

POPCORN

Memory Culture Ecosystem

Frequently Asked Questions — English Edition

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MODULE 1 — Project Overview

Q: What is POPCORN?

A: POPCORN is the world's first RWA cultural ecosystem built to inscribe life memories onto the blockchain. Combining RWA, AI, NFT, and Web3 technology, it permanently records precious memories on-chain so that love does not fade with death.

Q: What is POPCORN's core philosophy?

A: To preserve life memories eternally on the blockchain. Death is not an end — it is the beginning of memory and connection.

Q: Who issues POPCORN?

A: The POPCORN token is officially issued by ABETREE Foundation (Singapore). Rainmaker Studio serves as the operating entity. The Memory Culture Center (Giukeuimoonwha) in Korea is the strategic partner.

Q: What is the relationship between POPCORN and the Memory Culture Center?

A: ABETREE Foundation has entered into a strategic partnership with the Korean Memory Culture Center (Giukeuimoonwha), making POPCORN the official payment tool for all products and services under the Memory Culture Center. Korean artists have chosen Memory Culture Center services, providing POPCORN with indirect brand endorsement through this ecosystem.

Q: What is POPCORN's official website?

A: Official website: <https://popcornbiz.io/>

Q: Where are POPCORN's official communities?

- Telegram: https://t.me/POPCORN_GlobalCommunity
- Official X (Twitter): <https://x.com/PopcornGlobal>
- Medium: <https://medium.com/@popcornbiz>

Q: Which blockchain is POPCORN issued on?

A: POPCORN is issued on the Kaia Network.

MODULE 2 — Token Information

Q: What is the total supply of POPCORN tokens?

A: The total issuance is fixed at 100,000,000 tokens (100M). No additional tokens will ever be minted.

Q: What is the circulating supply?

A: The maximum circulating supply is 95,000,000 tokens. 5,000,000 tokens are held by the Foundation for long-term ecosystem development.

Q: What type of token is POPCORN?

A: POPCORN is a functional utility token — a payment instrument within the ecosystem. It does not constitute an investment product, equity, or security of any kind.

Q: What can POPCORN tokens be used for?

- Purchase Bio Gems (Diamond / Ruby / Sapphire)
- Pay AI Digital Archive service subscription fees
- Purchase Memory Culture Center products and memorial items
- Pay annual memorial space maintenance and management fees
- Redeem KOL exclusive rewards and community benefits
- Purchase the Eternal NFT (Golden Memory Box)

Q: What can POPCORN purchase right now?

A: Currently, POPCORN can be used to purchase the Eternal NFT (Golden Memory Box). From 2027 onward, all products and services within the ecosystem will fully support POPCORN payment.

Q: How is POPCORN's value sustained?

A: Value logic: users purchase products and services → must hold POPCORN → fixed supply with no additional minting → demand naturally expands as the ecosystem grows. Driven by real demand, not market sentiment.

Q: Is there a token burn mechanism?

A: There is currently no burn mechanism. Scarcity is achieved through a fixed total supply combined with continuously growing ecosystem usage demand.

Q: What changes after 2027?

A: From 2027, the ecosystem transitions fully — all products and services will only accept POPCORN payment. The cash payment system will be discontinued.

Q: Has POPCORN raised funding or sold tokens directly?

A: POPCORN has not raised external funding and does not sell tokens directly. The primary ways to obtain tokens are: (1) airdrop after purchasing the Eternal NFT, and (2) market purchase on exchanges in the future.

MODULE 3 — Four Core Products

Q: What are POPCORN's core products?

A: Four core products:

- Bio Gems — Biological elements (hair, etc.) cultivated into diamonds or rubies, uniquely certified on-chain via NFT, inheritable across generations

- Digital Archive — Permanent encrypted cloud storage of photos, videos, and voice; cross-generational preservation
- AI Memorial Service — AI reconstructs the voice and personality of deceased loved ones for real-time conversations
- Memory Culture Center — Premium offline physical memorial space in Korea

Q: What are Bio Gems and how are they made?

