

Key Info

Disclosure

Profile

On-chain

Blog

Report Date 2021-02-22

EN

Singapore  
CrossAngle Pte. Ltd.**Profile Report (Public)****Celeb Plus Limited, Inc.**Korea, Republic of  
(Country or jurisdiction of incorporation)110111-7422530  
(Entity Registration Number)29th floor, Parnas Tower, 521 Teheran-ro, Gangnam-gu, Seoul  
(Address, including zip code, including area code, of principal executive offices)**TABLE OF CONTENTS**

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**WHERE YOU CAN FIND MORE INFORMATION**

Readers and others should note that the company announces material information to the public using the company website, press releases, public conference calls, and webcasts. They may also use the following social media channels as a means of disclosing information about the company, products, planned financial and other announcements and attendance at upcoming investor and industry conferences, and other matters.

Channels	Address
Company Website	<a href="https://celebplus.io/">https://celebplus.io/</a>
Main communication channel	telegram
Twitter	<a href="https://biz@celebplus.io">https://biz@celebplus.io</a>
Company Blog	<a href="https://medium.com/@celebplus">https://medium.com/@celebplus</a>
Facebook	
Linkedin	
Github	
Reddit	
Telegram	
WeChat	
KaKaoTalk	
Custom Link	

The information posted through these social media channels may be deemed valid. Accordingly, the public should monitor these accounts and the blog, in addition to following company press releases, conference calls, and webcasts. This list may be updated from time to time and these channels may be updated without notice.

## PART I. Corporate Profile

### ITEM 1. Basic Corporate Profile

Official Company Name	Celeb Plus Limited, Inc.
Establishment Date	11 Mar 2020
Jurisdiction of Incorporation	Korea, Republic of
Principal Office Location	29th floor, Parnas Tower, 521 Teheran-ro, Gangnam-gu, Seoul
Address of Official Company Registration	29th floor, Parnas Tower, 521 Teheran-ro, Gangnam-gu, Seoul
Company Name for Website Display	Celeb Plus
Description of Company	<p>Celeb Plus is a marketing platform where brands around the world and celebs are connected directly. Development of the Internet, popularization of smartphones, and expanding base of social media have brought dramatic changes in the marketing environment while making shifts in media strategies, from unidirectional provision of information through legacy media to bidirectional communication through social media. Rise of celebs that have great influences in the Internet based on their numerous subscribers made brands keep their eyes on their channels.</p> <p>That is because consumers tend to trust products or services that celebs have experienced and recommended. For that reason, many brands are conducting joint marketing campaigns with celebs for the sake of promotion of their products and importance of such campaigns is constantly growing. Moreover, as 'celeb marketing' industry grows, various problems have risen in the market and the corresponding solutions have become necessary. For an advertiser to conduct a brand campaign, considerable amount of time and human resource are spent for recruitment of the celeb and management of advertising execution.</p> <p>Although MCNs (Multi-Channel Networks) that manages celebs or multiple marketing agencies have entered the market for the sake of efficiency, their entrance resulted in the current unreasonable expenditure structure with increased cost burden to the advertiser and decreased rewards for the celebs.</p> <p>In addition, problem of absence of credible data on influence of a celeb for estimation of advertising fee has emerged.</p> <p>In other words, rewarding criteria of a marketing campaign are currently based on the number of followers because of insufficiency of objective data to analyze the contribution to the campaign and effectiveness of the promotion. Along with such a problem, negative aspects of viral marketing, including fraudulent actions (fake likes, followers, and comments) that fabricates the campaign outcomes, have raised doubts on the credibility. In short, "cost burden because of excessive intermediation fee, problems in efficient profit sharing because of absence of credible data, and verification of effectiveness of the marketing campaign" are the problems lying ahead.</p> <p>To solve those problems, Celeb Plus aims at a decentralized platform that enables reasonable consensus on rewards by directly connecting the members of the ecosystem, brands and celebs, through the blockchain technology and maximizes the efficiency to allow for reasonable spending of advertising expenses by recording activity data on the blocks and measuring contributions of each actor based on the credible data.</p>
Company Website	<a href="https://celebplus.io/">https://celebplus.io/</a>
Whitepaper Link	<a href="http://celpl.io/download/Ko-Celeb+_Whitepaper(KOR)_(0629).pdf">http://celpl.io/download/Ko-Celeb+_Whitepaper(KOR)_(0629).pdf</a>
Mission and Vision	<p>Our mission is to provide accurate and objective advertising campaign results to advertisers and to run long together based on trust. Through this stage, the SNS marketing platform is the most active campaign, and not just celebrities.</p> <p>With the participation of many celebrities, the vision is to give advertisers more choices and become a satisfactory SNS advertising platform.</p>

