



Anna Coin

AV PLATFORM



September 2018
WHITEPAPER

A New Cryptocurrency

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1. Abstract

ANNA COIN WILL BE A PLATFORM THAT WILL FACILITATE REAL-TIME CRYPTOCURRENCY TRANSACTIONS AT POINT OF SALE.

The pornography industry is no doubt that it is an enormous market with unlimited demands. Blockchain is latest trending technology providing decentralized applications in different industries. There is much room for blockchain technology to boost the growth of pornography industry and to connect different parties closely to induce synergy effect.

In this project, a well-established ecosystem will be created to enable healthy growth of business. An ERC-20 token, ANNAcoin, is created as the concurrency in the ecosystem. Increasing the demand and applications of tokens and platforms created inside the ecosystem are the key missions of this project. The goal is to smoothen the growth of the ecosystem and industry as much as possible.

The first part of the ecosystem is a production house and studio. It provides not only video production, but also unique experience to users. 4D videos with virtual reality (hereinafter referred to as VR) and synchronization with related sex products are created so that users enjoy the movies more personally in perception. The production process also has a higher flexibility. End users may experience in person some parts of the production progress. Tours and meeting opportunities with video actors will also be arranged.

All created videos will be hosted online for users to purchase and view via web and mobile interface. The platform also sells VR glasses and related products. Live streaming is another key feature of the platform. It allows more interactive connection for both users and performers rather than only single-way of viewing adult movies. Different kinds of live interactions, like control of products working on the performer, are supported. Data generated from this platform will be analyzed to optimizes new video production and sales.

Profit generated by these platforms are shared to different parties via a blockchain based profit sharing platform. It is a decentralized autonomous system for users to pay for services or products or reward. When videos are selling, all received profit will be distributed directly to the crew, especially actresses, via unchangeable smart contract. Performers and key opinion leader (hereinafter referred to as "KOL") can be rewarded in token in real time.

Besides public exchanges, a special exchange will also be created for different parties to trade the token, ANNAcoin, with different cryptocurrencies for profit or spending inside the ecosystem. As the ecosystem grows, the price and profitability of ANNAcoin and the platforms will be increased substantially.

Besides the business growth and profitability, contribution to societies is the ultimate goal of this project. Lower sexual crime rate and sexual transmitted infections can be eventually improved as this project's goal too.

2. Background

DATA INTEGRITY FOR SERVICE SUPPLY CHAIN OPERATION, POWERED BY BLOCKCHAIN TECHNOLOGY

The term, pornography, is the representation of sexual behavior in books, pictures, status, motion pictures, and other media that is intended to arouse sexual excitement. It is derived from the Greek porni ("prostitute") and graphein ("to write"), originally defined as any work of art or literature depicting the life of prostitutes.

In many historical societies, frank depictions of sexual behavior, always in religious context, were very common, such as ancient Greece and Rome, phallic imagery and depictions of orgiastic scenes were present.

Japan is a country to possess a very highly developed culture of visual erotica, even the materials were a relatively large proportion of social mainstream that many cannot legitimately be described as "pornographic".

Pornographic films are typically classified as either softcore or hardcore pornography. Generally, softcore pornography does not depict sexual activities, sexual penetration or extreme fetishism, but contains nudity or partial nudity in sexually suggestive situations. Hardcore pornography depicts penetration or extreme fetish acts, or both.

(citation: <https://www.britannica.com/topic/pornography>)

Period	Description
19 th century	<ul style="list-style-type: none"> - the earliest pornographic motion picture which can definitely be dated is <i>A L'Ecu d'Or ou la bonne auberge</i>' made in France in 1908
1920s – 1940s	<p>Suppression period</p> <ul style="list-style-type: none"> - Pornographic movies were widespread in the silent movie era of the 1920s, and were often shown in brothels. Soon illegal, stag films, or blue films as they were called, were produced underground by amateurs for many years starting in the 1940s
1950s	<p>Home movies</p> <ul style="list-style-type: none"> - The post-war era saw technological developments that further stimulated the growth of a mass market and amateur film-making, particularly the introduction of the 8 mm and super-8 film gauges, popular for the home movie market. - In Britain, in the 1950s, Harrison Marks produced films which were considered risqué, and which today would be described as "soft core"
1960s	<p>Europe and the U.S.</p> <ul style="list-style-type: none"> - On the European continent, sex films were more explicit starting from 1961 and widespread to Spain, France, Sweden, Denmark and the Netherlands - In December 1960, American female director Doris Wishman began producing a series of eight pornographic films, or nudist films without sex scenes, including <i>Hideout in the Sun</i> (1960), <i>Nude on the Moon</i> (1961) and <i>Diary of a Nudist</i> (1961) - In 1969, Denmark became the first country to abolish all censorship laws, enabling pornography, including hardcore pornography. The Netherlands followed in 1969 - In the United States, producers of pornographic films formed the Adult Film Association of America in 1969

1970s	<p>Adult theaters and movie booths in the U.S.</p> <ul style="list-style-type: none"> - In the 1970s, there was a more tolerant judicial attitude to non-mainstream films - mainstream theatres would normally not screen even softcore films, leading to a rise of adult theaters in the U.S. and many other countries - However, In Britain, <i>Deep Throat</i> was not approved in its uncut form until 2000 and not shown publicly until June 2005
1980s	<p>New technology and new legal cases</p> <ul style="list-style-type: none"> - With the arrival of the home video cassette recorder in the late 1970s and early 1980s, the pornographic movie industry experienced massive growth - Pornographic films were popular in Japan since the late 1970s in VHS recorder and made the first domestic pornographic film <i>The Star and the poetry of the rainbow</i> in 1981 - By 1982, most pornographic films were being shot on the cheaper and more convenient medium of videotape - the camcorder spurred changes in pornography in the 1980s, when people could make their own amateur sex movies, whether for private use, or for wider distribution - The year 1987 saw an important legal case in the U.S. when the <i>de facto</i> result of California v. Freeman was the legalization of hardcore pornography
1990s	<p>DVD and the internet age</p> <ul style="list-style-type: none"> - In the late 1990s, pornographic films were distributed on DVD with better quality picture and sound and allowed innovations such as "interactive" videos that let users choose such variables as multiple camera angles, endings and computer-only DVD content - Pornography can be distributed over the Internet in a number of ways, including paysites, video hosting services, and peer-to-peer file sharing in the invention of World Wide Web (www.) in 1991

	<ul style="list-style-type: none"> - Once people could watch adult movies in the privacy of their own homes, a new adult market developed that far exceeded the scope of its theater-centric predecessor - webcams and webcam recordings are again expanding the market and thousands of pornographic actors work in front of the camera to satisfy pornography consumers' demand
2000s	<p>Competition and contraction</p> <ul style="list-style-type: none"> - By the 2000s, the fortunes of the pornography industry had changed. With reliably profitable DVD sales being largely supplanted by streaming media delivery over the Internet, competition from bootleg, amateur and low-cost professional content on the Internet had made the industry substantially less profitable, leading to it shrinking in size
2018 onwards	VR & 3D

