



babidiba

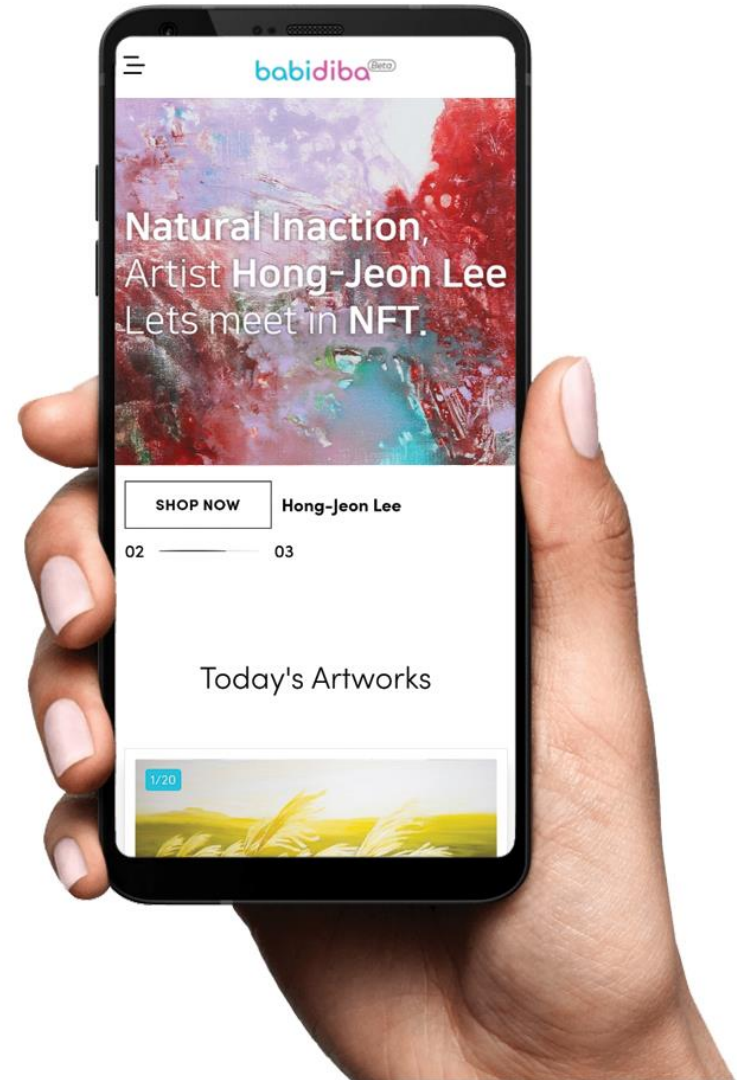
CREATIVE ASSET NFT MARKETPLACE

[Business Introduction]

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babidiba on a smartphone



[1. What is NFT ?]

NFT refers to **Non Fungible Token** that assigns a unique identification value to every **painting, photo, video, audio, and text**. NFT is a **digital certificate** stored on a blockchain and **cannot be forged**. NFT records all transaction history to secure a transparent transaction.

[**Digital Asset of Scarcity**]

[**Protect Creator's Intellectual Property & Copyright**]

[**Ensure transparent transaction**]

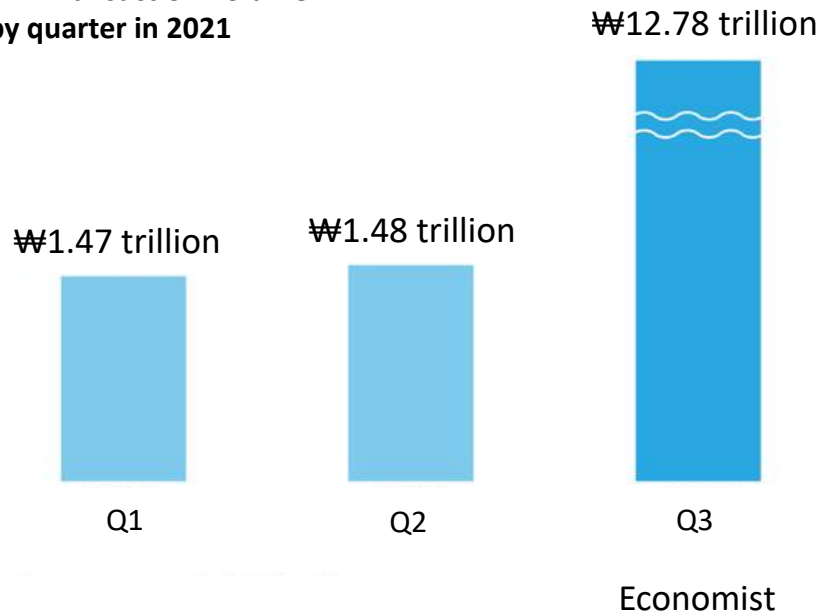


Artwork of artist Jisoo Lee
in babidiba

[2. NFT Market Outlook]

