



Meet your star BERRY

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A new donation culture with Berry

Meet your stars.

#FunDonation

#Funation

#DoLikeBerry





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Summary

Each year the Korean Wave (Hallyu) is getting bigger all over the world. According to the Korea Creative Content Agency, the Korean media's exports reached 126 trillion won in 2020, increasing 6.3% compared to the previous year and doubling its profit in just five years. Hallyu's Large fandoms and positive perceptions are amazing derivatives from the introduction of the Korean Wave.

The fandom culture is getting stronger due to the development of social media, allowing fans to express their love directly to their favorite stars. At the same time, the celebrities are getting closer to their fandom and high-valued products are keep creating, raising up the internal and external value along with the communication.

Berry project introduces Berry Store application, an application that incorporates these new high-value products with strong fandoms in the platform. This application introduces a new economic business model with a new concept that allows fans to meet their favorite celebrities in different ways. Berry project encourages users to take part in the transparent and easy funation (fun + donation) with Berry token.

Berry project focuses on increasing the quality of products and services in the Berry Store application and offers many different benefits to maximize users' loyalty and satisfaction.

Because the COVID-19 started in 2020, the daily consumption pattern changed into non-contact contents both culturally and economically. In order to match this fast-changing digitalization, the currencies began to evolve and cryptocurrencies appeared. The economic market linked to the blockchain is expanding very quickly, domestically and worldwide, reaching the cultural and artistic fields.

Berry project has a mission of expanding its project into the global fandom network to attract more users, who can create and participate on content for themselves through virtual services and community rooms. By doing so, the celebrities and the fans will communicate easier. To achieve this mission, Berry is preparing additional, unique online content such as Berry Metaverse service, NFT items using IP (intellectual property rights), and API (Application Programming Interface) for domestic and international fandoms and users.

Starting to list on Korean domestic exchanges which offer KRW pairs for domestic users, Berry project will also list its token to various international exchanges for foreign users. Moreover, Berry Project is planning to adopt an exchange system where users can exchange other tokens for Berry tokens or vice versa to increase accessibility and stability of the token. It is also planning to adopt a paypal payment system to give high quality of experience in the application.

Berry is actively promoting events and news via many Berry Store official channels and other media.



Youtube



Twitter



Telegram



Instagram



Facebook



Blog



Medium



Chainflix

Vision

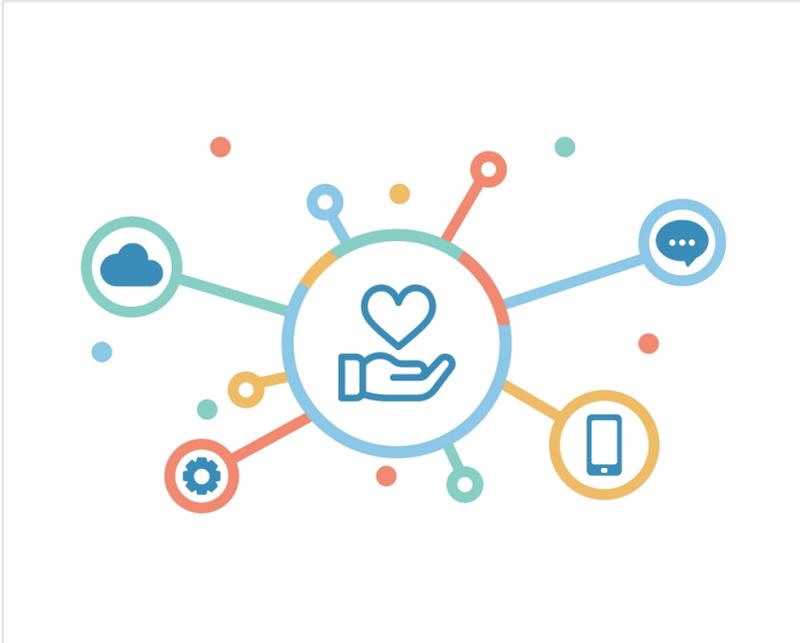
A new trend called donation culture in a fun place where you can meet your favorite celebrity, Funation environment and community, a ESG platform to create a value that emphasizes people .

A digital place where it's possible to buy the celebrities' favorite items and it's possible to meet your favorite star when and where you want.

A technological platform based on blockchain that solved the deep-rooted problem of the donation by creating a reliable system where it's possible to donate transparently

Berry platform that connects both online and offline projects and becomes a new trend maker with Berry Store, Metaverse, NFT and the new Berry Place.

An ESG platform that invites the users to participate voluntarily and to continuously use the service. It creates a place where the participants meet each others' needs and creates an environment, a society, a community and a donation culture that is valued universally.



Goals

Creating a fun donation culture based on the users

After opening the Berry Store, we created an environment where it's possible to contribute to society with a positive influence, which is charity, with the users through auctions of cherished items and talent donation of many different celebrities up to now.

A complete charity platform based on blockchain

After launching the service at first, a stabilization was completed in order to improve the use of the users. The Berry project will do its best to maximize the use of the platform such as UI/UX design, high functions, etc.

A token ecosystem will be created by the users while respecting the laws made by the Government about the virtual assets.

A connection and expansion of the donation culture both online and offline

After the Berry Store, many different services such as Berry Metaverse and NFT will be released. Also, a real place where it's possible to meet stars will also be prepared.

Strategy

Berry celebrities

You're precious for being you. With us, you will make a fun donation when you donate for your time, items, etc.

While donating an amount from a funation under celebrities' names, the popularity will increase. It's possible to make a personal positive PR through online marketing about donation. Celebrities can personally communicate with users on Berry Store.

It doesn't matter whether you have a talent or not. You are a celebrity.

Supporting companies

Berry Store introduces companies to a fun way to contribute to society. The magic of transforming a good donation into an advertisement and marketing of an amazing item coming from a company.

Become a socially useful company while donating and promoting an item at the same time. Try a new online promotion through the Berry platform. If you want to hear the voice of the users, use the Berry platform.

Berry users

Try a fun donation method, not a boring one. Buying an item or a date with a celebrity becomes a nice act.

