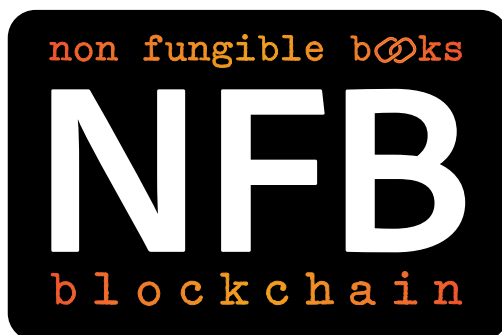


NFBChain



Tokenomics in the Publishing Industry



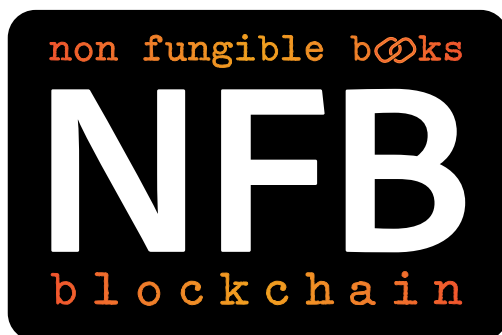


NFB Market Place adheres to publishing rules and principles of the Ministry of Culture as well as of professional associations and institutions affiliated with Ministries of Culture in every country where it is traded.



All rights reserved.
NFB Market Place 2024





&

Non-fungible Book Coin
(NFB COIN)

NFBChain

White Paper Version 1.7 01.08.2024

**Tokenomics in the
Publishing Industry**



NFBChain

Tokenomics in the Publishing Industry

ISBN: 978-605-2359-15-0

Publishing certificate number: 29644

Who are in the NFB Market Place Developer Team?

- **Mehmet Arslantunalı:** Founder
- **Büşra Eldener:** Co-Founder
- **Tunç Erkan:** Co-Founder
- **Nevzat Çalışkan:** Co-Founder
- **Dr. Onur Baran Çağlar:** IT Consultant & Partner
- **Diñer Karaca:** Blockchain Advisor and Solutions Partner - NextGen A.Ş
- **Özgür Özden:** Blockchain Advisor and Solutions Partner – NextGen A.Ş.
- **Cemil Şinasi Türün:** Blockchain & Crypto Asset Advisor
- **İsmail Hakkı Polat:** Blockchain & Crypto Asset Advisor
- **Doğu Taşkıran:** Strategical Technology Advisor
- **İbrahim Özer:** Escort / Peran Investor & Partner
- **Hüseyin Karslıođlu:** Sistem Global / SGlobe & Partner
- **Murat Yıldırım:** CTO & Partner
- **Atakan Kelleci:** Content Manager
- **Gülşen Akay:** Accounting
- **Faruk Kaya:** Graphics Designer
- **Zülal Bakacak:** Graphics Designer
- **Barbaros Aydođdu:** Supply Chain Manager

Publishing rights of this white paper belong to NFB Company and logos used in this white paper are registered trademarks of the company.

nfbchain@nfbchain.com

NFB Company



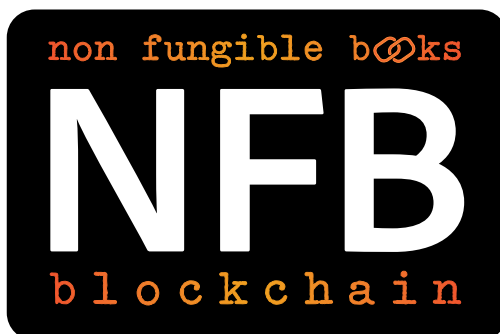
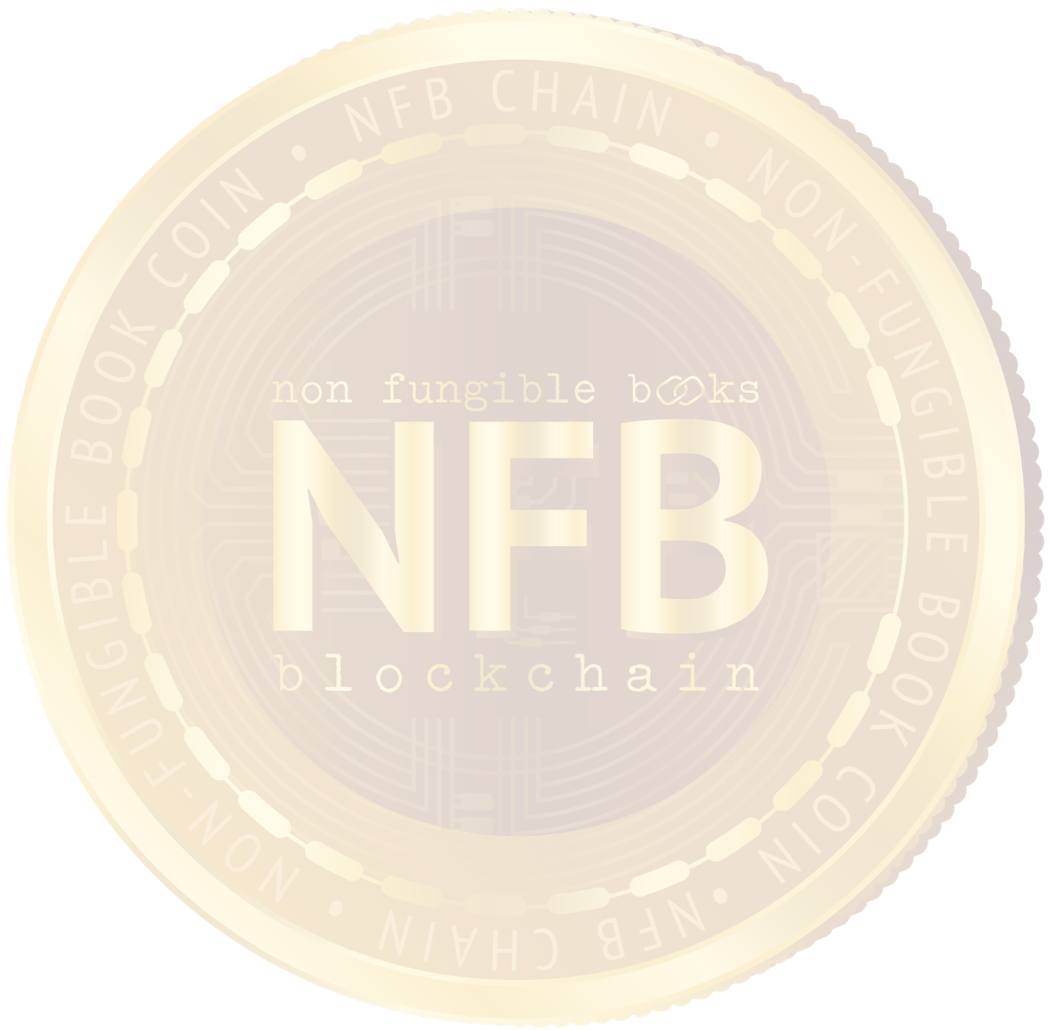