“With its global popularization,
NFT Market is expected to grow to **₩230 trillion** in 2025”

NFT Transaction Volume
by quarter in 2021



“NFT Market Size in 2022,
Estimated at least **₩32 trillion (\$26.9 billion)**”

- Blockchain Data Platform Chainalysis



NFT is an emerging pillar of future industry

- world-renowned futurists -

“Influential Brands and Creators still have negative attitudes
toward NFT for lack of understanding”



Effective **Popularization Strategy** Matters

[3. babidiba Marketplace]

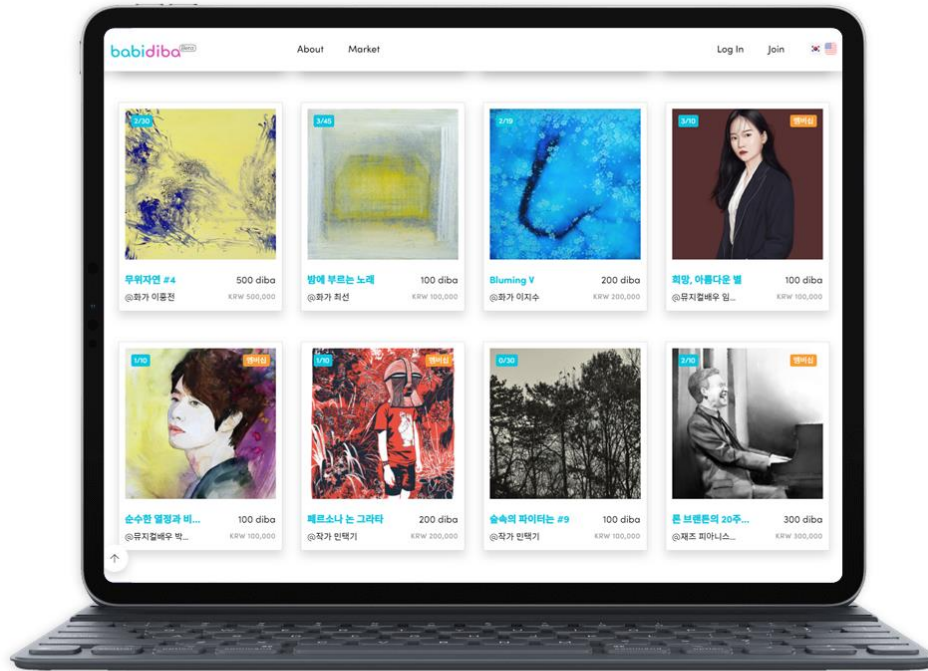
“Why do investors, artists, and users show great interest in **babidiba**?”

babidiba

- ▶ protects creators and adds value to artworks
- ▶ secures user assets and return on investment with optimal system
- ▶ provides the first functional NFT service for both entertainment and reward



[3. babidiba Marketplace]



[Global Platform for NFT Minting & Trading]

[Diverse Contents Services such as digital ticket]

[Premium Membership for fans & members]

[Crowdfunding, Auction, Limited Edition NFT minting]

[High-Tech Metaverse services]



