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### Abbreviations & Terms

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<th>Description</th>
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<tr>
<td><strong>App</strong></td>
<td>Mobile Application</td>
</tr>
<tr>
<td><strong>BAU</strong></td>
<td>Business As Usual</td>
</tr>
<tr>
<td><strong>CER</strong></td>
<td>Carbon Emission Right</td>
</tr>
<tr>
<td><strong>EU</strong></td>
<td>The European Union</td>
</tr>
<tr>
<td><strong>GHG</strong></td>
<td>Greenhouse Gas</td>
</tr>
<tr>
<td><strong>GHG reduction campaign</strong></td>
<td>Nation-wide Public Movement to Reduce GHG Emission (part of HOOXI Campaign)</td>
</tr>
<tr>
<td><strong>HOOXI Campaign</strong></td>
<td>Global Nature Conservation Campaign (includes GHG reduction campaign)</td>
</tr>
<tr>
<td><strong>KEPCO</strong></td>
<td>Korea Electric Power Corporation</td>
</tr>
<tr>
<td><strong>KETS</strong></td>
<td>Korea’s Emissions Trading Scheme</td>
</tr>
<tr>
<td><strong>Korea</strong></td>
<td>South Korea</td>
</tr>
<tr>
<td><strong>KRX</strong></td>
<td>Korea Exchange</td>
</tr>
<tr>
<td><strong>NEP</strong></td>
<td>National Emissions Permit (comparable to EU’s CER – carbon emission right)</td>
</tr>
<tr>
<td><strong>SDGs</strong></td>
<td>Sustainable Development Goals</td>
</tr>
<tr>
<td><strong>UN</strong></td>
<td>The United Nations</td>
</tr>
<tr>
<td><strong>UNFCCC</strong></td>
<td>United Nations Framework Convention on Climate Change</td>
</tr>
<tr>
<td><strong>WGP</strong></td>
<td>W Green Pay</td>
</tr>
</tbody>
</table>
1. Introduction

W Green Pay is issued to reward the general public’s contribution to reducing GHG (Greenhouse Gas) emissions under South Korea’s KETS (Korea’s Emissions Trading Scheme) market. KETS is the second largest in scale after the European Union Emission Trading Scheme. Following the Korean government’s pledge made at Copenhagen Accord in 2009, the country aims to reduce GHG emission by 37% by 2030.

The Korean government selected W-Foundation to lead the “Nation-wide Public Movement to Reduce GHG Emission (HOOXI Campaign)”. To support the government's GHG emission reduction efforts, W-Foundation will launch a mobile application called HOOXI App that monitors and rewards the effort of individuals and the public to reduce GHG emissions.

The HOOXI App expects to collect a large volume of individuals’ efforts in GHG reduction. As agreed with the Korean government, the country’s Ministry of Environment expects to allocate NEP (National Emissions Permit) units (comparable to the EU’s Carbon Emission Reduction (CER) units - validated by the United Nations Framework Convention on Climate Change (UNFCCC)) to W-Foundation, based on the collected big data of GHG reduction by individuals. The HOOXI App will be allocated certified NEPs by Korea’s Ministry of Environment based on collected GHG emission reduction data generated by HOOXI App users. W Exchange is expected to be a KETS eligible business entity. The allocated NEPs of HOOXI App are expected to trade on the Korea Exchange (KRX) through W Exchange.

W Green Pay will be the compensation method of HOOXI App to reward its users’ efforts in GHG reduction. W Exchange is expected to be the major trading platform for W Green Pay.

Advisers of W-Foundation support HOOXI Campaign for its shared goal with the Korean government and W-Foundation to promote environmental sustainability – a major component of the United Nations (UN)’ Sustainable Development Goals (SDGs) set as the 2030 Agenda.
In 2015, the Korean government launched the KETS (Korea’s Emission Trading Scheme) market. In December 2017, the Korean government selected W-Foundation to lead its “Nation-wide Public Movement to Reduce Greenhouse Gas (HOOXI Campaign)” with the goal to increase the public’s participation in GHG reduction.