TABLE OF CONTENTS

| | |
|--|----|
| INTRODUCTION..... | 7 |
| Purpose of NFBChain & NFB Coin as an Innovation..... | 7 |
| Publishing Industry..... | 9 |
| What is NFB Market Place?..... | 11 |
| What is NFBChain?..... | 12 |
| What does NFB Coin do?..... | 14 |
| How Many NFB Coins will be Supplied?..... | 14 |
| How and When will NFB Coins be Supplied?..... | 14 |
| How will collected investments be used?..... | 15 |
| What is NFB Coin Road Map?..... | 16 |
| The NFB Market Place Team..... | 23 |
| Disclaimer..... | 24 |





INTRODUCTION

We've first witnessed the digital transformation in the publishing industry several years ago, with e-books and audiobooks. During the first years after the emergence of digital book formats, those who wondered whether this was the end of printed books finally found their definitive answer: Despite increasing sales for digital books, the parallel increase in printed books showed that readers prefer a hybrid reading habit. The number of printed titles and sales increased each passing year while sales of digital books also increased in geometric increments.

“The Subscription Model” Replacing Single Sales

While digital books reached consumers with individual sales during the first years after the emergence of digital books, introduction of mobile market platforms as well as ‘monthly subscription fees’ on customers’ side, became the new way to reach content in the last few years. A common feature of these applications was the fact that the payment methods they utilize were simple, they were user-friendly, and both powerful and rich in content.

Traditional Publishers Still Have a “Resistance to Digital Books”

Publishing companies, which still drive most of their monthly turnover from printed books and maintain their leadership in the sector, are resisting “digital transformation”. Their reasons for this resistance is actually pretty clear: digital book platforms being closed, unregulated platforms, their monthly revenue being still high on traditional, printed books, and the fact that first decision makers were from a different generation, not familiar with the digital world.

Purpose of NFB Blockchain & NFB Coin as an Innovation

With **NFB**Chain, which will be implemented this year and its derivative NFB Coin infrastructure, our aim is:

- To create a **decentralized** content provider channel in the publishing sector, eliminating high commission rates in the printed book, e-book and audiobook industry (which are up to 80 percent currently);
- To reduce collection maturities (which can be up to 240 days with 120 day payment period given to companies after the 120-day consignment period) to 1 minute;



- To establish a transparent rights management system by creating value-added revenue for publishers and authors with the opportunity to generate “tokens” on their own blockchain infrastructure;
- To open the way for digital booksellers with books in ePUB, PDF and newly developed formats used with NFB technology, and to make book contents accessible to investors/readers with a win-win approach;
- To enable popularization of “fixed price globally” policy, which is one of the main goals in the publishing industry, using the stable token to be produced on NFB blockchain;
- To be the “Financial Technology Company of the Publishing Sector” in every new country we operate and with every new book publisher that will join us, along with our digital asset investors.

How was NFB Market Place Born?

NFB market Place is a ‘**blockchain based**’ digital book platform where authors/publishers will be able to create their own content as NFBs and distribute this content transparently on the blockchain with immediate return of rights to stakeholders of the content. The platform enables publishers and investors/readers earn ‘**NFB Coin**’.

We want to establish a platform that helps its publishers and investors/readers earn crypto assets in the “**crypto economy**”, while enabling access to discovering, learning, sharing experiences everywhere.

At the end of this project, which we have been working on for a long time, our primary goal is to contribute to content creation and distribution in the publishing industry.

In light of the latest research, our hope is to establish ourselves as an R&D and technology development center for the future of our industry. .

Utilizing **NFBChain and NFB Coin infrastructure**, we plan to work together with our investors in this digital asset market (or coin economy), which is expected to have a worth of **110 billion dollars** in the foreseeable future. Together with the **NFB Coin**, the **NFB Market Place** brand will become the most important project of the digital asset economy in the publishing industry.