Payment
Methods



ethereum



coin



diba
Blockchain Point

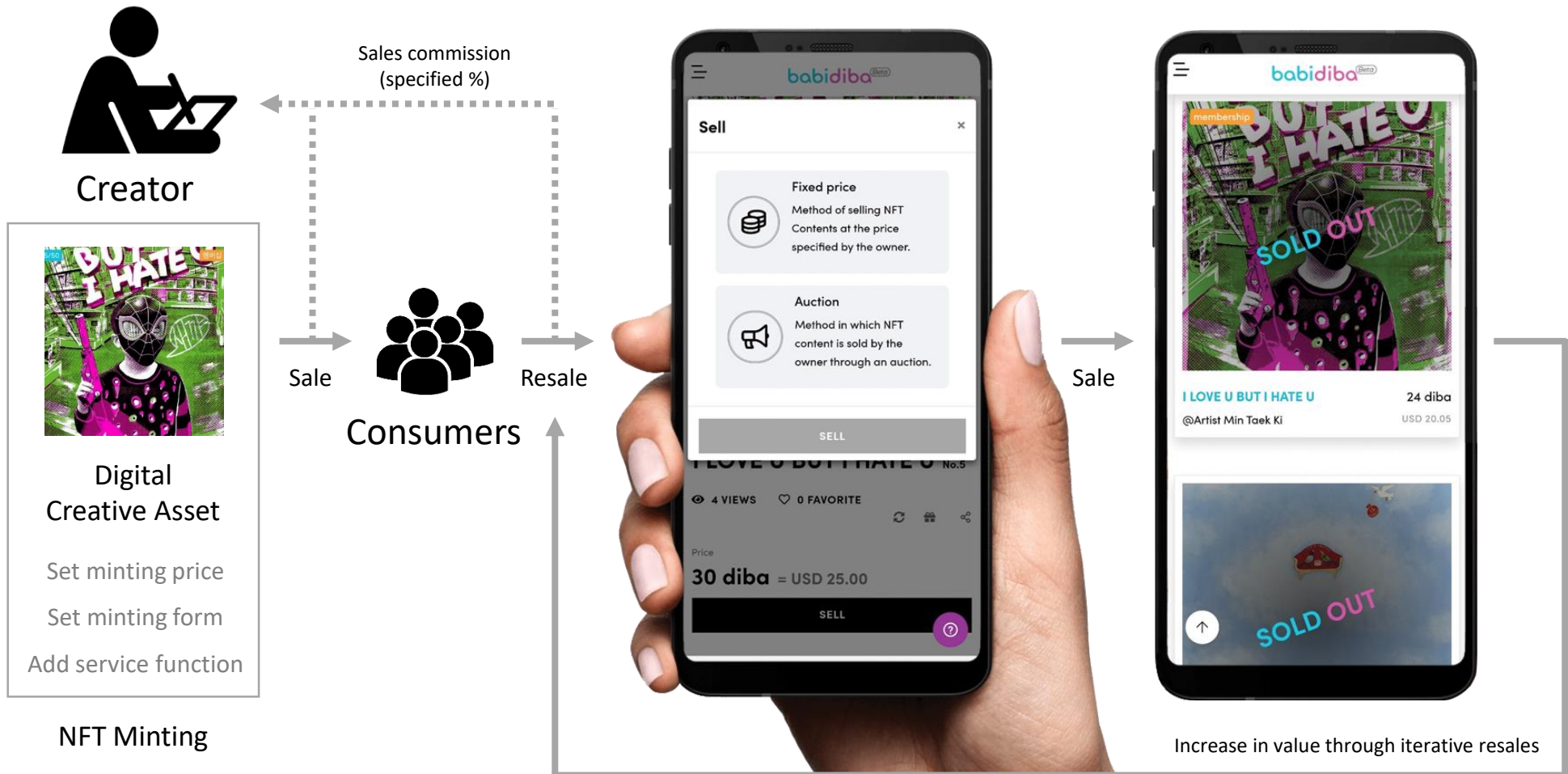
diba = 1,000 (KRW)

About \$0.85

A Brand-new Global Ecosystem
combining
entertainment+financial economy

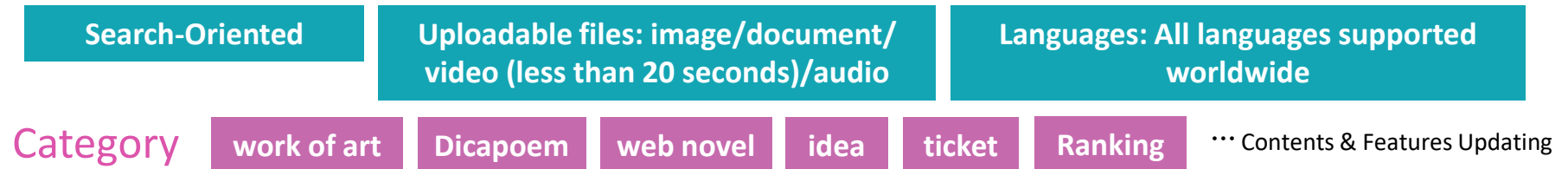
[3. babidiba Marketplace]

"Easiest Way to Mint, Sell, and Resell NFT"



