

EA

Whitepaper

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Overview

Online game industry has a market of hundred million users with rapid growth. EA (Electronic Arts) is the world's largest game company, with a market capitalisation of once more than \$30 billion. Sales volume of its games has exceeded 10 million every year, covering 600 million game users worldwide. Its platform has more than 300 million registered users, and the active users of EA game community have reached 10 million, and its community value has not been fully explored.

This whitepaper will introduce a new solution to solve the loss of value of game credits(or points) in the online game industry through decentralized blockchain technology. EA game is the first step of its application scenario, we issued a new ERC20-based token, EA, which has a unique function that can turn users' game credits and assets into reliable blockchain assets, and let the game community to participate in the game value maximization.

1. Market Analysis

Fragmentation of Traditional Game Credits

Since 2000, the traditional game industry has shown explosive growth. According to Newzoo, the global gaming market will reach \$134.9 billion by 2018 and \$174 billion by 2021.

Today, game players have game tokens, gems, in-game purchase currency, and have credits, fame, and achievements in the game community. Players use different credits or coins to buy skins, in-game goods and updates. For example, Fortnite (125 million players), Rocket League (40 million players), Clash of clans (100 million players) and other games have a large amount of credits circulating inside and outside the game.

For EA game players, they have a lot of game currencies by buying or playing games. But it's only in one game, when they want to change to another, they have to give up the credits, the coins, the achievements. To make matters worse, many game currencies are not convertible and can only be stored in the game data. So why not make full use of your game currencies?

2. Solution:

EA, Future Game Digital Token

Imagine if you could bring the value you get from playing in one game to the next. As a player, you can easily switch from one game to another without losing any currencies you buy or receive. You can even directly trade the equipment, assets and accounts you acquired in the previous game. How many games are supported? All of the EA games, and this is just the beginning.

By removing the fixed limit of asset value, the whole ecological mobility is strengthened and the threshold for players to change from one game to another is lowered. EA token makes use of the whole ecology of EA GAME to link all the games. Players will no longer hesitate to play which game. Instead, players with EA token will be able to experience all the games in the EA GAME ecosystem.

2.1 EA Ecological Characteristic

EA Eco-community **Empowering Community Through Decentralization**

EA will be the first token to connect EA GAME ecology through the blockchain. Due to the unity of EA game ecology, EA has a huge user base and a good social environment. Through the blockchain technology and the guarantee of smart contract, assets of players can be transferred or exchanged anonymously, to produce great value in a decentralized ecological community. At the same time, virtual assets will be recognized by network users because of the connection with the blockchain network and will not be easily changed because of the suspension of the game and other corporate behavior. The release of virtual assets of in-game asset transformation is realized through smart contract. All types

of general token can really limit the amount of issuance and realize the limit of virtual assets.

EA Eco-network

Cross-game Asset Trading

EA token is meant to solve the cost problem of switching games. Cross-game asset trading is one of its most basic functions. For EA GAME, EA ecological network will provide ETH Non-Fungible Token (NFT) system (ERC721) as the trading system. Because each NFT is unique, the user's behavior in the game will form a unique NFT trajectory. These trajectories will give specific value to NFT, EA ecology will record these data using the public chain, and each EA GAME will have a corresponding public chain. These public chains will eventually be merged into the EA ecosystem's main network, composing a de-centralised player asset logging network.

Since players will exchange game assets across multiple chains, EA ecology will use sidechain/relay to validate cross-chain transactions. The side chain is not the bifurcation of the original chain, but the chain structure that anchors the original chain. The side chain extracts specific information from the data stream of the original chain to form a new chain structure different from the original chain. Relay is the transmission and interaction channel of cross-chain information. Whether it is sidechain or relay, it collects data from the original chain and plays the role of listener. The side chain and the original chain cannot directly verify the state of the other blocks because this will form a loop, but it is possible to include only light nodes in each other. The corresponding validation logic can be implemented by the chain protocol itself or by the application contract. In general, the main chain does not know that the side chain exists, and the side chain must know that the main chain exists. EA ecology will complete the transfer of currency and credits across the game through sidechain/relay technology, thus reducing the cost of user transfer of games and enhancing the liquidity of the whole EA network.

