



TOKEN WHITEPAPER

NEXT-GENERATION ESPORTS & MEDIA PLATFORM ARCHITECTURE



"This document is for informational purposes only. The token is a functional access utility within the platform ecosystem and does not represent an investment contract, equity, or security"

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1.ABSTRACT:

THE NEXT EVOLUTION OF ESPORTS MEDIA

1 Market Inflection Point

In 2026, the global esports market continues to expand alongside advances in real-time streaming. However, key structural limitations remain: inefficient legacy streaming architectures and limited, non-transparent participation tools for fans.

2 Core Challenge: The Constraints of Centralized Infrastructure

The Current Esports Media Ecosystem Faces Three Critical Bottlenecks

2.1 Exponential Infrastructure Costs

As audiences grow, bandwidth and infrastructure overhead can increase significantly, reducing operational efficiency for platforms and creators.

2.2 One-Directional Value Flow

Fans contribute meaningful engagement, but existing systems often provide limited ways to recognize participation with transparent, policy-based in-app benefits.

2.3 Lack of Trust & Transparency

Opaque ad measurement and settlement workflows can reduce trust between advertisers, platforms, and creators; auditability and clear rules are needed.

3 ESTV Innovation: Participation-Driven Media Infrastructure

ESTV Introduces an alternative participation-driven media infrastructure model through High-Performance SOLANA (SPL) Blockchain Infrastructure

3.1 Participation-Based Infrastructure Design

Elevating viewers from mere spectators to network-enabling users to contribute certain network resources (where available) and participate in platform features under defined rules and safeguards.

3.2 Real-Time Redistribution: Through smart contracts, operational savings and advertising revenues are redistributed in real time to viewers, gamers, and creators, completing the "Watch-to-Earn (W2E)" model.

3.3 Building an Integrated Ecosystem: By connecting super apps, the metaverse, and offline arenas, ESTV aims to establish the world's only blockchain-based esports media network that seamlessly spans both online and offline environments.

4 The Standard of Media 3.0

ESTV demonstrates that integrating blockchain with the media economy creates a Operational participation loop subject to market conditions, fueled by global partnerships and advanced digital infrastructure. We aim to lead the next-generation global media platform driven by active fan participation

1. MARKET ANALYSIS & PROBLEM DEFINITION

1 Structural Limitations of Traditional Streaming Infrastructure

The current esports streaming market relies heavily on centralized Content Delivery Networks (CDNs). As user demand grows, this dependency can reduce operational efficiency and scalability due to increasing infrastructure overhead.

1.1 **Rising Infrastructure Costs:** Bandwidth expenses increase with viewer volume and streaming quality (e.g., 4K/8K), and can account for a significant share of operating costs, reducing operational efficiency.

1.2 **Bottlenecks & Latency:** Delivery from centralized servers to distant users can introduce delays. In esports—where timing matters—even a 0.1-second lag can materially impact the viewing experience.

2 Passive Viewing Experience: Structural Exclusion of Fan Value (Passive Viewer Dilemma)

More than 640 million global esports fans contribute meaningful engagement; however, current media structures often limit interactive participation features, leaving many viewers in a largely passive role.

2.1 **Participation Recognition Gap:** Fans generate valuable engagement signals through viewership, ad exposure, and community activity, but existing systems often lack transparent, policy-based mechanisms to recognize participation with in-app benefits.

2.2 **Weak Participation Incentives:** Fan-creator interactions are rarely supported by clear, consistent participation programs or utility-based benefits. As a result, platforms may struggle to sustain long-term engagement and cohesive communities.

3 Opaque Advertising Ecosystem: The Trust Black Box (The Trust Deficit in Advertising)

High Intermediary Fees: Multiple intermediary layers can absorb a large share of advertiser budgets, reducing the portion that reaches creators and teams and lowering overall settlement efficiency.

3.1 **High Intermediary Fees:** A large share of advertiser spending is absorbed by multiple intermediary fees, sharply reducing the revenue that reaches content creators and esports teams.

3.2 **Data Reliability Issues:** Viewership metrics and exposure data can be vulnerable to manipulation without independent verification. Advertisers may lack a reliable mechanism to validate campaign performance across intermediaries.

1. THE ESTV SOLUTION:

Technology-Driven Media Innovation

1 SCALABLE STREAMING INFRASTRUCTURE

ESTV introduces an optimized streaming architecture designed to improve operational efficiency and performance.

1.1 Resource Delivery Mechanism:

Content delivery is conducted through established Web2 streaming platforms. User engagement data is processed separately through the PoE (Proof of Engagement) engine, and only verified participation activities are selectively recorded on the blockchain.

1.2 Cost Reduction & Quality Innovation

The architecture is designed to optimize operating costs and minimize traffic bottlenecks, supporting high-quality 4K/8K streaming experiences.

1.3 Network Scalability

As viewership grows, the infrastructure dynamically scales to support increasing transmission demand.

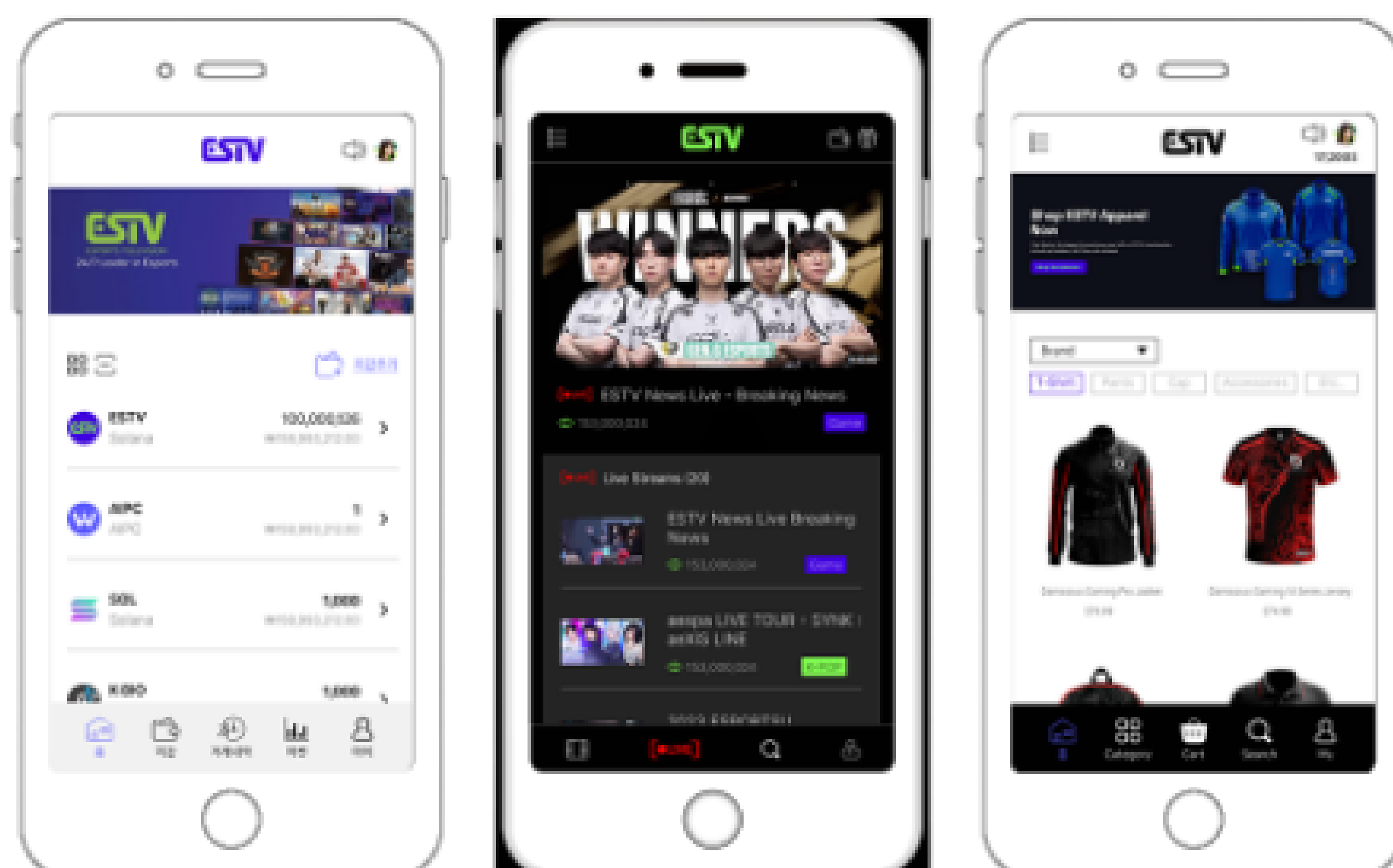
2 INTERACTIVE PARTICIPATION BENEFITS MODEL (POLICY-BASED)

ESTV converts passive viewing into measurable engagement signals and enables users to participate in platform features under defined rules and safeguards.