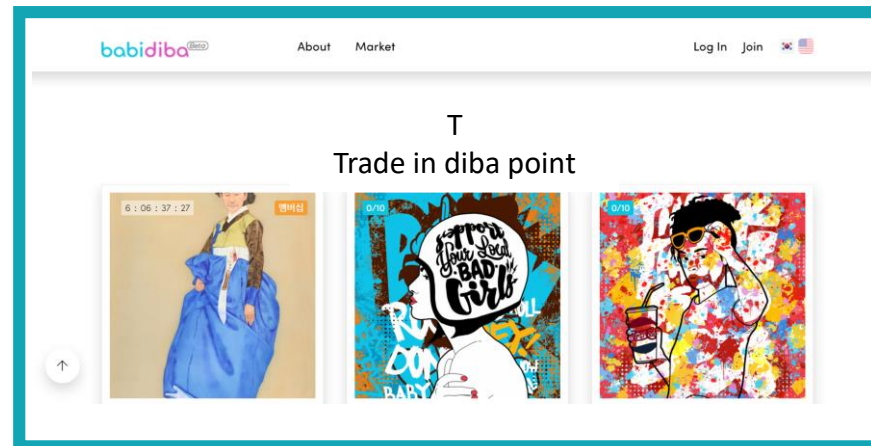
[3. babidiba Marketplace]

"Mint and trade your creative assets as NFTs!"



Any
Creator

NFT Minting
→
←
Re-trade
Copyright Royalty



Purchase
→
←
Resale



Buyer
Investor
Collector

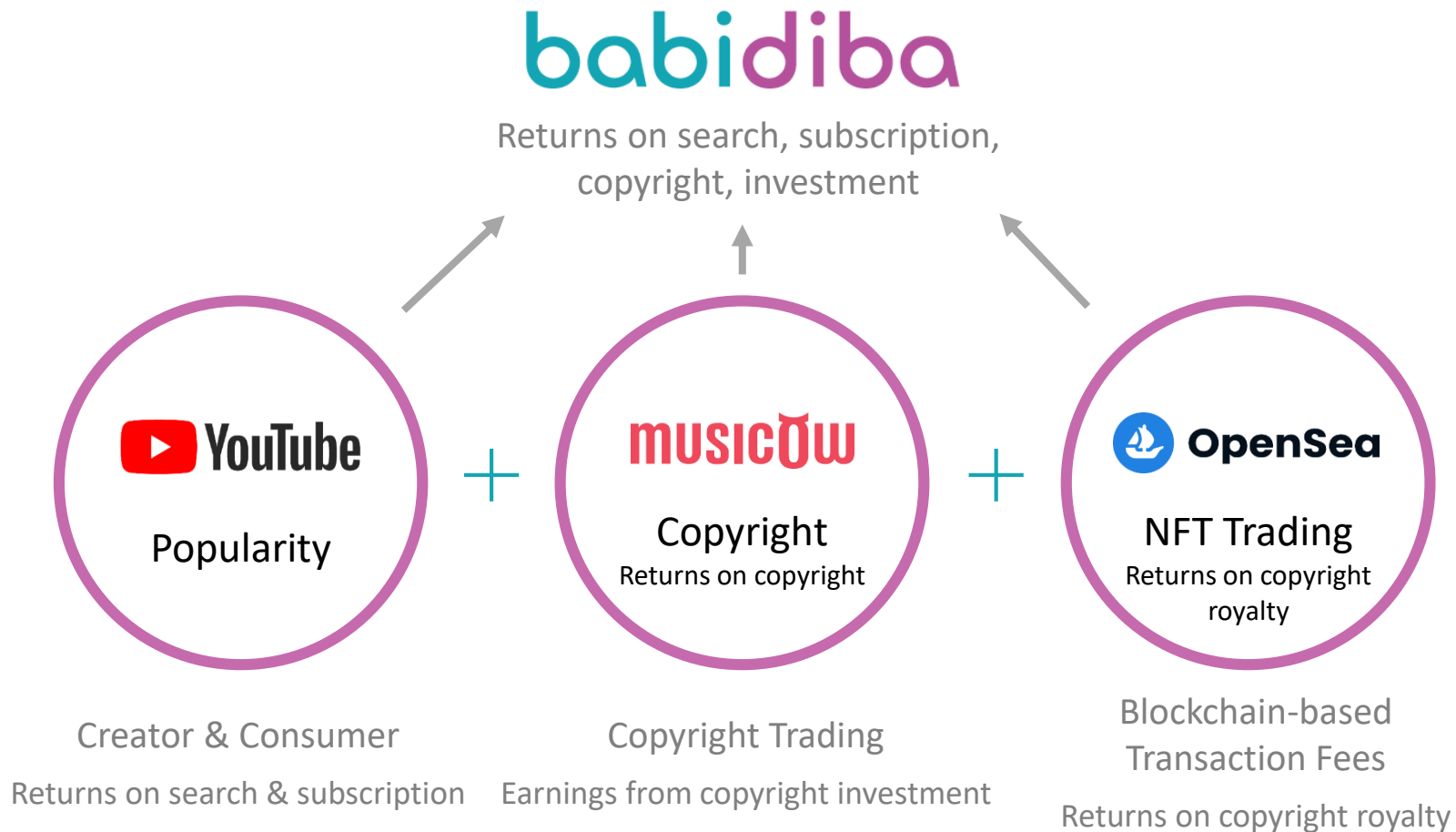
Exchange & Payment using diba point

BTC, ETH, CTPL

(cash/card/paypal/ Various payment systems will be available in the future)