HOOXI Campaign is a global nature conservation campaign led by W-Foundation. Please refer to section 3.4. for more information.
W-Foundation
W-Foundation supports the Korean government's GHG reduction goals with the vision to promote environmental sustainability. Through its promotion of the global-wide HOOXI Campaign, W-Foundation works to increase the public's awareness of environmental issues and participation in GHG reduction.

Adviser Group
The adviser group supports W-Foundation's HOOXI Campaign, to preserve and restore natural environment and ecosystems, which also includes its work to support the Korean government's goal of reducing GHG emissions.

W&SOO
W&SOO is a partner entity of W-Foundation that donates its profit to W-Foundation. W&SOO supports W-Foundation's HOOXI Campaign.

W-HY R&D
W-HY R&D is a research institute, established in cooperation between Hanyang University and W-Foundation, to aid in its research studies for W-Foundation and its HOOXI campaign.

HOOXI Research Institute
HOOXI Research Institute is in charge of operating the HOOXI App that monitors and rewards the public's participation in HOOXI Campaign.

W Global Investment
W Global Investment launches W Green Pay in Singapore.

W Exchange
W Exchange will be established with the approval of Korea Electric Power Corporation (KEPCO). W Exchange is expected to be a KETS eligible business entity. The allocated NEPs of HOOXI App are expected to trade on the KRX through W Exchange. W Exchange will also be a major trading platform for W Green Pay.
2. Executive Summary

W Green Pay ("WGP") is an ERC20-compliant token that operates on the Ethereum blockchain. The aim of W Green Pay is to increase the public’s participation in GHG (Greenhouse Gas) reduction. W Green Pay will provide the means of incentivizing the public for their GHG reduction efforts.

The HOXXI App will serve as the platform for users to be rewarded by completing GHG reduction tasks.

**USERS WILL BE ABLE TO:**

- Exchange mission points gained from the completed tasks to W Green Pay
- Spend W Green Pay at internet shopping malls (partners of W-Foundation)
- Use W Green Pay as a payback system on their credit cards

With the approval by Korea Electric Power Corporation (KEPCO), W Exchange is expected to launch in March 2019 as a KETS eligible business entity. The allocated NEPs of HOXXI App are expected to trade at KRX through W Exchange.

The introduction of W Green Pay allows the objective of this project to be implemented in a scalable and sustainable way. The public and the global community, on an individual level, will be given the opportunity to play an active role and be rewarded for the reduction of GHG emissions. The resulting platform will give everyone the opportunity to unite in the cause of building a better future.
3. W-Foundation

3.1. Identity

W-Foundation (http://www.gcrfund.org/) is an international non-profit organization established in 2012. W-Foundation is a designated donation organization entitled by the Ministry of Strategy and Finance of Korea.

Forbes 2014

W-Foundation’s Innovative Approach Addressing Climate Change

Forbes Leadership

Korean Entrepreneurs Getting Attention With Innovative Startups

Social entrepreneurs are establishing their own foundations and nonprofit organizations, coming up with creative alternatives to address humanitarian, social and environmental issues. W-Foundation is a platform that provides “connectivity” to a network of like-minded individuals, academics, non-profits, for-profit organizations and governments to address the issue of global warming. W-Foundation has provided $3 million in aid to climate-change refugees.
3.2. Global Presence

W-Foundation is headquartered in Seoul Korea and has a global presence in Fiji, Ukraine, the United States, Cambodia, and Hong Kong.

3.3. Government Cooperation

W-Foundation leads the “Nation-wide Public Movement to Reduce GHG Emission (HOOXI Campaign)” in cooperation with the Korean Government. This project is spearheaded by the Ministry of Environment.

GHG Reduction Campaign (HOOXI Campaign)
Committee Inauguration Ceremony at the National Assembly

W-Foundation hosted the committee inauguration ceremony of the “Nation-wide Public Movement to Reduce GHG Emission (HOOXI Campaign)” at the National Assembly on April 26, 2018.
W-Foundation hosted the declaration ceremony of the “Nation-wide Public Movement to Reduce GHG Emission (HOOXI Campaign)” at the National Assembly on December 12, 2017.