2.1 Proof of Engagement : Engagement may be measured using viewing time and activity data, and eligible users may receive in-app benefits (including tokens, where enabled) under program rules. Parameters may change and benefits are not guaranteed.

2.2 Transition to Providers : Fans can move beyond passive consumption by contributing participation signals and community activity, and may access participation-based benefits under clearly defined program rules.

2.3 Powerful Retention Engine : Structured participation programs can support user retention and ongoing community activity, subject to policy, eligibility, and compliance requirements.



1. THE ESTV SOLUTION:

Integrated Media Infrastructure Innovation

3 Physical & Digital Infrastructure (The O2O Anchor)

ESTV delivers a unique hybrid O2O (Online-to-Offline) experience by operating offline esports arenas in key global hubs.

3.1 Global Esports Centers

Dedicated venues in Los Angeles, Korea, and the Middle East host simultaneous online and offline events.

3.2 Infrastructure-Based Scalability

Offline centers serve as community hubs and real-world service touchpoints where eligible users may use ESTV tokens for designated platform services (e.g., tickets, merchandise, or digital offerings), subject to applicable policies, availability, and jurisdictional restrictions.

3.3 OTT Distribution for Platform Ecosystem Visibility

While typical Web3 projects spend millions on user acquisition, ESTV leverages its established global OTT distribution network to introduce the platform experience and utility features to a broad audience, subject to partner availability and regional distribution constraints.

3.4 Market Advantage

As traditional TV ratings decline, esports viewership demand continues to expand globally. ESTV operates through direct-to-consumer (D2C) digital distribution channels.

ESPORTS TELEVISION

Content distributed through selected devices, networks,
and platforms (subject to regional availability)

ROKU

TV PLUS

fire tv

NCTC

sling

VIZIO

freevee

prime video

TCL

Rakuten

PlayStation

PLEX

1. THE ESTV SOLUTION:

Blockchain-Driven Media Innovation

ESPORTS TELEVISION

Available across Major Devices, Networks and Digital Platforms



1. THE ESTV ECOSYSTEM:

An Integrated Media Platform Framework

1 ESTV Super App (The Integrated Media Platform)

The ESTV Ecosystem is designed around five core modules where digital streaming, virtual reality, and physical infrastructure work together to enhance the user experience.

1.1 Integrated Streaming Service

Live esports broadcasts and K-POP entertainment content are delivered in real time.

1.2 Gaming & NFT Integration

Gaming & Digital Item Integration: The platform supports in-app gaming experiences and designated digital item functionalities within the app.

1.3 Token-Based Participation Benefits (Policy-Based)

Platform Participation Program: Eligible users may use ESTV tokens within designated services (e.g., tickets or merchandise) where enabled, subject to platform policies, availability, and applicable regulations. Program terms may change and are not guaranteed.

2 Physical Infrastructure (The O2O Anchor)

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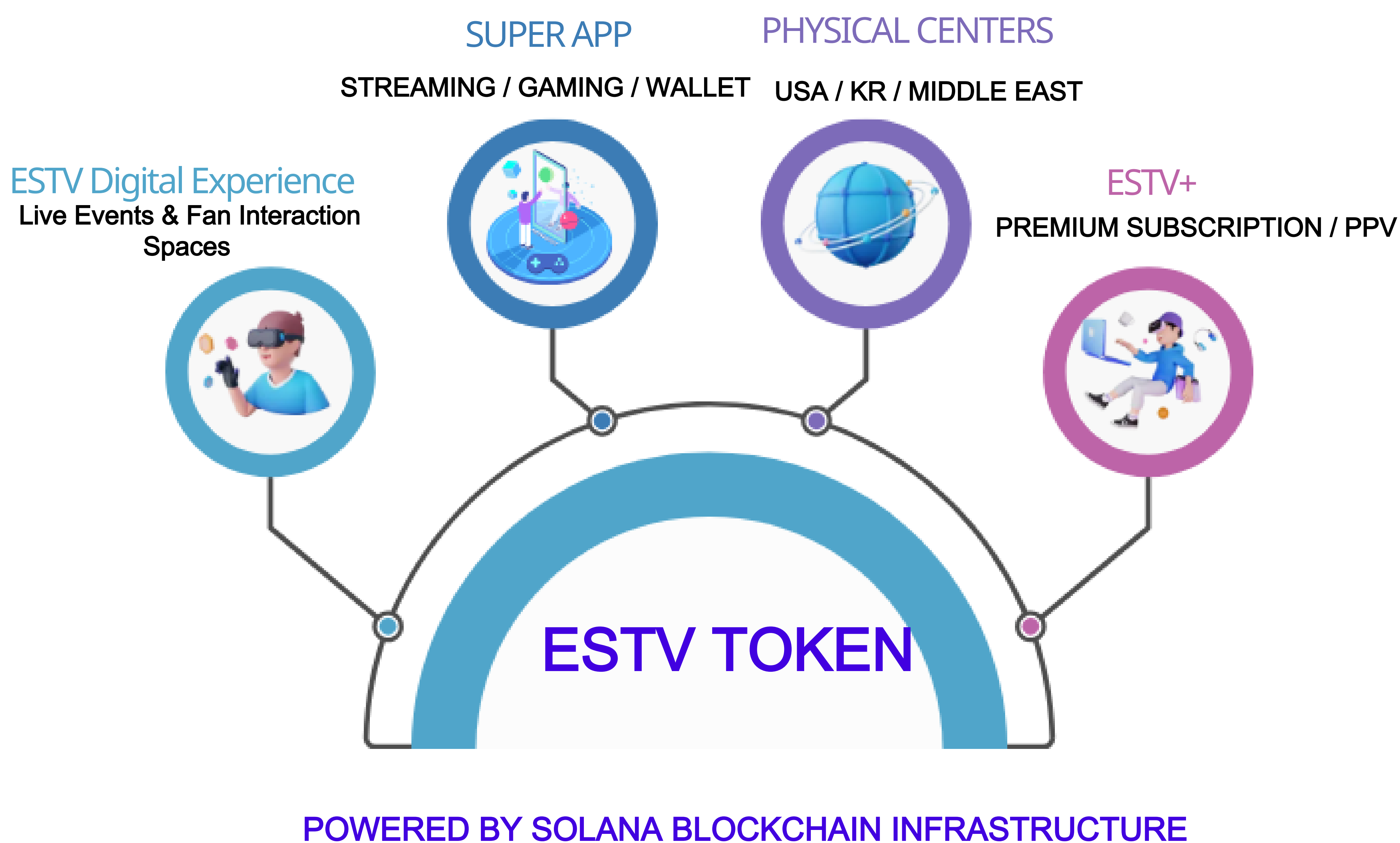
2.2 Infrastructure-Based Scalability

Offline centers serve as local community hubs and real-world service touchpoints where eligible users may use ESTV tokens for designated offerings (e.g., tickets, merchandise, and other venue services where enabled), subject to policies, availability, and jurisdictional restrictions..