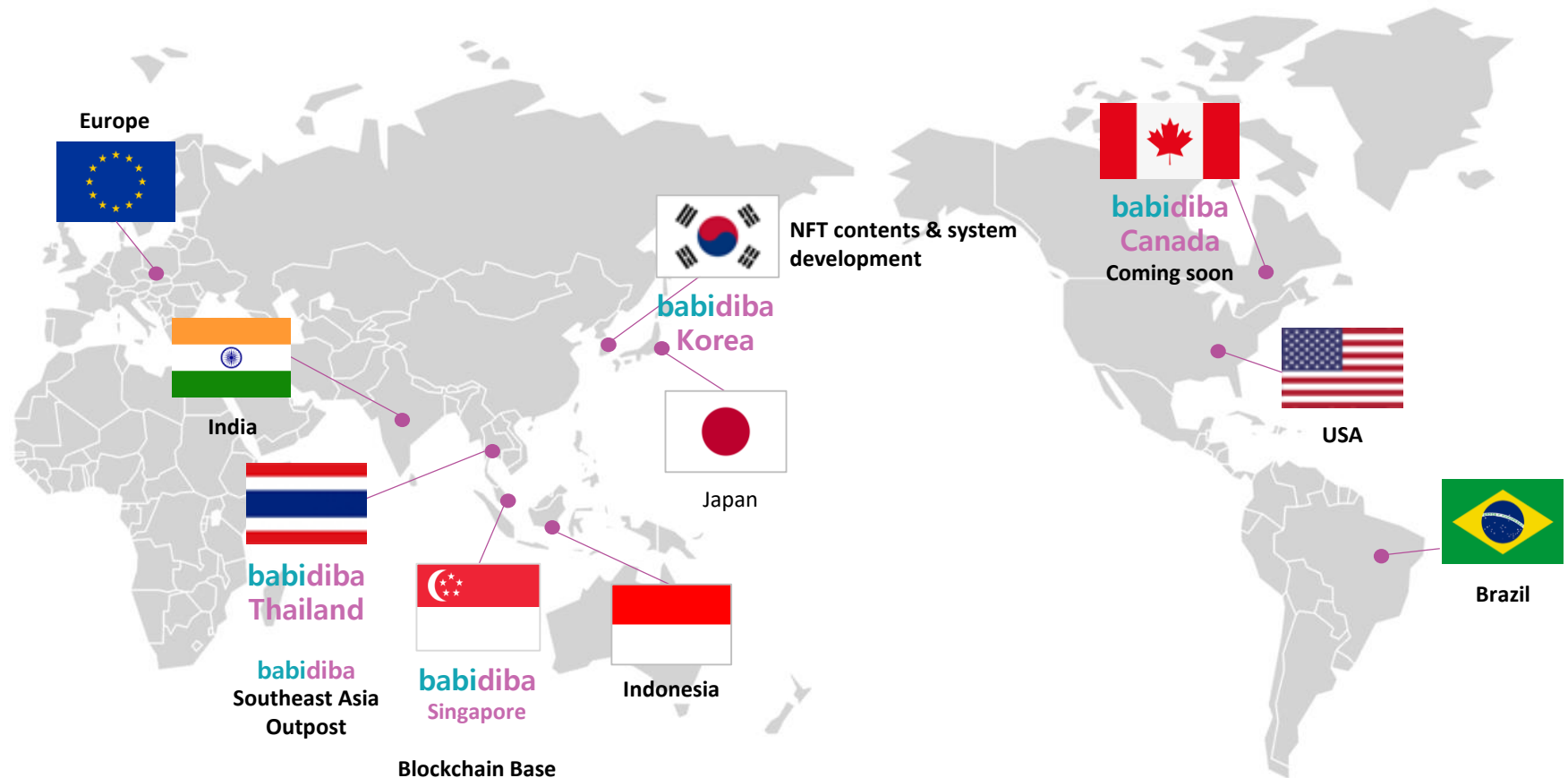
[4. Benchmarking Business Model]