Im, Jongseong (Member of the National Assembly), Woo, Wonshik (Floor leader of Democratic Party, The Minjoo), Cho, Jungsik (Chairman of the Land Infrastructure & Transport Committee of the National Assembly), Han, Jungae (Member of the National Assembly), Wook Lee (Chairman of W-Foundation), Infi, Geunhyun (Ambassadors of HOOXI Campaign, idol group singer) attended the event. (Yonhap News, 2017).
3.4. HOOXI Campaign

W-Foundation’s HOOXI Campaign is a Global Nature Conservation Campaign.

HOOXI Campaign aims to preserve and restore natural environments and ecosystems (forest preservation, coral reef restoration, endangered animals protection, among others).

‘HOOXI + HUMAN = HOOXIMAN’
Once you participate in HOOXI campaign, you are appointed as ‘HOOXIMAN.’
Be a ‘HOOXIMAN’ and always care about the nature, our earth.

Creating Forest
Restoring Coral Reef
Supporting Endangered Animals

W-Foundation’s global nature conservation fundraising songs for HOOXI Campaign have become high profile global projects for increasing the public’s awareness on climate change.

The campaign songs are launched every two years. Since its first song in 2012, W-Foundation has launched three songs with the fourth launching in 2018. Worldwide celebrities including K-pop stars, actors, and sports stars participate by donating their talent.
Campaign Song #1: Beautiful World (2012)

Campaign Song #2: Talk About Love (2014)

Campaign Song #3: Together As One (2016)
3.4.1. Advisers

Links to honorary advisers on the W-Foundation website:
KOR: http://www.gcrfund.org/honorary_advisors/

3.4.2. Sponsors

3.4.3. Honorary Ambassadors

More than 300 Korean celebrities, including K-pop stars, support HOOXI Campaign as honorary ambassadors of W-Foundation.

Infinite, Lydia Ko, Ailee, Jang Hyuk, Kim Tae-Woo, IOI, Eddy Kim, Shim Hyung-Tak, Max Changmin, Choi Si-Won, Donghae, Kim Yu Jung and Alberto are several of the major ambassadors. There are many more Korean celebrities working with W-Foundation as honorary ambassadors.

3.5. W-HY R&D (Hanyang University & W-Foundation’s Research Institute)

3.5.1. Introduction

W-HY R&D is a research institute established in cooperation between Hanyang University and W-Foundation.
3.5.2. Hanyang University

Hanyang University is one of the top private research university in Korea. The university established the nation's first engineering institute in 1939. It also established the first school of architecture and civil engineering in Korea. Hanyang was ranked 1st for the number of CEO alumni of venture companies. In 2017, QS ranked Hanyang University 155th in '2017 QS World University Rankings'.

3.5.3. Role of W-HY R&D

W-HY R&D supports W-Foundation's HOOXI Campaign in its pursuit of environmental sustainability.

- **Environmental Research**: W-HY R&D undertakes environmental engineering and technology research.

- **Content Support for HOOXI App**: W-HY R&D compiles information regarding environmental conservation and develops user-friendly content on best practices, actionable user tasks, and challenge levels, for use on the HOOXI App.

- **Big Data Analysis**: W-HY R&D also utilizes big data collected on HOOXI App through the HOOXI Campaign to identify opportunities to enhance environmental sustainability.

- **Blockchain Research**: W-HY R&D conducts research on the use of blockchain technology in W-Foundation's HOOXI Campaign and related environmental conservation projects.

- **Government Policy Study**: W-HY R&D carries out policy studies to incorporate environmental sustainability goals into government policies and initiatives regarding the 4th industrial revolution.
4. Background

4.1. KETS (Korea’s Emissions Trading Scheme)

In 2009, Korea made a pledge at the Copenhagen Accord to participate in the global movement to reduce GHG. By 2030, the Korean government aims to reduce GHG emissions by 37% from its business-as-usual scenario. In 2015, Korea launched its Emission Trading Scheme (KETS), which is the second largest in scale after the European Union Emission Trading Scheme at the point of writing.