### ITEM 2. Team

#### 2.1 Executives & Founders

The following sets forth certain information regarding the company's executive officers and founders, their details and positions as of 2021-02-22

##### Lee kyo young

Position Title	Co-Founder
Short Bio	Seoul National University, Composition Major Completed advanced course at the show host academy Appearance in various TV programs, including MC at Food TV (former) CEO at "PPCat," an Internet shopping mall
Experience	
Education	
Company e-mail	coco@celebplus.io
Social	

##### Lee Seung Taek

Position Title	CEO
Short Bio	Marketing consulting Planning and production of musical performances Participation in various works, including the support actor role in the TV dramas "A Gentleman's Dignity" and "City Hunter"

Experience	Participation in various works, including the main actor role in the movie "Ganghwado"
Education	
Company e-mail	bcen@celebplus.io
Social	

## 2.2 Engineering Team Leaders

The following sets forth certain information regarding the company's development and engineering leaders, their details and positions as of 2021-02-22

### > Jung

Position Title	Hyun
Short Bio	Kwangwoon University, Computer Engineering Major Network Engineer Manager at Y2K Certification Center of Korea Deputy General Manager of system office at Value Point
Experience	
Education	
Social	

## 2.3 Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2021-02-22

No data available

## 2.4 Organization Structure

The following sets forth certain information regarding the structure of the company as of 2021-02-22

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
Marketing part	5	0	
Management part	3	0	
Development	7	0	
<b>Total</b>	15	0	

## PART II. Business Information

### ITEM 1. Industry Classification

	Not Applicable
Sector	Communication Services
Industry	Media
Sub-industry	Advertising
Categories	1. Advertising

### ITEM 2. Industry Description

#### 2.1 Industry Overview

Unlike in the past, many advertisements are currently being carried out online. At the center of it, SNS marketing director is a big denominator.

#### 2.2 Recent Trends

##### (1) The influencer advertising market

According to Media KIX (MEDIA KIX), the influencer advertising market is expected to grow from 5 trillion won in 2017 to 10 trillion won in 2020, and about 60% of brand managers with marketing budgets said they are increasing their influencer marketing budget compared to the previous year. Celeb's recommended marketing is now in the spotlight as the fastest customer acquisition strategy, and more than 80% of brand marketers said influencer marketing was effective.

#### 2.3 Target Market Size

According to Media Kix, the influencer ad market is expected to grow from 5 trillion won in 2017 to 2020  
It expects to grow to 10 trillion won, and about 60 percent of its brand managers with marketing budgets are expected to see it grow.  
They answered that they are increasing the budget for influencer marketing compared to the previous year.

#### 2.4 Target Customers

It is targeted at all ages and can vary depending on the advertiser's product or campaign, for example, by gender, region, parenting, restaurant, IT, Tech, etc.  
The target layers are divided.

#### 2.5 Competitors

##### 2.5.1 Existing Industry Competitors

The following sets forth certain information regarding the company's conventional competitors already established within the industry as of 2021-02-22:

###### BRICK C

Description	SNS Celeb Marketing
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###### mediance

Description	influencer Marketing Platform
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##### 2.5.2 Token Project Competitors

The following sets forth certain information regarding the company's competitors that have implemented Token economics as of 2021-02-22:

No data available

### ITEM 3. Project's Business Model

#### 3.1 Business Description

##### 3.1.1 Revenue Model

Celeb Plus is a decentralized marketing platform for advertisers and celebrities.

The Celeb Plus platform allows advertisers around the world to connect directly to influential celebrities on social networking sites and commission brand advertising campaigns.

Pre-agreed compensation shall be paid as long as the conditions are met.

The records of the implementation of the advertising campaign are tracked data, which is based on reliable results, and are characterized by a system of compensation based on activity performance.