CONCEPT. **babidiba** is a Creative Contents **Marketplace**



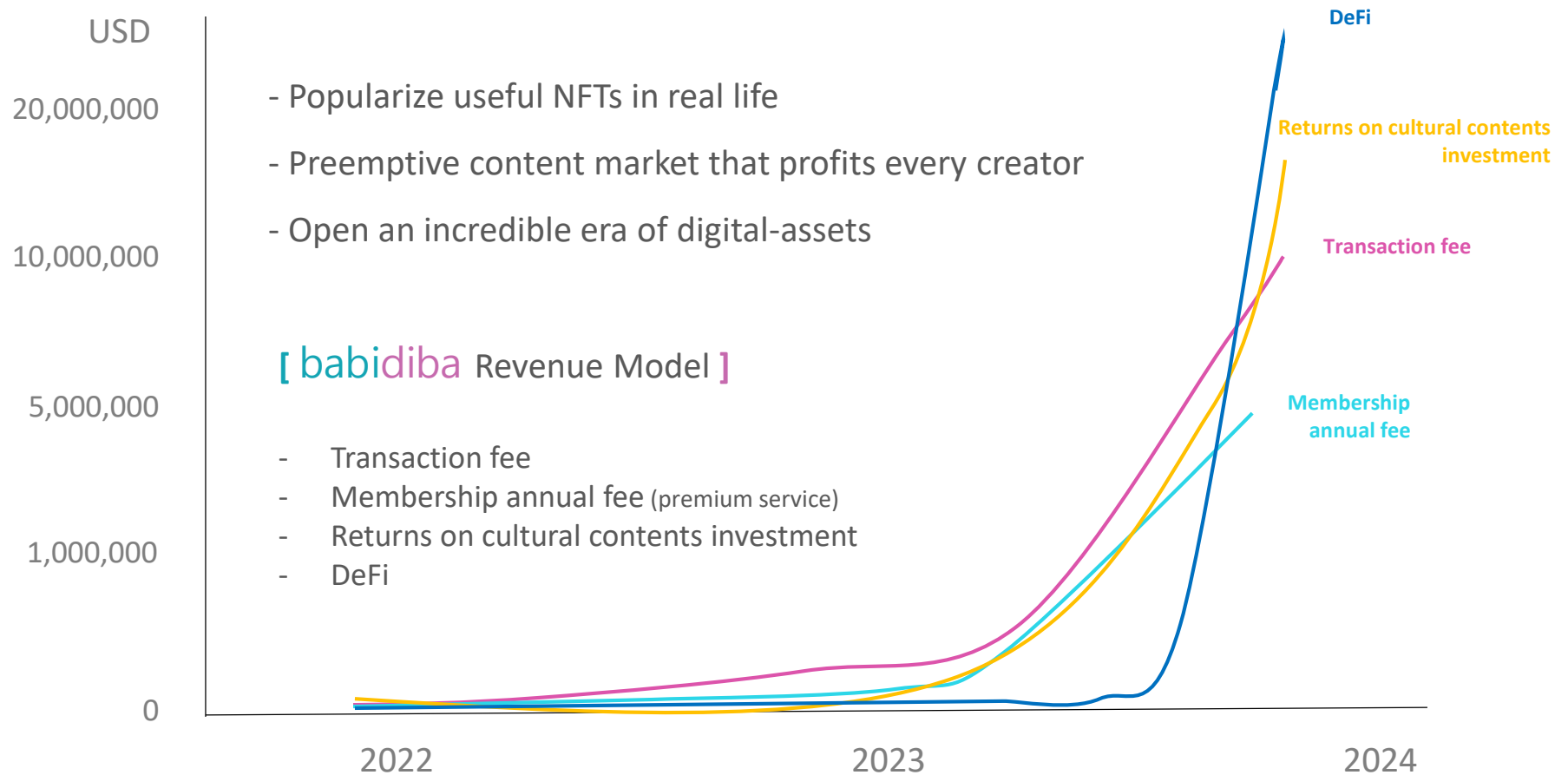
[5. Main Target Market]

babidiba Global Strategy



[6. Sales Outlook]

“Branding babidiba as a popular creative-asset global market”



[7. Projects in Progress]



- **Mint Lifetime/Annual Membership NFT Card for Hwang Sun-won Sonagi Village**
→ sales and literary fandom
- **Mint and sell NFTs for Hwang Sun-won's works**
→ sales and promotion
- **Host 'Hwang Sun-won International Online Literary Festival'**
→ NFTize web novels, digital poetry, drawings, animes..
- **Produce diverse contents through NFT crowdfunding**
→ concerts, music videos, etc.

