Finance & Real Estate

Blockchain platform based on
the real economy

—

VER 1.0 | Nov. 2023

Table of Contents

01

Abstract

In recent times, the integration of blockchain into the emerging field of PropTech, a portmanteau of real estate and technology, has been rapidly increasing. With the addition of NFTs and the metaverse, public interest in PropTech has surged significantly. The Fre Project is a real estate platform that combines blockchain technology, AI, and the metaverse. Specifically, this project serves as a blockchain and AI-based global real estate information, transaction, and investment platform.

Customers can participate in the real estate platform to access detailed information on domestic and international properties, and even invest in real estate using NFTs. The platform, utilizing the Fre token, operates as a Real Estate Investment Trusts (REITs) platform on the Klaytn network, issuing the development and sales rights of real estate projects as NFTs for trading. Real estate development projects often face challenges such as prolonged timelines and insufficient capital. To address the capital shortage, the plan is to sell NFTs representing ownership stakes in the real estate projects. Simultaneously, these NFTs will be listed on reputable domestic and international exchanges upon project commencement.

The Fre Token distinguishes itself from indiscriminately issued virtual assets on blockchain by being a utility token primarily tied to tangible real estate as a major investment model. Fre aims to issue tokens for investment in revenue-generating real estate, using them as a cornerstone currency. The objective is to establish a blockchain-based investment service that enables smart utilization in real estate and broader economic investments. Furthermore, Fre intends for the Fre Token to function both directly and indirectly as a currency, facilitating its role in various financial transactions.

WHITEPAPER

v 1.0

02
——

○

WHITEPAPER

v 1.0

Background

1. Current Global PropTech Market Landscape

According to a report by the global market research firm ReportLinker titled 'PropTech Market Size Industry Trends Analysis Report,' the real estate market is projected to experience a compound annual growth rate (CAGR) of 15.4% over the next five years, reaching a scale of 84 trillion won by the year 2028. The PropTech industry, which integrates IT technology into construction and real estate, has witnessed significant growth in South Korea since 2015, driven by a prosperous housing market emerging from the aftermath of the financial crisis. Globally, cumulative investments in PropTech have reached nearly 100 trillion won as of 2022. Particularly noteworthy is the year 2020, marked by the flourishing global housing market and abundant liquidity, which led to the emergence of 23 unicorn companies with valuations exceeding 1 billion dollars within the PropTech industry, including Zillow, Redfin, and others.

Representative examples in the global market include accommodation sharing service Airbnb, as well as real estate intermediary services such as Zillow and OpenDoor. Airbnb, for instance, raised 4.4 billion dollars in funding. In the highly competitive landscape of intermediary services, companies are expanding their service offerings beyond real estate valuation to include services such as property acquisition, reinvestment, and loans. Consequently, numerous companies have not only surpassed the unicorn threshold (valuation exceeding 1 trillion won) but have also entered the ranks of decacorns (valuation exceeding 10 trillion won).

Prop tech Fundraising

(Billion KRW)
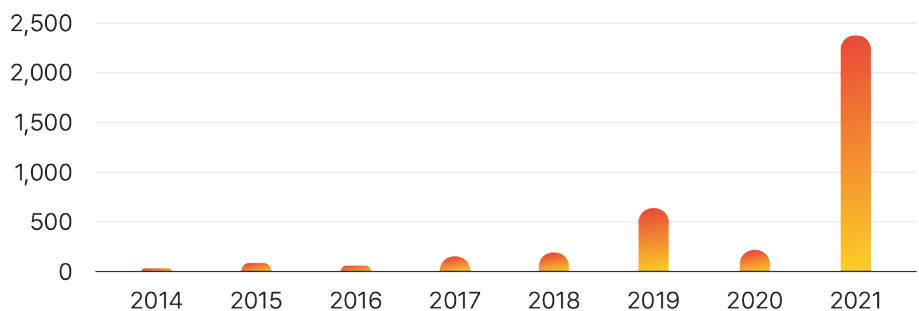
Source : CB insights

03

Project introduce

The current domestic real estate prices are continuously changing, relative, and involve complex verification procedures. Immediate real estate valuation is challenging, making both current and future property assessments difficult. Additionally, real estate appraisal poses challenges, incurring additional costs, and relies on past assessments, which are subjective.