### 3.1.2 Platform or Application Overview

#### General platform description

Currently, advertisers, agencies, and celebrities participate in the service page to publish advertising campaigns, and celebrities directly conduct advertising campaigns by applying for campaigns or by advertisers choosing from the list of celebrities.

#### Functions of the solution

It provides information analysis by celebrity with open Api and self-developed tracking system of influencer operation SNS.

In addition, after the advertisement campaign is carried out, it provides an analysis of the effectiveness of the campaign based on objective data through the block chain.

#### User pain points

No Input

### 3.1.3 Product/Service Line Description

No data available

### 3.1.4 Competitive Advantage

It provides objective data of celebrities compared to other SNS platforms and recommends celebrities by developing an algorithm that recommends celebrities suitable for the brand.

### 3.1.5 Intellectual Property

No Input

## 3.2 Partnerships

### ▶ The Page Media

Counterparty Website	<a href="http://thepagemedia.co.kr/">http://thepagemedia.co.kr/</a>
Counterparty Description	THE PAGE MEDIA is a company that has been building digital signage media (multi-magazines) in coffee shop franchises since 2006, faithfully performing its role as a new Marketing & AD Media Partner, and providing optimal solutions specialized to corporate (brand) and cultural content based on know-how and capabilities.
Applicable Dates	2020-12-11 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Using the block chain-based data service of Celeb Plus, The Page Media conducts SNS marketing, which is an advertising product, and creates an ecosystem by paying advertising payment system or rewards with coins  Celuv Plus (CELEB), a new concept advertising platform block chain company, announced on the 11th that it will hold a business partnership with The Page Media to build an ecosystem that connects with the brand and the real economy of advertising.
Expected Benefits to Project Team	
Expected Benefits to Counterparty	

### ▶ SIYU COMPANY

Counterparty Website	<a href="http://siyu.kr/index.php">http://siyu.kr/index.php</a>
Counterparty Description	SIYU COMPANY is an integrated consulting firm that has been providing optimal solutions for various cultural contents such as creating single-person media content, display marketing, search advertising, viral marketing, and SNS marketing with rich experience, know-how, and expertise.
Applicable Dates	2020-12-17 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Using the blockchain-based data service of Celeb Plus, SIYU COMPANY conducts SNS marketing, which is an advertising product, and creates an ecosystem by paying advertising payment system or rewards with coins.

Celeb Plus (CELEB), a new concept advertising platform block chain company, announced on December 17th that it will hold a business partnership with SIYU COMPANY to build an ecosystem that connects with the brand and the real economy of advertising.

#### Expected Benefits to Project Team

#### Expected Benefits to Counterparty

### 3.3 Project Progress

#### History

Founded in April 2020, the company decided to develop a platform using block chain based on problems in SNS marketing.

Lee Jung taek, founder of Leje Jung taek, distinguished his business through collaboration with celebrities' casting entertainment, rather than stopping at regular influencers through leading drama and entertainment markets.

#### Project Status

Operational

#### Development of the platform and business operations have been or will be funded through the following sources

Equity funding

#### Plan or Strategy to expand platform or token

Currently, the service is only available on the web pc, but there is a plan to develop a mobile platform, and the use of tokens as rewards when using the service will also be used for advertisers' campaigns.

### 3.4 Milestones

Title	Target Date	Status	Description
Advertising agency MOU	2020-09-30	Completed	10 company advertising agency MOU
Celeb Plus Official Launch	2020-07-01	Completed	Development of contribution measurement algorithm, start development of wallet using compensation and settlement
influencer Economic Industry Association-Celeb Plus	2020-04-23	Completed	influencer Marketing Platform Joint Development MOU
Celeb Plus Beta Launch	2020-04-09	Completed	Onchain Area Development - Ethereum-based smart contract development (Web version)
Celeb Plus Platform	2020-03-01	Completed	Launch Planning and Development Dashboard , Back End Development - Token Economy Simulation - White Paper v1.0

### 3.5 Use Case

#### (1) celebplus.io

Date	2020-12-10
Type	Technology: Implementation and integration
Name of main counter-party	
Involved companies or organizations	
Category	advertising
Main Participant	1. the page media Company Website: <a href="http://thepagemedia.co.kr/">http://thepagemedia.co.kr/</a> Sector: Communication Services Details: general advertising agency
List of others involved	
Description of blockchain application	Data is calculated by applying block chain technology to celebrities' dashboard data analysis and celebrity matching ad campaign reports during the advertising campaign.