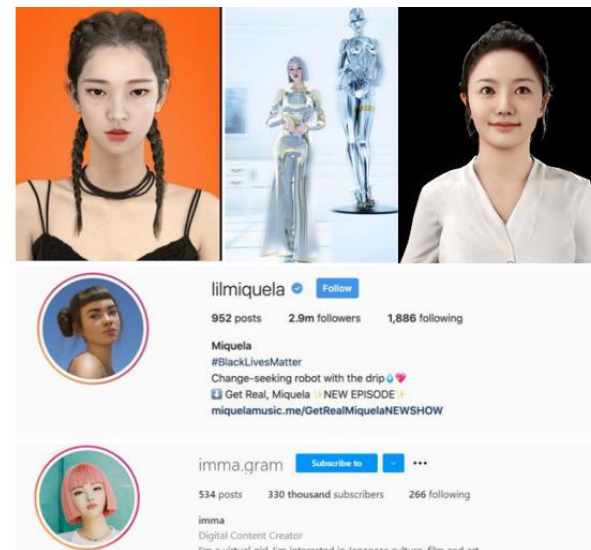


- **NFT Expo held in real gallery (Gallery Luben)**
→ NFT Sales on site
- **babidiba NFT Sales**
→ offline exhibition activates NFT market
- **Online Expo in Semi-Metaverse**
→ Online NFT Expo for global market
- **Evolve into Global Art Fair (Annual)**
→ diverse cultural contents, including art, concert, games, etc.

[7. Projects in Progress]



- **Link NFT & Metaverse with real estate 'King's Island'**
→ a 'real' metaverse based on a real island
- **NFT Sales of Real and Virtual 'King's Island'**
→ secure seed money and develop on/off resorts
- **Diversify Profitability through diverse programs**
→ 'King's Island' as both resort and theme park
- **Diverse Reward Programs**
→ platformize investment across the world



- **NFTize 3D/VR-based virtual celebrity and community**
→ link with Korea's best Digital Human
- **babidiba NFT Sales**
→ activate NFT market through virtual world (metaverse)
- **Virtual Concerts and Festivals in Metaverse**
→ global streaming NFT by 3D/virtual celebrities
- **Diverse Reward Programs**
→ Metaverse projects featuring entertainment, participation & reward

[7. Projects in Progress]



- **Mint NFT for musical 'I AM Butterfly'**
→ NFTize tickets, videos, audios, items
- **Video Streaming Service within membership NFT**
→ launch brand-new market for NFT and video streaming
- **Diverse Programs for Global Fans**
→ community & fan meeting within babidiba
- **Diverse Reward Programs**
→ CTPL gifting and other services for NFT holders



- **CTPL Value Increase as babidiba NFT market grows**
→ increase CTPL usage and NFT sales
- **CTPL Value Increase as Cultiplan Alliance adds up**
→ enlarge the scope of CTPL usage
- **Keep listing CTPL on more crypto/virtual asset exchanges**
→ CTPL value increases as the flow increases
- **Combine NFT with Metaverse to be competitive**
→ babidiba's metaverse project in process

[8. About Us]



www.cultiplan.com

Cultiplan, which operates **babidiba**, is a platform that integrates cultural contents + a new trust-based financial system. Cultiplan aims for an '**unbiased global entertainment business**'.



CEO in Korea
Ricky S. LIM

Cultiplan CEO

Director of Kwanglim
Art Center
Producing Director of
Gangnam International
Music Festival
Director-General of
MegaBounx Hip Hop
Festival
Director-General of
New Opera Festival



CEO in Korea
Michael J. JEON

Cultiplan CEO
**Cultiplan Singapore
CEO**

Hankyoreh Newspaper
Contents Producer



CEO in Thailand
**Adchara
Boonsang**

**Cultiplan Thailand
CEO**

President of Thailand
Artist Sponsorship
Thailand Idol Audition
Agent
Doctor of Medicine
Adchara Clinic CEO



CEO in Canada
John Huang

**Cultiplan Canada
CEO**

Pretty Garlic (China)
CEO
Sino Atlantic (Canada)
CEO
Professional
photographer



Art Director
Chunyong, KIM

**Cultiplan Art
Director**

50 photos per month
Honor Photographer
Guest Artist
in Sarajevo Winter
Festival
Author of Photo-Essay
Book <LALO>



Executive Producer
Dong Sun Kim

**Cultiplan Producer-
General**

Produced Musicals like
'Kwanghwamun Love
Song', 'The Days', 'I
Loved You', 'The Blue'
'Peace Music Festival',
3D Mapping
'Countdown', 'Carnival
of Lights' in Japan
Awarded at
Korea Practice Awards