Korea’s Cap-and-Trade system mitigates GHG emissions through market mechanisms. It applies to approximately 600 companies that account for over 68% of Korea’s GHG output (Korea Carbon, 2018). A cap that determines the maximum emission level that companies are permitted was set by the government. When a company exceeds the cap, the company has to purchase additional National Emissions Permits (NEP) from the market at market price or has to pay a penalty to the government.

The penalty for non-compliance with the KETS is three times the average market price per unit of tCO2e. The maximum penalty is capped at KRW 100,000 per tCO2e (approximately US $93/tCO2e equivalent).

Source: The International Emissions Trading Association (IETA), 2015
4.2. NEP (National Emissions Permit)

4.2.1. NEP Validation

The Ministry of Environment validates Korea’s NEP, and the NEP is exchanged at the prevailing market price. Despite the increasing demand for NEP in the market, the allocation of NEP by the Ministry of Environment is limited. The price of NEP per ton is high at approximately KRW 22,000 (US $20) as of April 14, 2018. This is higher than EU’s CER that is priced at approximately Euro 13.84 (approximately KRW 17,700) as of April 16, 2018.

4.2.2. NEP Market Size

Approximately 600 companies participate in carbon emission trading in Korea. The market size of NEP rapidly increased from a baseline of KRW 57.3 billion in 2015 when KETS started to KRW 194.6 billion in 2016 and KRW 438.5 billion in 2017 (validated data from January to October, 2017) (The Ministry of Strategy and Finance of Korea, 2017). The Korean government expects the NEP market to continue to grow in the coming years.
5. W Green Pay

W Green Pay will operate on the Ethereum blockchain. Ethereum is the most popular and widely supported smart contract blockchain, with a huge development community and robust language support.

Ethereum was specifically chosen as it offers an efficient balance of speed and token liquidity. W Green Pay will also benefit from future Ethereum development and proposed scaling via Casper POS implementation.

W Green Pay is an ERC20-compliant token. ERC stands for ‘Ethereum Request for Comments’. This is an official protocol for proposing improvements to the Ethereum network. ‘20’ is the unique proposal ID number.

Currently, the currency for processing on Ethereum is known as Ether (ETH). Ether can be bought or sold on token exchanges to major fiat currencies.

5.1. Token Sale Details

<table>
<thead>
<tr>
<th>Token Name</th>
<th>W Green Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Token Symbol</td>
<td>WGP</td>
</tr>
<tr>
<td>Platform</td>
<td>ERC20</td>
</tr>
<tr>
<td>Token Decimals</td>
<td>18</td>
</tr>
<tr>
<td>Token Supply</td>
<td>Fixed supply of 100 million, 60 million for sale</td>
</tr>
<tr>
<td>Currency Accepted</td>
<td>ETH / BTC / USD</td>
</tr>
<tr>
<td>Token Price</td>
<td>US$20 per token</td>
</tr>
<tr>
<td>Private Sale Date</td>
<td>14th to 25th of May, 2018</td>
</tr>
<tr>
<td>Public Sale Date</td>
<td>26th of June to 31st of July, 2018</td>
</tr>
<tr>
<td>Bonus for Public Sale</td>
<td>20% - First 10 million tokens, 10% - Remaining tokens</td>
</tr>
<tr>
<td>Soft Cap</td>
<td>US$25 million</td>
</tr>
<tr>
<td>Hard Cap</td>
<td>100 million tokens sold or distributed</td>
</tr>
<tr>
<td>Lock-up Period</td>
<td>W Green Pay held by the Team and Private Sale investors shall be subjected to a lock-up period of six (6) months from the end of public sale (31st of July, 2018)</td>
</tr>
</tbody>
</table>
5.2. Allocation

5.2.1. W Green Pay Distribution

The total number of W Green Pay issued will remain constant at 100 million tokens.

Of the total 100 million W Green Pay, 20 million W Green Pay (20%) will remain without sale to the W Green Pay issuer, 20 million (20%) W Green Pay will be allocated to HOOXI App as a payment of reward to HOOXI Campaign participants, and the remaining 60 million (60%) W Green Pay will be open for private and public sale.