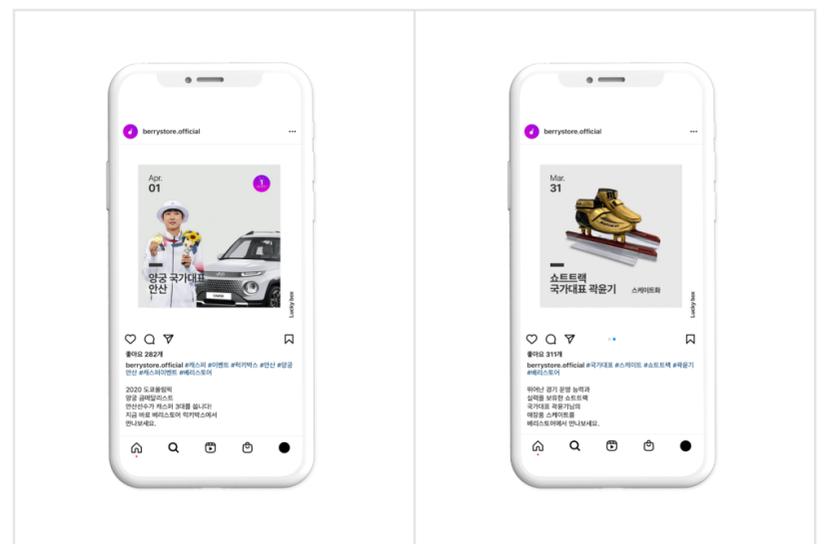
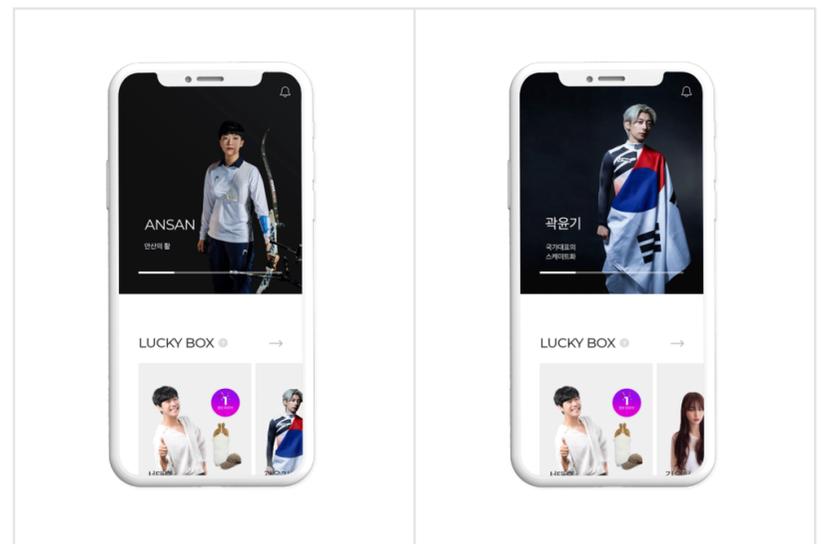
You won't be able to wait to meet your favorite celebrity. It becomes a fun donation to communicate and buy an item.

The awkward keyword "charity" gets reinterpreted. Every user will feel satisfied by the interesting way of donation on the Berry platform.

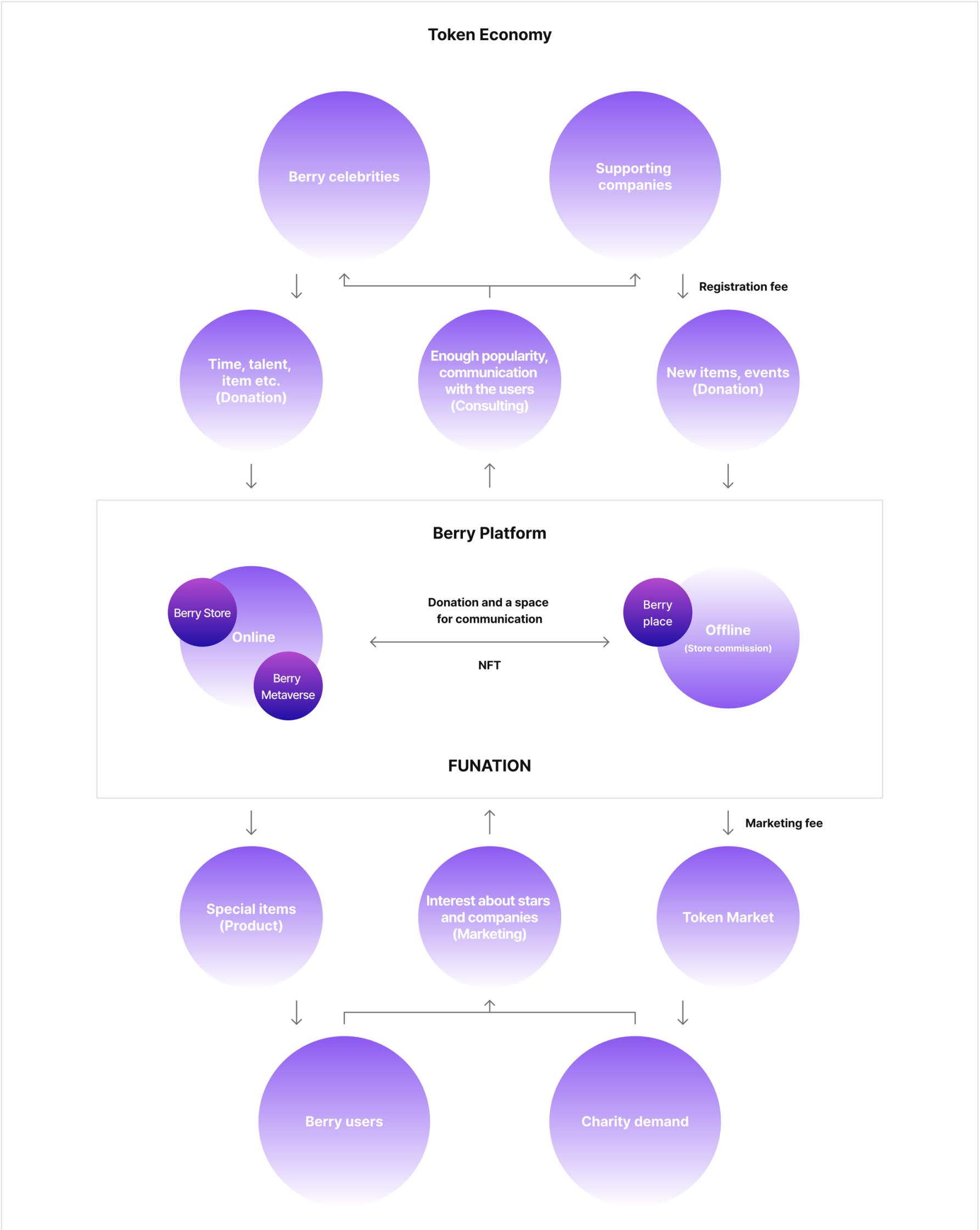
The celebrities who will participate in Berry will be able to communicate with their fans through a meeting while promoting him/herself through a donation.

The supporting company will become a social company with a new online marketing called Funation and they will be able to communicate with the users on the Berry platform.

The users will be able to meet stars on the Berry platform. A good act is a fun donation for the needy.