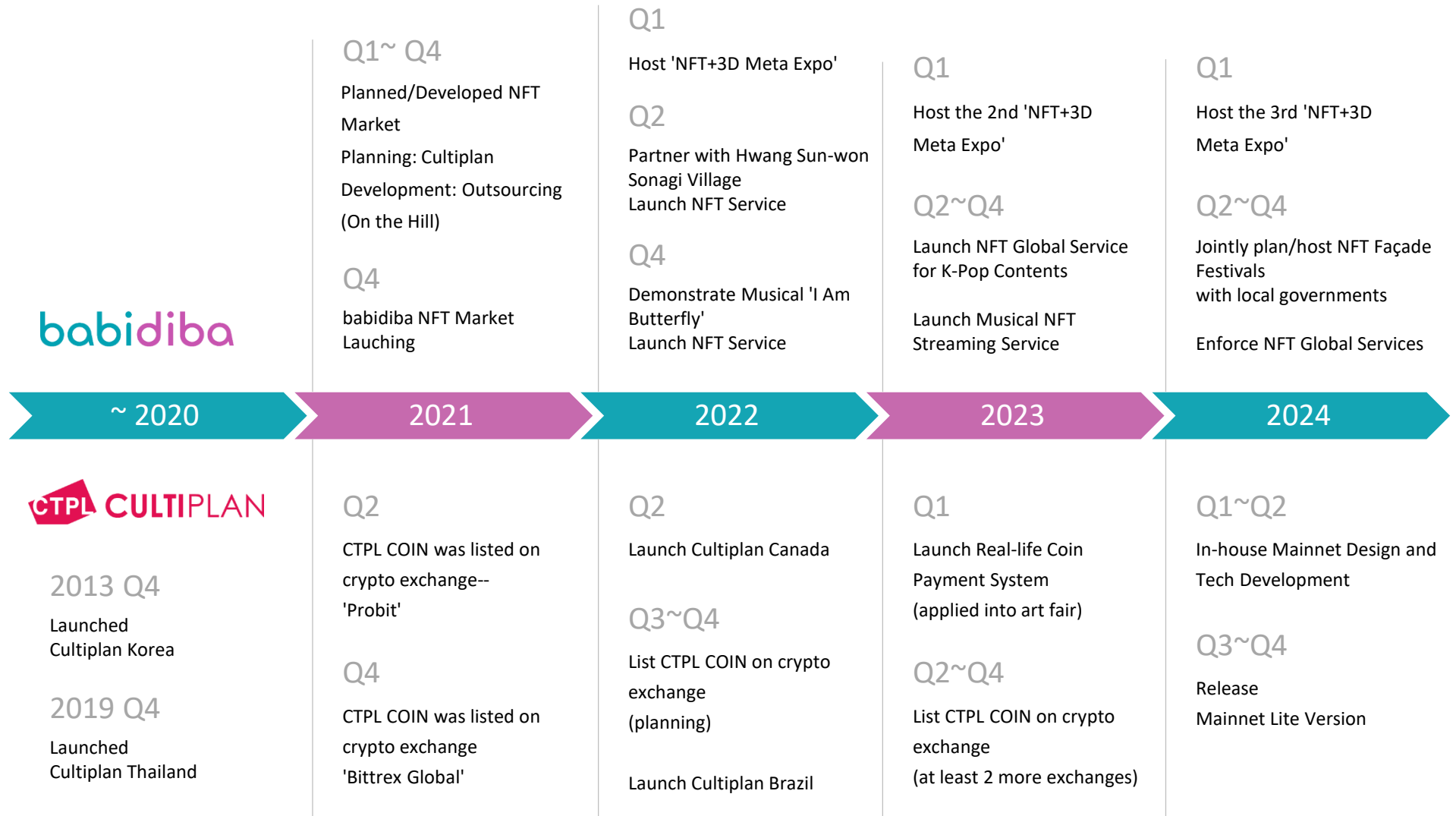


COO
Alex LIM

Cultiplan COO

Professor at Myongji &
Sahmyook University
The-K Insurance
Marketing Team

[9. Roadmap]





babidiba is a platform created by talented artists and development experts with the goal of a global Cultural Renaissance.

Thank you!

contact us: Alex Lim (Sungwoo Lim)

E-mail: ctpl@culiplan.com

mobile: +82 10 9603 0015

LINE: ID – denubo

WeChat: ID – denubo

Telegram: ID – @gurumul