Source: Wikipedia (https://en.wikipedia.org/wiki/Pornographic_film)

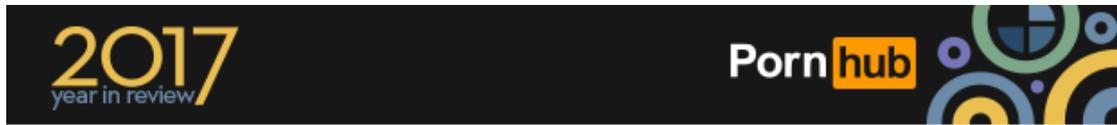
There are some statistics analyzed and found from internet on pornographic market in the world:

1. Porn sites receive more regular traffic than Netflix, Amazon and Twitter combined each month
2. 35% of all internet downloads are porn-related stuff
3. 34% of internet users have been exposed to unwanted porn via ads, pop-ups, etc
4. At least 30% of all data transferred across the internet is porn-related things
5. Porn market is a global, and estimated USD 97 billion industry with about USD 12 billion of that coming from the U.S.
6. In 2016 alone, more than 4,599,000,000 hours of porn were consumed on the world's largest porn sites
7. Eleven pornography sites are among the world's top 300 most popular internet sites
8. Consuming Statistic
9. 64% of young people, ages from 13 to 24, actively seek out pornography weekly or more often
10. Teenage girls and young women are significantly more likely to actively seek out pornography than women 25 years old or above
11. A study of 14 to 19 years old found that females who consumed pornographic videos were at

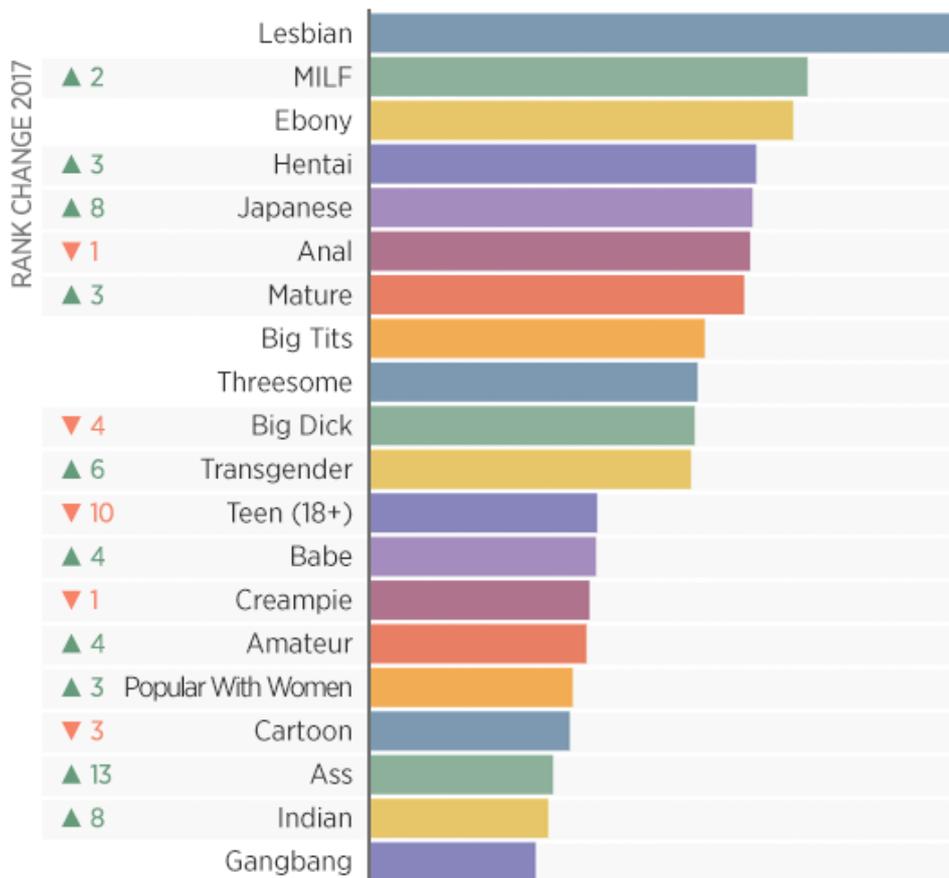
a significantly greater likelihood of being victims of sexual harassment or sexual assault

12. Average USD 3,075.64 is spent on pornography every second in the world
13. Average 28,258 people are viewing pornography every second in the world
14. Average 372 people are typing adult search terms every second in the world
15. A new pornographic video is created every 39 minutes in the U.S.
16. 40 million American people regularly visit porn sites

According to statistic of one of the largest porn websites Pornhub (<https://www.pornhub.com/insights/2017-year-in-review>),



Most Viewed Categories of 2017



PORNHUB.COM/INSIGHTS

it indicates "Lesbian", "MILF", "Ebony" are the most 3 viewed categories on Pornhub in 2017. "Japanese" jumped 8 position higher at 5th place on the list. Only "Japanese" at 5th and "India" at 19th are related to specific ethnicities, others are the categories of sexual orgasms, stages of life or sexual activities and penetration. It implies the rapid growing of demand of "Japanese" in porn market over the world instead of only in Asia market.

Top Gaining Categories



Cuckold	▲ 72%	Transgender	▲ 36%
Japanese	▲ 66%	Creampie	▲ 32%
Indian	▲ 57%	Gangbang	▲ 28%
Cosplay	▲ 44%	French	▲ 27%
Korean	▲ 39%	Cartoon	▲ 25%

Categories Viewed the Longest



Amateur	14 mins 31 sec	CHANGE IN 2017	▲ 132 sec
Japanese	13 mins 29 sec		▲ 68 sec
Old/Young	13 mins 22 sec		▲ 65 sec
Mature	13 mins 20 sec		▲ 56 sec
Korean	12 mins 21 sec		▲ 169 sec
Casting	12 min 01 sec		▲ 100 sec
Fetish	11 mins 55 sec		▲ 117 sec