On behalf of the NFB Market Place Team,

Mehmet Arslantunali

Founder

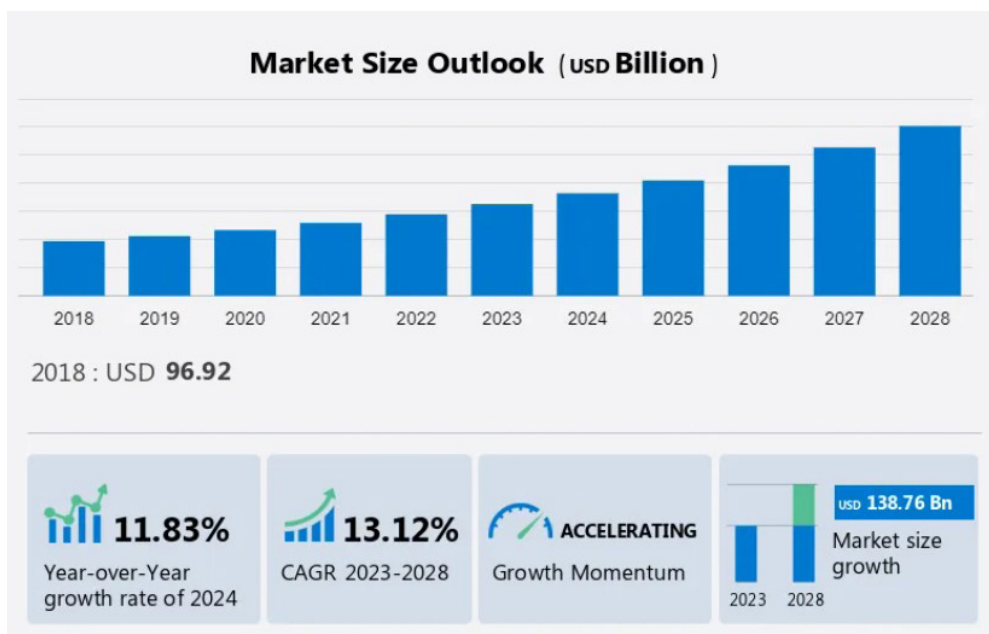


Publishing Industry

The publishing industry is on a steady trajectory towards significant growth over the next few years. The market is projected to cross the USD 356 billion mark by 2027, signaling a strong demand for published content. This growth is driven by multiple factors, such as an increase in literacy rates globally, higher disposable income and the digital revolution in the sector.

The digital publishing segment, in particular, is expected to witness a surge, thanks to advancements in technology and the proliferation of digital platforms. This trend is fueled by the growing preference for ebooks, digital newspapers, and online magazines, especially among the tech-savvy younger generation.

In addition the digital publishing market size is forecast to increase by USD 138.76 billion at a CAGR of 13.12% between 2023 and 2028.



The publishing industry, which follows a dispersed and decentralized production process where no single publisher ever has a share of more than 2.5 percent, utilizes a completely different model than traditional distribution channels. Distributor commission rates up to a minimum of 50 and a maximum of 80 percent from book sales create a financial burden on publishers, who are basically also content producers. Returns, printing, personnel and printing costs result in low profit margins for publishers and inability to allocate sufficient resources to 21st-century sales channels such as digital transformation which require innovation.



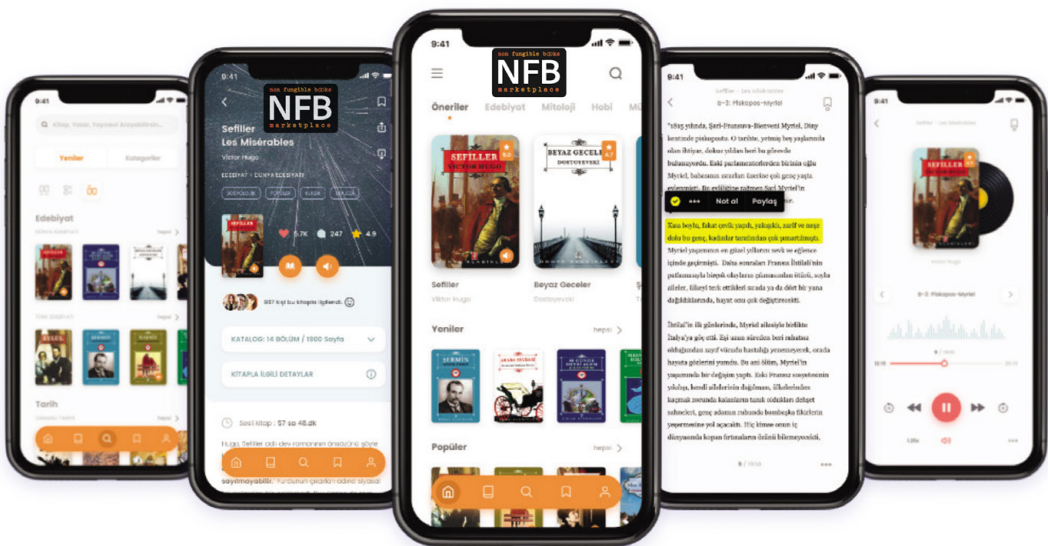
Today, rapidly and globally increasing digital book sales constitute **25 percent** of total books market.

While digital transformation in publishing industry seems inevitable, the **biggest problem for publishers** who still make most of their turnover from traditional channels is the **“book exposition problem”** due to small number of shelves in bookstores and large number of books produced.

Small and medium-scale publishers, overwhelmed by the big publishers, cannot find a chance to sell their books because they cannot display enough of their books on shelves.

But can medium and small-scale publishers utilize the strengths of “Digital Asset Economy” to finance their publications?

