can also apply to new types of business models that will emerge in the future.

The currency, which is widely used, is recognized for its future value as a safe asset and has the status of reserve currency. HANSAN will serve as a safe asset by creating continuous demand and value for those in need of new currency.



[ Picture 3 ] HANSAN Platform Features



## 4.1 Blockchain Technology

### | Support for multiple cryptocurrencies

In order for cryptocurrency to be used for actual payment, the problem of the value volatility of cryptocurrency must be solved. Many projects suggest stable coins as an alternative to solving volatility problems, which can be seen as a good alternative that can be conceptually applied to reality.

To use stable coins in global services, each entry country must issue stable coins with the corresponding legal currency, which means that individual solutions implement and manage the entire global monetary economy system. The issue of exchange rates between stable coins linked to each country's currency and the issue of securing actual legal currency for collateral arise. In reality, it is very difficult to secure and manage legal currency to secure stable coins of a single currency.

Rather than focusing on stabilizing the price volatility of cryptocurrency, HANSAN intends to focus on the spread and speed of payment solutions and user experiences. In addition to HANSAN, it provides a payment platform where various cryptocurrencies can be used as a payment method within the HANSAN protocol ecosystem.

### | Support for multiple signature transactions Standard transactions

The HANSAN network can be called a "single-signature transaction" because transmission requires only one signature from the owner of the private key associated with the wallet address. However, the HANSAN P2P network supports much more complex transactions that require multiple signatures before they become fund transfers. This is often referred to as an M-of-N transaction.

### | Ring signature

In cryptography, a ring signature is a type of digital signature that all members of a user group can perform with a key. Thus, a message signed with a ring signature is guaranteed by someone in a particular group. One of the security features of ring signatures is that it should not be computationally possible to determine the key of the group member used to generate the signature.



## | Dual key stealth address

The unique addresses issued by HANSAN are different from the standard addresses commonly used in cryptocurrency and allow for better privacy. This can be shared publicly by the recipient, but all transactions sent to this address cannot be reconnected. Once the stealth address is disclosed to the payer, the payee will be able to receive payments that cannot be linked. This means that each payment to a stealth address goes through an unused general address that must be funded, so the eavesdropper cannot break in between the two addresses.

HANSAN combines these features to make the user experience private and secure.

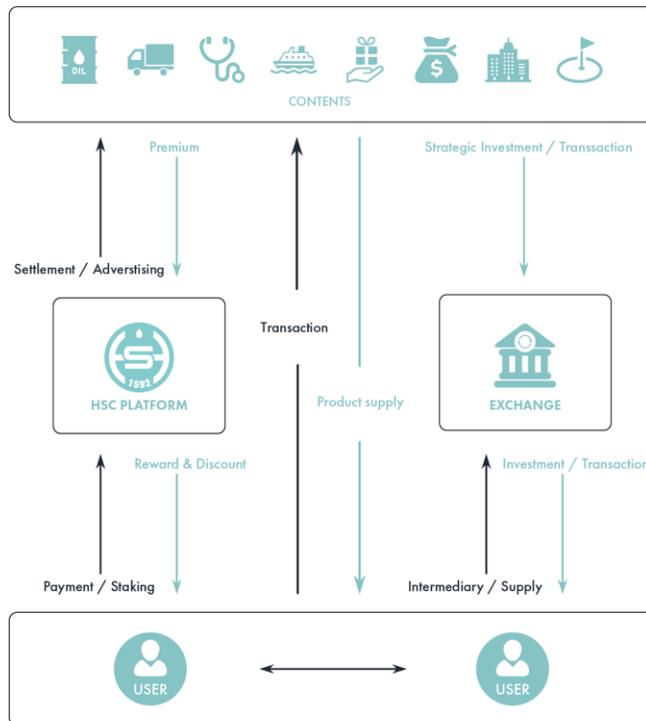
## | zero knowledge proof

In cryptography, a zero-knowledge protocol is a way of proving a statement to another party (verifier) without conveying any information other than that one party's statement is true. If proving a statement requires knowledge of confidential information, the definition expresses that the verifier will not be able to prove the statement to others in turn because the verifier does not own the confidential information.

HANSAN is a blockchain project that combines Tron encryption technology with advanced security and privacy features. In addition, HANSAN is building a platform that combines banking and closed private exchanges, which can increase coin adoption through consumer and transaction services. Developing HANSAN coins and an infrastructure that enables them to be used seamlessly on a daily basis is a critical step.