2.2 EA Privilege

For Players

Fair, Safe, Transparent

According to a survey of the British Gaming Association, the first element to consider in choosing a gambling game is trustworthy (37%). The online game trading also has a strict requirements on trust. Through the EA ecological network side chain/relay mechanism, the security of game assets trading can be ensured. Using blockchain records also ensures the uniqueness of asset transactions, make whole asset trading system more transparent.

Convenient

In the EA ecosystem, players holding EA token can freely use game credits, coins, gems, in-game goods, and service updates across multiple games. EA ecological games are among the top 100 best-selling games in the world. As long as the players have EA tokens, they can have the passport of all the games of the whole EA GAME, so that they can enjoy the fun of playing conveniently.

For Community

For the EA eco-community, DAPP developers can easily access to the EA network, home to hundreds of millions of EA gamers worldwide. EA tokens will not only be used for EA GAME, but will also be available for developers to access or develop games based on the EA ecosystem network. The goal of EA ecology is to build the world's leading blockchain gaming platform. The more players and developers access, the more tokens will be created and the more value will be generated.

For Supervision

Thanks to the transparency and security of the blockchain

technology, the EA ecosystem will allow fair and open trading among games and players, as well as more efficient regulation. With this unprecedented level of player protection, the EA ecosystem will become a new social platform for future games that will be more accountable to players.

Open, Transparent

"EA fair" technology is a unique new certification technology for blockchain games and EA ecology. Based on the technical principle of side chain/relay mechanism, "EA fair" simultaneously uses the NFT system to conduct chain authentication of players' game assets, records every transaction and every player's behavior on the network with blockchain ledger, and records these on the main network to achieve maximum openness and transparency.

Secure, Confidential

The EA ecosystem network's KYC (real-name authentication) can authenticate players' identity information, such as age information, to ensure that players have access to age-appropriate game and social contact, while protecting children from criminal information.

For EA Holders

EA token holders are the core of the whole EA ecology. Every time EA ecology is connected to a game, EA token corresponding to game assets will be generated, and a part of the generated tokens will be airdropped to the holders. The amount of airdrop a user receives depends on the amount of EA tokens they hold. This mechanism will make the platform more active and continue to increase the value of EA tokens.

3.EA TOKEN

Issuance

EA TOKEN is ERC20-based token. EA token holders, the core of the EA ecosystem, will enjoy several benefits. EA tokens can only be obtained through IEO, secondary marketing, airdrop and promotional activities.