Yes, they can. With the **“NFB Coin Support Package”**, which will be announced for medium and small-scale publishers, NFB Market Place will give a gift of **1,000 (a thousand) to 10,000 (ten thousand) NFB Coins** to publishers who provide content to **NFB Market Place**, regardless of country, city and language. This way, we plan to use the financial support we get from our investors/readers for supporting publishers to create more and high quality content, as well as for making this content available to readers at a reasonable cost.

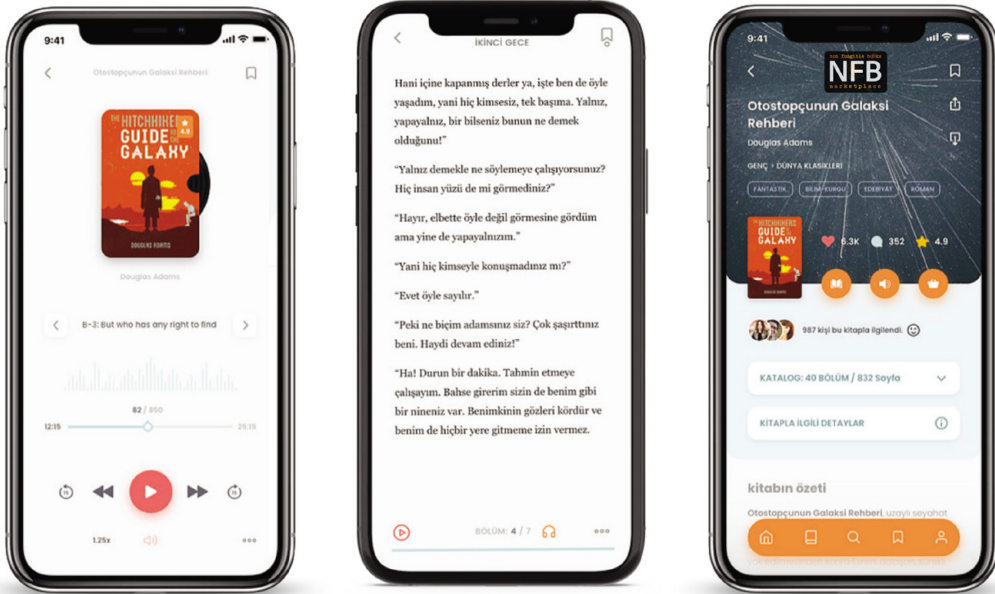


What is NFB Market Place?

Introducing a different world to publishers and readers when our reading habits are radically changed, **NFB Market Place** will be the platform where; while providing rare and unique content to **NFB** investors, also ensuring distribution of lifetime royalty rights to all stakeholders of the content via smart contracts on the **NFBChain**.

Besides being an alternative way to access books with its rich content NFB Market Place is a real “game changer”. **enabling its investors/readers to earn digital assets while consuming content through secondary/thirtiery sales to thirdparties** and enabling **lifetime royalty rights distribution to content creators**.

NFB Market Place intends to bring a fresh perspective and a new experience to publishing and accessing content while earning digital assets without carrying the burden of classical publishing sector financial bottlenecks.



NFB Market Place app will be available on Google PlayStore and Apple App Store.



Our Goal is to Bring Local Content to Global Marketplace

NFB Market Place is the platform where readers will meet and be able to buy:

Rare and unique works as NFB

Works out of print

Handwritten works that have never been published, originally signed by the author

Works in limited quantities published only as NFB collection

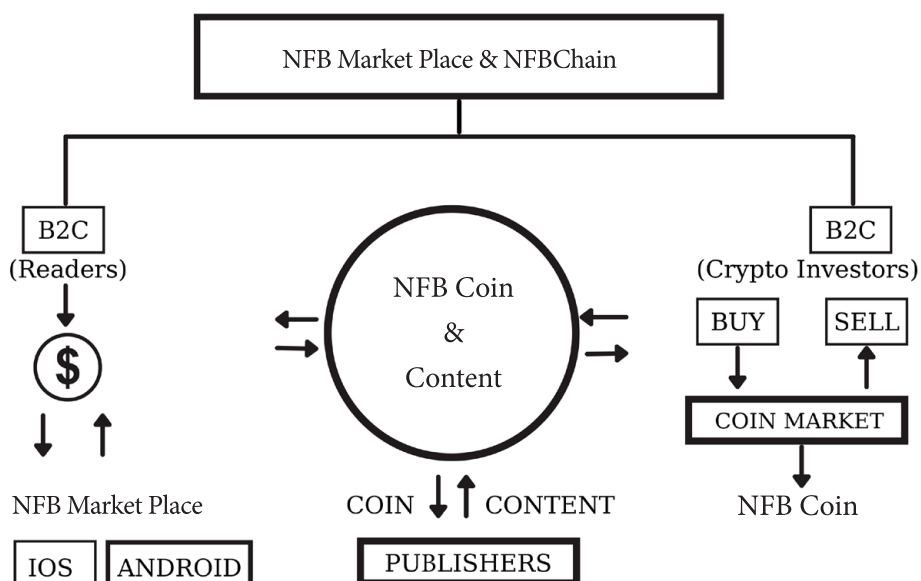
Locally or globally known authors' new works published only as NFB with a limited supply.

What is NFBChain?

NFB Market Place is a **DECENTRALIZED** publishing platform, which takes its financial power and technical flexibility from **NFBChain**, where all publishers, regardless of country, can participate.

This system provides all publishers a completely transparent rights management system on the blockchain. From the moment they join in the publishing network, all users get a share of revenue of their content. They will also be empowered by digital asset (NFB Coin) investors to produce more content.

The “Welcome Bonus”, created for publishers and paid with **NFB Coins** provides financial support to the publisher network. This system is a unique content network as well as “**content access network**”.