1. AI System

In response, Fre plans to launch an app that provides an AI-based smartphone real estate index service. Users can capture photos with their smartphones to instantly verify detailed property prices for apartments, land, buildings, etc. They can also assess the value of real estate at specific points in time. Moreover, the app allows users to promptly determine the current condition of the property. In other words, it enables users to assess whether the property requires maintenance work and facilitates direct communication with property repair services for immediate inspection. Essentially, this initiative aims to provide an open environment for the real estate market.

2. Blockchain-Based Decentralized System

The user's activities involve a user-centric reward system for creating smart contracts. Immediate token rewards are provided for the user's activities.

Real Estate Inquiry/Commission Activities Reward.

- Tokens are instantly provided for every moment of real estate price inquiry and transaction commission activities. Hence, continuous engagement with Fre is incentivized.
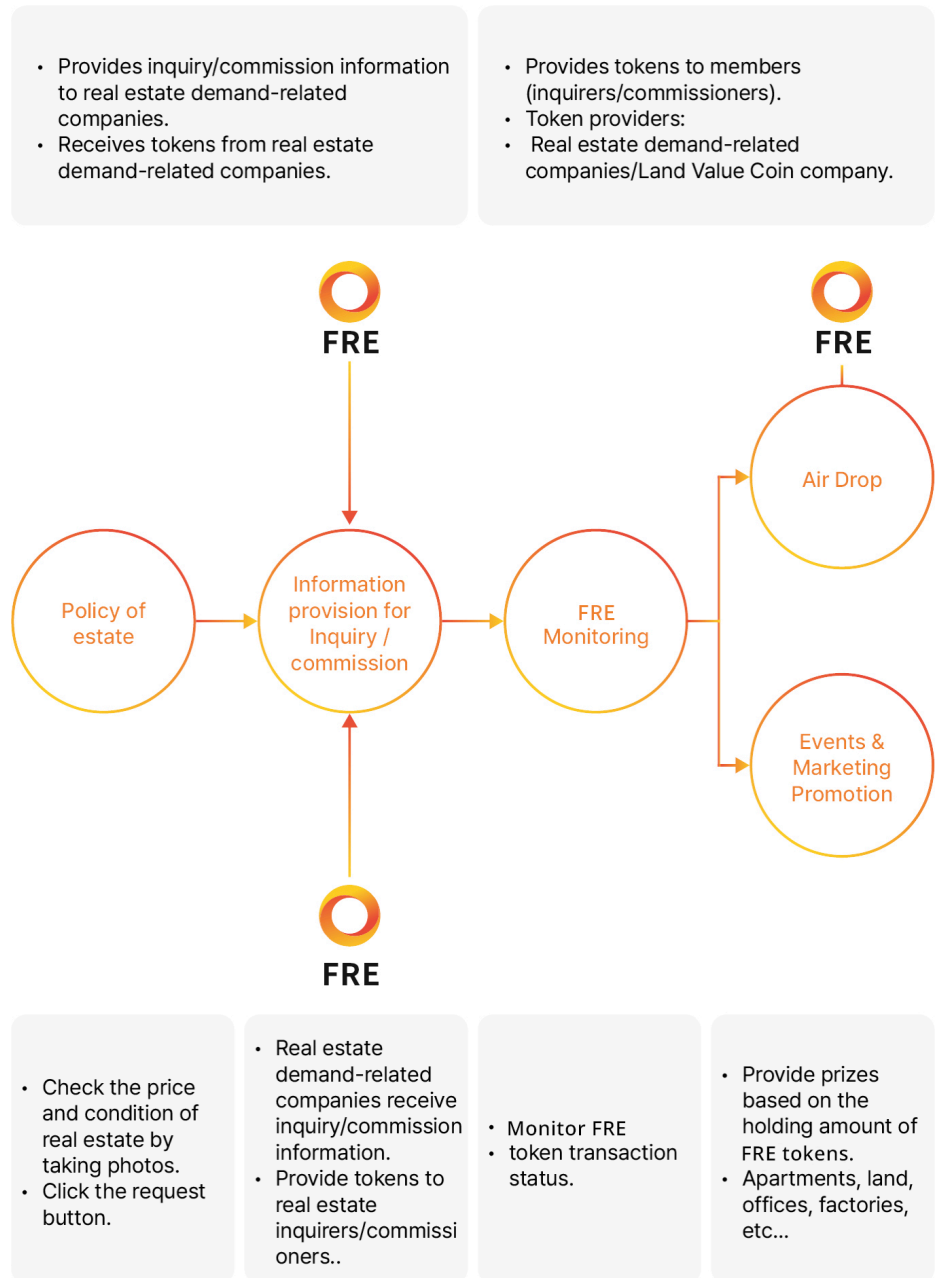
Collaboration with Real Estate-Related Companies

- Various real estate-related companies support users involved in real estate inquiries and commissions by providing tokens.