## 4.2 HANSAN Platform ECO Economy



[ Picture 4 ] Eco Economy

### | Step 1 : Expanding participation of platform partners

The HANSAN platform can benefit all partners by providing a low payment commission rate of 0% in all commercial transactions applied to actual use. brought through this More offline affiliated networks can be expanded, which will soon benefit all ecosystems on the HANSAN platform.

### | Step 2 : Attracting Platform Users

In order to pay for HANSAN in an expanded affiliate, HANSAN must be purchased first. In addition, as the number of affiliates increases under favorable conditions, investors who expect to naturally increase the number of users using the HANSAN platform will also purchase HANSAN for investment purposes, which can lead to an increase in the value of HANSAN. When the HANSAN ecosystem is activated, affiliates bound by the HANSAN Alliance will accumulate big data and will be able to expand their users through various marketing and compensation policies.

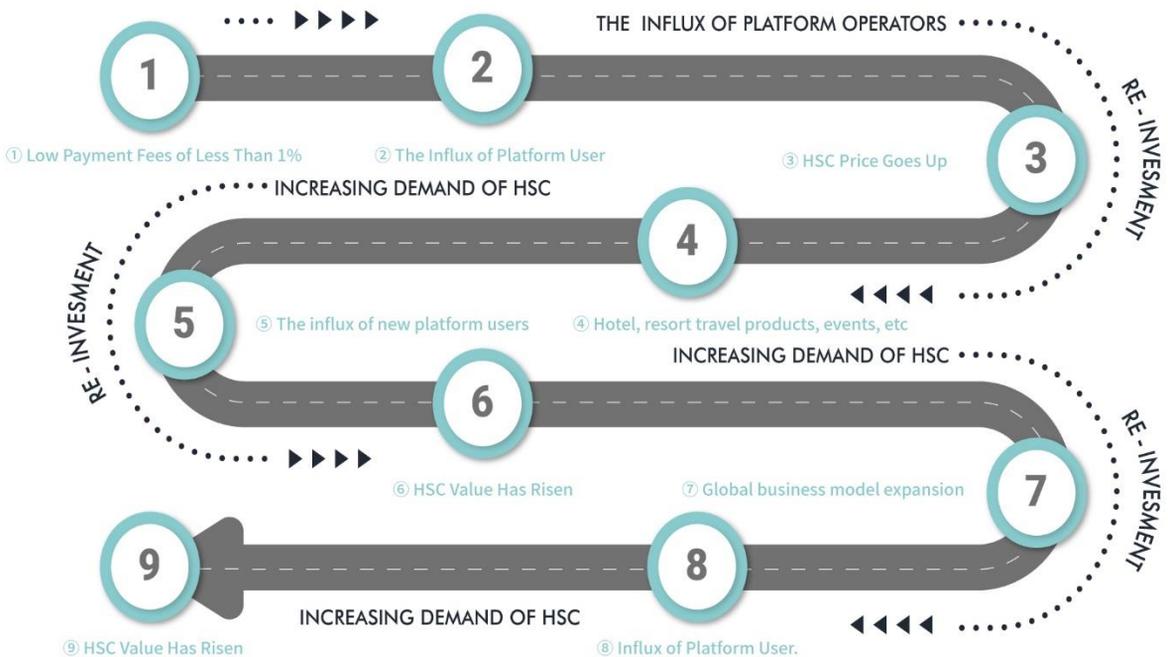


### | Step 3 : Platform expansion

The HANSAN Foundation will continue to reinvest accrued profits to promote platform expansion. The currently planned business model includes P2P platform projects such as refueling/distribution/real estate/beauty/healthcare/leisure industries that can provide more benefits to platform participants and facilitate convenience.

### | Step 4 : Platform rotation

By reinvesting profits generated within the HANSAN platform, it plans to construct a new business platform and expand the ecosystem without limiting the construction of an online and offline commercial payment system. This will create its own profit model and induce the inflow of new participants in the platform. As the demand for HANSAN increases in line with the expansion of the ecosystem, the value of the HANSAN platform will also continue to circulate and increase. Based on the step-by-step promotion method ranging from participation-inflow-expansion-circulation, HANSAN is planning a gradual development structure.