Berry Ecosystem



Platform Architecture



Currently, the Berry (Berry token) is a core element that composes the Berry Ecosystem. The information about the Berry token related trades (deposit, withdrawal) and the donation information about the Funation, another core element of the Berry platform, are based on the blockchain. The Berry platform is using the reliable and transparent blockchain technology to create a new donation culture, Funation.

Blockchain Layer

The Blockchain Layer is using a public blockchain network to prove reliability and transparency of the Berry platform.

The Berry token is managed through the Ethereum and Luniverse network to embody the new donation culture.

The Berry platform is considering another project such as NFT. to connect both online and offline in order to create a donation culture that transcends both space and time.

Ethereum

Depending on the participation of the user and the funation on the Berry Store application, it provides a reward to the users. Also, depending on the number of events where the user took part, it rewards the user with Berry.

Luniverse

Luniverse was introduced as a side chain to connect the public blockchain, and it makes up for the Ethereum weaknesses by offering a more stable service.

Service Layer

The Service Layer takes care of the requested items from the application. It takes care of each requested term depending on the situation and it's divided into token, service and rewards.

Token

The Berry token is based on ERC-20 mainnet. ERC-20 is a platform based on Ethereum. It works with a POA (Proof of Authority) method; so, it's fast and secure because unauthorized node cannot be involved with the block records. Currently, in order to transmit the main token among the Berry Store wallet and external exchanges, the Berry token uses the gas fee ETH. In addition, this process gets recorded as a Blockchain block transaction. ERC-20 is a service that uses the previous stable blockchain infrastructure of Ethereum to make blockchain based application easier.

Service

Berry project helps the funation to work properly on the Berry platform. It creates a demand for donation, it attracts users, and it hosts celebrity and supporting companies while creating a funation, so the service gets distributed on the off chain.

Reward

Depending on the events where the users take part, a reward will be provided to the users, and the reward will be delivered in the users' wallet depending on the event. Moreover, on the Berry Platform some advertisements are shown and the users that participating in the advertisements will be rewarded with tokens. Berry project convert worth of reward to tokens then distribute.

Application Layer

The application layer offers the chance to participate personally to the service on the Berry platform. It is formed by a online and offline service, and the two services are connected by NFT. The Airplace technology is used for this aim, so the users can get to know the interactive donation culture.

An offline store is in preparation and we are also preparing a different service that you can experience online like a showroom.

Berry Store

This offers the basic function for the funation as the first service of Berry platform. Celebrities and sponsoring companies take part in the donation activities through items, and the users buy the items with Berry tokens. The donation of new products by the sponsoring companies promotes the donors naturally from the users' interest and purchase. It offers the chance of creating an funation culture.

Berry Metaverse

Through the community room, it offers the function of Be-Live (Berry live, a live meeting with the fandom), a 1:1 meeting or an online fanmeeting. This community room is a new marketing strategy while it embodies the items and NFT in the Metaverse.

Berry Place

By offering the Berry place based on the Airplace as a space where it's possible to meet the celebrities, the Berry platform gives the opportunity to experience a fantastic event in a space just for the Berry platform users. The first Berry place is currently in preparation, and the users would be able to try the funation culture offline, presenting a unique service based on the NFT technology.