WHITEPAPER

v 1.0

Real Estate Transactions

- Real estate transactions can be conducted using Fre tokens and NFTs.

3. Service flow

- Provides inquiry/commission information to real estate demand-related companies.
- Receives tokens from real estate demand-related companies.

- Provides tokens to members (inquirers/commissioners).
- Token providers:
- Real estate demand-related companies/Land Value Coin company.

FRE

FRE

Air Drop

Policy of estate → Information provision for Inquiry / commission → FRE Monitoring

Events & Marketing Promotion

FRE

- Check the price and condition of real estate by taking photos.
- Click the request button.

- Real estate demand-related companies receive inquiry/commission information.
- Provide tokens to real estate inquirers/commissioners..

- Monitor FRE
- token transaction status.

- Provide prizes based on the holding amount of FRE tokens.
- Apartments, land, offices, factories, etc...

04

Platform introduce

1. Blockchain System Overview

1) Creation of Individual Wallets for Inquirer and Real Estate-Related Companies
- Upon membership registration, wallets are generated after authentication.

2) Direct Token Transactions without Central System Intervention
- Smart contract transactions take place directly on the Klaytn platform.

3) Token Rewards for Inquirer Activities
- Automatically rewarded based on the activity reward rate of the Fre monitoring system.
- Verify whether real estate-related company wallets have the reward criteria (e.g., 5,000 KIS) before transactions and inform the respective companies.

* If not held, payment is made from the Fre wallet, and a charge is sent to the real estate-related company.
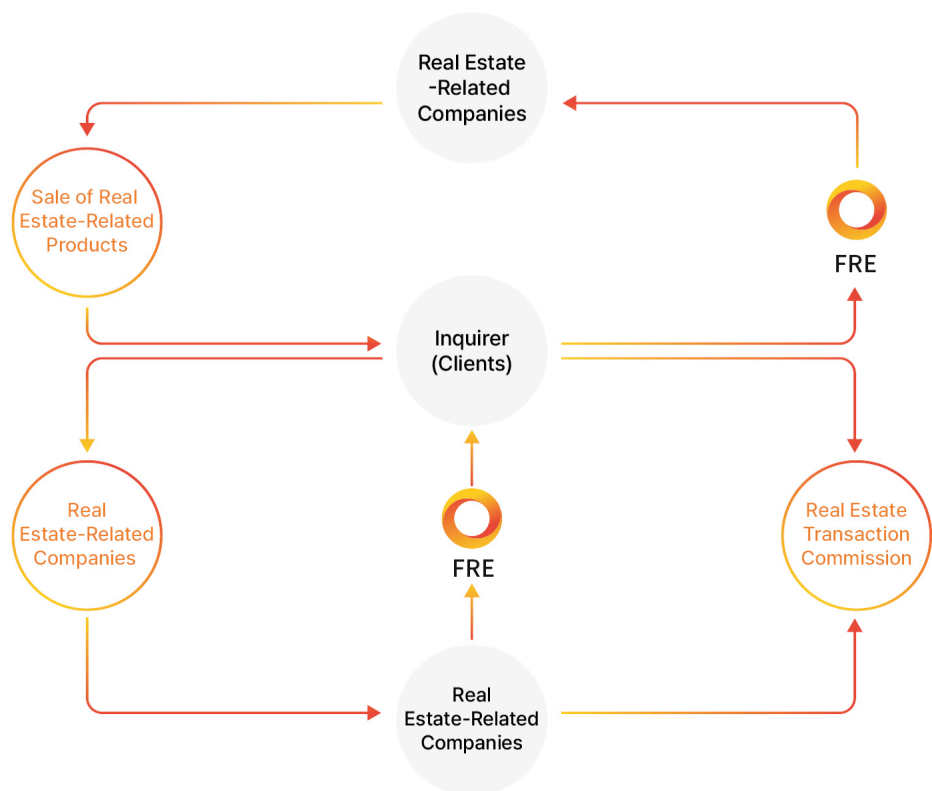
2. NFT System

NFTs can be utilized to represent ownership of real estate. Real estate ownership companies can issue NFTs, allowing them to sell fractions of their assets in NFT form to numerous small-scale investors. Investors, upon purchasing NFTs, can also anticipate dividends based on the profits from real estate ventures.