What problems will NFB Market Place and NFB Coin solve?

With **NFB Market Place's** own blockchain system **NFBChain** and its own digital asset **NFB Coin**, our aim is to establish a **decentralized** content platform to increase the efficiency of digital channels in production and use of content.

We hope;

- to eliminate the sales commission rates in printed books, e-books and audiobooks (which can go up to 60%),
- to establish a collection mechanism of less than 1 minute for publishers who sell their products on a 120-day consignment and then with a 120-day deferred check,
- to provide a transparent rights management system via smartcontracts for preventing pirated content sales,
- to create extra income to authors and publishers by enabling the opportunity to earn via alt tokens, and
- to bring the concept of book collection to the digital world by facilitating creation of NFB (ePub, PDF, audiobooks and other formats)

Is a publishing method funded by readers with digital assets possible?

Investors of digital assets (NFB Coins) will be able to donate on behalf of the content to be listed in the title or the publisher with a certain fund created within the platform with smart contract produced on **NFBChain**. **Books funded by the “NFB Coin” donations from digital asset investors will only meet with their readers at NFB Market Place.**

In the new system, each NFB Coin funded by digital asset investors will be transferred to the account of the relevant publisher before the publication date and the books will be presented to the readers.



Is it possible to convert copyright royalties into digital assets?

Royalties stemming from subscription fees received from readers will be paid to publishers as **NFB Coins**. With **NFB Coin**, which we expect to gain value as it is used over time, and the total coin volume we hope to reach (mirroring the current size of digital books in the publishing industry), will enable medium and small-scale publishers to successfully enter the digital asset economy.

In addition, revenues to be obtained from all sales of printed books, NFB ePub, PDF, audiobooks and other formats to be produced in the NFB Market Place application will be converted to 'NFB Coin' through the 'digital wallet' that will be included in the application, no matter what currency the original transaction is made with. With our digital wallet, every transaction instantly gets converted into NFB Coin.

This way, NFB Market Place, the **Decentralized** post-finance (DeFi) system, will turn into a decentralized content distribution system as well as a finance platform specific to the publishing industry.

What does NFB Coin do?

We can define **NFB Coin** as the digital asset of the NFB Market Place system. It is a crypto asset with its own blockchain as well as its own framework infrastructure that offers value to its investors. In addition to being a potential revenue source for everyone in the system, it will be an **“earning tool”** where publishers receive royalties, books are funded with digital assets, NFB buyers/readers earn via secondary sales as they consume content, and investors will create more income as the expanding content as the number of countries where **NFB Coins** are accepted increase.

How Many NFB Coins will be Supplied?

NFB Coin was pre-mined and produced by **100 million** units, all of which are limited, and will be distributed as determined in the supply system roadmap.

How and When will NFB Coin be Supplied?

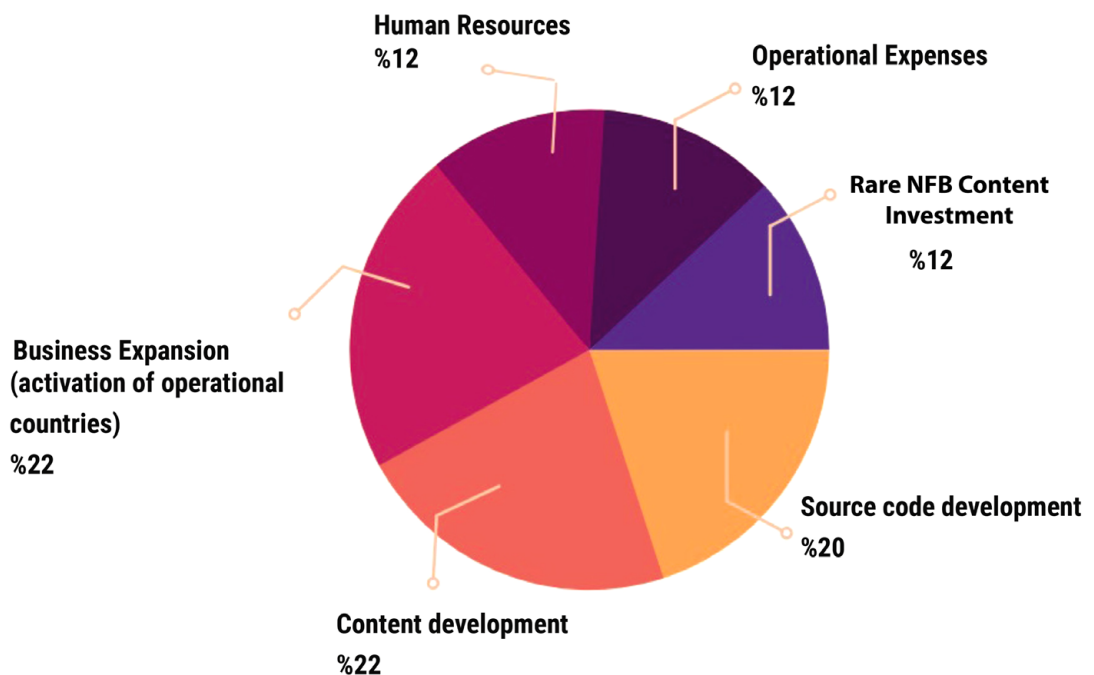
Using USD as a FIAT base, **NFB Coin** will be supplied at an advantageous **“pre-sale”** price in 2024, and on a designated **Trading Platform**. Coins will be transferred to the new NFB Coin hot wallet accounts opened on the **Crypto Trading Platform** with the pricing determined on the pre-demand announcement date.