[ Picture 5 ] HANSAN Platform Value Chain



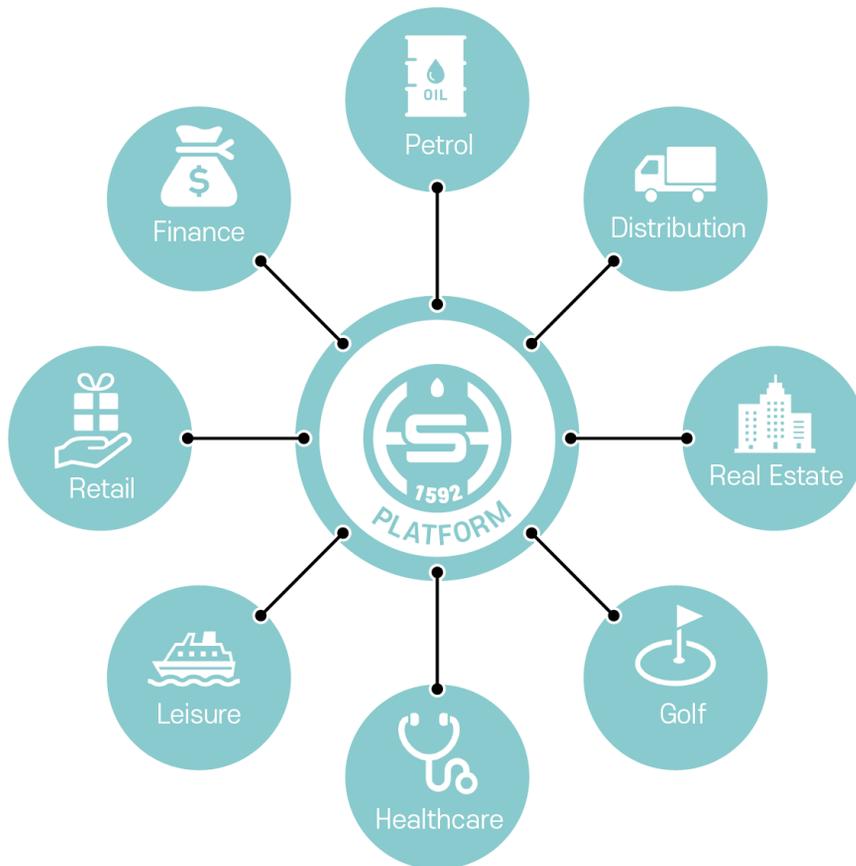
### 4.3 Business model

Platform businesses mainly show a winner-take-all profit structure, and the network effect causes a small number of platform companies to account for most of the market profits. The network effect of the platform is also referred to as the Snowball Effect. This is a phenomenon that grows as much as a mountain if you continue to roll and clump together, and it is a useful concept to explain the characteristics of the platform's rapidly expanding size by attracting another participant.

The HANSAN ecosystem provides various environments and participation to service participants by utilizing real-life payment platforms such as refueling, distribution, leisure tourism discount alliances, shopping, and activities. By providing a real-life application platform based on the token economy, it is structured to focus participants on the HANSAN platform along with the win-win effect of all business business models.

The network effects pursued by the HANSAN platform include direct network effect and indirect network effect. The direct network effect refers to a phenomenon in which an increase in participants in either the provider or the participant increases utility to other participants in the same aspect and causes an increase in participants. The direct network effect occurs mainly in terms of participants. For example, the more participants in the HANSAN ecosystem, the greater the possibility of communicating with more people, such as reviews, increases the number of new subscribers, and existing subscribers show the effect of continuing to increase due to the attractiveness of rewards such as discounts on the HANSAN platform.

The indirect network effect is that the increase in participants in either the provider or the participant increases the utility of the other participant and causes the increase in participants. For example, as the number of participants in the HANSAN ecosystem increases, the attractiveness of the platforms that make up travel and activity products increases, and more users hope to participate in the HANSAN platform.



[ Picture 6 ] HANSAN Platform Expansion

### | Establishment and partnership of refueling, distribution, and leisure platforms

It will build a platform to purchase various products such as gas, distribution, and leisure through HANSAN, provide benefits to affiliates entering the platform, and provide unconventional discounts and rewards to users who pay through HANSAN. It aims to build a high-quality platform by enhancing the convenience, convenience, and transparency of management of users using blockchain technology, and providing customer infrastructure to store partners to provide a relay-free payment environment.