Categories Viewed the Shortest

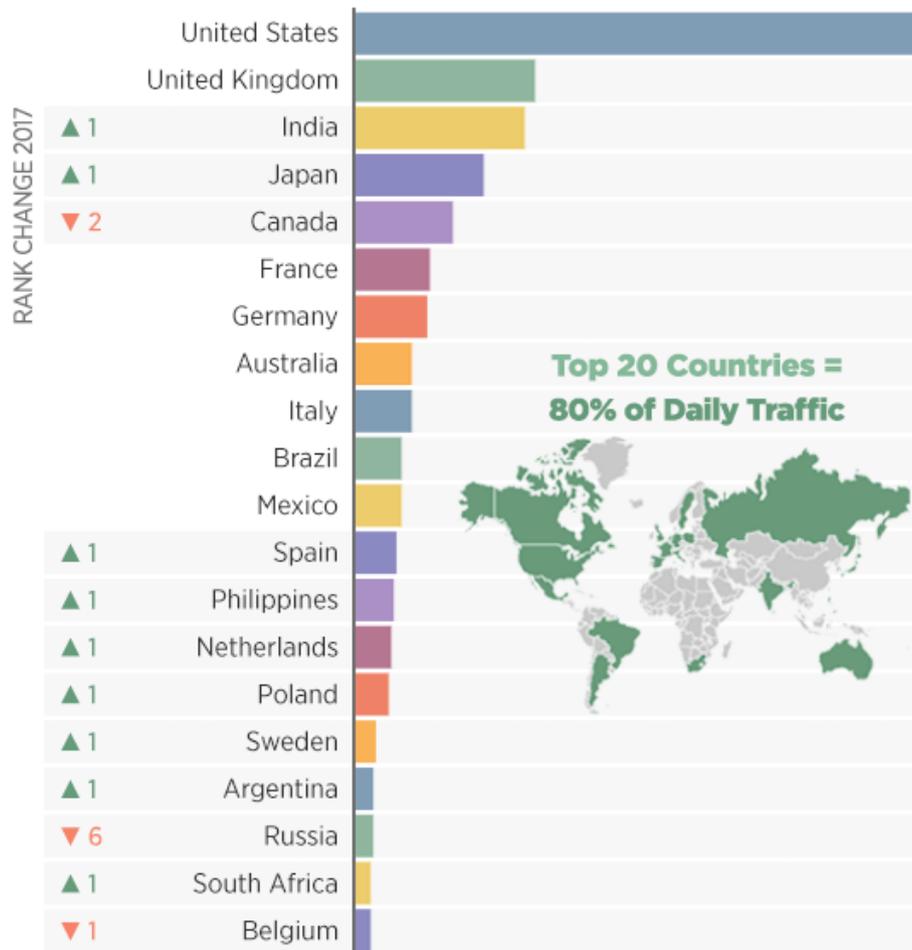


Red Head	7 mins 41 sec	CHANGE IN 2017	▲ 31 sec
POV	7 mins 56 sec		▲ 27 sec
Latina	8 mins 11 sec		▲ 25 sec
Blonde	8 mins 23 sec		▲ 54 sec
College	8 mins 33 sec		▲ 56 sec
Double Penetration	8 mins 47 sec		▲ 43 sec
Cosplay	8 mins 51 sec		▲ 89 sec

PORNHUB.COM/INSIGHTS

“Japanese” is both the 2nd top gaining category by traffic growth and the 2nd longest viewed category increased by 66% and 68 seconds respectively. There is no doubt that “Japanese” porn movies are one of the key searching and viewing categories in global market with upsurge of demands among countries starting from 2017.

Top 20 Countries by Traffic



Largest Rank Changes of 2017

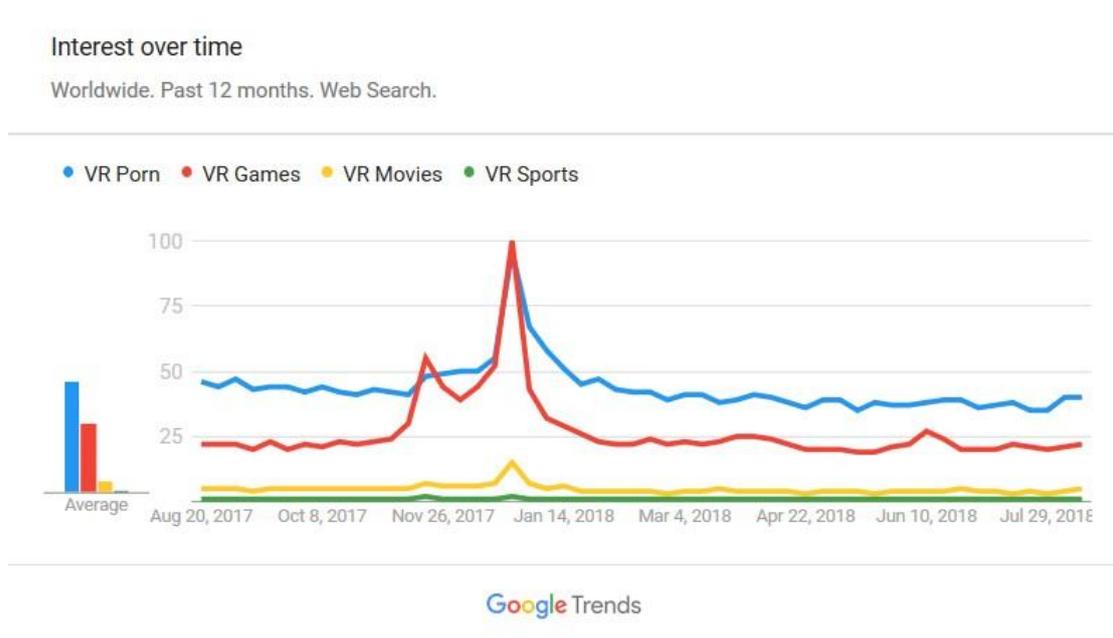
▲ 68 Ethiopia	▲ 23 Sri Lanka	▲ 22 Libya
▲ 49 South Korea	▲ 23 Pakistan	▲ 20 Singapore

PORNHUB.COM/INSIGHTS

The top 20 countries by traffic of Pornhub occupy 80% of daily traffic already, fulfilling the Pareto Principle in which 20% of activities account for 80% of results. The highest traffic country is the U.S., then are United Kingdom, India, Japan, Canada, France, Germany, Australia, Italy and Brazil.

VR Market:

According to Piper Jaffray research analyst Travis Jakel, adult entertainment is the number three driver of all VR content behind movies and games, and porn VR business will grow into a USD 1 billion industry by 2020. Jakel anticipates that 3% of VR users would pay on average \$35 for adult content in 2016 accounting for USD 13 million of total market, compared to 5% of VR users spending on average \$56.66 on games accounting for USD 35 million of the market, and 15% of VR users spending on average USD 8.19 on movies accounting for USD 15 million of the market. And it is estimated that today's overall online and video adult entertainment market is a USD 25 billion industry with a core male demographic. In addition, Jakel calls VR a new content consumption paradigm that becomes the preferred way that people watch all types of entertainment, including porn and its related products, with an impact on generating revenue for porn for a long period of time.