Ecosystem Synergy Infographic

This is a visual structure that shows how users and infrastructure are organically connected.

Component	Core Function	Improving user accessibility & supporting retention
Super App	Content hub & participation benefits	Maximizing user accessibility & securing retention
NFT	Immersive experiences & NFTs	Digital collectibles & global fandom engagement
Physical Center	Online-offline integration	Demonstrating token utility in designated platform services (e.g., tickets, merchandise, venue offerings), subject to policies and local restrictions
ESTV TOKEN	Utility layer enabling designated in-app functions	Utility token used for designated in-app functions, redemptions, and participation benefits where enabled



The token is a utility for designated platform functions; not an investment, security, or profit generating instrument.

1. THE TOKENOMICS & THE ECONOMIC FLYWHEEL

1 TOKEN UTILITY: THE CORE UTILITY UNIT OF THE ECOSYSTEM

ESTV Token functions as a digital utility unit within the platform ecosystem.

1.1 Rewards & Incentives : May be provided within the platform based on predefined engagement metrics and participation activities, subject to eligibility rules and changeable program policies.

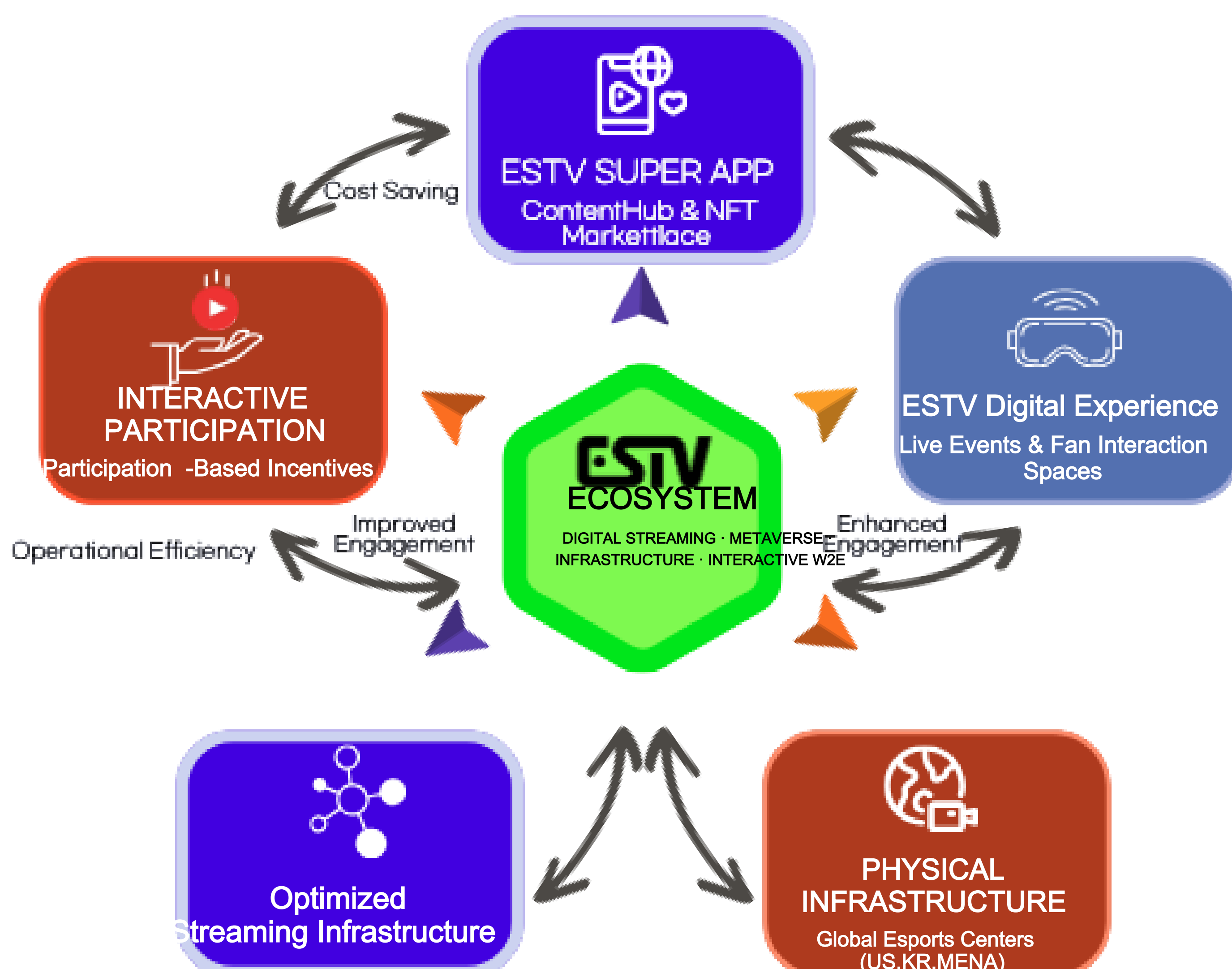
1.2 Payments & Transactions : May be used for designated in-app functions such as purchases and subscriptions (ESTV+), and for certain marketplace or ticketing features where enabled, subject to platform policies, availability, and jurisdictional restrictions.

1.3 Governance : Governance participation may include reflecting community input on content selection, gathering open feedback for platform improvements, and receiving user input on ecosystem direction, in accordance with platform policies and applicable regulations.

1.4 Advertising Settlement : Brands and sponsors execute transparent ad campaigns through smart contract-based payments and settlements in ESTV Token. Brands and sponsors may use smart contract-based settlement logic for designated ad-related workflows where enabled. Any token-based settlement is subject to platform policies, applicable regulations, and availability.

1.5 Optional Time-based Access Tier (Non-Yield, Non-Interest) : By staking tokens, users earn additional rewards. Users may optionally lock tokens to access certain in-app features or benefits (e.g., exclusive content or community access), subject to eligibility rules and changeable program policies. Benefits are not guaranteed.

ESTV ECOSYSTEM : 5 CORE MODULES (Including Policy-Based Benefits)