Berry Platform

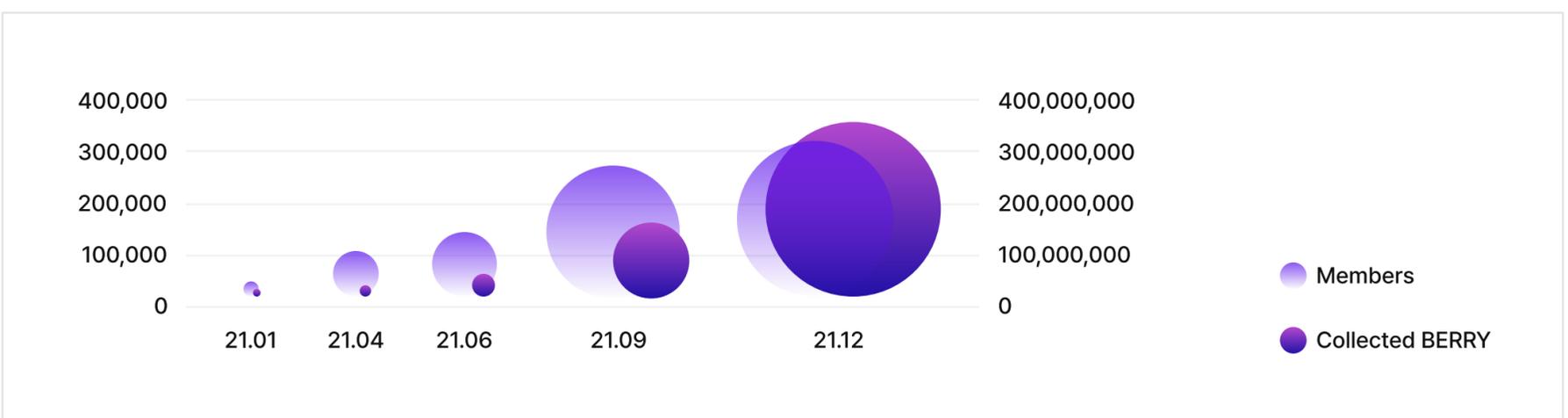
BERRY STORE Application

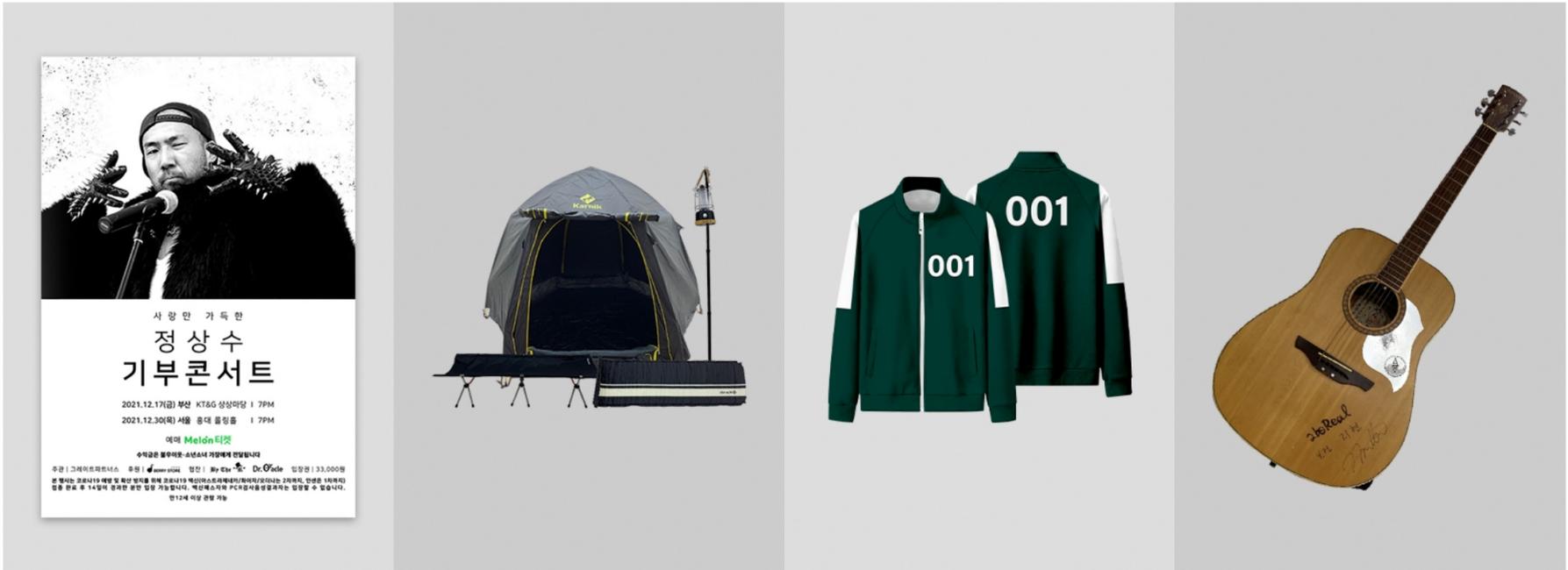
Berry Store has the goal of creating a global network platform for fandoms. On Berry Store, the celebrities and the companies are offering new high-value added items created by their influence to the fandoms, and they make automatic donations to charity organizations for good images. The fandoms (the users) satisfy their needs and boost their stars' donations simultaneously, so that this application is built with a structure of virtuous cycle that helps many different associations in need.

This application not only aims to promote and expose famous celebrities but also satisfies the needs of all participants as a platform with the new concept of a meeting between the fans and their favorite celebrities, including many different fandoms of all ages. It's a new platform satisfying the needs of participants and connecting the trust of the donation usage simultaneously.

Currently, as of January 2022, there are 300,000 active users, 270 items auctioned, and 127 stars participating in our funation. Due to the increase of users' demand, Berry project keeps generating new content.

BERRY STORE statistic in 2021 (unit: number, BERRY)





The outstanding contents on Berry Store are Lucky Box and the Auctions.

LUCKY BOX

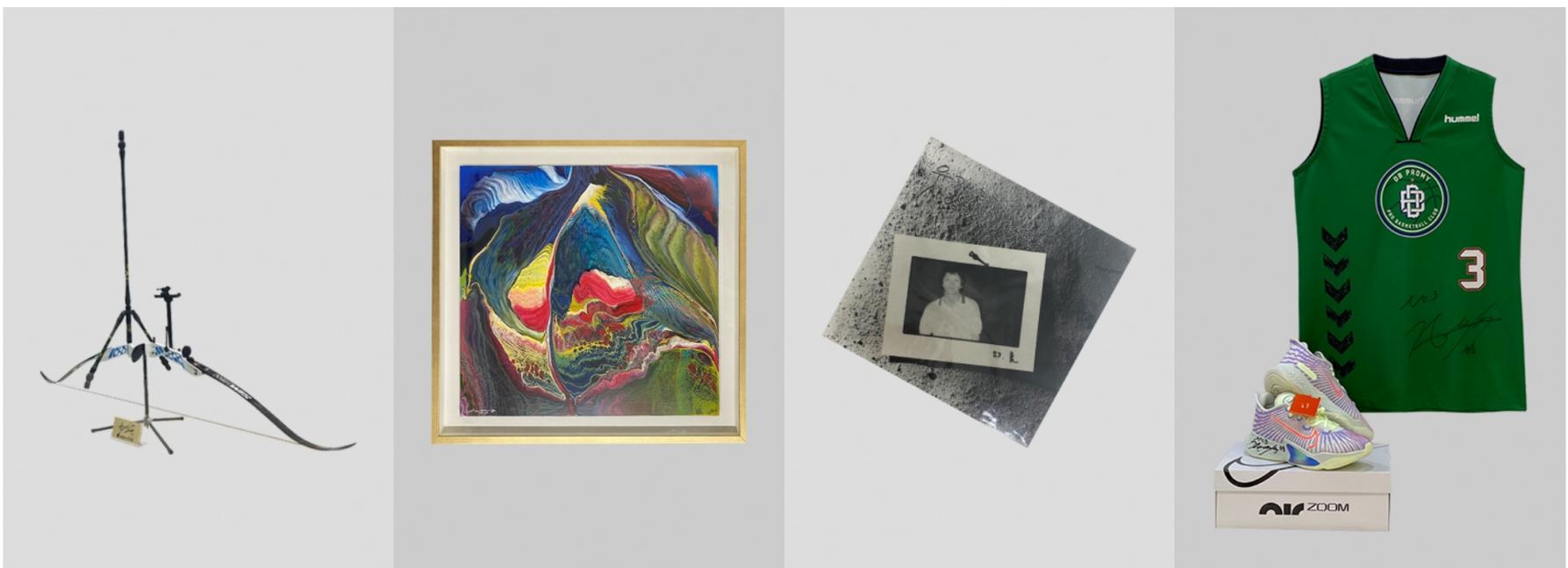
Lucky Box consists of celebrities' items and talents and companies' sponsored goods that they decide to donate all the profits. The winners are selected randomly by the raffle system.

The total of Berry tokens accumulated from this content is donated.

AUCTION

The auctions consist of celebrities' unique talents and cherished items. The winners will be the highest bidders during the sale period.

Berry Store introduces various active and dynamic contents such as dates, meals, and consultations, leaving behind the static fandom system and celebrities' merchandise.