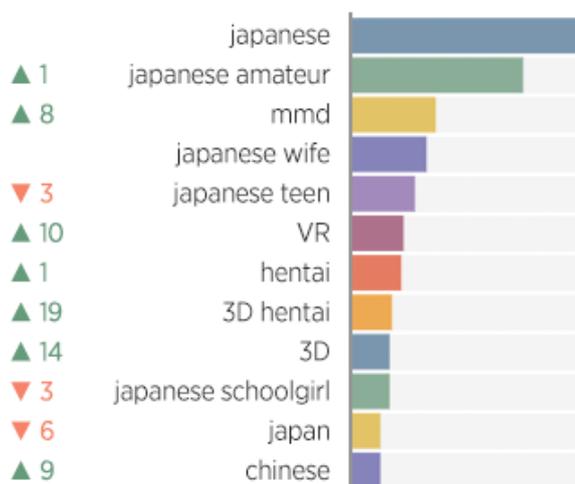
The above chart is the google trends compare the popularity of 4 VR related products, including VR Porn, VR Games, VR Movies and VR Sports. The blue line represents the VR Porn, which is always above VR games, VR movies and VR sports in searching popularity from google data. It reflects that VR porn is one of most searched terms concerning derived products.

DMM, one of the sizable Japanese studios, disclosed the market has been accepting VR movies time by time. From November, 2016, only 100 adult movies were made monthly, and then grew to 200 to 300 VR movies monthly within a few months. Until middle of 2017, more than 1400 VR adult movies were made, beneficial of more than 100 million Yen of revenue every month. A VR adult movie with accumulated revenue of 50 million yen or above is common in current market. More than half of the respondents use VR goggle for viewing the adult movies with their mobile phones. Others are using VR devices or DMM's supported VR devices. VR technology of porn market is the most profitable vehicle in these few years for adult movie studios in Japan and also other countries.

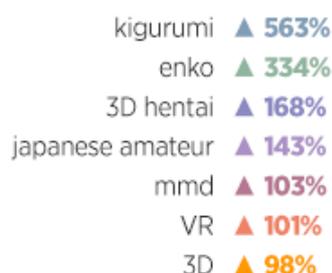


JAPAN

Top Searches of 2017



Top Trending Searches



Top 5 Pornstars

- 1 ai uehara
- 2 yui hatano
- 3 yuma asami
- 4 kim kardashian
- 5 kirara asuka

Top 5 Categories

- 1 Hentai
- 2 Creampie
- 3 MILF
- 4 Babe
- 5 Big Tits

Top Relative Categories

Viewed % more when compared to world

- 1 ▲ 338% Hentai
- 2 ▲ 198% Pissing
- 3 ▲ 192% Small Tits
- 4 ▲ 163% Cosplay
- 5 ▲ 82% Creampie

PORNHUB.COM/INSIGHTS

Japanese pornstars stay high position in the search from Pornhub in the world. Under expectation, the search of VR videos upsurges by 101% compared to 2016, indicating a higher demand of VR videos of Japanese time by time advanced with the technology.

Rape rate:

Based on the statistic of Nation Master, the statistic of highest violent crime of rapes per million people among countries:

Rank	Country	Amount
1	South Africa	1,324.15
2	Botswana	947.02
3	Lesotho	893.02
4	Swaziland	775.51
5	Bermuda	674.62
6	Sweden	635.52
7	Suriname	451.97
8	Costa Rica	366.19
9	Nicaragua	314.14
10	Grenada	305.70
11	Australia	289.05
12	Saint Kitts and Nevis	286.52
13	Belgium	274.51
14	United States	274.04
15	New Zealand	258.48
16	Saint Vincent and the Grenadines	256.14
17	Bolivia	254.71
18	Zimbabwe	249.22
19	Jamaica	247.30
20	Iceland	244.90

The table below is highest total reported crime of rapes among countries

Rank	Country	Amount
1	United States	84,767
2	South Africa	66,196
3	India	22,172
4	Mexico	14,993
5	Bangladesh	11,682
6	France	10,108
7	Germany	7,724
8	Peru	6,751
9	Australia	6,378
10	South Korea	6,321
11	Sweden	5,960
12	Philippines	5,813
13	Russia	4,907
14	Thailand	4,636
15	Italy	4,513
16	Argentina	3,367
17	Zimbabwe	3,186
18	Colombia	3,149
19	Belgium	2,991
20	Bolivia	2,587

We always heard that the rape rate of India is so high, but the reported sexual criminal rate is still high in many other countries, even in the United States and European countries. Of course, many and many unreported cases exist in everywhere over the world, but what we are doing is to improve it ultimately.

Sexually transmitted infections (STI):

According to the statistic of World Health Organization (WHO),

- more than 1 million sexually transmitted infections are acquired every day in the world
- there are an estimated 357 million new infections with 1 of 4 STIs, including chlamydia, gonorrhea, syphilis and trichomoniasis
- More than 500 million people are estimated to have genital infection with herpes simplex virus (HSV)
- More than 290 million women have a human papillomavirus (HPV) infection

High infection rate of STIs is raging over the time, more and more people are recognized to infect STIs.

We believe that the platform can lead affirmative influence as a consequence of lowering criminal rate and sexually transmitted infections by the means and services provided. An impressive result would be conducted in pornography market globally under the combination of blockchain technology.

3. Project Goal

AV ACTRESS AND VIDEO PRODUCTION – HOW TO IMPLEMENT ON THE BLOCKCHAIN AND VR GLASSES

The aim of this project is to run the pornography business under the assistance of blockchain in order to smooth operation of some parts of whole business model and mechanism. Few years ago, blockchain was ascribed as initial trickle of trial of technology. But it becomes the most popular term around our daily lives. Many fields and industries have been bolstered by the high penetration of application of blockchain into their businesses.

And we intend to emerge impacts in pornography industry in global market with advanced technology to stimulate the positive and healthy growth of the industry. Therefore, we are planning to implement relatively well-managed platform as the medium to approach multiple-win approach. Either one of users, suppliers or company in or is faded out, the business will be collapsed too. It is why a well ecosystem is valid in blockchain business. The core value of the project is to create own ecosystem for the AnnaCoin inside both the business and blockchain. A well-established ecosystem can be beneficial to all stakeholders through the platform and business models, and also, one of the most important intrinsic values, the steady growth of the price of the coin. According to this project, we target on some specific parties:

- 1.) Investors
 - a. Those who are interested in this project and anticipate a certainly potential growth of business
- 2.) Speculators
 - a. Those who take part in speculating in the growth of coin price and theoretically involve in price stability
- 3.) End users
 - a. Those who will consume in our platform for different products or services
- 4.) Performers

- a. Those who will earn profits from performing in our platform

A large number of users and audiences are targeted in this project to arouse the ecosystem under healthy situation. Under section 6. Marketing and Promotion of this whitepaper, it will be discussed how to increase the number of end-users by particular marketing campaign and promotion. At the same time, quality products and services provided are one of the paramount elements to attract numerous end users to stay in our platform routinely. Hence, a profit sharing platform under blockchain is going to implement as a consequence to simplify the profit sharing part instead of traditional manual accounting for profitability to performers, production house and suppliers.

The demands of customers of high technology and innovative user experiences have been rising in recent years. 4D cinema is an outcome combining a 3D film with physical effects that occurs in theatre in synchronization with the film. We are trying to stimulate users' experiences same as 4D movies that they can enjoy viewing the movies with physical effects by the VR glasses and synchronized masturbation cup as a result of increasing sexual excitements. Besides, sex dolls would be available to sell through the platform to diversify the products to meet variety of demands.