5. THE TOKEN UTILITY & PLATFORM MECHANICS

2 OPERATIONAL FLYWHEEL / PLATFORM LOOP

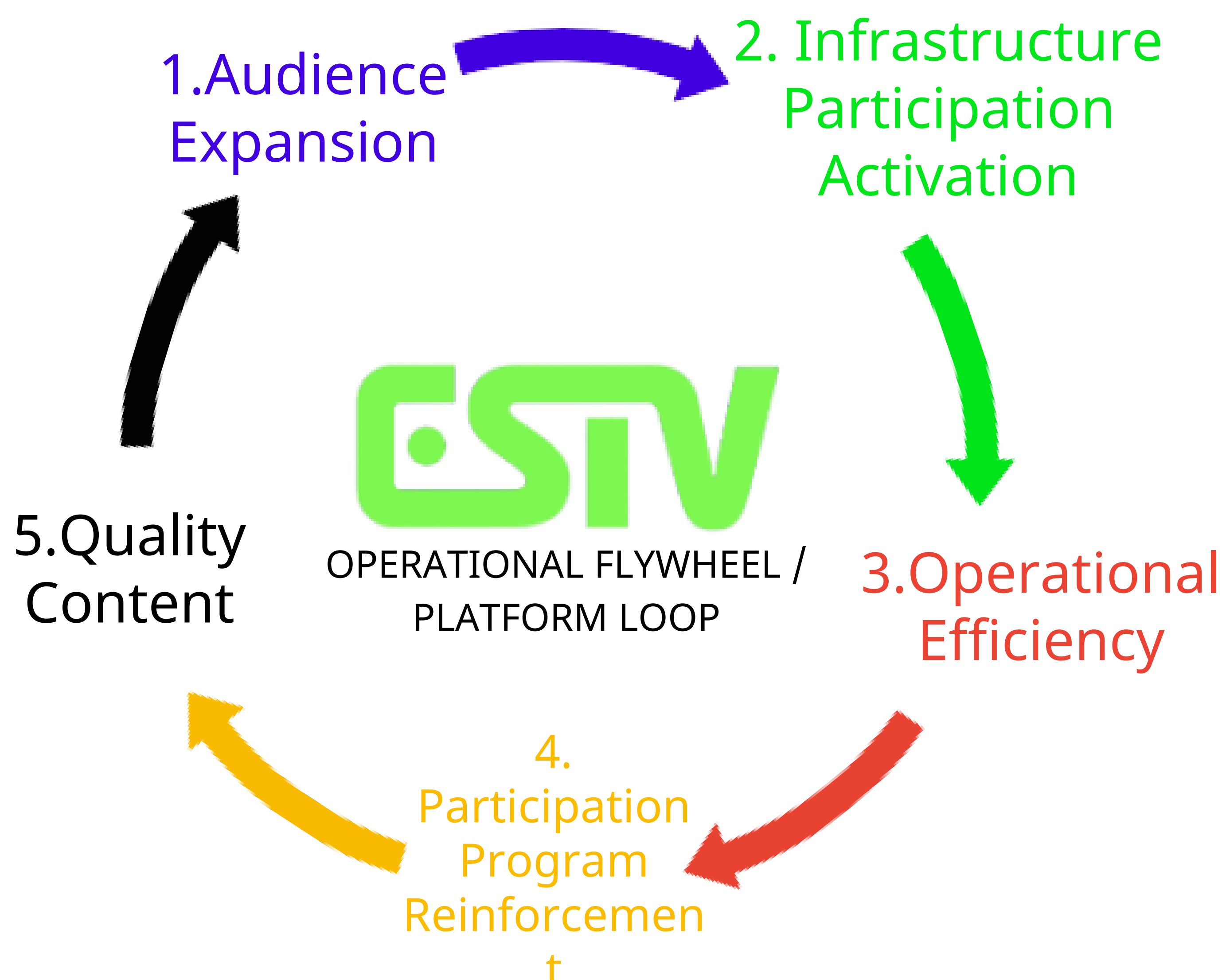
ESTV describes an operational loop based on network expansion and improved service efficiency.

2.1 Audience Acquisition : Expanding the global user base through esports leagues and K-POP content.

2.2 High-Quality Content Acquisition : Improved participation programs and product features can support creator onboarding and premium content availability, which may contribute to continued audience growth.

2.3 Infrastructure Cost Reduction : By improving infrastructure utilization and reducing avoidable delivery overhead, the platform can enhance operational efficiency and reallocate resources to service quality and reliability.

2.4 Reward Pool Expansion : A portion of operational savings may be allocated to platform participation programs (e.g., user and creator benefit budgets), subject to policy, eligibility, and changeable parameters. Benefits are not guaranteed.



5. THE TOKEN UTILITY & PLATFORM MECHANICS

3 SUPPLY & TREASURY POLICY: OPERATIONAL TOKEN HANDLING (POLICY-BASED)

E"ESTV may support the operation of designated platform programs (e.g., treasury management) and, if provided, apply token quantity adjustment policies for operational purposes, subject to platform policies, compliance requirements, and relevant regulations. Such measures are operated at discretion and may be changed or discontinued, and any token redemption or quantity adjustment policy is not intended to affect secondary market prices.

3.1 Burn Formula

From time to time, the platform may allocate a portion of certain platform fees or program budgets to operational token-handling actions (e.g., treasury operations or token retirement), subject to internal policy, compliance review, and applicable regulations. Any parameters are discretionary and may change.

3.2 Supply Management

The token has a defined maximum supply. Any supply-related policies (including potential token retirement) are operational decisions subject to governance procedures, compliance review, and applicable regulations, and are not intended to create expectations of market price changes.

3.3 Treasury Reserve

A portion of tokens may be subject to time-based restrictions for operational planning, compliance, and program administration purposes. Lock-up terms, if any, are policy-based and may change.

Viewership Statistics Table

Key Metrics	Traction	Business Impact
Global Reach	100M + Households	Global user acquisition without initial marketing costs
Distribution	100 + Countries	Demonstrating token utility for designated platform functions (e.g., access, redemptions, and participation benefits) where enabled
Engagement	Avg. 45min + per session	Securing ad revenue and token burn resources through long stays
Growth Rate	25% YOY (Viewership)	Linear increase in token demand driven by ecosystem expansion

This table describes platform adoption signals and operational impacts only; it does not imply price appreciation, profit, or investment returns.

TOKEN ALLOCATION & DISTRIBUTION

The maximum supply of ESTV Tokens is set at 1,000,000,000 ESTV, and tokens are allocated across operational categories to support platform development, user programs, and compliance requirements.

Token Distribution Table

Category	Allocation(%)	Amount	TGE	Cliff	Vesting	Remarks
Ecosystem Rewards	20	200,000,000	0%	0months	48months (monthly)	Staking + activity rewards, annual liquidity cap
Long -Term Ecosystem Fund	17	170,000,000	0%	24months	24month lockup	Infrastructure, M&A, long-term investment
Liquidity Provision & Operational Stability	20	200,000,000	12.555%	0months	24months vesting	5% (upon listing) + 15% (strategic partnership and MM reserve)
Community Distribution	8	80,000,000	0%	6months	10months (monthly)	KYC / regional restrictions enforced
Development	5	50,000,000	0%	12months	36months (monthly)	Managed by foundation / multisig
Partnerships & Growth	8	80,000,000	0%	0months	Quarterly distribution	Linked to performance, alliances, market growth
Early Supporter Distribution	7	70,000,000	0%	4months	12months (monthly)	Strategic partners. OTC + hacking prevention
Team&Founder	15	150,000,000	0%	12months	36months	Based on actual contribution
Total	100	1,000,000,000				

ESTV Token Total Allocation Amount Ratio (%)



1. THE TECHNICAL ARCHITECTURE

1 Core Blockchain Infrastructure:

ESTV has selected Solana as the core Transaction Recording Layer to process large-scale viewer data and support settlement for participation programs (where enabled).

The purpose of blockchain utilization in ESTV is not video storage, but rather:

- Efficient processing of frequent micro-settlements
- Efficient handling of high-frequency micro-benefits or micro-settlements for participation programs

1.1 Sealevel Parallel Processing : Unlike traditional blockchains that process transactions sequentially and create bottlenecks, Solana's Sealevel runtime executes independent transactions in parallel.

ESTV Application: Even if hundreds of thousands of users simultaneously request participation benefits (e.g., token-based claims where enabled), each user's state is independent, supporting high-throughput processing with minimized latency

1.2 Settlement Efficiency : Advertising viewership events and participation program records may be processed as frequent micro-transactions, subject to platform policy and availability. Solana's high-throughput architecture and efficient fee structure support a settlement environment designed to maintain user experience.

Comparison Item	Legacy Chains (Traditional Layer1)	Solana (ESTV Choice)	Application Effect
Transaction Processing	Sequential	Parallel (Sealevel Runtime)	No bottlenecks when large numbers of users claim rewards simultaneously
Processing Speed (TPS)	15 to dozens of TPS	High throughput capability	Enables responsive in-app actions at scale
Transaction Fees	\$1 to \$50+ (spikes during congestion)	Low transaction cost	Helps operate high-frequency micro-transactions for platform features, subject to policy
Finality Time	Minutes to tens of minutes	Sub-second settlement capability	Supports faster confirmation for platform records and utility functions

2 Distributed Engagement Architecture

ESTV does not primarily operate proprietary video streaming servers and relies on established third-party infrastructure for video delivery. In this document, "distributed engagement architecture" refers to distributed collection, validation, and processing of engagement data rather than video traffic distribution.