### 3.6 Legal Concerns

No data available

## PART III. Financial Information

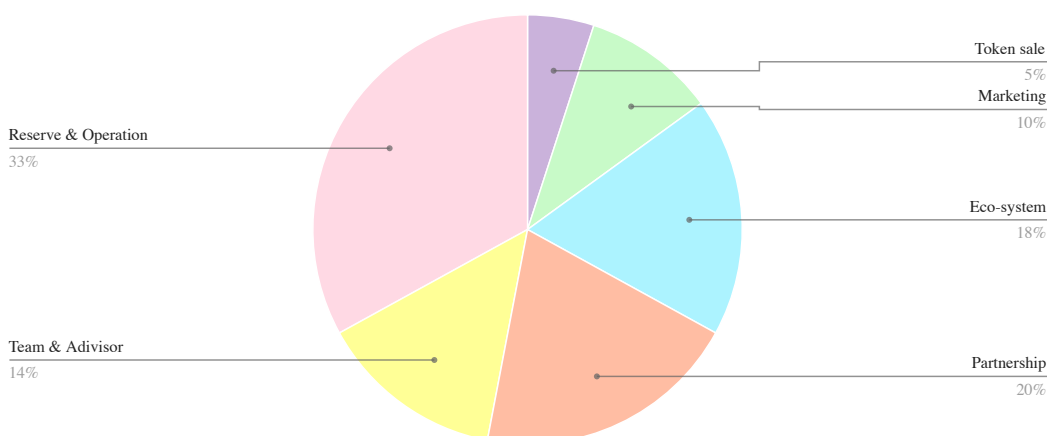
This section is only accessible by our Partners. Please contact us at [direct@crossangle.io](mailto:direct@crossangle.io) to inquire about access.

## PART IV. Token Information

### ITEM 1. Token Profile

Token Name	Celeb Plus
Symbol	CELEB
Token Economy	
Token Usage	
Short Token Description	ERC-20 Utility token
Token Contract Address	0xA3e53fe692eEda3502cf5CcfD8a535E1f93d23Dd
Base Platform	sns advertising platform
Mainnet Explorer Url	
Network	Type: Mainnet (Token) Network Type: ETH Network Sub-type: erc20
Project Type	Utility Token
Tokens were initially available and currently obtainable in the following method(s)	1. Exchange offering 2. Payouts to compensate employees, reward users, fund projects, and other direct use from reserve funds
Additional Token issuance or minting conditions, including implemented natural inflation.	Not Applicable
Trading practices after the Token Sale by Company	1. Company has not purchased or sold Tokens after the Token Sale 2. Company founders and promoters have not purchased or sold Tokens after the Token Sale
Method of allocating tokens during Token Sale	

Token allocation percentage based on Total Supply immediately after Token Generation Event



#### Token Holder Rights

- a) Receive payments or other consideration under the following circumstances  
No Input
- b) Tokens give holders ownership or contractual interest or rights in the following circumstances  
No Input
- c) Token holders may vote on the following matters  
No Input
- d) Other information that may be relevant to the Tokens or their sale  
No Input

### ITEM 2. Token Sales

#### 2.1 Token Sales details

No Input

Percentage of individual investors at initial offering

Terms and conditions for top backers

No Input



## 2.2 Initial Offering Rounds

No data available

\*: Proposed calculation, but not necessarily mandatory, is based on USD equivalent of cryptocurrency received between the start and end date of the Token sale duration calculated by  $((\text{High} + \text{Low}) / 2)$  of market price

## ITEM 3. Token Supply History

The following is a manual record Token supply history as of 2021-02-22. Corresponding transactions hashes have not been provided within this report.