AnSan Archer: Bow

21.12.09 ~ 22.02.03

5,170,000 Berry



Astro
Stage outfit

21.06.29 ~ 21.07.05
1,754,815 Berry

Actor Seongwoo Ong
Jacket

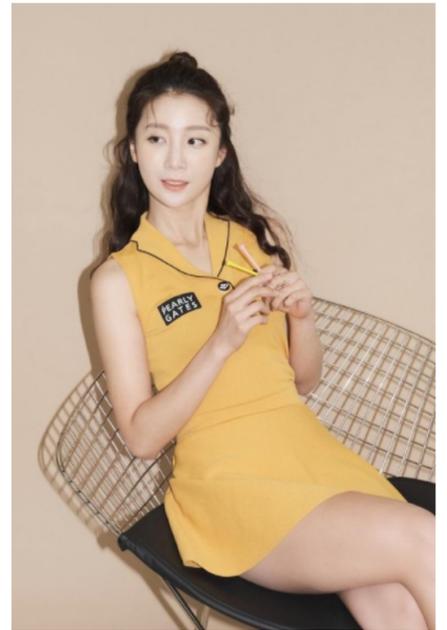
21.09.28 ~ 21.10.13
800,000 Berry

Taehong Min
Mountain Geumgang Abstraction

21.10.27 ~ 21.11.18
4,530,000 Berry

Golfer Yeji Choi
Golf round

21.10.29 ~ 21.12.08
415,320 Berry



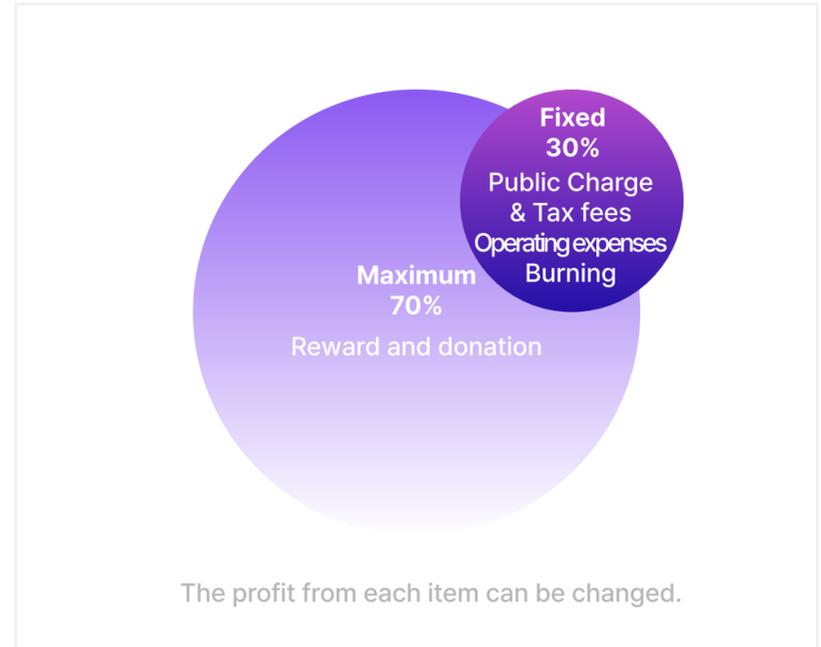
Moreover, Berry Store is transforming into a platform with a high participation rate by benchmarking the strength of the overseas auction and function strategies. Berry project is preparing for an active domestic and international community to drag the global fandom into the platform.

Lately, the economy and the business models are rapidly changing due to inconsistency of market demand. Berry project wanted to keep up with the market changes and decided to launch the Berry Store platform with many different contents, a service where the celebrities and the fans can meet directly. Berry Store's network has been successfully attracting participants with a good community. With blockchain technology, Berry Store suggests an easy, secure, and transparent business model.

In addition to listing on domestic and foreign exchanges, additional KRW payment methods (Paypal) will be applied to the Berry Store application. Berry Store will auction stars' limited-edition goods and only certain goods, such as painting, to become a platform that replaces domestic auction sites that are somewhat difficult for the general public to access.

Berry Store's revenue model is shown in the following graph. In the case of sponsored goods from the company, 70% of the profit will be donated.

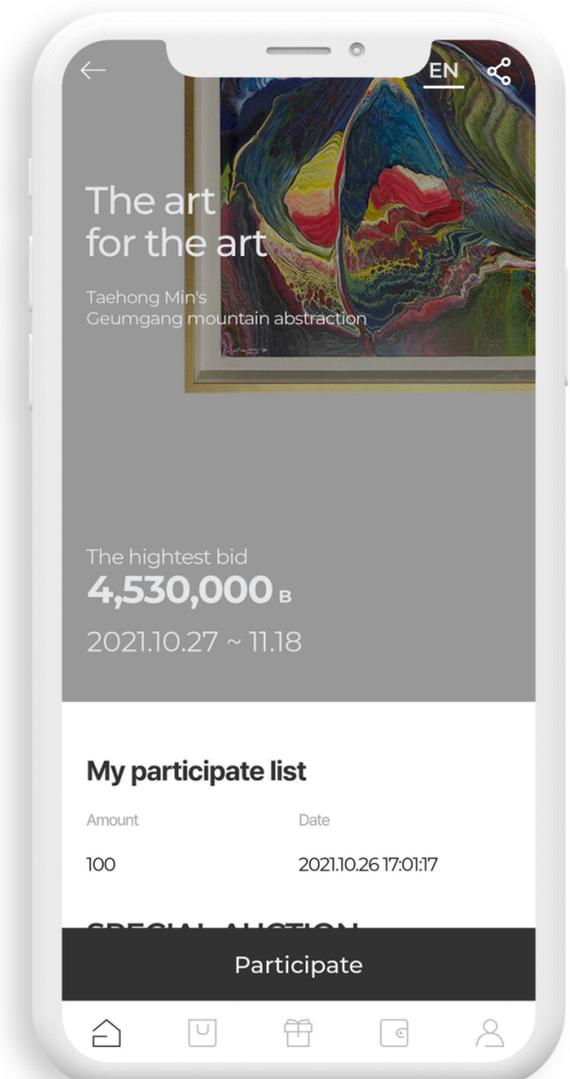
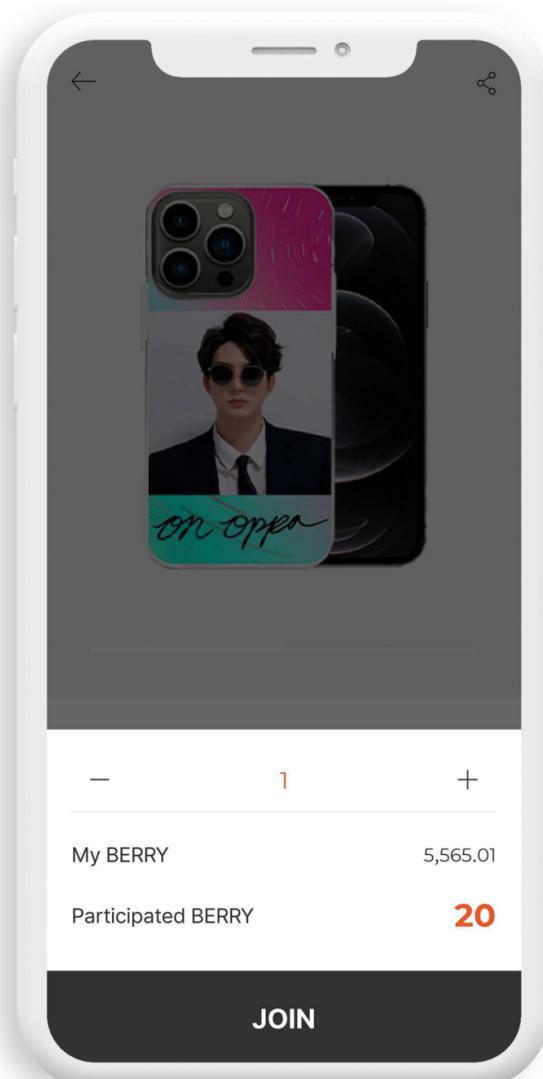
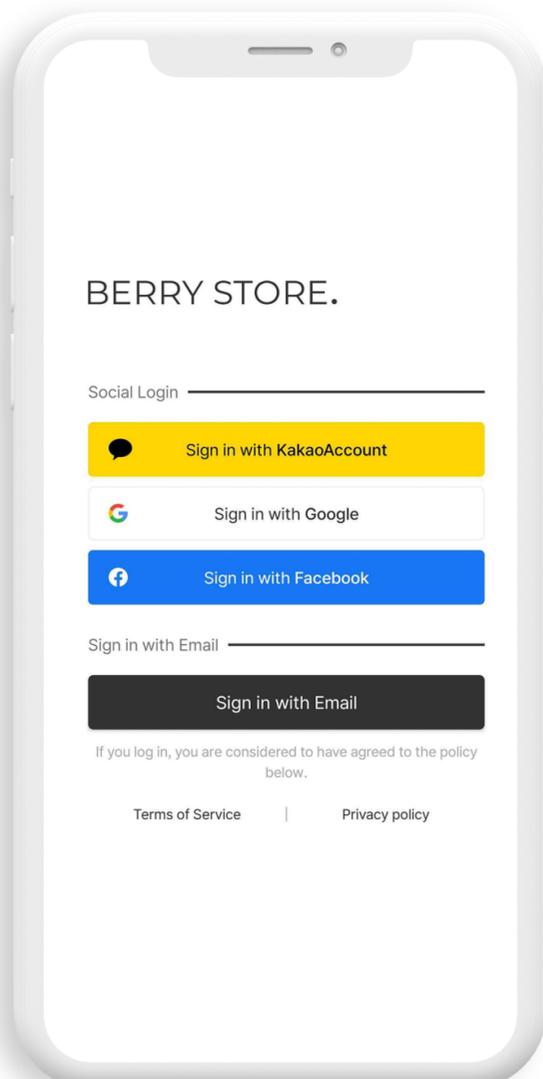
Berry Store mobile application has developed UI/UX to give a high quality of experience to encourage users' regular visits. The application is developed in IOS and AOS native language. Application service is in Korean and English. By adopting automatic translation functions, more languages will be supported. Besides the information about the token exchange in the blockchain trade, other datas (such as users' account information, participation