- Video Traffic: Delivered via third-party services (e.g., YouTube Player and Google CDN infrastructure), which may reduce direct platform bandwidth overhead depending on commercial terms.
- Engagement Traffic: ESTV's engagement data processing system collects and processes viewing time and interaction data in accordance with platform policies.
- Distributed Data Validation: Regional data processing structures can perform preliminary validation and aggregation to support scalable operations and reduce processing bottlenecks.

1. THE TECHNICAL ARCHITECTURE

3 Proof of Engagement (PoE) Algorithm

ESTV's Proof of Engagement (PoE) is an engagement verification framework designed to assess meaningful user participation beyond simple playback activity.

1.1 Multi-Layer Verification

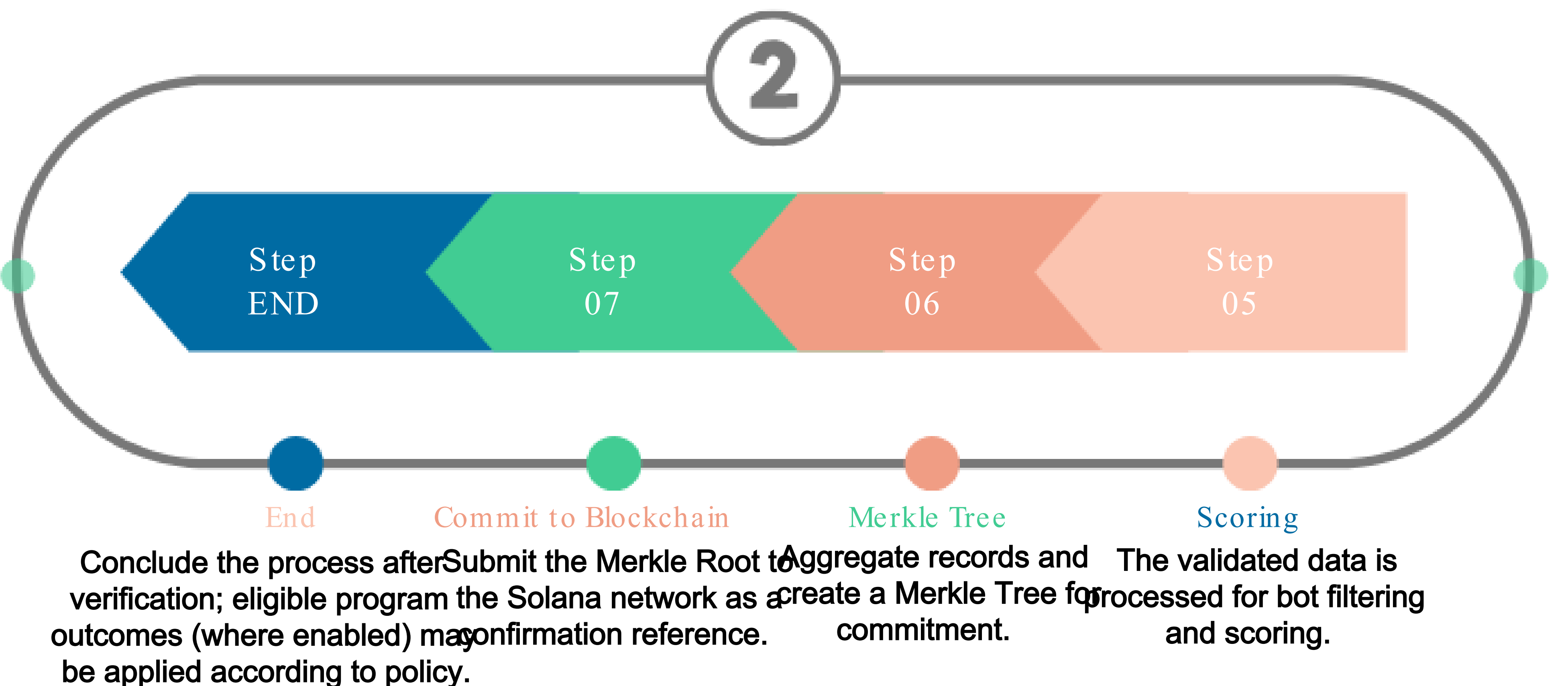
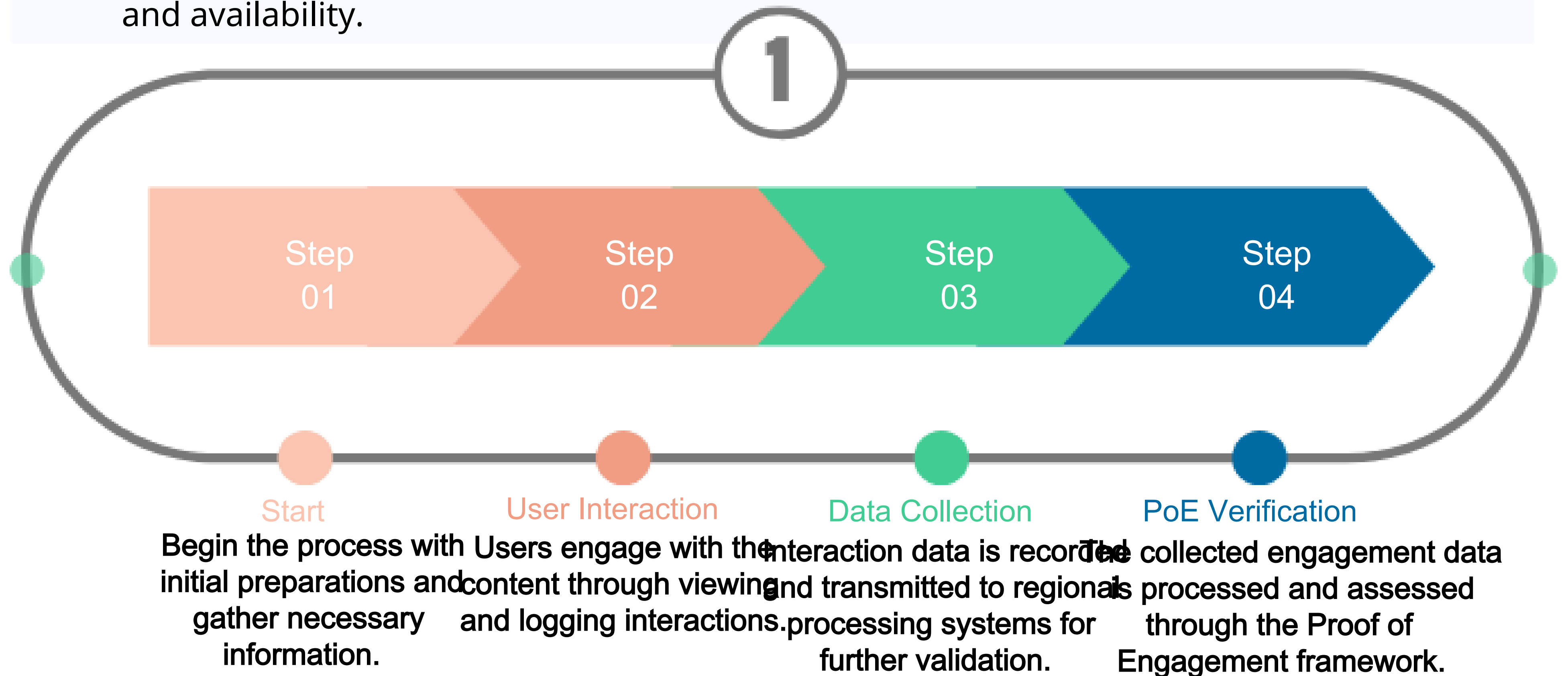
- Active Watch Time: Detects screen focus and background playback status.
- Interaction Signals: Analyzes behavioral signals such as clicks, scrolling, and volume adjustments.
- Abnormal Pattern Detection: Monitors repetitive or irregular interaction patterns to improve data reliability.
- Includes abnormal behavior detection to mitigate bot activity and artificial engagement inflation.