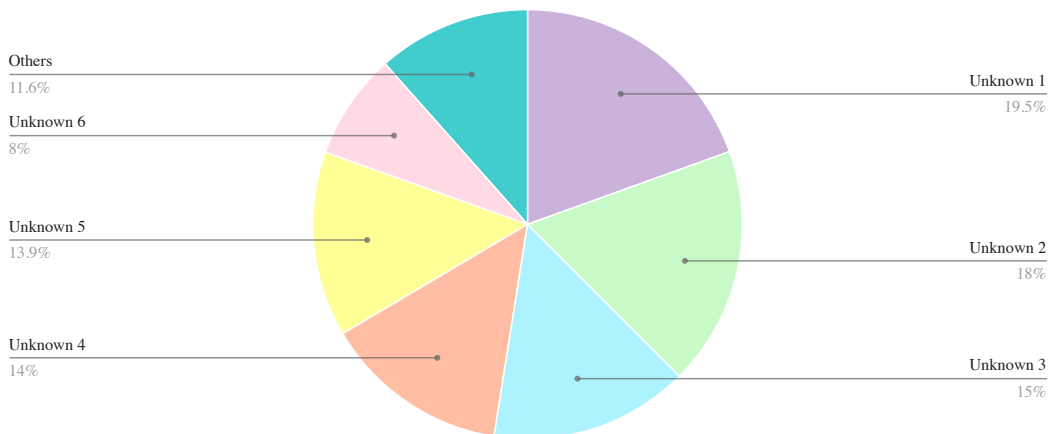
Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
No data available					

## ITEM 4. Listed Exchanges

Exchange	Pair	Price	Volume	Percentage
No data available				

## ITEM 5. Token Ownership

The following is an automatic query result of wallet addresses based on balance holdings with meta data application as of 2021-02-22.