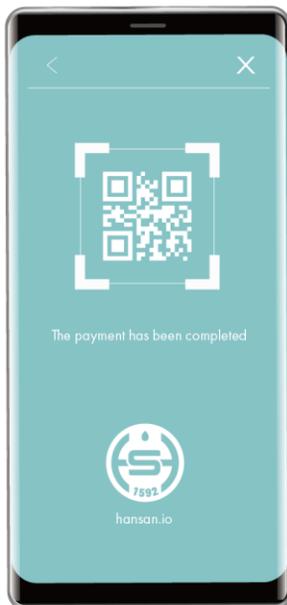
### | Fuel, distribution, healthcare, and leisure discount partnerships

It can be used without transaction fees such as refueling, distribution, and leisure by using HANSAN. In addition, various discounts are available, and you will enjoy almost the same benefits as having a membership with HANSAN.

### | Real life payment application

Through the offline wallet payment system that can be used in real life, offline payments such as refueling, distribution, and leisure activities can be made immediately, and expanded benefits and discount rates can be applied compared to the existing simple payment system.

In addition, we will further increase the value of HANSAN through multilateral expansion through the HANSAN platform and strive to become a real currency across Nha Trang by implementing a new platform.



Reward, which increases for everyone as the number of affiliates & participants increases.

Low commission of less than 1%



[ Picture 7 ] HANSAN Platform Reward



The HANSAN platform is a new virtual asset-based travel and payment platform designed based on a differentiation strategy that overcomes various limitations facing the real-life application of virtual assets and secures reliability by applying blockchain technology in addition to existing payment methods such as cash, credit card companies, PG companies, and Pay.

In addition, it pursues the implementation of a multiplexed ecosystem by expanding the business area through the HANSAN platform. In order to realize the ecosystem, we are working with partners in various fields such as gas, distribution, and leisure to form a platform that is linked between industries. In addition, various services that can be linked to the HANSAN ecosystem are constructed, and convenience and applicability are included in the business model together for a gradual and infinite increase in platform participants.

The HANSAN platform aims to provide an opportunity to secure market competitiveness by significantly lowering fees paid to existing credit card companies and PG companies by providing users with virtual assets available at all merchants around the world.

For the HANSAN platform, project experts in various fields are considering and studying the establishment of the HANSAN ecosystem to optimize the platform. As the use of HANSAN platforms increases due to increased use in daily life, more and more participants will be involved in virtual payments, and the value of the HANSAN platform is developing and researching scalability that can increase exponentially.



The final form of the HANSAN platform is to implement a payment system that can be easily used anytime, anywhere without inconvenience to people and an ecosystem centered on HANSAN. To this end, the HANSAN platform aims to ensure that all network participants, including platform participants and strategic alliance partners, have more benefits.

In addition, the ecosystem will be expanded so that network participants can benefit from just participating in the network, and efforts will be made to establish themselves as a global payment method that people of various nationalities can use without currency exchange.