1.2 Merkle Tree Commitment

Millions of participation-related records may be verified off-chain and summarized into a Merkle Tree structure.

Only the Merkle Root (hash value) may be recorded on-chain to support efficient confirmation while preserving data integrity through cryptographic methods.

This framework is designed to align program outcomes with verified engagement signals and to support scalable processing for platform operations, subject to platform policy and availability.



1. THE TECHNICAL ARCHITECTURE

4 Smart Contract & Security Framework

Smart contracts serve as the “Trust Anchor,” finalizing off-chain data and controlling assets.

Tech Stack

- Language: Rust (optimized for memory safety and high-performance computation)
- Framework: Anchor (a standard Solana framework that can streamline development and support security reviews)
- Administrative permissions are protected through multi-signature controls.

Security Principles

- Role Separation: Authorities for committing participation records and performing administrative actions are separated to strengthen internal controls.
- Double-Spending Prevention: Each user’s claim state may be recorded on-chain to help prevent duplicate submissions within designated program flows (where enabled).
- Timelock & Multi-sig: Critical policy changes require multi-signature approval and delayed execution, preventing hacking and operational risks.
- Independent smart contract audit status will be disclosed upon completion.
- Emergency pause mechanism may be implemented.

5 Technology Stack Summary

Core Technology Stack by Layer

layer	Component	Tecjnlology & Description
Client	User Interface	iOS / Android / Web YouTube Player embedding, engagement event generation, wallet signature handling
Playback	Video Infra	YouTube Player API Delegated video hosting and delivery (solves transmission cost and buffering issues)
Ingestion	Data Collection	Collector API + Distributed Processing Layer Large-scale event ingestion, load balancing, fault tolerance
PoE Engine	Verification	Validation Engine + AI Scoring System Off-chain engagement validation, bot detection, participation scoring
Commit	Consensus	Merkle Builder Summarizes reward results into a Merkle Tree and records the Root hash on-chain
Blockchain	Settlement	Solana Finalizes settlement results, parallel claim processing leveraging high TPS
Contract	Smart Contract	Rust + Anchor Framework Merkle Proof verification, token mint/burn, authority control
Wallet	Asset Mgmt	Non-Custodial Wallet User private key-based signing, SPL token support

1. THE PRODUCT & COMPLIANCE ROADMAP

1 Phase 1: Foundation & Capitalization (2025Q4~2026 Q1)

Project Objectives: Establish operational readiness, compliance foundations, and core infrastructure

1.1 Program & Distribution Readiness

Finalize internal policies and documentation for token utility features and user programs, including eligibility, limits, and regional compliance requirements.

1.2 ESTV Super App Beta

Beta testing of live streaming and core app functions, including optional wallet connectivity where enabled.

1.3 Security Audit & Review

Smart contract security review and audits conducted by qualified third-party firms (e.g., Hacken / CertiK), followed by remediation and re-testing as needed.

1.4 Strategic Partnerships

Execute content and distribution partnerships (e.g., esports broadcasting collaborations), subject to contractual terms and applicable regulations.

1.5 External Compliance Evaluation (Where Applicable)

Completion of external assessments and required submissions under relevant regional standards (e.g., DAXA review), where applicable.

2 Phase 2: Service Expansion & User Experience Enhancement (2026 Q2 ~ Q3)

Project Objectives: Expand service features and improve user experience across content, commerce, and digital items

2.1 Participation Program (PoE-Based) Enablement : Enable a participation program based on Proof of Engagement (PoE) verification, with benefit allocation rules, eligibility requirements, and program limits defined by platform policy.

2.2 Digital Items / NFT Marketplace (Beta) : Launch a beta marketplace for digital items (including NFTs where enabled), such as esports highlights, limited-edition merchandise entitlements, or membership access items, subject to platform rules and applicable regulations. Secondary transfers, if enabled, follow policy and compliance controls.

2.3 In-App Commerce Integration : Integrate in-app checkout to support approved purchases (e.g., food delivery via partners, gaming gear, team merchandise). Users may apply eligible in-app points or participation benefits where enabled and subject to policy.

2.4 Social Features & Content Integration : Expand social features and content programming to improve discovery, community interaction, and repeat usage, without implying financial outcomes.

3 Phase 3: Phased Community Participation & Global Operations (2026 Q4 ~)

Project Objectives: Introduce phased community participation mechanisms and expand global operations responsibly

3.1 Community Feedback & Participation Mechanism Launch (Non-binding) : Implement phased community input mechanisms aligned with platform policies and applicable regulations (e.g., feedback programs, content preference surveys, and feature improvement proposals). Participation features may vary by region and may be modified over time.

3.2 Global Physical Hub Expansion : Expand offline esports venues and event hubs across targeted regions (e.g., U.S., Korea, Saudi Arabia), subject to local licensing, venue availability, and partnership terms.

3.3 ESTV SDK/API Release : Release developer toolkits to enable external studios and partners to integrate supported engagement and digital item features, subject to technical requirements and compliance controls.

This roadmap describes product and operational plans only and does not imply investment returns, token price outcomes, or market performance.

PRODUCT & COMPLIANCE ROADMAP

2026 Q4~

Foundation & Scalable Operations

- Governance Participation Framework Launch
- SDK for 3rd Party Developers
- Physical Arena Expansion (Global)

2026Q2 ~ Q3

Service Expansion & User Experience Enhancement

- PoE-Based Participation Program (Feature Enablement)
- Global Marketing (Influencer Blitz)
- ESTV NFT Marketplace Beta Launch
- Integration of In-App Commerce

2025
Q4~2026Q1:

Governance Expansion & Global Ecosystem

- Program & Distribution Readiness (Policy, Eligibility, Limits)
 - Solana Smart Contract Audit
 - Super App Beta (Closed)
 - EWC Partnership Official

1. LEADERSHIP & GOVERNANCE

1 Executive & Operational Leadership Team

ESTV's Executive Branch is a group of experts who have gained hands-on experience at the forefront of media distribution, content production, and blockchain engineering.



Eric Yoon | Chief Executive Officer & Founder

Over 20 years of experience as a global media distribution expert and more than 18 years as a finance professional. Founder of ESTV, the world's first 24/7 global esports media network. Former investment banker in entertainment finance at Merrill Lynch and UBS Switzerland. Served as a final judge for the International Emmy Awards and directly led partnerships with global media and sports organizations such as NFL Alumni and Saudi EWC. Recognized as a "media infrastructure architect" who personally built broadcasting networks across 100 countries worldwide.



Kon Park | CEO (ESTV LABS FZCO, Dubai)

Senior Vice President of the Korea M&A Consulting Association (industry advisory organization)
Representative of K-BIO MEDICAL LLC / Dubai
CEO of TMI Holdings Co., Ltd.
Chairman of Agados Co., Ltd.



Melissa Fisher | Chief Marketing Officer

Former President, Cox Communication, Chief Marketing Officer, ESTV (Esports Television) — Current, Former Managing Director, Peak Road Partners, Former Co-Founder & COO/CMO, Esports Tower, Former Managing Partner, Inside The Game TV, Former Co-Founder & CMO, In-Sight Location Technologies (Acquired by iGPSWatch)



Ahman Green | Director of Business Development - College League

Former NFL Player - Green Bay Packers, All Time Rusher & Hall of Fame Member

1. LEADERSHIP & GOVERNANCE



Brock Vereen | Director Of Business Development - High School & College League

Former NFL Player - Minnesota Vikings Safety Defense



Shane Vereen | Director of Business Development - Celebrity League

Former NFL Player - New England Patriots Running Back

2 Industry Special Advisor

This is the team that supports ESTV's game and interactive media ecosystem.