Fre, operating in the form of a Real Estate Investment Trust (REIT), functions as an indirect investment method where funds are entrusted by owning stakes in the special purpose company that holds the respective real estate.

NFT Ecosystem

The Fre Token, along with Owner NFT, Implementation NFT, and Sale NFT, constitutes the ecosystem. The Fre Token serves as the primary currency for economic activities within the platform and is also the cornerstone currency for all transactions within the ecosystem, including NFT issuance fees and NFT purchases.

1) USER
- All members of the Fre Platform ecosystem

   Includes real estate developers and distributors, property owners and residents, investors, and the Fre team .

2) Owner NFT (Available only for purchase with Fre Tokens)
- Functions as the 'ownership' role for users within the Fre Platform ecosystem
- Grants rights to earn profits generated within the Fre Platform, such as real estate shares and cornerstone shares

3) Implementation NFT (Available for purchase with cash or card, but with a 10% discount when paid with Fre Tokens)
- Issued for each implementation project unit. Receives profit dividends at the end of the project, and is burned during liquidation.

4) Sale NFT (Available for purchase with cash or card, but with a 10% discount when paid with Fre Tokens)

- Issued for each sale project unit. Receives profit dividends at the end of the project, and is burned during liquidation.

3. Metaverse System

The current plan is to migrate the platform to a virtual reality-based metaverse platform in the future. In other words, Fre Metaverse aims to bring the worldwide real estate offerings currently available on the platform into a virtual world, where users can explore and make transactions using avatars that represent their identities. This means that users will be able to examine spaces and then proceed to the NFT purchase page they have pre-set to make actual purchases.

The Fre Token is designed to be a digital asset used within the metaverse. This token serves as the lifeblood of the metaverse, facilitating transactions, ownership, and interactions within this digital world. Users can use this token to purchase virtual real estate, buy digital goods, and participate in virtual experiences. The token provides a seamless and secure means of exchange within the decentralized environment, allowing users to control their digital assets and navigate this digital space with ease.

1) Enhanced Utility of Tokenized Assets:

Real-world utility of tokenized assets, represented by NFTs, is strengthened within the metaverse. For instance, property NFT owners may be granted the right to virtually or physically use the associated real estate. This encourages active participation of property owners within the metaverse.

2) Virtual Collaboration and Owner Community Building:

The metaverse can facilitate collaboration among property owners. For example, owners of properties within a specific region can create virtual spaces to use together or organize community events and gatherings. This enhances connectivity among token holders and activates the community.

3) Service Provision in the Virtual World:

Owners of property NFTs can be provided with virtual services associated with their properties.

WHITEPAPER

v 1.0

For instance, they can sell products or offer services through virtual hotels, shops, or commerce platforms connected to their virtual spaces.

4) Interactive Virtual Property Tours:

Property NFT owners can have the opportunity to explore real properties using virtual or holographic technology. This allows them to showcase virtual real estate to other users and provides an opportunity for interaction.

5) Increased Liquidity of Virtual Assets:

Facilitating property NFT transactions among token holders increases liquidity. The platform should provide features to make transactions easy and transparency for various types of transactions is crucial.

6) Automation Using Smart Contracts:

Smart contracts can automate ownership, transactions, leasing, and more for property NFTs. This ensures transparency and enables secure transactions without the need for intermediaries.
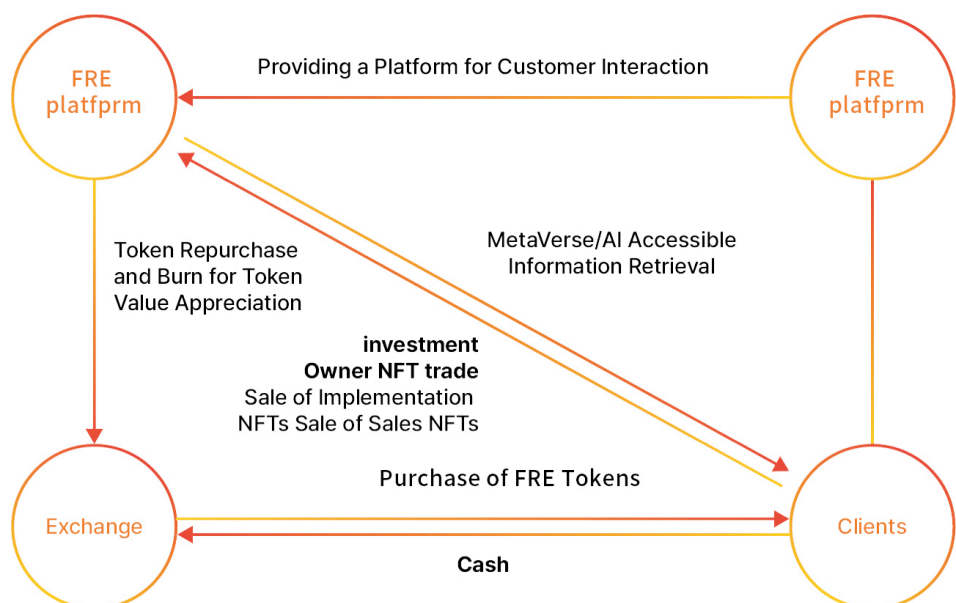
Considering these approaches comprehensively to activate the usability of tokens, property NFTs can generate stronger economic value within the metaverse.

4) Token Economy

WHITEPAPER
v 1.0

05

WHITEPAPER

v 1.0

Competitive edge

1. Fre Platform Features

1) Immediate Receipt of Real Estate Inquiry History

- Real estate-related companies receive immediate information such as inquirer details
  (excluding real name/contact information), inquiry timestamp, and inquiry index.

2) Immediate Receipt of Real Estate Commission History

- Real estate-related companies receive immediate information such as client details, commission timestamp, and commission index.

3) Monetization of Real Estate Inquiry/Commission Activities

- Users automatically receive Fre Tokens from real estate-related companies for genuine real estate inquiry/commission activities, avoiding artificial activities such as reviews or comments.

4) Real Estate Transactions Using Fre Tokens and NFTs

- Real estate-related products can be traded at discounted prices using held Fre Tokens.

5) Circularity as a Prosumer

- Real estate-related companies find it challenging to locate customers for property
- transactions such as buying or renting.
- Customers, in turn, struggle to find suitable real estate for property purchases or rentals.
- Without artificial information provision, real estate inquiry and commission activities are directly provided to real estate-related companies, completing the circle as a prosumer.
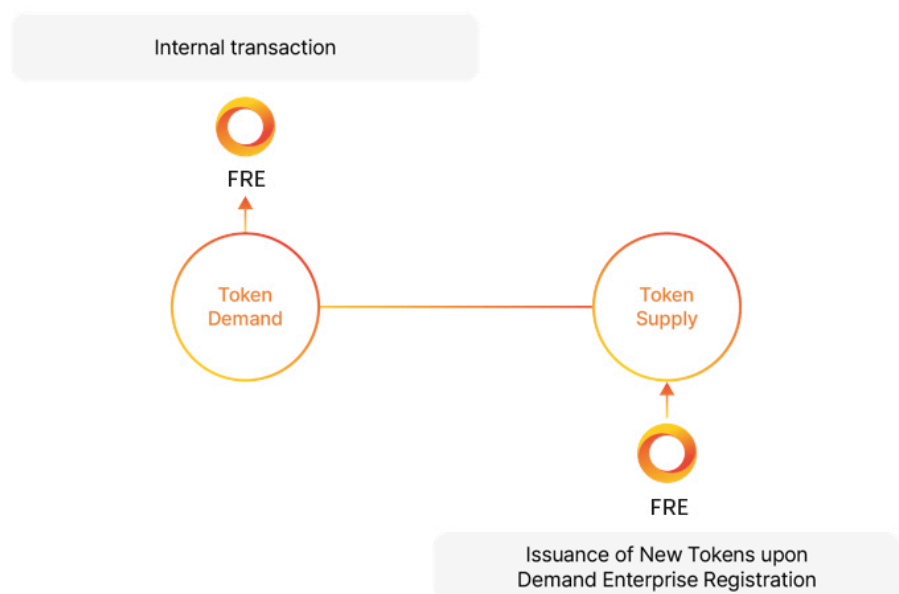
2. Token Economy