How will collected investments be used?

Collected investments will be used for;

- Source code development
- Content development
- NFB Market Place Business Expansion (activation of operational countries)
- Rare NFB content investment
- Human Resources
- Operational Expenses.



NFB COIN ROADMAP

2020 - 2024

Incubation Period
R&D



2024 Q4

Order Book
opening at
Crypto Trade
Exchange
Platform



Launch of NFB
Market Place



2025 Q3

Global
expansion of
NFB Market
Place



2025 Q1

Royalty sharing
model extended
from publisher/
authors to all
stakeholders
of the content
via the smart
contracts.



2025 Q4

Listing NFB
Coin on a
Tier 1 Global
Exchange



Independent Blockchain Infrastructure

Technically, NFB Blockchain is a standalone blockchain. Due to business requirements such as cheap, fast, efficient consensus algorithms, advanced smart contracts to be created in its own network, high compatibility with NFBs and IPFS protocol, NFB Market Place's core technical and business functions require independence and originality. **NFB Coin** doesn't strive to be a coin of other networks, but rather it aims to be the mainstream coin of the publishing industry, emphasizing its unique features, making everything simpler and in line with industry standards. Thus, NFB Market Place has chosen to have an independent blockchain.

Smart Contracts and Blockchain Bridge

The first widely used Smart Contract platform is Ethereum. Thus, **NFBChain** has chosen to be compatible with the existing Ethereum architecture to take advantage of this mature ecosystem, libraries and developer communities of Ethereum. This will allow most Decentralized applications, ecosystem components and tools to run with minimal or no changes. This feature also facilitates cross-chain interoperability, which is vitally important to develop and expand.

A blockchain bridge is a link which allows tokens and/or data to be transferred from one chain to another. Both chains can have different protocols, rules and governance models. However, the bridge provides a harmonious way for both blockchains to work together securely. In order for NFB Blockchain to connect to Ethereum and other networks in such a harmonious way, cross-chain blockchain bridges will be developed.

Non-fungible Books; NFBs with ePub support created from NFT infrastructure

Every identity and copy of a product in the publishing industry can become an NFB on the blockchain. ICO, minting and trading will be possible based on ERC-721 with front-end applications in the decentralized NFB Market Place network.

This way, publishers and authors will be able to create NFBs by producing limited edition books, cover designs of cult magazines and books, specially produced posters and magazines, and all kinds of audio files and video content.



With the technical infrastructure to be provided in ePub format for the first time under a blockchain, we will create the NFB (non-fungible Books) ecosystem. In this way, it will be possible to create a sustainable royalty income from the secondary sales of the unique books published in limited numbers, and therefore it will be possible to create a brand new ecosystem in the global publishing industry.

File Storage

IPFS is a protocol for storing and sharing data in distributed file systems. NFB Market Place will also ensure that content ownership can be verified by distributing the generated NFB content files over IPFS.

High-Performance Processing Capacity

The NFB Market Place Token Service will offer the opportunity to process hundreds of transactions per second with block times which can be completed in 15 seconds.

Easy Token Creation

Thanks to the NFB Market Place Token Creation Service, NFB Market Place enables publishers, authors or artists to easily create their tokens with the features they want using NFB Market Place's advanced frontend software without any limitations on NFB Market Place MainNet.

Low Cost Transactions

Transaction fees for tokens created with NFB Market Place Token Creation Service for transactions made on NFB Market Place MainNet will be less than USD 0.01. Low transaction fees provides significant advantages in high-volume usage scenarios such as payments, other financial transactions or in-app purchases.

Total Supply & Pre-Sales

A total of 100 million pre-issued NFB Coin digital assets will be offered. 10% of the total ICU will be put on pre-sale on a Crypto Trading Platform in 2024.

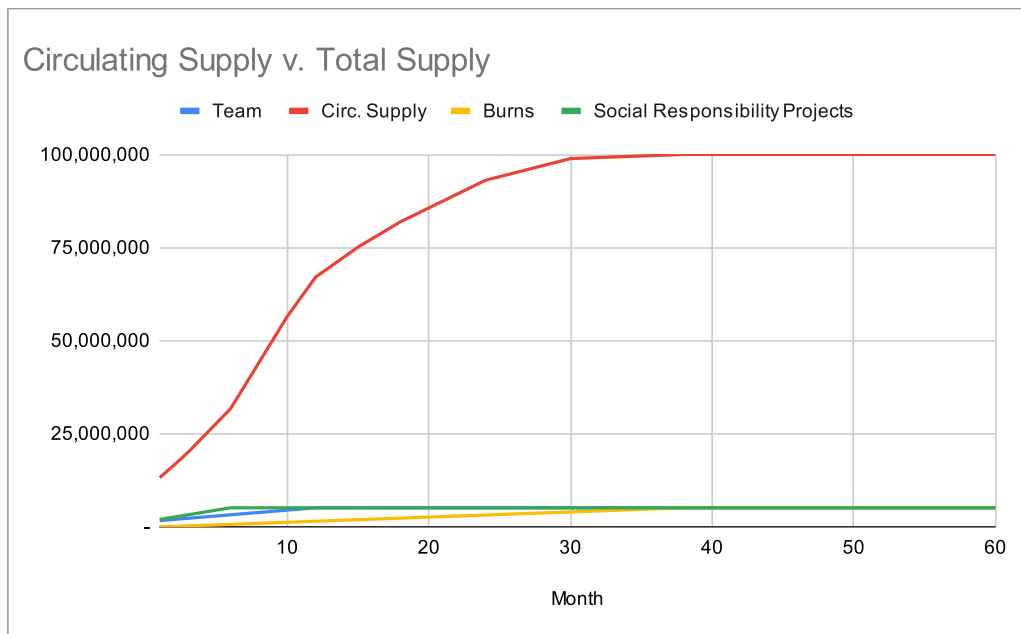
We aim to be listed on at least one DEX along with European and American Crypto Exchange markets when regular sales begin.