Edward 'ED' Fries | Industry Pioneer / Non-Executive Advisor

Ed Fries, co-founder of Xbox and former Microsoft executive, provides non-executive advisory input focused on gaming platform strategy, interactive media experience, and ecosystem development.

He does not participate in token issuance, token sales, pricing, investment solicitation, governance, or exchange listing decisions.

3 Core Developer Team

A specialized development organization responsible for the core technology development and operation of the ESTV platform.



Kwang Chul Kim | Lead Engineer / CTO

Responsible for overseeing ESTV's technology architecture and development roadmap, managing the technical direction of media streaming, interactive services, platform stability, and scalability.

3.1 Developer Team

The ESTV Core Developer Team is the dedicated technical organization responsible for platform infrastructure and interactive media technology development, ensuring both the technical implementation and stable operation of the project.

- The team focuses exclusively on technology execution and operations.
- They are not involved in decision-making related to token economy design, token issuance/sales, fundraising, or exchange listings.
- All development activities are carried out under the management and supervision of the core executive leadership, in accordance with the project's technical roadmap and governance framework.

1. LEADERSHIP & OPERATIONAL STRUCTURE

4 GOVERNANCE FRAMEWORK: PLATFORM POLICY STRUCTURE (PHASED, COMPLIANCE-AWARE)

ESTV evolves its governance structure in alignment with the platform's stage of growth.

In the early stage, a centralized operational structure ensures efficiency and stability.

Over time, structured participation mechanisms are expanded to enhance transparency and engagement.

Phase 1 – Centralized Operational Efficiency

In the early stage, ESTV maintains a centralized decision-making structure to ensure efficient operations. The core executive team and leadership group drive fast and consistent decisions for ecosystem building and stabilization. In the initial phase, the core executive team and leadership group make fast and consistent decisions to support ecosystem development and operational stability.

Phase 2 – Hybrid Governance Structure

As the platform grows, a governance council including major partners and community representatives may be formed to expand consultation and feedback functions related to operations and policy.

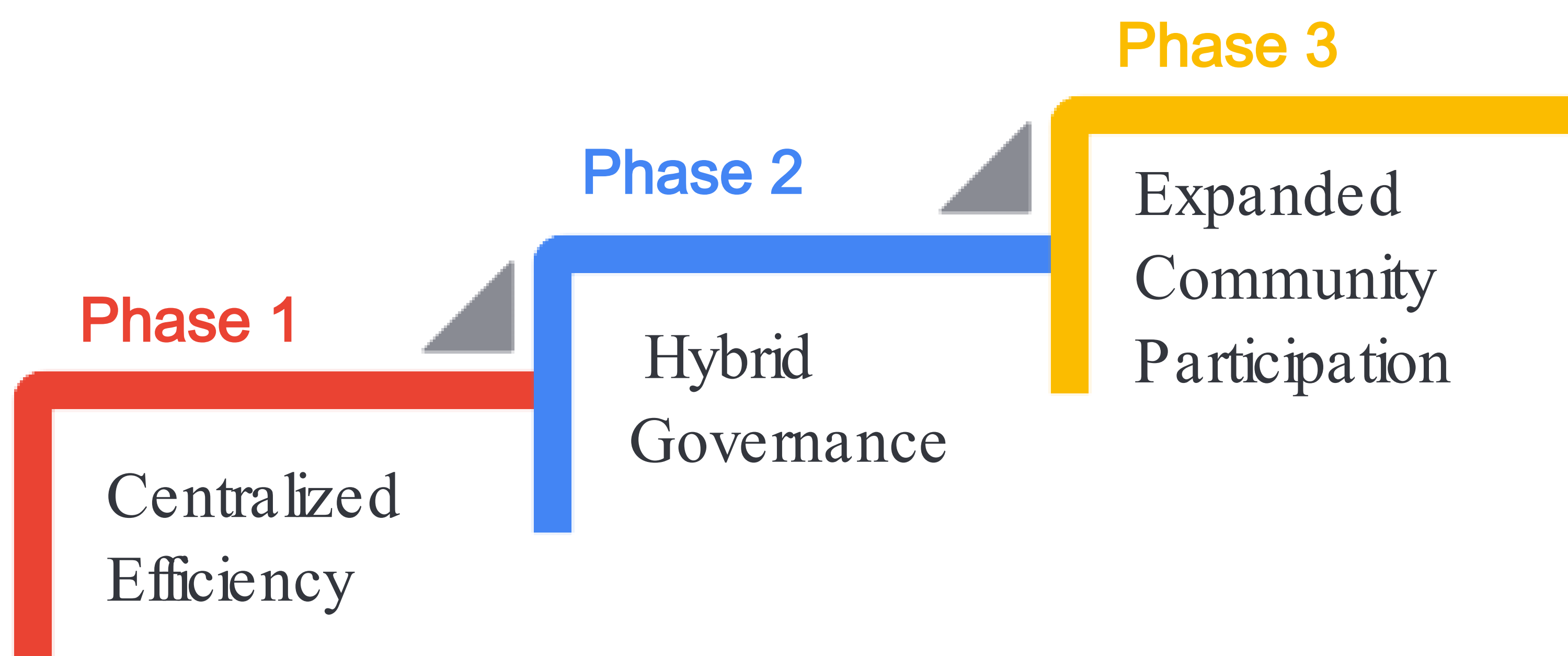
Phase 3 – Expanded Community Participation (Non-Binding)

In the long term, ESTV aims to adopt a token-based participatory structure. In the long term, ESTV may implement structured participation mechanisms within the platform ecosystem. Community members may provide non-binding input regarding content direction, platform principles, and ecosystem development.

Important Note:

Community participation is designed to enhance transparency and engagement.

Token ownership does not confer legal rights, equity, profit-sharing, or financial control authority.



1. THE PARTNERS & PLATFORM TRACTION

1 Content & Media Partnerships (ESTV)

Global Partnerships & Distribution Highlights for ESTV

1.1 Saudi Esports World Cup (EWC)

ESTV has participated in collaboration initiatives related to major esports events, including the Esports World Cup (EWC), contributing to brand visibility across international audiences.

1.2 NFL Alumni & MLB

Through content collaborations associated with traditional sports intellectual properties (IP), ESTV demonstrates expansion into broader sports media formats.