Demands of Fre token

- Real Estate Agent
- Real Estate Transaction Client
- Real Estate Information Business Operator
- Real Estate Related Business Operator
- Real Estate Interior Design Business Operator
- Real Estate Decor Item Seller
- Real Estate Interior Designer
- Real Estate Decor Item Seller
- Real Estate Decor/Equipment Renter
- Real Estate Cleaning Service Provider

* Continuously Purchasing Tokens to Provide to Inquirers

Supplier of Fre token

- REV INDEX Inquirer
- Real Estate Buyer (Purchase/ Rental Contract Holder)
- Real Estate Maintenance Work Client
- Real Estate Renovation/ Reconstruction Client
- Real Estate Interior Design Client
- Real Estate Decor/Equipment Buyer
- Real Estate Cleaning Service Client

WHITEPAPER

v 1.0

Internal transaction

FRE

Token Demand

Token Supply

FRE

Issuance of New Tokens upon Demand Enterprise Registration

3. Vision

1) Portal Service: Provide a real estate value index portal service.

2) Technical Support: Provide technical support for the real estate value index system – API (Github).

3) New Real Estate Information System Development Support: Support the development of a new real estate information system for customized services related to real estate information and analysis.

4) Business Statistics Provision: Offer specialized statistical data services to real estate-related companies.

5) Sharing New Business Vision: Support the metaverse service model in local communities, and develop metaverse avatars for real estate expert consultants.

WHITEPAPER

v 1.0

06

Team

Richard
CEO

Tom
CTO

Jenny
COO

Aaron
CFO

Oliver
CSO

Alice
CMO

Peter
CCO

Naomi
Marketing Manager

WHITEPAPER
v 1.0

07

Token Allocation
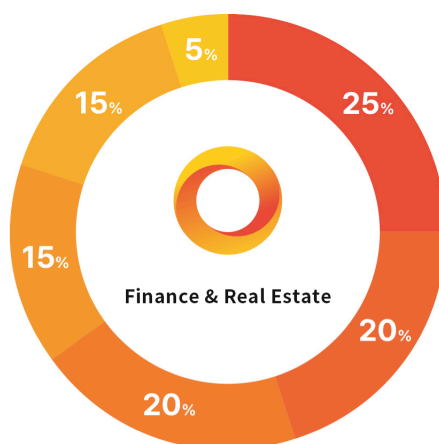
1. Fre Token Allocation

- **Partner (25%)**
  125,000,000 FRE

- **Environment setting (20%)**
  100,000,000 FRE

- **Exchange (20%)**
  100,000,000 FRE

- **Sales (15%)**
  75,000,000 FRE

- **Community (15%)**
  75,000,000 FRE

- **Bonus (5%)**
  25,000,000 FRE

Token Name	**Finance & Real Estate**
Token Symbol	**FRE**
Token Platform	**Klaytn**
Token supply	**500,000,000**

WHITEPAPER
v 1.0

Road map

2023 4Q

Whitepaper Revision Website Revision Token Issuance Token Sale

2024 1Q

Listing on Overseas Exchanges Wallet Development DApp Development

2024 2Q

Real Estate Partnerships DApp MVP Real Estate Development Planned Listing on Overseas Tier 1.5 Exchange

2024 3Q

NFT Token Sale Completion of DApp Development Planned Listing on Overseas Tier 1.2 Exchange

2024 4Q

Business Operations with Real Estate Partner Companies In-house NFT Platform Development Planned Exchange Listing (On Domestic KRW Exchange)

WHITEPAPER

v 1.0

08

WHITEPAPER
v 1.0

2. NFT token distribution

NFTs are divided into 1st to 4th phases, and benefits are distributed differentially based on the amount of token support, favoring those who make the earliest purchases.