5.2.2. Funding Allocation

Of the funds raised, 30% will be allocated for marketing and communication efforts, 20% will be allocated for application version upgrades and maintenance and 10% will be allocated to cover operating expenses. The remaining 40% will be allocated to the HOOXI Campaign to fund nature conservation projects, sustainable environmental technology R&D initiatives and public environmental campaigns in support of the HOOXI App.
5.3. HOOXI App

On Oct 4, 2018, W-Foundation expects to launch a mobile application called HOOXI that monitors and rewards individual efforts in GHG reduction.

HOOXI App will act as a token wallet displaying the user’s W Green Pay balance, which allows users to spend and receive W Green Pay. W Green Pay can also be stored in ERC20-compatible wallets and other compatible wallet applications.

HOOXI App uses artificial intelligence (AI) to analyse the profile of each user and customise missions for their lifestyle, age, gender, occupation and more. Based on these analysed information, tailored daily, weekly and monthly missions will be sent to users which they can choose to take up to reduce GHG, and will, in turn, be rewarded mission points after completing selected missions.

HOOXI App will reward its users for their efforts in GHG reduction based on their missions accomplished. W Green Pay users will be able to spend and receive tokens anywhere in the world as the platform is progressively rolled out globally. Demand for W Green Pay is therefore expected to remain stable and consistent.
GHG REDUCTION MISSION
Users can choose their own GHG reduction missions in the main page

 USERS’ RANKING ON GHG REDUCTION EFFORT
Users can check their ranking (by region, age, group, company, etc.)
5.3.1. GHG Emission (Co2)

Koreans emitted an average of 11.26 tons per capita per annum of Co2 in 2014. The estimated emission per capita in Korea is 9.4 tons per annum by the year 2030 (global average of carbon emission per capita is 3 tons per annum).

With 9.4 tons carbon emission per capita per annum, the Republic of Korea is expected to rank 3rd in its per capita carbon emission in the world (Source: World Energy Outlook 2015, International Energy Agency).
### 5.3.2. Examples of Carbon Emission Reduction

Unit proposed by Korea Climate Environment Network

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>METHODS &amp; EXPLANATION</th>
<th>CARBON DIOXIDE REDUCTION (per annum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td>Taking public transportation instead of a private car (once a week) - assumption based on gasoline 1,510.4 won/L, Fuel efficiency 8.9km/L</td>
<td>469.4 kgCo2</td>
</tr>
<tr>
<td>Electricity</td>
<td>Reducing television watch time (one hour)</td>
<td>7.4 kgCo2</td>
</tr>
<tr>
<td></td>
<td>Unplugging unused electrical home appliances</td>
<td>12.8 kgCo2</td>
</tr>
<tr>
<td></td>
<td>Reducing heating time of electric cooker (3 hours)</td>
<td>24.0 kgCo2</td>
</tr>
<tr>
<td></td>
<td>Using computer power-saving program (Green-touch)</td>
<td>22.5 kgCo2</td>
</tr>
<tr>
<td>Cooling Heating</td>
<td>Reducing the time of heating (one hour)</td>
<td>135.5 kgCo2</td>
</tr>
<tr>
<td></td>
<td>Lowering the heating temperature by 2 degrees</td>
<td>52.9 kgCo2</td>
</tr>
<tr>
<td></td>
<td>Reducing usage of the air conditioner (one hour)</td>
<td>13.1 kgCo2</td>
</tr>
<tr>
<td>Resources</td>
<td>Recycling of recyclable waste (Can, glass, etc)</td>
<td>88 kgCo2</td>
</tr>
<tr>
<td></td>
<td>Increase the use of water-saving equipment</td>
<td>18.9 kgCo2</td>
</tr>
<tr>
<td></td>
<td>Using a personal handkerchief instead of paper towels</td>
<td>10.5 kgCo2</td>
</tr>
<tr>
<td></td>
<td>Reducing food wastage by 20%</td>
<td>36.2 kgCo2</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>891.2 kgCo2</strong></td>
</tr>
</tbody>
</table>
5.3.3. Estimated GHG Reduction: 1 ton per capita per annum

For example, by substituting driving with taking of public transportation by up to twice a week, this substitution alone amounts to 0.9 tons of Co2 reduction per annum.