In addition, livestream platform would be executed for more and more performers to gain profits and collect their fans accordingly. Fans or audiences can reward the performers by coins and provide feedback or comments to the platform for any part of improvement in whole platform and mechanism. The reward paid by fans or audience will be automatically distributed to performers, or related parties after settlement time via the blockchain system for the purpose of reducing any mistake by manual control.

Moreover, traditional online pornography industry encounters some problems. Some websites provide movie streaming platform for users to view the movies online. Nevertheless, users are less incentive to play the movies only with internet usage or cellular data network. If the Wi-Fi network or data network is worse, then they can view the movies smoothly to reduce or not satisfy with their wants. It may probably bring negative experience for users but it can obviously protect website profits. On the other hands, some websites allow users to download the adult movies through the websites, however, it is not secured to protect website profits because users can send out the downloaded movies to any other they want. It means that profits may be diluted by "illegal" uses or transfer of movies. Thus, blockchain technology is the most suitable way to avoid the problems stated above and optimize the whole mechanism. Movie streaming platform is not necessary as

for eliminating the possibility of negative user experiences, and downloading movies is available for users to view smoothly or for collection under the assistance of blockchain. Any "illegal" uses or transfer of movies can be recorded under blockchain, we reserve the right to take appropriate legal action against those users who misuse the downloaded files. Concurrently, this project focuses on data analysis. By the blockchain platform, consumption, transaction or profit sharing records are grouped anonymously together for analyzing. The data grouped and analyzed would be used for further development of the platform, including marketing and promotion, trend of movies consumed, seasonal effects, etc.

Besides the traditional adult video, the project can arouse outstanding demands of interactive mechanism between audiences and actresses inside the virtual world and distantly remote platform.

All parties can be beneficial by either materialistic, physical or mental gain from the platform to provide a win-win-win approach as a business model and mechanism.

- Coin holders can consume the services provided by the platform to relieve certain sexual wants or to achieve sexual venting
- Actresses of films, KOL, production house or suppliers inside the platform can gain profit together by consumption of coin holders
- Certain proportion of profit will be distributed to platform as operating costs and profit

4. Commercial Aspect of Project

ANNA COIN IS A GOOD TOKEN WITH COMMERCIAL TRACTION AND WITH GOOD EXPERIENCE OF PRODUCT

After the ICO period, the fund raised will be used for following development:

- A. Setup a production house and studio of adult movies in Japan or other countries, including all implicit costings
- B. Recruiting AV actresses
- C. VR glasses and related products development
- D. Adult video website
- E. Live streaming platform
- F. Blockchain development of distribution of profit sharing
- G. Marketing and promotion
- H. Data analysis system development
- I. Rental fee of scenes for filming in different regions or countries
- J. Legal opinions on the business

A

For A., an own production house or studio would be setup to provide high flexibility of each part of production of adult videos. Of course, running own production house or studio in Japan is the first priority, as Japanese pornography industry is more or less the most popular property in global market. Other countries are also in evoked set to expand the business and conceptuality to different places.

B

For B., one of the core values of production house or studio is the adult video actresses, so that actress-scout is necessary to recruit to find more and more actresses for the movies without any unlawful fraud to those potential actresses. It is because in recent years, more and more AV actresses stand out to disclose the fraud of luring them into doing porn movies which were different from they want. Thus, an ethic standard is to be accomplished in the own product house or studio as enterprise culture.

C

For C., VR glasses and related technological products would be developed to follow the market trend with innovation to avoid decline stage of product life cycle of whole platform. Sustainable development of high-tech products or services is the aim of this project to maintain or optimize the business growth. The first technological product to launch is VR glasses under our strategy, with VR adult movies for audiences to enjoy with high excitement.

D

For D., an official website with adult movies is one of our commercial aspects. According to statistic of SimilarWeb (www.similarweb.com) until 18th July, 2018, the 2 largest porn sites in the world, which are xvideos.com and pornhub.com, are ranked at 11th and 12th of highest global traffic of internet and contained total visits of 2.88 billion and 2.82 billion of July respectively. It is a huge number that is 4.5 times more than the total visits of CNN.com. Pornography is the natural demands from the market, this project will strive for accomplishing as much as possible towards the largest porn sites in the world.

E

For E., in current market, many KOL gain the profits from livestream platform which is more popularized in internet. Pornography live platforms have been entered in rapid growth stage, attracting more performers to collect their fans and earn from the live platform. And some performers are successful to be KOL and earn more than USD 100,000 per month. Hence, the project will also develop own live streaming platform for users and performers to join in order to provide more channels for people to generate profits from. The platform provides remote vibration egg functions for some live performers, so that all audiences can be interactive with the performers remotely. The one paying

highest reward to the performer in a period of time, can control the vibration intensity during the use by performer. And this leads a better ecosystem of the coin used through the platform.

F

For F., by using smart contract, this blockchain profit sharing platform allows video production house to share profit from the produced video automatically to the crew, especially actresses. Before the video is produced, production house arranges a profit-sharing mechanism among actresses, crews, etc and writes it into a smart contract. The smart contract creates an ERC-20 token, which is a ticket to access the produced video. When viewers purchase the video, they will need to purchase a token. The token transactions are maintained on blockchain hence it is unforgeable. After purchasing the token, the platform will play the video to viewers via online streaming. The token fee will be distributed directly to the actress and crews according to the smart contract. As the smart contract is hosted on blockchain before the video is produced, it cannot be changed when the video is ready. Hence actresses and crew are guaranteed to get paid for each video purchase.

G

For G., continuous marketing and promotion are implemented to increase market momentum and attract more audiences to access into our websites and platforms. Different marketing vehicles would be used for promoting the platforms with the conceptuality. Some special campaigns or PR events can be held to offer some gimmicks and arouse momentum, such as:

- Tours for participants who can apply for and consume by coins with the AV actresses, and provide interactive activities with the actresses for certain days of trips
- Recruitment of actors for adult movies with priority by paying by coins that those who pay coins for applying can have priority to get interview of an actor of adult movies
- Filming visit for participants who can apply for by coins to visit the filming process in person, so as for understanding and experiencing the specific part of production of adult movies

H

For H., data analysis helps our platform harness the data and use the data analyzed to identify new opportunities. It leads to smarter business moves and more efficient operations with higher profits and satisfaction of users. Based on the analysis, some particular data can be analyzed, such as type of adult movies for different actresses, expectation of regional audiences, and suitability of new faces among different regions or countries. In turn, it really can provide faster and better decision making in commercial consideration.

I

For I., filming scenes, sometimes, can induce association with adult movies and sex imagination. Thus, we are planning to rent a place for setting up the filming scenes for both real filming process and coin holders to visit in different regions and countries. Besides the filming scenes, certain number of "private rooms" can be provided for visitors to view VR movies with synchronized products alone with protecting their privacy. As viewing VR adult movies may be so embarrassing inside home, so "private rooms" is recommended to provide by booking. Routine PR event with AV actresses will be held in the places to offer more interactive activities with fans and actresses.