history) are securely managed by an AWS RDS service.

The application has SNS login for easier access to users and does not collect unnecessary user information. It is developed as users can simply take part in Berry Store's contents by one click.

In the application, users can take part in events such as "Daily Log-in", "Watch Ads", etc.



Berry Metaverse and NFT

A community room for the fandom based on a metaverse

This is a community where users can fulfill their dream to meet celebrities, and K- Culture fans who love K-pop, sports, movies, or arts can enjoy many different fandom activities. Berry Store will create contents that can be consumed with Berry tokens and organize events and activities where it's possible to acquire Berry tokens.

Berry Store is creating contents where fans can support their favorite stars with Berry tokens, and it has been preparing events where the users can earn Berry tokens for free.

Moreover, Berry Metaverse will give opportunities to fans to promote their celebrities online via Youtube, Google Ads, or offline with coffee or snack trucks, etc., to show some love to a star using Berry tokens.

Berry Metaverse will add a fan subscription service where each celebrity can host a concert, an online fan meeting 1:1 or with multiple fans, a B-LIVE(Berry Live, a live video chat with the fans) through a "room." This service will have a free "room" with a basic level and any additional services such as a monthly subscription, a support package, etc.

Berry Metaverse will have content such as merchandise, chatting emoticons, etc., and Berry project is going to expand its business model through a package with different levels.

Virtual Service

Berry project will encourage the fans and the general users to join the Berry Metaverse, where it's possible to try many different free places such as the South Pacific Ocean resort, famous amusement park, aquarium, a big concert hall, etc.

Berry Metaverse will have space only available on Berry metaverse by using a famous movie or animation background. In this virtual space, it's possible to visit different places, even famous ones, while going on a date with a favorite star.

In the Berry metaverse, buying or lending a specific share is possible. Services for additional items will be purchasable with Berry tokens.

This service targets the Millennials and Gen Z interested in satisfying prices over reasonable prices. Moreover, Berry metaverse offers a unique experience like a realworld where users can buy everything with Berry tokens.

Berry metaverse will adopt AI Advisor to curate Worldview to make users delve into worldview.



NFT

Recently, many stars and big entertainment companies have been creating NFT (Non-Fungible Token). For example, the singer Naul created an NFT for the 10th anniversary of his first full album, the actor Dongwon Kang donated the profit from his NFT made from his live streaming video, and the anonymous rapper Mommy Son became viral after selling a NFT (12-second long video) for 60 million won.

NFT is not just a merchandise, but it became a new service or product to connect fandom and celebrities. It is a new rising market about not a one-shot chance but a long-lasting NFT opportunity to meet an artist.

Berry project will be realising new NFT, including one-of-a-kind items from Berry's artists or items from collaborating companies (such as webtoon, characters and illustrations etc.) which own many different IP(Intellectual Property).

More contents such as celebrities limited-edition merchandise, autographed screenplay, unreleased videos, unreleased songs, unfinished art pieces, and so on are upcoming.

One of the goals of Berry Store is to explore different kinds of NFT, especially memes (a way to call different secondary parody or a creation which became viral through the social media or online community). In addition, Berry project is going to present unique NFT items that can satisfy all the fandoms and the celebrities involved by maximizing their artistic value, not just the flow of money.

Berry Store is going to issue NFTs related to both online and offline contents such as concerts, k-festivals, etc. and this NFT can become an asset without any online or offline identification (telephone number identification, etc).

The purchase and the sales of NFT are easily available on the site Opensea (a most known platform that issues and trades NFT items), and the goal of Berry Store is to allow trading between the users as a second-hand market after Berry Store opens an NFT marketplace.

The users will be able to keep their rare NFT items in their Berry wallet, and they will be able to buy, sell and exchange freely through a Berry market prepared in a community "room".

NFT will become a flagship product for Berry Store. Sharing the talents beyond the asset value of the NFT, the users will be able to donate partial Berry tokens from NFT sale, creating a new economic market made by users' donation.



Berry Place

Diversify of Berry Usage

Berry project has been preparing an “open stage”, where the upcoming stars can show their talent and the users can support them with Berry tokens.

The open stage performances will be broadcasted via Berry Store official youtube channel, and Berry token will be distributed to channel subscribers.

Collaborating with small, medium, and franchise companies, Berry project will create a beta version of a payment method, based on QR codes to adopt both online and offline payment systems that can be used wherever the client is.