A: Bio Gems extract carbon from biological materials such as hair and nails, then cultivate unique memorial gemstones using HPHT (High Pressure High Temperature) technology (2,000°C + 1,600 tons of pressure). Product lines include LOG-DIA Diamond Series and ViaGem Colored Gems (Ruby, Sapphire). Each gemstone receives blockchain certification through NFG, obtaining a globally unique digital identity with permanent anti-counterfeiting protection.

Q: What is the Digital Archive?

A: The Digital Archive is a cloud platform for the permanent preservation of personal digital assets. It supports all types of digital legacy including photos, videos, audio, messages, and family records. It uses independent encryption and dual backup with granular permission management. All data is bound to a unique NFT ID — verifiable, inheritable, and tradeable.

Q: What is the AI Memorial Service?

A: The AI Memorial Service learns the voice, tone, personality, and values of the deceased to construct an AI digital persona, allowing family members to converse with loved ones at any time. Service formats include: AI Call (real-time voice), Message Reply (asynchronous text), and AI Video Greeting (special memorial occasions).

Q: Where is the Memory Culture Center located?

A: The flagship Memory Culture Center (Giukeuimoonwha / Heaven's) is located in Asan, Chungcheongnam-do, South Korea, and is officially operational. Facilities include vault-grade Bio Gem storage, a Digital Archive reading room, an AI communication room, and a media memory room.

MODULE 4 — Eternal NFT

Q: What is the Eternal NFT?

A: The Eternal NFT (Golden Memory Box) is currently the only purchasable product in the ecosystem. It is a blockchain-based certificate of ownership for physical assets — not a virtual token, but a rights certificate corresponding to real physical space usage rights and service access rights.

Q: What do I get when I purchase the Eternal NFT?

A: Holding the Eternal NFT grants:

- Permanent usage rights to physical space in the Memory Culture Center
- Lifetime AI memorial service access
- Priority rights to redeem Bio Gems
- NFC connectivity to the Digital Archive
- The NFT can be transferred on the secondary market

Q: How does the Eternal NFT differ from a regular NFT?

A: Regular NFTs are purely virtual assets that can only be held or traded, with no physical backing. The Eternal NFT is an RWA-type NFT corresponding to physical space in the Memory Culture

Center and digital archive infrastructure. It can be actively used, its value is backed by real assets, and it can be transferred, resold, or inherited.

Q: Where and how do I purchase the Eternal NFT?

A: Visit popcornbiz.io, complete account registration, purchase the Eternal NFT using POPCORN tokens, and receive a 2× POPCORN airdrop reward automatically credited to your account.

Q: Will I receive an airdrop after purchasing the Eternal NFT?

A: Yes. Purchasing the Eternal NFT entitles you to a 2× POPCORN token airdrop reward.

Q: Can the Eternal NFT be transferred?

A: Yes. The Eternal NFT has a unique blockchain ID and can be transferred or sold on the secondary market. Ownership transfers securely, with all transactions transparently recorded on the blockchain.

MODULE 5 — Referral Reward System

Q: How does the referral reward system work?

A: After purchasing the Eternal NFT, you become eligible for POPCORN airdrops. When you successfully invite friends who register and purchase services, you receive referral reward airdrops.

Q: What are the referral reward rates?

A: Referral depth and airdrop percentages:

- Generations 1–3: 10% (unlocked with ≥ 1 direct referral)
- Generations 4–10: 5% (unlocked with ≥ 2 direct referrals)
- Generations 11–30: 3% (unlocked with ≥ 3 direct referrals)

Q: Is there a cap on referral rewards?

A: Yes. The system has a Cap mechanism — each purchaser has a maximum payout limit to prevent unlimited unrestricted distribution. Both direct rewards and referral rewards are included within the Cap. Purchasing additional Eternal NFTs proportionally expands your Cap.

Q: How are airdrops distributed?

A: The reward program runs for 365 days (1 year) with daily batch distributions. The daily token distribution quantity automatically adjusts based on the POPCORN market benchmark price that day (managed with a USD-denominated budget).