J

For J., legal opinions are the shell to protect and enable the business running in smooth track. This project would ask for legal opinions in order to protect and maintain its core intrinsic value.

Profitability:

In any case of arousing higher concerted demands of our platform and coins, this project paves the way for profitability of the platform to maintain its sustainable development and quality of services provided. Certain profitability paths can be generated as follow:

- 1.) Monthly membership fee for accessing the website to view the movies
- 2.) Advertisement income form advertisers
- 3.) Selling movies to other platforms
- 4.) Profit sharing from livestream platform
- 5.) Profits from selling products through the platform
- 6.) Profits from acting manager by developing idols or pornstars
- 7.) Booking income from rental places of filming scenes
- 8.) Public relation events with idols or pornstars

Pornography industry is an extremely large market in the world, what we are going to accomplish is to expand the market under positive competition with backup and assistance of advanced technology instead of beating other competitors.

5. Technology Advancements of Project

MAKING BUSINESS PROFIT BY SOLVING PEOPLE NEEDS

In this project, different aspects of technology are combined to build the ecosystem. Technology advancements will be done in the following aspects:

- 1) Virtual Reality (VR) and Synchronized products in video production and streaming
- 2) Video purchasing and streaming with cryptocurrency
- 3) Profit sharing platform

5.1) Virtual Reality (VR) and Synchronized products in video production and streaming

Virtual reality (VR) is an interactive computer-generated experience taking place within a simulated environment, that incorporates mainly auditory and visual, but also other types of sensory feedback like haptic. VR has been used in adult video production by some major Japanese studios. Normally they use a single 360-degree camera to film the video. Video viewers wear VR glass to view the 360 videos. On the other hand, there are products, e.g. onacup, equipped with Bluetooth connectivity so that operations like vibrations can be controlled by smartphones.

In this project, multiple 360-degree cameras were also used in the video filming. Hence viewers can watch the video in VR glasses from different perspectives, like main actor and side watchers.

Sensors will be put on the actors and actresses to record the vibrations and interactions in the video production. Each video will have a vibration profile according to the video content in different time. If the video is played with sex products connected, the products will vibrate simultaneously with the video content using the profile. This produces a much more personal experience on watching a video as it provides both visual, sound and touch sensory feedback to the viewers.

This technology also turns live streaming into another level. With different sex products put on the performers, viewers can contribute to tune, or even control the product vibrations in near real time during a live streaming performance and watch the performance from different perspective. If the viewers are also wearing the synchronized products, the performer can also control it. This extends a normal live video watching into a unique interactive experience between viewers and performers.

5.2) Video purchasing and streaming with cryptocurrency

Nowadays, all adult video websites receive money by small payment gateways, exposing dangers of being hack, leaking private client information and losing money by loopholes or irresponsible gateways. In our platform, all videos are paid in cryptocurrency. No personal information is stored on the website and it is impossible to forge a payment. Our platform can also monitor the transaction result of the payment in real time and provide video only when the payment is successful.

All videos, no matter filmed or live, will be played in streaming mode, making pirate video distribution hard to succeed.

5.3) Profit sharing platform

Using smart contract, this blockchain profit sharing platform allows video production house to share profit from the produced video automatically to the crew, especially actresses. Before the video is produced, production house arranges a profit-sharing mechanism among actresses, crews, etc and write it into a smart contract. The smart contract creates an ERC-20 token, which is a ticket to access the produced video. When viewers purchase the video, they will need to purchase a token. The token transactions are maintained on blockchain hence it is unforgeable. After purchasing the token, the platform will play the video to viewers via online streaming. The token fee will be distributed directly to the actress and crews according to the smart contract. As the smart contract is hosted on blockchain before the video is produced, it cannot be changed when the video is ready. Hence actresses and crew are guaranteed to get paid for each video purchase.

Similar arrangements are also done in the live streaming. Profit sharing arrangements between the platform and the performer are written in smart contracts and stored in the platform. When a payment is made during a live performance, the profits will be distributed directly. Hence the performer will be awarded nearly in real time and guarantee.

6. Token Specification

NEW CRYPTOCURRENCY ARE MOST VALUED TO GAIN

Token name: Annacoin

Symbol: ANNA

Issuance amount: 1,000,000,000

Token sale price: starting from USD 0.1

Minimum Purchase: 0.1 ETH or 0.04285 BTC

Particulars: ERC-20 (Ethereum-Based token)

Goal: \$60,000,000

Soft cap: 1,000 ETH or equivalent value

ICO start date: 1st Sept, 2018

ICO end date: 31st Dec, 2018

The maximum supply of the coins is 1,000,000,000 coins which is not issued additional coins in all the time. 60% of total supply will be for public offering, equivalent to 600,000,000 coins for public purchase. 10% of total supply is the referral bonus in accordance with incentives provided to promote the coin. The remaining 30% is for development team and company reserve for sustainable development of the project in different aspects, including system and platform development and maintenance, VR technology connectivity and development, business development, promotion, operation maintenance, etc.

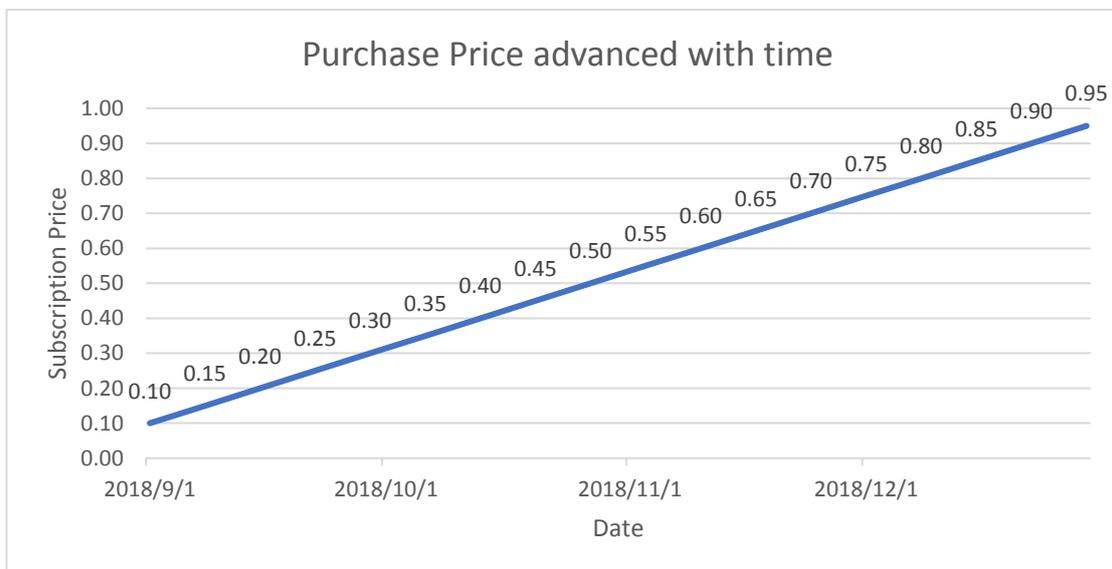
Annacoin is utilitarian tokens of the platform and its related and extended businesses or platforms, which is not defined as "securities" or relevant terms of "securities" under security regulations in countries.