NFT Information

TOKEN	Description
Name	Owner NFT
Minting Authority	**(Finance & Real Estate)** Foundation
Platform	Klaytn NFT
CAP	50,000 NFT

DAO Information

SECTION	DAO FEE(%)	DAILY staking ammount
1st (5,000 EA)	5%	10 KFW
2nd (10,000 EA)	10%	7 KFW
3rd (15,000 EA)	15%	5 KFW
4rd (20,000 EA)	20%	3 KFW

09

Effects of Fre

1) New Designs for Life Possible

- You can understand the current and future value of real estate.

- Freedom in choosing residence or workplace becomes possible.

- Vague business areas become more concrete.

- Can actively adapt to a non-face-to-face work environment.

- Can choose a neighbor-friendly space that suits oneself.

- Can actively create an optimal real estate environment.

- Can leverage the overall real estate industry foundation.

2) National Economic Development

- Through a change in public awareness of real estate, balanced regional development can be promoted.

- Balanced policy formulation can be sought for skewed social infrastructure and development.

- The driving force behind future changes in real estate and investments can be understood.

- A more concrete vision for autonomous vehicles and drone vehicles can be developed.

- Obtaining public consensus for future national spatial and temporal design becomes easier. A specific and diverse development of the real estate industry can occur.

3) Effects of Fre on the Overall Real Estate Industry

- Quantifying the abstract and challenging aspects of the real estate industry becomes more feasible.

- The central aspects of real estate construction, redevelopment, and interior industries are expanded.

- The expansion of the real estate economy reaffirms the diversity of the real estate industry.

- Direct income increase for those engaged in various real estate-related industries.

- Investment and implementation of ancillary businesses such as transportation are accelerated with the development of the real estate industry.

- With the expansion of the real estate industry and stabilization of real estate prices, the realization of "1 generation, 1 residential right" becomes feasible.

- Previously marginalized regional development takes place, activating historical and distinctive regional cultures.

WHITEPAPER

v 1.0

10

Disclaimer

The Fre Token, sold through a token sale, is a blockchain-based real estate future value platform token. The Fre Token is not designed to increase in value over time, and it is not intended for buyers to perceive it as an "investment opportunity." Therefore, the Fre Token should not be intentionally treated as a "security" associated with currency anywhere.

The Fre Token is simply a computer code designed to enable token buyers to engage in various functionalities as they interact with each other and become part of the new platform. By purchasing Fre Tokens, individuals become part of our community and can interact with people worldwide using the platform. We kindly request not to mention or treat the Fre Token in a manner contrary to our position, as we strive to build a successful real estate future value assessment community.

In accordance with the advice of our legal representatives, it is explicitly acknowledged and agreed that the Fre Token recipient should not consider the token sale as a public offering of securities or investment transactions. This whitepaper should not be used for the following purposes.

The purpose of this whitepaper is solely to provide specific information about the token creation and sale ("Token Sale") proposed by Exposal Company ("Company") and should only be used for that purpose. It should also be used for discussion purposes only. The Token Sale is subject to ongoing discussions, reviews, and specific equipment conditions, including meeting specific legal and regulatory requirements, satisfactory technical and funding methods, and other conditions. Additionally, each condition may change, and the Token Sale may be delayed or discontinued.

This whitepaper is not, under any circumstances, an affirmation, statement, or warranty of the Company, its business, assets, liabilities, prospects, or operations, or any other matters related to the Company or token trading. The content of this whitepaper is not guaranteed to be accurate at any date on or after the date it is provided to the recipient. Furthermore, with respect to the information included or provided in connection with this whitepaper, no affirmation, statement, or warranty (express or implied) is made. The recipient of this whitepaper ("Recipient") acknowledges that they do not rely on any affirmation, statement, or warranty.

WHITEPAPER

v 1.0

The Company has no obligation to update the information included here and explicitly disclaims any such obligation. The Company is not responsible for any issues that may arise or have arisen that could affect the information contained in this whitepaper or for notifying the Recipient or any other person of any such issues. The Recipient is not responsible for verifying the information contained herein or evaluating the Company and the Token Sale, and may reasonably contact the Company with questions about the Company or the Token Sale or to request additional information. However, the Recipient acknowledges that by accepting this whitepaper, they may not receive a response to such inquiries or that the information received may not be the information needed by the Recipient.

By accepting or reviewing this whitepaper, the Recipient acknowledges and agrees to the issues specified above, and by doing so, they acknowledge and agree not to rely on the accuracy of the information and other contents included or provided in connection with this whitepaper.

WHITEPAPER

v 1.0