Q: What is the unlock mechanism?

A: Referral depth rewards must be unlocked based on the number of direct referrals: 1 direct referral unlocks up to 3 layers of referral rewards; 2 direct referrals extend to up to 10 layers; 3 or more direct referrals unlock the full network (up to 30 layers).

MODULE 6 — Market Background

Q: Why is now the right time?

A: The global funeral and memorial aftercare market reached \$106.7B in 2024 with 5.8% annual growth. The digital legacy market is projected to reach \$78.9B by 2034. Global aging is accelerating

(1.6B elderly people by 2050), traditional funeral models cannot meet new emotional needs, and there is no platform for preserving digital legacies. POPCORN is the solution to all of these problems.

Q: What are POPCORN's competitive advantages?

A: Korea's only full-stack end-of-life platform with 100% technology integration (from Bio Gems to AI). Four core business lines form a closed loop. Offline physical presence plus blockchain dual connectivity. Clear first-mover advantage that is difficult to replicate.

MODULE 7 — Celebrity Endorsement

Q: Which well-known artists have joined the Memory Culture Center?

A: 15+ prominent Korean artists have officially signed through the Star Forever project, including: Actor Yoon Seok-hwa (윤석화), Actress Kim Su-mi (김수미), the late Actress Kim Ja-ok (AI Digital Archive), and representative Korean singer Bang Sil-i (방실이). These are their genuine personal choices, not advertising.

Q: Why did the celebrities choose the Memory Culture Center?

A: They chose the Memory Culture Center's Bio Gems and Digital Archive services to leave eternal memories for themselves or their families. These are authentic personal choices, not commercial advertising partnerships.

MODULE 8 — Physical Assets

Q: What physical assets has the Memory Culture Center established?

A: Total established physical assets are approximately 2 trillion KRW (~\$1.48B USD), including:

- Eternal NFTs: 50,000 units — approximately 400 billion KRW
- Bio Gem physical reserves: 100,000 gems — approximately 600 billion KRW
- Flagship Memory Culture Center (Heaven's, Asan): 1 facility — approximately 1 trillion KRW

Q: Does the POPCORN Memory Culture Center physical facility really exist?

A: Yes. The HEAVENS Korea Memory Culture Center (Giukeuimoonwha) in Asan, Chungcheongnam-do, South Korea is officially operational. It provides vault-grade Bio Gem storage, Digital Archive access terminals, and AI memorial communication services — a genuine, operational physical asset.

MODULE 9 — Roadmap

Q: What is POPCORN's roadmap?

A: Three-phase plan:

- 2025–2026 (Foundation Phase): Complete infrastructure, launch Eternal NFT sales, go live with four core business lines, establish community operations
- 2027 (Ecosystem Transition Phase): Fully implement Memory Culture Center as the sole payment method, expand Memory Culture Center operations, build out Asian market presence

- Post-2027 (Global Expansion Phase): Globalize K-Memory Culture, multi-language AI services, expand global NFT market, enter European and American markets

Q: What are the Memory Culture Center's future expansion plans?

A: Nationwide rollout of 50 Memory Culture Centers; Diamond Cross and Diamond Buddhist Statue religious landmarks; PET Memorial Culture Center (under construction); global export of K-Memory Culture.

MODULE 10 — Legal & Compliance

Q: Is the POPCORN token an investment product?

A: No. POPCORN is a functional utility token and does not constitute a security, collective investment scheme, or any form of financial product. Token holders have no equity rights, dividend rights, or investment return rights.

Q: Does the reward program guarantee returns?

A: No guarantees. The reward program is not an investment product. It does not guarantee principal, returns, or any specific income. Rewards are a redistribution of marketing costs and may be modified, adjusted, or discontinued based on operational policies, budget, or system conditions.

MODULE 11 — Official Links

Official Website: <https://popcornbiz.io/>

Telegram Community: https://t.me/POPCORN_GlobalCommunity

Official X (Twitter): <https://x.com/Popcornglobal>

Medium: <https://medium.com/@popcornbiz>

Blockchain Network: Kaia Network