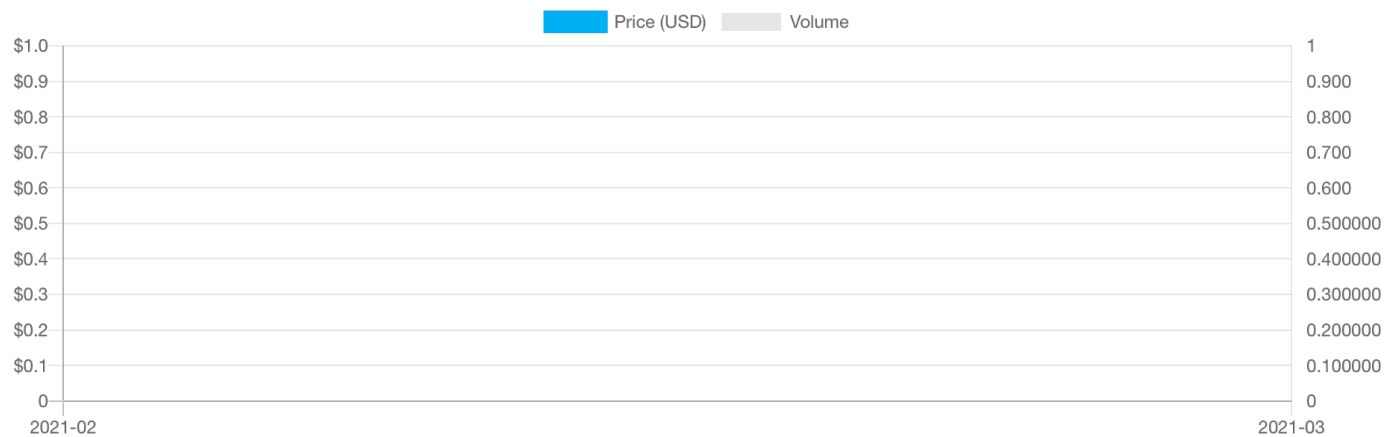


Rank	Address	Balance	Percentage
1	0x5EB6bc22B1B356fEF42080B9396057b86788dC95 (Unknown 1)	194,999,228	19.50%
2	0x96339C7Ab47931a1dbBbEB96562217aa80624a8f (Unknown 2)	180,000,000	18%
3	0xF71A077b60F889C80C8c2a17b926be61EA6A3Ed0 (Unknown 3)	150,000,000	15%
4	0x624Ff49C2b8555f1736C067ED770A97B98cd6E61 (Unknown 4)	139,970,700	14.00%
5	0x036462CfcF8770F4DAEb508D0822763D5368fee1 (Unknown 5)	139,499,998	13.95%
6	0xc85ADb6203563413a5B0a3502F299e78D4A0cC03 (Unknown 6)	80,000,000	8%
7	0x26B206e07C0Cd54f73529BAbD0cfD246FB146fA (Unknown 7)	60,000,000	6%
8	0x705AF22CD30F58144b2374F845613c080472da71 (Unknown 8)	40,000,000	4%
9	0x965cB54F2B82F51Beba8F3a2Fd6836d934C1bba3 (Unknown 9)	10,000,000	1%
10	0x82057877203075aCa62ed09eA66df5D1Af54941a (Unknown 10)	3,502,910	0.35%
11	0x6C0B51971650D28821cE30b15B02b9826a20B129 (Unknown 11)	1,499,800	0.15%
12	0xa4FeBE2B42C987e6805Fd5D8582DEd7e924DBFcC (Unknown 12)	349,971	0.03%
13	0x45FCfAEabd9b3968E098e70bCb8A4993C0CC8dED (Unknown 13)	150,007	0.02%
14	0x506E1da423F51F160E5A7d1e62dF52C2F3F3f0A8 (Unknown 14)	21,589	0.00%
15	0x65Ef661299A961B20C53EA9C2817326188A99B82 (Unknown 15)	672	0.00%
16	0x5ccBB0172dB0c2D0EcF256DBB10eBA91FE01830f (Unknown 16)	407	0.00%
17	0xF4C158f4cB12D40c2baF6f1B46FDe3AA1Dac4087 (Unknown 17)	297	0.00%
18	0xc3fBD283C63DFf1A7117CD61e372E1816b220915 (Unknown 18)	249	0.00%
19	0x4dD04d7205e17b7032E40d92Aa39812f8c90b696 (Unknown 19)	210	0.00%
20	0xc3F1f0E12D4b04Ba6572CDf10CaC87806F2cf70E (Unknown 20)	207	0.00%

## ITEM 6. Token Price

The following are market data present as of 2021-02-22.

### Price Performance



#### ▸ USD

**Current Price :**

**Change (7d/24h/1h) :** % | % | %

**Initial Offering Price :** \$-

**Return since Initial Offering :**

#### ▸ ETH

**Current Price :**

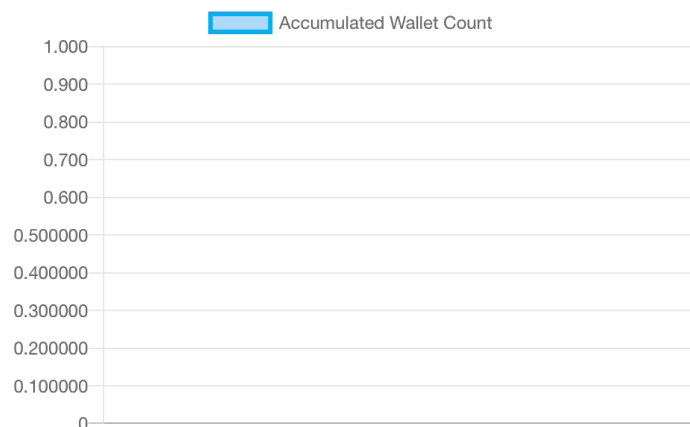
**Change (7d/24h/1h) :** % | % | %

**Initial Offering Price :** - ETH

**Return since Initial Offering :**

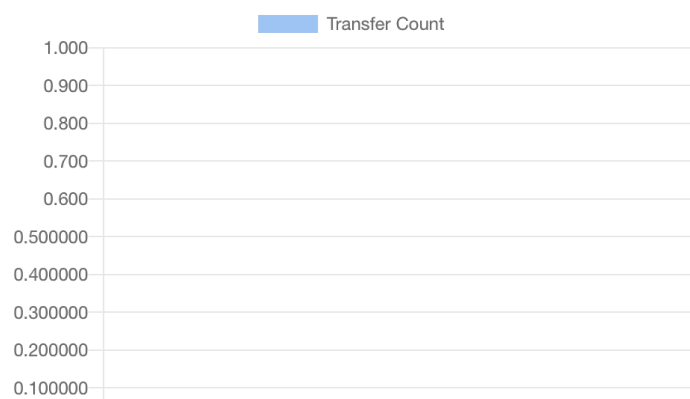
## ITEM 7. On-chain Performance

### Accumulated Wallet Count



Date	Accumulated Wallet Count	New Wallet Count
	No data available	

### Transfer Count



Date	Token Transfer Count
	No data available

### Transfer Volume



Date	Token Transfer Volume
	No data available

## PART V. Compliance

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