The meeting of online and offline through the NFT technology

Berry Place is accessible through NFT by Berry store, and it also will be made into a popular spot where it's possible to enjoy many different events with celebrities.

The first Berry Place is in preparation to open in Beomgye, Anyang, and, after that, more Berry places will be opened.

In addition, we will host offline events for small business owners who are struggling because of COVID-19.



Building a Berry Area, based on AirPlace

The products bought from funation events, the unique products bought in the first Berry place, and the products received through special benefits offered in the store would be also available on the Berry Metaverse.



Berry MCN

Management & MCN

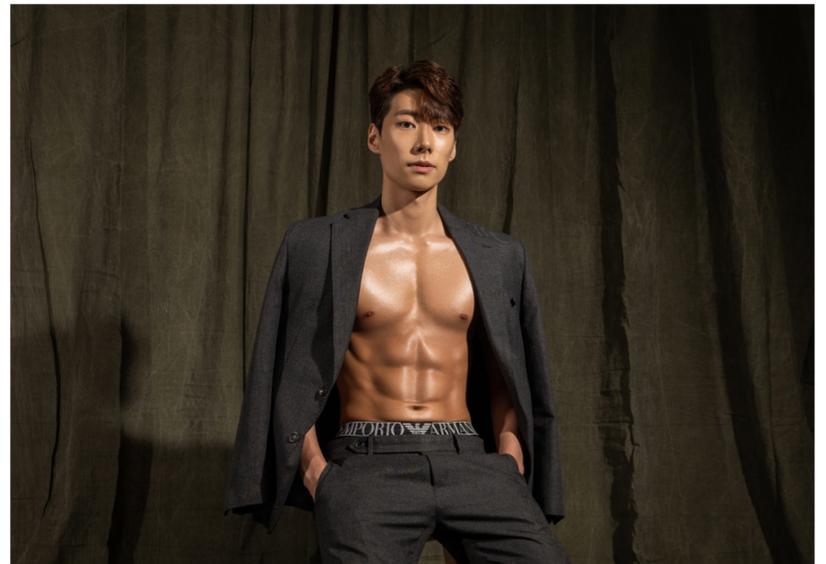
Berry project plans to manage the upcoming stars who will take part in the open stage, and plans to produce the needed content for each category and promote events both online and offline.

Berry project looks for new rising stars with potential, supports them with music, shows, etc., and merchandise, and makes an independent market along with the NFT item.

Berry project is planning for aggressive marketing by being a promotion model of Berry projects and its affiliates and by exposing its news on various media.

The project is also planning on B-Live where fans can meet their favorite stars.

Berry project will collaborate with MCN, prepare many different projects using the IP, and present unique high value-added items.



Berry Token

Lately, the reward event that gives users points as a reward within the application is widespread, and Berry Store offers virtual assets, Berry token, as a blockchain reward instead of mileage points.

Berry token is not only used as a payment method within the Berry Store application, but it will also be used as cash in the near future. Berry project has been planning to diversify token usage in the application. Moreover, Berry Token's goal is to create a blockchain-based integrated payment method that can be used in daily life as an easy on and offline payment and transfer between users.

Currently, the Berry token is used for payment for auctions or Lucky Box on the Berry Store application. A part of the incomes generated from the auction and Lucky box contents is donated to the charity organization sponsored by Berry Store. Berry coins can be also received as a reward in events such as the attendance check and more.

A total of 10 billion Berry tokens were issued, and there will not be additional issuance.

Berry foundation is collecting a part of the Berry tokens to secure the market with the Specific Financial Information Act. Moreover, in order to protect the investors, Berry foundation locked up the Berry tokens. After the lock-up release, Berry foundation will keep updating about the Berry token's distribution status on Xangle.

Moreover, the lock-up schedule and supply can be changed which will be updated as well.

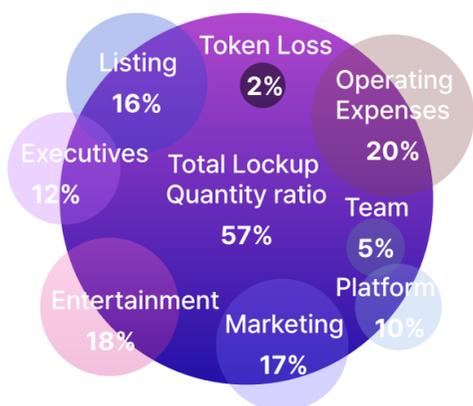
The Berry project is burning a partial percentage of the profit (Berry) from the application every quarter, but the burning policy can be changed. By destroying a part of the Berry tokens, Berry foundation prevent coin depreciation and maintain a market price.

Moreover, In case of the portion of Berry donated, The foundation transfers the Berry token to the organization's Berry wallet. Then, the organization liquidates Berry at the exchange

Berry Store does not execute any authorization for donation usage.

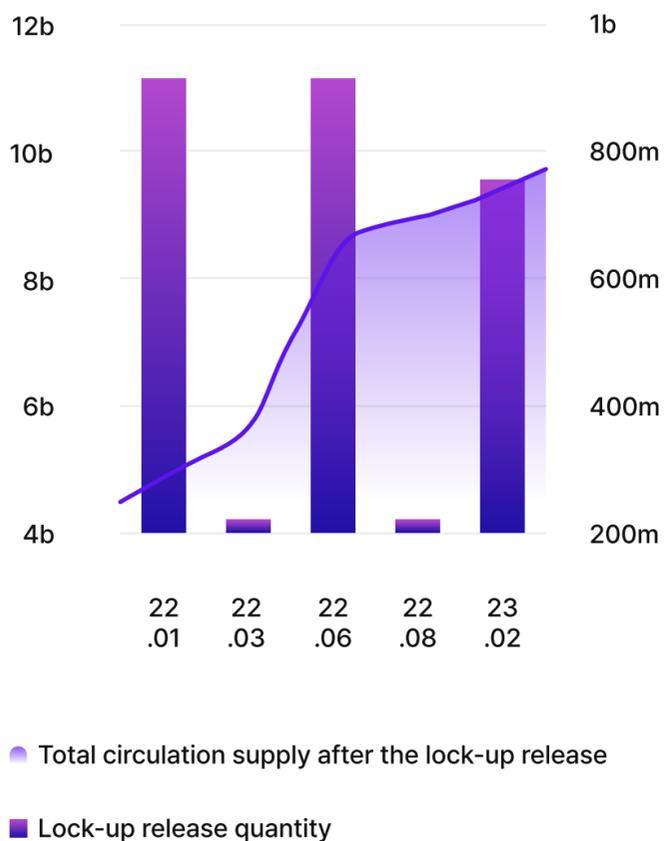
To comply with the law, Berry project is developing policies and upgrading systems based on legal opinions from domestic and foreign law firms. Berry project is striving to establish a transparent and reliable donation culture and expanding the Berry ecosystem as one of characteristics of the blockchain project.