ICO Roadmap

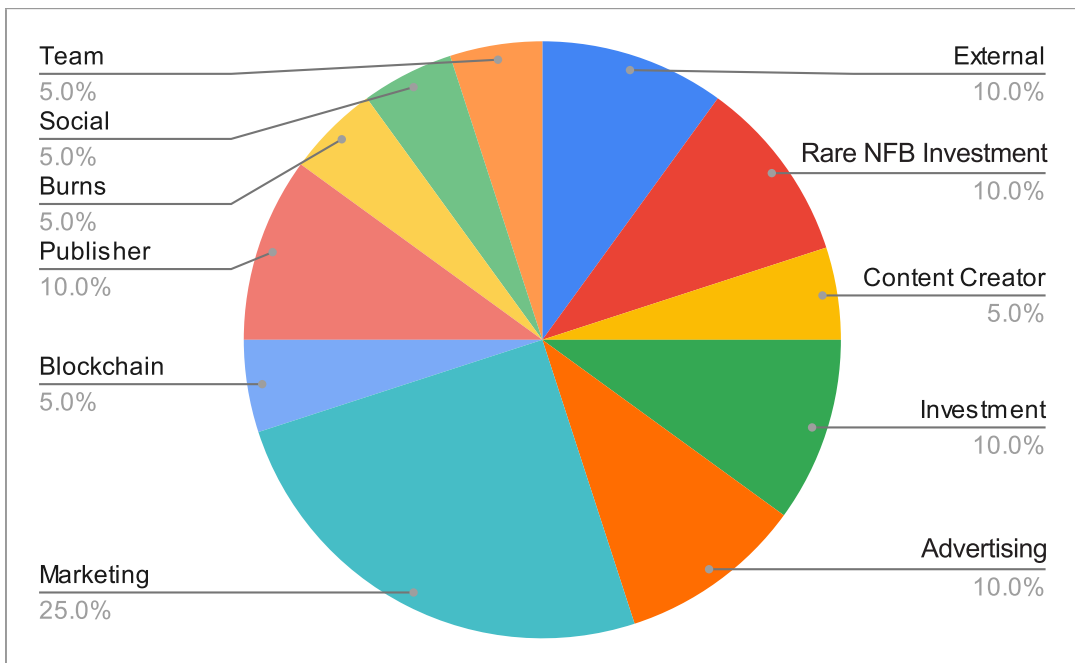
Our first goal on our roadmap is to be listed on at least one foreign crypto exchange, apart from a crypto trading platform in Turkey, until 2026. NFB Coin then will take its place on the US and Chinese crypto exchanges in 2026.

Circulating Supply v. Total Supply & Issuance Rates



NFB Coin Supply Management

NFB Coin, which will start to be traded on a Trading Platform in Turkey in **2024**, will be offered for pre-sales in a volume of 10% of the cryptocurrency itself. The total supply management of NFB Coin, with a possible high-demand launch after the pre-sale, is currently planned at the following allocation rates;



What Will Be the Capabilities of NFB Coin?

The purpose of NFB Coin is to give ownership of the created title to the creator. The goal here is;

1. To enable the creator to determine which commercial model to use: free, one-time fee, fee per transaction, ...
2. To allow the creator to receive direct and immediate payment from the buyer (the reader/investor).
3. All transactions are transparent and registered.
4. Distribution of the content/book is not subject to geographical or distribution-related restrictions.
5. Community-based arbitration resolves copyright violations.

The created title can be in the form of an e-book, audiobook, or video book.

All formats can be printed as NFBs, especially downloadable formats for which e-books are best suited. More suitable formats for streaming can also be issued.



NFB Coin Protocol Components;

1. Coins

- A. NFB Network owns the platform token
- B. Works with the 3rd party stable coins
- C. Author Tokens
- D. NFBs

2. Storage

- A. Decentralized storage
- B. Notebook for sharing content/book and metadata
- C. Content encryption

3. Discovery

- A. Protocol for users to query metadata efficiently
- B. User app with wallet

4. Management

- A. Decentralized management
- B. Stakeholders contribute to protocol changes and development.



The NFB Market Place Team

Mehmet Arslantunali

He served as a Member of the Board of Directors and Vice Chairman of the Executive Board in one of the largest educational institutions in the EMEA Region. He implemented e-book, audiobook and e-learning platforms for operators and brands. Publisher of the books titled “Block Chain, Bitcoin and Digital Currencies”. The biggest IT Publisher in the region for 25 years.

Büşra Eldener

She is a Project Management, Business Process Management and Trade Finance professional with 14 years of experience in Banking, Construction and IT sectors within multinational teams in Turkey, Netherlands and Romania in various managerial roles. Currently undertaking project management of various projects on NFB Blockchain Platform.

Dr. Onur Baran Çağlar

Academician and administrator Dr. Onur Baran Çağlar was in management positions in Turkey’s first ISP (Internet Service Provider), Turkey’s first content, game, entertainment, sports and e-commerce portal companies, Turkey’s first mobile / GSM operator, VAS (Value Added Services) and 3rd party ecosystem, Turkey’s most innovative and Innovative Bank, and Turkey’s first e-money company. He still carries out senior management duties in Turkey’s fastest, dynamic and innovative group that develops financial technology, products and services, particularly in the insurance field. He is currently the IT Consultant of NFB block chain.