It is estimated that it is possible to save 1,000 kg (1 ton) of greenhouse gas per capita per annum - based on the participation of environmental activities (methods) as of the above examples (Source: The Ministry of Environment, Republic of Korea).

5.3.4. Revenue Projection for HOOXI App (based on collected NEP)

With the HOOXI App, the projection is 10 million tons of GHG reduction per annum. This is based on the project’s minimum target that 20% of Korean nationals (population of Republic of Korea is approx. 51.25mil as of 2016) will participate in the HOOXI Campaign.

1 ton of NEP is traded at an average of US$20 in Korea, thus with the accumulated 10 million tons of GHG reduction, HOOXI App is projected to generate a revenue of US$200 million per annum.
5.4. W Green Pay Token Ecosystem

W Green Pay Traders

W Green Pay Traders are the WGP investors or WGP transaction parties that wish to exchange (buy or sell) the tokens.

WGP Traders (Individuals or entities with W Green Pay):

- **INDIVIDUALS:**
  HOOXI App users will receive a different amount of WGP based on GHG savings earned through their completed missions. However, as the general public may not be familiar with crypto exchanges, HOOXI App plans to provide a user-friendly platform to assist in the exchange of WGP to cash.

- **CORPORATIONS/ENTITIES:**
  The partnering companies (i.e. shopping malls) will receive WGP as the means of payment; they will be using the W Exchange platform to cash out the received WGP in their malls.
The HOOXI App will trade its NEP on KRX through W Exchange.

20% of WGP tokens are allocated for the HOOXI App to reward participants’ GHG savings. The HOOXI App will, at its discretion, also purchase WGP from the market to compensate the HOOXI App users.

From the launch of the App, it will take a maximum of one year to collect data from the participating public’s GHG reduction efforts and to acquire government approval and certification for ongoing exchange of data to NEP.

### 5.4.1. Cryptocurrency Exchanges

The W Green Pay ERC20-compliant tokens aim to be tradable on independent public exchanges.

Public exchanges would further decentralize and add transparency to W Green Pay by providing users the choice and access to enter or exit the HOOXI App ecosystem.

### 5.4.2. Internet Shopping Malls

W Green Pay will be accepted as means of payment at internet shopping malls (partners of W-Foundation).

**Example: Lotte Homeshopping.**
5.4.3. Credit Cards

W-Foundation plans to launch credit cards with Korean commercial banks.

Per their use of credit card, W Green Pay will be used as a payback system for these users.

Users will be able to use the accumulated WGP at partnered businesses or exchange WGP to cash at W Exchange.

Examples of how to collect WGP as a payback for credit card usage:

- Buying from W Green Pay partnered businesses
- Purchasing identified eco-products
- Taking public transportation
5.4.4. W Exchange

W Exchange, under the Korea Electric Power Corporation (KEPCO) approval, will be launched in March 2019. W Exchange is expected to be a KETS-eligible business entity. The allocated NEPs of HOOXI App are expected to trade at KRX using W Exchange.

5.4.5. KRX

The Korea Exchange (KRX), the nation’s main bourse operator, is the sole cap-and-trade system hosting market in Korea.

KRX: The Korea Exchange, is the designated regulatory authority with oversight on KETS.

PARTIES THAT CAN TRADE IN KRX:
KETS eligible business entities in addition to four public financial institutions: the Korea Development Bank, the Industrial Bank of Korea, the Export Import Bank of Korea and the Korea Finance Corporation.

Source: Korea Legislation Research Institute, 2015 → page 17 (auction market)
6. Roadmap

With the declaration of the “Nation-wide Public Movement to Reduce GHG Emission (HOOXI Campaign)” held at the National Assembly, in cooperation between the Korean Government and W-Foundation, Korea aims to enable individuals to participate in the national goal to accomplish 37% GHG emission reduction on BAU basis by 2030 (UNFCCC, 2015).

On April 26th, 2018, W-Foundation and the Korean government established the ‘GHG Campaign Committee’ to support the goal of GHG reduction.