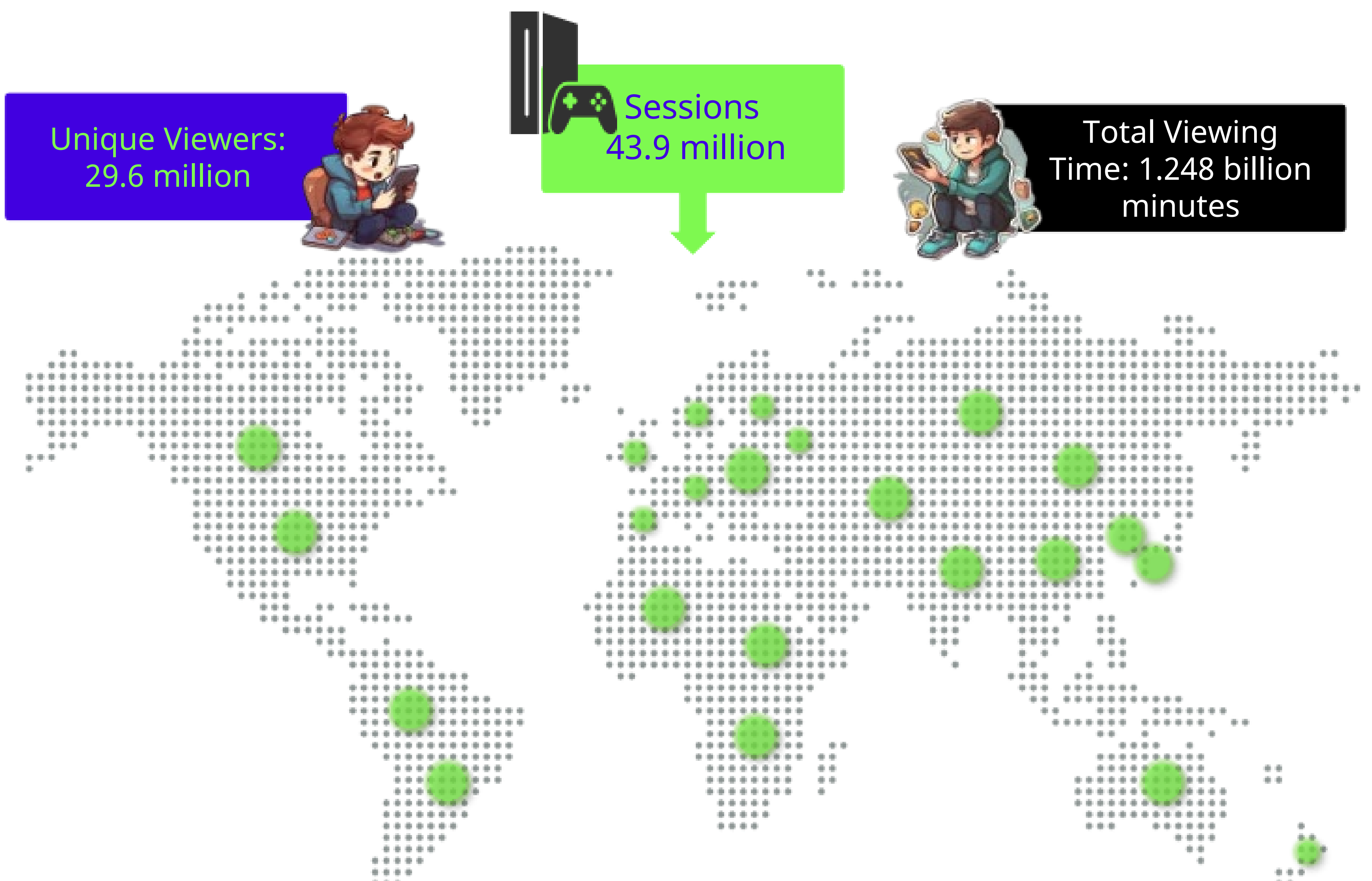
1.3 Global OTT Platforms

ESTV content has been distributed across international OTT platforms in over 100 countries, including Roku, Amazon Fire TV, and Samsung TV Plus.

1.4 Reach & Engagement

The following metrics reflect historical platform performance across various distribution channels.

All figures are based on aggregated internal reporting and third-party platform data.



These figures represent historical content distribution and engagement metrics.
They do not constitute guarantees of future performance or growth.

1. THE PARTNERS & TRACTION



1. THE LEGAL, COMPLIANCE & RISK MANAGEMENT ^{26/29}

ESTV and its subsidiary ESTV Labs FZCO

As a global esports media platform, ESTV and ESTV Labs FZCO prioritize compliance with applicable laws and regulatory requirements in each relevant jurisdiction.

Platform design and operations are structured in alignment with media, digital service, and data-related regulations.

This project focuses on media content distribution, software platform operations, and user participation-based digital services.

It does not solicit investments, guarantee profits, or provide financial products.

Participation in the platform is voluntary and subject to the laws and regulations applicable to each user's jurisdiction.

1 Jurisdictional Compliance Framework

ESTV and ESTV Labs FZCO operate in consideration of applicable broadcasting, media, data, blockchain, and digital service regulations in major jurisdictions, including but not limited to the United States, the United Arab Emirates (UAE), and the Republic of Korea.

Blockchain technology and digital tokens are not structured or utilized as financial instruments or securities. They function solely as technical tools supporting access to platform features and participation experiences.

2 Token Design & Non-Security Positioning

The ESTV Token is designed as a digital utility token to facilitate platform participation and access to certain features.

Key characteristics include:

- Not an investment or capital-raising instrument
- Does not grant profit-sharing, dividends, interest, equity, or voting rights
- Structurally restricted from having characteristics of a financial product or security
- Functions solely as an operational and technical element within the platform

Through this design, ESTV makes clear that the token is an operational element of the media platform, explicitly excluding any structure that could be misinterpreted as a security or investment contract.

3 External Legal Advisory & Risk Oversight

ESTV and ESTV Labs FZCO operate within the scope of systematically managing legal risks in each jurisdiction by maintaining an external legal advisory framework.

Compliance procedures are periodically reviewed and updated in accordance with evolving regulatory standards.

1. THE LEGAL, COMPLIANCE & RISK MANAGEMENT



Joonghoon KWAK | Industry Pioneer / Non-Executive Advisor

Joonghoon Kwak is a Partner at Lee & Ko, one of Korea's leading law firms, with over 25 years of experience in corporate transactions and regulatory advisory.

He provides external legal counsel to the ESTV project, focusing on legal risk review and regulatory alignment within the Korean jurisdiction.

Regarding the Korean jurisdiction, this project receives external legal advice from attorney Joonghoon Kwak.

Attorney Kwak is a partner at BKL (Law Firm Gwangjang), one of Korea's major law firms, and has over 25 years of experience as a corporate law and compliance expert in the fields of corporate transactions, real estate, infrastructure, and regulatory advisory.

In relation to the ESTV project, Attorney Kwak provides external advice within the Korean jurisdiction on:

- Legal structure review
- Contract and transaction risk management
- Regulatory compliance advisory

He is not a decision-making or operating entity of the project.

ESTV adheres to the principle of identifying and managing legal risks in advance through external legal advisory, thereby pursuing the long-term stable operation of a global media platform.

4 Ongoing Compliance & Risk Monitoring

ESTV and ESTV Labs FZCO will conduct continuous reviews and improvements of the platform structure, service policies, and operational methods in response to changes in the legal and regulatory environment.

This project is designed on the basis of regulatory compliance and transparency, not regulatory avoidance, and aims to secure sustainability as a global media infrastructure also from legal and institutional perspectives.

LEGAL NOTICE & GLOBAL STANDING

◦ Legal Disclaimer

This Whitepaper (the "Document") is for informational purposes only and does not constitute a prospectus, an offer document, or a solicitation for investment. ESTV tokens are functional utility tokens designed for use within the ESTV ecosystem and do not represent equity, debt, or any form of security in any jurisdiction.

◦ Corporate Structure & Jurisdiction

ESTV operates through corporate entities established in applicable jurisdictions, including the United States and the United Arab Emirates.

Corporate governance and intellectual property management are handled by the primary U.S.-based entity.

◦ Global Strategic Hubs

The non-security positioning of the ESTV Token has been assessed with reference to applicable regulatory frameworks, including the SEC's Howey Test analytical standard.

Such assessments represent legal interpretations based on current regulatory guidance and may be subject to change.

Forward-looking statements involve risks and uncertainties. Actual outcomes may differ from expectations.

Global Strategic Hubs

Primary Jurisdiction(HQ)	Global Technology Hub (Dubai)
ESTV Global Inc.	FZCO LABS ESTV
Delaware, United Arab Emirates	Dubai, United Arab Emirates
Corporate Governance & Global IP Management	Web3 R&D, dCDN Development & Ecosystem Growth



Official Channels

- Website: www.estv.co / www.estvlabs.com / <https://estv-token.io/>
- Email: ir@estvlabs.com / eric.yoon@estvlabs.com
- X (Twitter): [@estvesportstv](https://twitter.com/estvesportstv)
- Telegram: [@estv_esportstv](https://t.me/estv_esportstv)

This white paper has been prepared in accordance with the U.S. SEC Howey Test standards.

Unit No: UT-12-CO-323 > DMCC Business Centre, Level No 12 > Uptown Tower, Dubai > United Arab Emirates