Dinçer Karaca

Karaca, who has been a manager and writer on both the written and visual sides of the information media for many years, prepared and presented Turkey’s first and only technology production on national channels, “Silicon Valley”, which is currently on the Bloomberg HT channel. Continuing his studies as an academician at Okan University’s New Media Department, Karaca also taught Digital Economy Management in the MBA Program at Bahçeşehir University. Karaca, who provides consultancy and training services to many companies on block chain and Crypto Assets with NextGen AŞ, of which he is the founder, is a block chain Consultant and Solution Partner in the NFB Market Place team.



Disclaimer

NFB Market Place PLATFORM & NFB Coin TERMS OF USE

Virgöl Dijital Yayıncılık ve Prodüksiyon A.Ş., incorporated in accordance with the laws of the Republic of Turkey and registered with İstanbul Trade registry with registration number 225800 5, MERSİS (central registration system) number 0925090709800001, with its principal place of business at the address of “Huzur Mah. Fatih Cad. No:67 İç Kapı No: 16 Sarıyer İstanbul) (hereinafter referred to as “NFB Market Place)), (hereinafter you shall be referred to as the “Member) or “You)) offers you a subscription service with customized characteristics (hereinafter referred to as the “Service)) which shall allow you to have access to e-book-voice book or other literary content (hereinafter referred to as the “Content)) via web service by your mobile phone or all kinds of devices you have, compatible with these web services. By using the Free Trial version and/or by making membership plan with NFB Market Place, by downloading NFB Market Place application or via third party applications which use NFB Market Place infrastructure or by having access, by any other means, to the Content available on NFB Market Place application, you shall be deemed to have made an agreement with NFB Market Place and you shall be deemed to have agreed to comply with these Terms of Use. Furthermore, by this means, you consent to and agree that your personal data shall be protected and processed in accordance with NFB Market Place Confidentiality and Personal Data Protection and Processing Policy.

These Terms of Use set forth the framework, by which the Service is offered to you. To have access to the Service and to use the Service, you should accept these terms. It should be taken into account particularly that, if you do not accept, some features may not be available for use in practice, it shall not be possible to offer the service partially or completely.

You hereby agree and represent that you have been informed regarding the Service’s essential features, membership fee, payment method and all other issues and that preliminary information has been provided to you.

These Terms of Use, NFB Market Place Confidentiality and Personal Data Protection and Processing Policy and all kinds of supplementary and/or complementary terms and conditions, shall be hereinafter jointly referred to as the “Terms).

You can access at any time current version of the Term, on the web site of NFB Market Place.



Disclaimer of Liability;

NFB Market Place, NFB Coin introduction price, future and past performance, are not necessarily indicator of the future results. Our introduction price is not a warranty of earnings in the future and there is no assurance that coin's market price shall exactly reflect underlying net asset value.

*Not a recommendation: This technical document and work plan do not constitute any investment advice, financial advice, commercial advice regarding essence of purchase of coin by **NFB Market Place** and its affiliated entities or their related directors, agents, representatives or consultants; nor they may be relied upon in connection with any agreement or purchasing decision.*

*Anything in **NFB Coin** Discord, Telegram, Twitter accounts, this technical examination or anything on web site platforms, should not be used as a promise or representation in the future. **NFB Market Place** or any subsidiary of it may make any representation regarding the potential of any actual or proposed allocation of any account, to provide a certain investment result or target. Please understand well that cryptocurrencies have the value attributed to them by individuals; that our intention is to create an actual "digital asset) by supply demand balance. When investing in any digital currency, invest in those which are suitable for you, in teams that have targets and "that have made cultural accumulation) for those targets.*

*Prices may fluctuate and due to digital problems and other type of technical theft, even if measures are taken at the highest level, coins and tokens may be lost easily. **NFB Market Place** shall not be responsible for any choice made, via **NFB Market Place**, by its affiliated entities or their related directors, managers, agents, consultants and users. NFB and **NFB Coin** is a digital asset designed for publishing industry. By this technical document and work plan, no representation or warranty is given, to a buyer or its consultants, with regard to correctness or completeness (explicit or implicit) of this technical examination or the information, expressions, opinions or issues arising from, contained by or produced from this technical examination.*

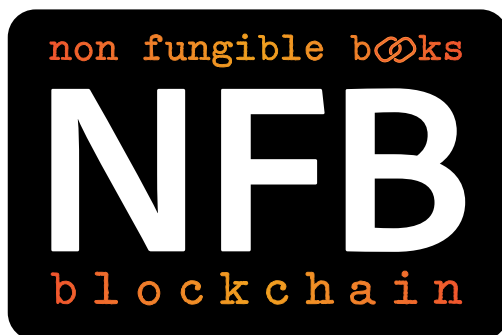


Final Word to the Publishing House, Our Readers and Investors;

In order to render more accessible, by means of token economy, a block chain based digital book experience established based on the values of curiosity, accessibility, time and technology; we shall jointly build **a new digital book** renaissance, where content acquired by each of the stakeholders and crypto asset economy exist jointly. As NFB Market Place, our target is to share the excitement of the reader to discover a new book, to introduce publishing industry to crypto investor and to create extra copyrights, by token economy, for the publishing houses.

NFB Market Place Team





NFB Market Place adheres to publishing rules and principles of the Ministry of Culture as well as of professional associations and institutions affiliated with Ministries of Culture in every country where it is traded.



All rights reserved.
NFB Market Place 2024



Thanks



All rights reserved.
NFB Market Place 2024



555444332221