TOKEN Distribution

Total supply: 100,000,000,000 EA

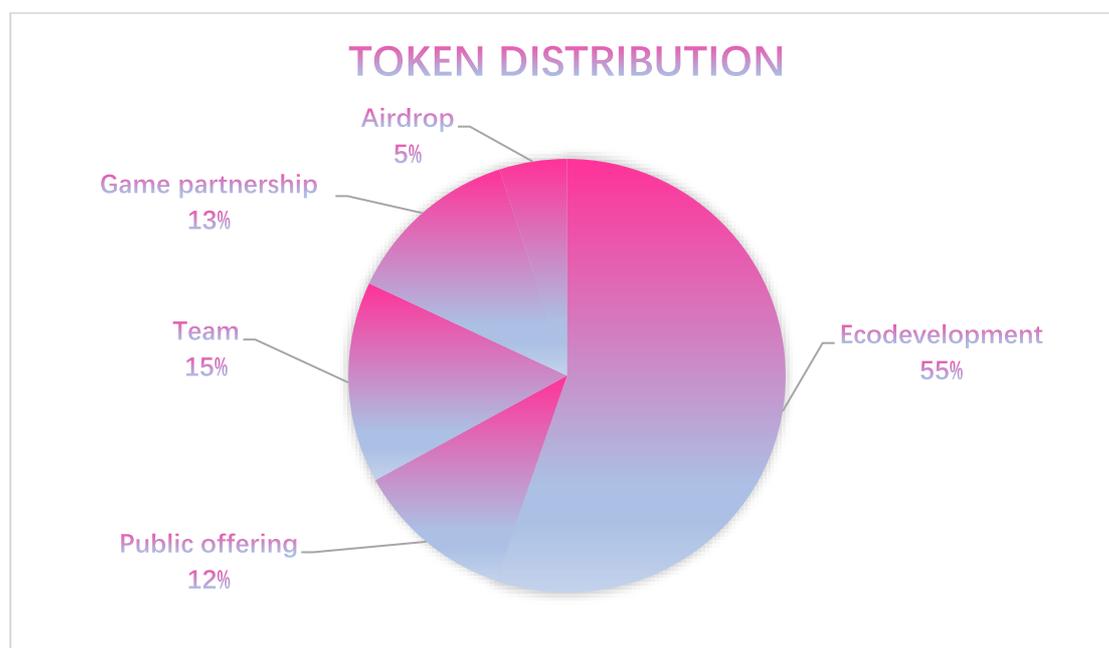
Ecodevelopment 55.25%

Public offering 11.75%

Team 15%

Game partnership 13%

Airdrop 5%



TOKEN Lockup

Team: Lock for 12 months after token listed in exchange. Unlock 1/20 every 3 months, which will takes 5 years to unlock.

Game partnership: Lock for 3 months after game accessed. Unlock 1/12 every month, which will takes 1 year to unlock.

4.Roadmap

Q2 2018

Team building, EA network technology building

Q3 2018

EA NFT authentication system released

Q4 2018

EA GAME in-chain testing

Q1 2019

EA network beta released

Built-in decentralized trading system testing

Q2 2019

Access more EA games

EA network 2.0 testing

Q3 2019

Publish the manual for developers in internal testing, adopt side chain/relay mechanism to realize multi-chain asset circulation

Q4 2019

Marketing, access to third-party games

Q1-Q2 2020

Release the official version of EA ecosystem network and the developer platform

Q3-Q4 2020

Release EA SDK and API interface, EA wallet

2021

Cooperate with independent game developers and launch DAPP mall

5. Disclaimer

Disclaimer

Buying EA token is subject to a high level of risk. You should carefully consider the following risks and other information you know about the EA team and the market environment before purchasing.

The following risk factors include our business operations, financial position, and EA network research and development results.

This whitepaper does not relate to commercial securities tenders and risks associated with EA's operations, does not relate to regulated products under judicial control, and is a conceptual document outlining the project and is not intended to sell or raise shares, securities or other regulated products of companies associated with EA token and products. This document shall not be used as a prospectus or any other form of standardized contract document nor shall it constitute an investment proposal for any securities or other regulated products under judicial control.

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Risk

1. Risk of illegal intrusion based on a third party: hackers, other teams or malicious third parties may try to interfere with the development of EA, and the following attack methods may be adopted, including but not limited to: DDOS spoofing smurfing or consensus-based attacks.

2. Risks arising from ethereum protocol: EA will issue ERC20 token based on ethereum protocol in the initial stage. Any unknown failure or vulnerability in ethereum protocol may cause unknown conditions to EA.

3. EA infrastructure software security vulnerability: the network is an open source system, so any intentional or inadvertent introduction of bugs will bring risks to the entire network, which may lead to risks and losses.。

4. Risk of EA failure: as a brand-new network system, EA ecological network may produce unpredictable network failure, which may lead to unknown market fluctuations.

5. EA participants face the risk that they cannot be insured for losses: EA does not purchase insurance for network systems for its token public key accounts, unlike bank accounts and other financial institution accounts, and no insurance institution will provide claim services to EA holders in the event of EA loss or

loss of EA value.

6.Regulatory policy risks of judicial or administrative departments in relevant regions and countries: blockchain technology has received different regulatory reviews in different regions of the world, and the functions of EA may be affected by some regulatory policies, including but not limited to holding EA token, which may affect the development of EA.

7.Other location risks: even though blockchain and digital currency technology are relatively new and not fully verified, there may be more risks that cannot be predicted. This document may be modified or replaced at any time, but we have no obligation to update this version of the whitepaper.