Purchasers can purchase minimum 0.1 ETH or 0.04285 BTC with equivalent value of Annacoin.

The soft cap is 1,000 ETH or equivalent value. If the minimal amount raised is lower than

the soft cap, the system will refund the purchased amount to purchasers after ICO period. Since Annacoin is no self-destruction mechanism, the coin exists forever under blockchain technology. Thus, in case of refund of capital, purchasers can get Annacoin too.

For the purchasing price, it increases steadily from time to time. In simply speaking, a linear descending discount algorithm is implemented in the purchasing price. At the earliest stage of price, there is 90% discount for the first week. And for the second week, 5% discount would be less from 90%, which is 85% discount accordingly for second week. For the third week, 80% discount would be purchased by purchasers and so on. The whole ICO period is among 18 weeks starting from 1st, September, 2018 to 31st, December, 2018. Purchasing price in chart



Purchasing price in table format

Date	Week	Purchasing Price	Discount	1ETH = Annacoin	1 BTC = Annacoin
1/9/2018	1	0.10	90%	3,000.00	70,000.00
8/9/2018	2	0.15	85%	2,000.00	46,666.67
15/9/2018	3	0.20	80%	1,500.00	35,000.00
22/9/2018	4	0.25	75%	1,200.00	28,000.00
29/9/2018	5	0.30	70%	1,000.00	23,333.33
6/10/2018	6	0.35	65%	857.14	20,000.00
13/10/2018	7	0.40	60%	750.00	17,500.00
20/10/2018	8	0.45	55%	666.67	15,555.56
27/10/2018	9	0.50	50%	600.00	14,000.00
3/11/2018	10	0.55	45%	545.45	12,727.27
10/11/2018	11	0.60	40%	500.00	11,666.67
17/11/2018	12	0.65	35%	461.54	10,769.23
24/11/2018	13	0.70	30%	428.57	10,000.00
1/12/2018	14	0.75	25%	400.00	9,333.33
8/12/2018	15	0.80	20%	375.00	8,750.00
15/12/2018	16	0.85	15%	352.94	8,235.29
22/12/2018	17	0.90	10%	333.33	7,777.78
29/12/2018	18	0.95	5%	315.79	7,368.42

The estimated listing time in exchange(s) would be the first month of 2019. And the official opening price listed in exchange will be USD 1.

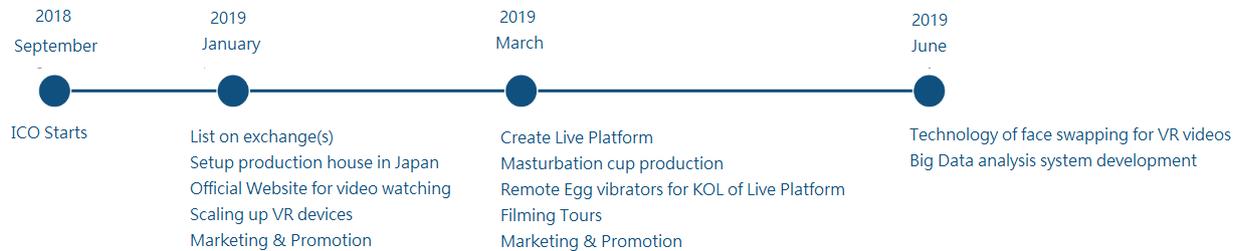
There is a 6 months lock-up period of the coin purchasers from the date they purchase during the ICO period. Therefore, if a purchaser buys Annacoin on 1st September, 2018, the unlock date is the last day of February, 2019, meaning that the purchaser can sell in exchange on 1st March, 2019. Lock-up period is an instrument and necessary to stabilize the price after listing on exchange by a huge number of simultaneous stop-gain orders at the same time. This project is sustainable and profitable in long run, our first priority is to run the business smooth with obvious growth resulting from ensuring the strong intrinsic value of Annacoin, being capable of resisting any strategic speculation or selling climax.

The coins will be tradable on various trading platforms as the way we expect the utility

tokens to increase with liquidity. And a special trading platform will be created inside the ecosystem for both coin purchasers and coin sellers to increase their liquidity rather than only external exchanges for high liquidity.

Schedule & Implementation Stages

Roadmap



Time Slot	Implementation
Sept, 2018 – Dec, 2018	ICO starts
Jan, 2019 – Feb, 2019	<ol style="list-style-type: none"> 1.) List in exchange(s) 2.) Setup production house in Japan 3.) Official website for video watching 4.) Scaling up VR devices 5.) Marketing & Promotion
March, 2019 – May, 2019	<ol style="list-style-type: none"> 1.) Create Live platform 2.) Masturbation cup production 3.) Remote Egg vibrators for KOL of live platform 4.) Filming tours 5.) Marketing & Promotion
June, 2019	<ol style="list-style-type: none"> 1.) Big Data analysis system development

7. Marketing and Promotion

PUBLICLY ACCESSIBLE, NEW EXPERIENCE AND COMMISSION TRACEABILITY SYSTEM IS MOVING TO BLOCKCHAIN

Pornographic market in the world is enormous and sustainable, with significant increase advanced with time. The first targeted market is Asia Pacific, including China, Hong Kong, Macau, Japan, Korea, Taiwan, India, Nepal, Pakistan, Malaysia, Philippines, Singapore, Thailand, Vietnam, Cambodia, etc. We are focusing the marketing and promotion regarding to arouse the rapidly growing demand of Anna coin for users to consume in the platform. Some specific marketing and PR events are held:

- *Advertisements in famous porn sites*
- *Discount of services provided through the platform in initial stage*
- *Low monthly membership fee*
- *Extra bonus for KOL via live platform*
- *Idolization of pornstars*
- *Tours for visiting filming and scenes*
- *Interactive events between pornstars and users*

In accordance with the flow chart of “usage of Annacoin” aforementioned, eco system of the coin has to be executed to maintain and enhance the demands from all parties via the platform. A complete eco system for demanders and suppliers is necessary to stabilize steady growth of coin price, beneficial to all parties inside the eco system. As the same time of a consistent base is reached, we are then going to focus on contribution to societies over the world.

8. Team

SUSTAINABLE BUSINESS NEEDS A GOOD TEAM TO DEVELOP AND MAINTAIN



Andrey Manleev, CEO

Andrey Manleer is a founder of Anna Coin, he provides the idea and develop a business with new technology. Using the new technology and blockchain, it brings a new experience of using VR glasses to enjoy the video of Japanese movies.