Token locked up quantity ratio based on usage

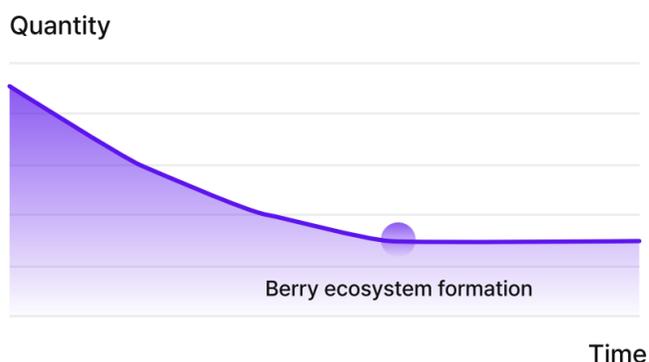


Reference: As of 21.10.25 / Source: Xangle

Berry token lock-up release schedule



Berry token burning expectation simulation



Road Map

22Q1

1. Berry Store Global Expansion (Asia, Middle East)
2. MCN contents for overseas clients, IP production, and overseas sale
3. Change of app-based system (Flutter)
4. Events with medium to small business
5. Change of Berry Store server-side (PHP to Node.JS)
6. Offline advertisement on bus or subway
7. Improvement and security of the App and Web UI/UX

22Q2

1. Online and offline exhibition and concert supported by Berry Store
2. Added PayPal and more as a payment tool
3. Online beta community using the Berry Metaverse

22Q3

1. Seasonal event and K-culture festival
2. Offline invitation based events for overseas fans (linked to Korea Tourism Organization, Regional program)
3. Introduction to the advertisement channel of influencers and advertisement companies.
4. Introduction to the linked system with affiliated domestic and international entertainment companies.
5. Adoption of a payback event and a point benefit
6. Additional listing on big exchanges (Europe, America)
7. Adoption of the contents about personal video/voice call with the stars
8. Commercialization of affiliates and new IP discoveries, including MCN, and various new contents for domestic and international audiences.

22Q4

1. Opening of Berry store's online community
2. Planning to make Berry Store enter the domestic capital market (Back-door Listing, Spac Listing)
3. Creating an online and offline integrated payment system for Berry tokens
4. Additional listing on international exchanges for market stabilization
5. Creating an NFT marketplace only for Berry project
6. Marketing collaboration by partnerships with global companies and organizations

Key Members



Juno Lee
Vice President

Member of Seo Taiji and Boys
1996 MTV MUSIC VIDEO Asian Viewer
1992~1995 7th, 10th Golden Disk Awards
Song of the Year Award and more
Solo Album <6 mill>, <Asian>, <My story>
Nonverbal performance "Please" Director
KBS 2FM "Lee Juno's FM Inkigayo"
Musical <Red Shoes> Director, <A Chorus Line> as Jack,
<13> Choreography Director.



Jung Ho Kim
Technology Leader

Daon System (Clean Saver): Virtual Table Ordering
Machine Production / Python API Server Development (EC2)
FinPorts : Development of an easy payment service for tax
free shop / Development of a wallet for Bitcoin and Ethereum
Fit in Soft : Development of ERP mobile version, Firebase DB,
and DB web library
Unstop Global : Development of a reward app, development
of the game "Unity" and development of a chatting and
community app
Seven Story : Kiosk Linkage Photo Printing Service, PG
Payment Development
ZhangPlaceLab : 2014 Asian Game Official Torch Relay
App Production, POKPOK Mini-Game Production



Bae Lee
CEO

listing Coordinator of Berry in Store
- New coin listing in the international exchange
- Launching Berry Store app
COO of ATOC Corp., cosmetic research business
Emory University
Business, Bachelor's Degree
Subiaco Academy.
4 years of an Academic Certificate.



Jinyeol Choi
Manager

Founder of SM Entertainment
CEO of Seo Taiji and boys management
Management of singers Seungcheol Lee and Taewon Kim
Director of Music Site Bugs
Founder of NER Entertainment
Holiday on Ice show domestic performance,
Sm Town, Yangpa,
Richard Clayderman domestic performance,
YG family concert, etc.

Exchange where Berry is listed



Disclaimer

1. This White Paper may not be distributed and copied for commercial use. Unauthorized reproduction of this White Paper can lead to civil and criminal measures.
2. This White Paper contains objective information about Berry Store, but this White Paper can be different from the existing Berry Store platform because of technical and other issues.
3. This White Paper is written under the assumption that the Berry Store application is operated well, but the White paper itself doesn't guarantee this assumption.
4. This White Paper doesn't contain any requirements and suggestions to purchase Berry.
5. Besides virtual currency, Crypto Berry is not related to any other assets such as legal tender, stock, bond, legal claim related to legal regulation, derivative, and security.
6. The roadmap of Berry Store specified in this White Paper can be changed depends on the business and institutional environment.
7. Crypto Berry will not be traded in other markets besides trading (purchase, sell, and withdraw) in crypto exchanges.
8. Crypto Berry is a utility token that its price always fluctuates. Berry Store is not responsible for any loss incurred from price fluctuation. Also, Berry Store does not guarantee for crypto Berry's permanent listing in crypto exchanges.
9. Unexpected hacking toward crypto Berry may occur in the application. Berry Store thoroughly prepares security solutions and measures to secure user's crypto Berry. However, crypto threat and operational disruption may still be happened by vulnerability and flaw of Blockchain technology.
10. Berry Store did not subscribe to any of the insurance related to asset risk. Berry Store will not compensate for any reasons related to the user's crypto Berry losses in and out of the application.
11. The risk from value depreciation and restriction of crypto Berry may occur anytime in operation. Berry Store application service can eventually stop its operation in the future.
12. Competition with similar platform services can incur a negative impact on the value of Crypto Berry.
13. Virtual assets' legal nature may always be changed by the Act on Reporting and Using Specific Financial Transaction Information in the future regarding anti-money laundry. Users are likely to file tax for Berry purchase, exchange into other currency, and transfer to another person's wallet in the future. Users need to seek expert advice personally about tax.
14. Users created Berry Store account may not find their account permanently if they lose their ID, password, wallet private key, storing crypto Berry.
15. Through Private Policy, Berry Store collects users' personal information as Berry Store complies with relevant laws, policies, and regulations.
16. With regard to international business, Berry Store complies with Blockchain and the virtual asset policies of each country. Growth of Berry Store and Value of Crypto Berry can be impacted by such regulation and other laws in different countries.
17. Operation of Berry Store and Crypto Berry may be no longer available once their operating expense exceeds to comply with government laws related to the virtual asset.
18. Berry Burning Policy may be changed by regulation of exchange, system environment, and policy.



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