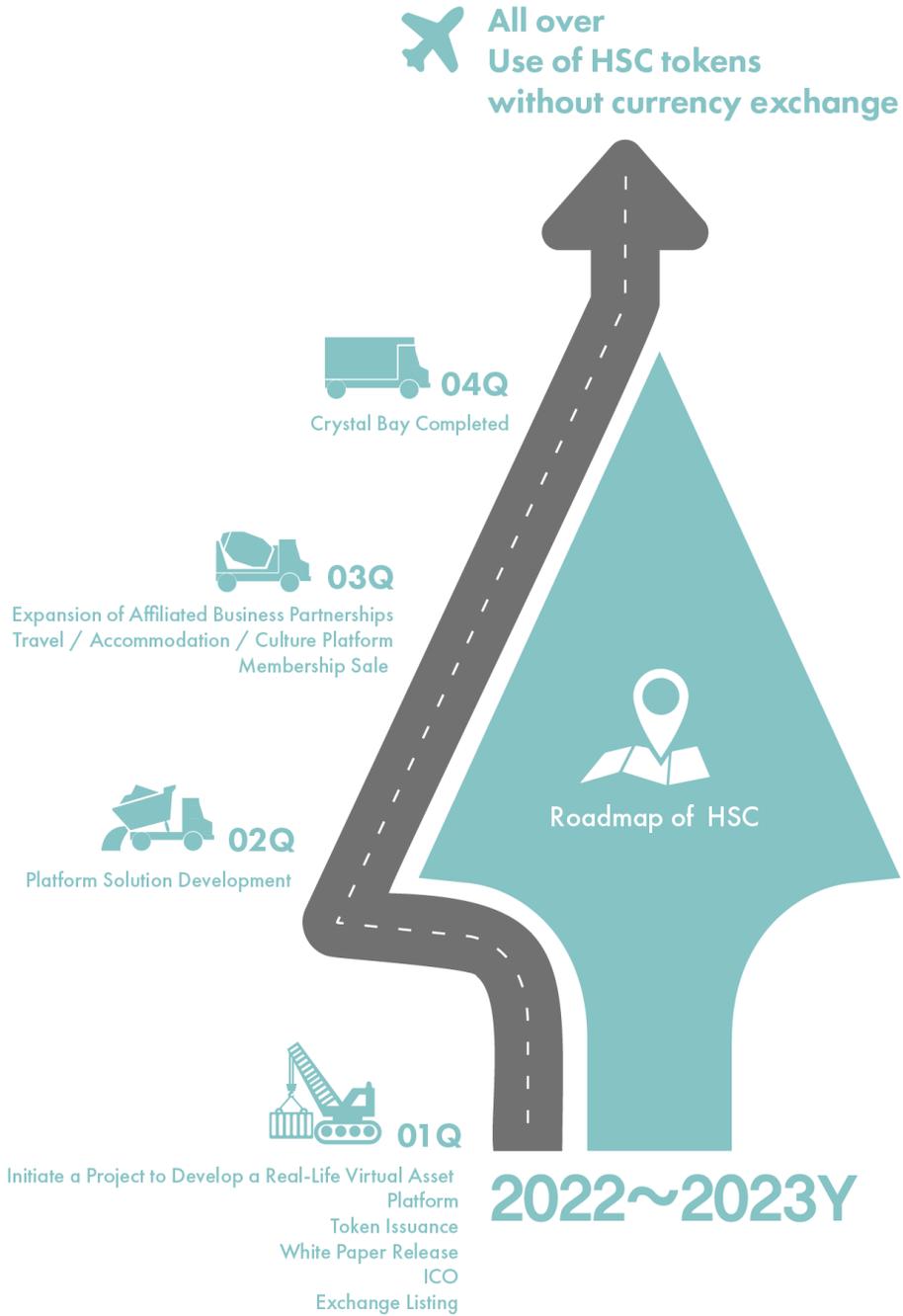
	contents
Project Name	HANSAN COIN
Symbol	HANSAN
the amount of issue	2,000,000,000 HANSAN

[ Table 1 ] HANSAN Information

A total of 2,000,000,000 HANSANs are issued for HANSANs used in the HANSAN platform, and they are sequentially unlocked according to the roadmap of the HANSAN platform

	category	Ratio
1	Fundraising	15.00%
2	Foundation operating expenses	20.00%
3	Marketing & User Incentives	30.00%
4	Team & Advisor	5.00%
5	a strategic partner	20.00%
6	a reserve fund	10.00%

[ Table 2 ] HANSAN Token Distribution





The HANSAN platform is planning and implementing improved services that can directly and indirectly affect the lives of the people. Therefore, we prepared this white paper for reference for those who will express interest and sympathy in these social problems.

The reason for writing this white paper is to share the purpose and technical direction of the HANSAN platform based on the time of writing, and not to encourage investment in the HANSAN team or HANSAN platform. Therefore, information including information on the business operation and financial position of (Note) (hereinafter referred to as "Company") may be changed, and this white paper or website may be changed or deleted from time to time.

The contents of this white paper do not constrain this company that operates the HANSAN platform and may be changed according to the contents of continuous research and development of the HANSAN platform.

This white paper is not intended to provide investment, legal regulation, or financial or accounting advice, nor does it imply providing criteria for valuation of virtual assets. It is also emphasized that no part of this white paper contains the intention of encouraging investment.

This paper contains forward-looking information about projects and future business prospects. These statements are not historical facts and can be identified by words such as "will," "expected," "expected," "plan," "predicted," or similar. These forward-looking statements are also included in other publicly available materials such as presentations, interviews, and videos.

This white paper includes the future, expected performance or achievements of the company and its affiliates. Statements about future projections include various risks and uncertainties. This statement does not guarantee future performance and should not be given undue dependence. The actual performance and progress of the company or its affiliates may differ from the expectations set by the forward-looking statements.

Customer shall be solely responsible for the investment arising from the failure to materialise forward-looking statements based on forward-looking information obtained from the company's website or other data produced by its affiliates referred to in this White Paper.