A team with network including

- Specific adult movie directors and crews
- IT programmers
- Blockchain Experts
- Marketing teams
- Legal advisors

9. Risks and Opportunities

PROFESSIONAL TEAM MEMBER CAN REDUCE THE RISKS AND INCREASE OPPORTUNITIES THAT MAKE PROJECT SUCCESS

Most of traditional people think of pornography industry which is crooked ways or means comparatively. However, a large proportion of male would be likely exposed to porn related stuff including porn sites, movies, etc. Nowadays, not only male demands for pornography, there is an increasing trend of female demanding for porn related products or services too. Therefore, we cannot rule out any possibility of negative perception from others who may take any negative action for this project. Of course, we are confident to complete the project with fully supports from the networks who have same concept and expectation towards the project. A decentralized ecosystem of this project eliminates some issues of centralized platform or governmental control to allow all parties to be beneficial as what they want under certain level of ethic.

Blockchain is going to the mainstream and fundamental technology in all fields and industries. But there is no market leader combining the pornography industry and blockchain together in current stage. Thus, we raise out the idea with fully supports to try to achieve the goal. We are not competing to be the market leader in the industry, but to strive for any contribution to communities, societies, regions, or even countries. And this opportunity is still waiting for us to accomplish under the nature market of high demands towards pornography market.

10. Legal

General Information

This whitepaper describes the initial sale in which the Annacoin is sold. Annacoin is a crypto token that is designed to be used for all services provided by the platform aforementioned in this project as explained in this whitepaper. Annacoin also can be used as a crypto token to pay for any other services provided by other business entities in which accept the token. It is not limited the usage of Annacoin or the types of business entities that would like to use Annacoin for their businesses.

Annacoin is not intended to constitute a security in any jurisdiction. This whitepaper is not a solicitation of investment and does not pertain in any way to an offering of securities in any jurisdiction.

Please note that purchase of Annacoin are final and non-refundable.

Individuals, businesses, and other organizations should carefully weigh the risks, costs, and benefits of acquiring Annacoin.

Limitation of the Purchasers

You are not eligible to and you shall not purchase Annacoin through its token sale if you are a citizen or resident (tax or otherwise) of any country or state where the purchase of Annacoin or similar crypto token may be prohibited, or the token sale is deemed to be not compliant with the applicable laws and regulations. If you are a resident of People's Republic of China, you cannot purchase Annacoin through the token sale.

Purchases of Annacoin should be undertaken only by individuals, entities, or companies that have extensive experience with, and understanding of, the usage and intricacies of crypto tokens and blockchain based software systems.

Purchasers should have functional understanding of storage and transmission mechanisms associated with other loss of any crypto tokens, Annacoin or fiat currency resulting from actions taken by, or omission of the purchasers. If you do not have the required experience or expertise, then you should not purchase Annacoin or participants in the sale of Annacoin. You should carefully consider the risks, costs, and any other demerits of acquiring Annacoin, and, if necessary, obtain your own independent advice in this regard. If you are not in the

position to accept not to understand the risks associated with the token sale of Annacoin (including the risks related to the non-development of the platform) or any other risks as indicated in this whitepaper, you should not acquire Annacoin, until such that you have received the necessary independent advice.

Representation and Warranties by the Purchasers

By participating in the token sale of Annacoin the purchasers represent and warrant to Annacoin as follows:

- a. you are authorized and have full power to purchase Annacoin according to the laws that apply in your jurisdiction of domicile;
- b. you are solely responsible for determining whether the acquisition of Annacoin is appropriate for you;
- c. you are not acting as an agent on behalf of any other person or entity who wish to purchase Annacoin or participate in its token sale;
- d. you have carefully considered the risks, costs, and any other demerits of acquiring Annacoin and understood such the risks, costs, and any other demerits associated with Annacoin and its token sale;
- e. you are not acting for speculative investment;
- f. you agree and acknowledge that Annacoin does not constitute securities in any form in your jurisdiction;
- g. you agree and acknowledge that this whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities in your jurisdiction or a solicitation for investment in securities;
- h. you agree and acknowledge that no regulatory authority has examined or approved of the information set out in this whitepaper, no such action has been or will be taken under the laws, regulatory requirements or rules of any jurisdiction and the publication, distribution or dissemination of this whitepaper to you does not imply that the applicable laws, regulatory requirements or rules have been complied with;
- i. you agree and acknowledge that this whitepaper, the undertaking and/or the completion of the Annacoin sale, or future trading of Annacoin on any cryptocurrency exchange, shall not be construed, interpreted or deemed by you as an indication of the merits of Annacoin;
- j. the distribution or dissemination of this whitepaper, any part thereof or any copy thereof, or acceptance of the same by you, is not prohibited or restricted by the applicable laws, regulations or rules in your jurisdiction, and where any restrictions in relation to

possession are applicable, you have observed and complied with all such restrictions at your own expense and without liability to Annacoin;

- k. you agree and acknowledge that in the case where you wish to purchase any Annacoin, it is not to be construed, interpreted, classified or treated as:
 - l. any kind of currency other than cryptocurrency;
 - m. debentures, stocks or shares issued by Annacoin;
 - n. rights, options or derivatives in respect of such debentures, stocks or shares;
 - o. rights under a contract for differences or under any other contract the purpose or pretended purpose of which is to secure a profit or avoid a loss;
 - p. units in a collective investment scheme;
 - r. units in a business trust;
 - s. derivatives of units in a business trust; or
 - t. any other security or class of securities.
- u. you have a good understanding of the operation, functionality, usage, storage, transmission mechanisms and other material characteristics of cryptocurrencies, blockchain-based software systems, cryptocurrency wallets or other related token storage mechanisms, blockchain technology and smart contract technology;
- v. you are fully aware and understand that in the case where you wish to purchase any Annacoin, there are risks associated with Annacoin and its business and operations;
- w. you agree and acknowledge that Annacoin is not liable for any indirect, special, incidental, consequential or other losses of any kind, in tort, contract or otherwise (including but not limited to loss of revenue, income or profits, and loss of use or data), arising out of or relating to any acceptance of or reliance on this whitepaper or any part thereof by you;
- x. you will not use the token sale for any illegal activity, including but not limited to money laundering and the financing of terrorism; and
- y. all the above representations and warranties are true, complete, accurate and non-misleading from the time of your access to and/or acceptance of possession this whitepaper or such part thereof (as the case may be).

Updates to the Detail of the Token Sale

Annacoin reserves the right, at its sole discretion, to change, modify, add, or remove portions of this whitepaper and the terms at any time during the sale by posting the amendment on the Annacoin website. Any purchaser will be deemed to have accepted

such changes by purchasing Annacoin. If at any point you do not agree to any portion of the then-current version of this whitepaper and the terms, you should not purchase Annacoin.

Market and Industry Information

This whitepaper includes market and industry information and forecasts that have been obtained from internal surveys, reports and studies, where appropriate, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of such included information. Annacoin has not conducted any independent review of the information extracted from third party sources, verified the accuracy or completeness of such information or ascertained the underlying economic assumptions relied upon therein.