In May, W Global Investment plans to certify W Green Pay in Singapore to raise funds to support GHG Campaign and promote environmental sustainability.

From May to July, 60% of W Green Pay will be available for private and public sale. The other 40% will be retained by the issuer which 20% is to be retained by the company, and the remaining 20% is to reward HOOXI App participants for their GHG reduction efforts.

Private Sale is scheduled to start from 14th through to 25th of May, 2018.

Public Sale is scheduled to start from 26th of June through to 31st of July, 2018.

HOOXI App plans to launch on Oct 4, 2018.

W-Foundation and the Korean government will host a launching festival for HOOXI App to promote HOOXI Campaign in mid-October.

W Exchange, the major trading platform for W Green Pay, expects to launch in March 2019.
ROADMAP

DEC 2017
- HOOXI Campaign Declaration

APR 2018
- HOOXI Campaign Committee Inauguration
- W Green Pay Certification in Singapore

JUN-JUL 2018
- W Green Pay Public Sale

MAY 2018
- W Green Pay Private Sale

OCT 2018
- HOOXI App Launch

MID-OCT 2018
- HOOXI App Launching Festival

MAR 2019
- W Exchange Launch
7. Team

**WOOK LEE**  
Chairman, W-Foundation

Founder and Chairman of W-Foundation, philanthropist and entrepreneur. Built global network to enable public-private partnerships with governments, corporations, and institutions. Established Global Climate Refugee Fund with global donors and grew W-Foundation into influential Global Nature Conservation Organization. Bachelor of Law from Hanyang University.

**YOUREE LEE PH.D.**  
CEO, W-Foundation


**KEON HO SHIM**  
Financial Adviser, W-Foundation

23 years’ experience in banking, consulting, and new business development at Bank of America Merrill Lynch, Citi, Oliver Wyman, and Samsung Corporation, with M.B.A. from Stern School of Business, New York University, and B.A. in Economics and Political Science from The George Washington University.
DONGYUL SEOK
Public Relations Adviser, W-Foundation
(Deputy Director of Dong-A Daily News)

25 years’ experience as a leading, influential journalist, Vice Chairman of the International Federation of Journalists, Chairman of Korea Press Photography Association. Adjunct Professor of Media & Communication at Hanyang University.

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Adviser/Chief Relationship Officer, W-Foundation
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25 years’ experience in strategic planning, group management consulting, and marketing at Samsung Group, most recently as Vice President of Marketing Strategy Group at Samsung Electronics. Professor of Business Administration at Seokyang University.

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Adviser/Chief Technology Officer, W-Foundation
(Chairman/Medical Doctor, Daejeon Wellness Hospital)

20 years’ experience as a medical doctor, entrepreneur, and investor. As CEO of a major hospital, led high profile M&A and investments in the medical industry. Currently developing blockchain technology for the medical industry to securely store health records. Assistant Professor of Rehabilitation Medicine at Chungnam National University.
RYAN KWON
Business Adviser, W-Foundation
(CEO, Jimei Korea)

Leads the global real estate development and financial advisory at Jimei Group, focusing on China-Korea investment opportunities. Has extensive global business network, contributing to the development of bilateral relationships between China and Korea. Chairman of Ozoo Foundation, providing academic scholarships.

CHEN SHUN TENG
Business Adviser, W-Foundation
(Group Strategy & Corporate Affairs Manager at WWRC Holding Pte. Ltd. “WWRC Group”)

In charge of charting future growth through overseas expansion, JV/partnerships and M&A at WWRC Group, a Pan-Asian Chemical Distributor with the presence in 16 Asian Cities. Prior to joining WWRC Group, worked in banking with Citi and OCBC. Bachelor of Engineering (Materials Engineering) with First Class Honors Degree from Nanyang Technological University.

CHRIS LOW
Technology Adviser, W-Foundation
(Managing Partner and Executive Chairman at Novum Capital)

Successful serial entrepreneur having built one of the largest social gaming site in Southeast Asia, called Viwawa. Co-founded SoftPay Mobile, the largest Mobile POS company in Vietnam. Graduated with a BSc. Merit in Computer Science from the National University of Singapore.
References


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