Loss or damage to information related to a customer's wallet and platform ID can affect access and storage of virtual assets. There is a risk of permanently losing access to and ownership of virtual assets if identification information such as unique personal IDs and biometric information generated on the platform or essential private keys related to buyer wallets and storage spaces are lost at the fault of the buyer.



HANSAN is

- 1) The white paper was prepared on the basis of legitimate rights and does not infringe on the rights of third parties,
- 2) Whether the white paper is of commercial value or usefulness,
- 3) Whether the white paper is suitable for the investor's specific purpose,
- 4) There are no errors in the contents of the white paper
- 5) HANSAN does not guarantee whether it is legally prepared and distributed under the laws and regulations of the world's countries or whether its contents violate the laws and regulations of the world country. In addition, the scope of liability exemption is not limited to the above examples.

The regulatory framework applied to blockchain technology, virtual asset delivery, and platforms is uncertain, and any changes to regulations or policies can have a significant impact on platform development and the usefulness of virtual assets.

Failure to comply with laws, rules and regulations (some do not yet exist, may be subject to interpretation, and may change) by transactions of virtual assets or by companies, affiliates or users of platforms may result in various disadvantages, including civil penalties and fines.

Furthermore, the tax treatment of the acquisition or disposal of virtual assets and value-added coins may vary depending on what virtual assets and value-added stable coins are classified in the classification criteria such as securities, assets, currency, or other. Currently, the tax characterization of virtual assets is uncertain, so taxation issues may arise for customers regarding the purchase, acquisition, or disposal of assets (especially, it should be noted that income taxes will be imposed on gains from the second half of 2021 and various reporting obligations will be imposed in the future). In this regard, tax payment or reporting obligations may occur to customers.

The business model using blockchain faces an uncertain regulatory environment in many countries. In the near future, various jurisdictions may adopt laws, regulations or guidelines that affect the platform, thereby changing the value of virtual assets.

In such cases, laws, regulations, or guidelines may directly and negatively affect the operation of the company and its affiliates. The impact of future regulatory changes is unpredictable, but such changes can be significant and may have substantial adverse effects on the development and growth of the platform and the adoption and usefulness of virtual assets.



The company and its affiliates may need to obtain licenses, permits and/or approvals (collectively "regulatory approvals") to carry out the creation, development and operation of virtual assets. Failure to obtain such permission in connection with the platform or failure by the relevant authorities to renew or revoke regulatory approvals for any reason may adversely affect the business of the company and its affiliates.

In the future, there is no guarantee that the relevant authorities will not impose stricter requirements on the company and its affiliates, or that the company and affiliates will be able to adapt in a timely manner to changing regulatory requirements. These stringent regulations may limit the ability of companies and affiliates to operate their businesses, and companies and affiliates may face nonconformities if they fail to comply with such requirements.

Furthermore, if the cost of complying with the newly implemented regulations (finance or other) exceeds certain criteria, platform maintenance can no longer be performed commercially, and companies and affiliates can stop operating and/or trading platforms.

Nor can governments or regulators accurately predict how they will implement book distribution technologies, including platforms and virtual assets, and laws and regulations that affect their applications. The company and its affiliates may have to suspend operations in jurisdictions that would make it commercially impossible or undesirable to obtain the regulatory approval necessary to operate in the jurisdiction. In the above-described situation, it is difficult to completely exclude the possibility that the virtual asset will have little or no value.

There may be risks associated with natural disasters, natural disasters, wars, terrorist attacks, riots, widespread infectious diseases, and other events beyond the control of companies and affiliates. Sales of virtual assets and activities of companies, affiliates, and/or platforms may be disrupted or delayed due to natural disasters, wars, terrorist attacks, riots, civil unrest, widespread epidemics, and other reasons beyond the control of companies and affiliates.

Such events can also lead to uncertainty in the economic outlook of the global market, and there is no guarantee that such markets will not be affected or that recovery from the global financial crisis will continue.

This can have a significant impact on the company and its affiliates' business strategies, operational outcomes and prospects, and can have a significant impact on the demand and use of virtual assets and platforms. In addition, companies, affiliates, and platform participants may be adversely affected by market sentiment if such infectious diseases or epidemics occur in future operating countries, which may negatively affect platforms and communities.



There may be other risks associated with the purchase, possession, and use of virtual assets, including those that are not foreseeable other than those expected. These risks suggest that unexpected fluctuations or risks discussed in the text may be complex.

No agency has officially reviewed or approved the information in this White Paper, and no such action has been taken by any jurisdiction.

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