



@pM

Whitepaper

**AI-Powered Innovation
in the Fashion Industry**



1.

Overview

Under the slogan “**AI-Powered Innovation in the Fashion Industry**,” the apM Project aims to build a universal platform spanning the entire fashion ecosystem. By leveraging AI- and block-chain-based solutions, it seeks to broaden the industry’s foundation and deliver tangible value to participants through a real-economy-linked rewards system and membership benefits.

The apM Project’s core partner is **apM Group**, which has grown over the past 30 years into Korea’s leading wholesale fashion mall in Dongdaemun, renowned for its high-quality merchandise and fresh collections. Building on this partnership, the apM Project is expanding its influence across the Dongdaemun fashion ecosystem by introducing electronic payment infrastructure, reward solutions, and AI services. By efficiently aggregating customer data scattered throughout the ecosystem and deriving actionable insights on a unified digital platform, the project will strengthen competitiveness and pave the way for global expansion of the Korean fashion industry.

2.

Introduction 2.1 Scale of the Dongdaemun Apparel Wholesale Industry

According to 2016 data from Statistics Korea, the total sales of apparel wholesalers in South Korea exceed KRW 33.49 trillion. Of that amount, Seoul-based wholesalers account for KRW 30.11 trillion—roughly **90%** of the national total. Within Seoul, the Dongdaemun district serves as the industry's nucleus, home to over 20 fashion-oriented wholesale complexes. A 2019 report by Korea Economic Magazine estimated the Dongdaemun fashion market's economic value at KRW 15 trillion, with daily trading volumes around KRW 50 billion—solidifying its status as Korea's premier fashion hub.

2.2 Need for Industry Transformation

The wholesale apparel industry centered around Dongdaemun faces several structural limitations due to its reliance on traditional transaction methods. In particular, the unique environment of the wholesale market has hindered the sufficient adoption of diverse electronic payment infrastructures, such as the latest fintech solutions and streamlined payment services. Consequently, this impedes the digitization of transaction processes and serves as an invisible barrier for both buyers and sellers who are accustomed to a variety of payment options.

Furthermore, the absence of integrated Customer Relationship Management (CRM) systems or mechanisms for deriving data-driven insights has resulted in low operational efficiency for individual stores and a sluggish pace of digital transformation across the entire ecosystem. As a result, critical distribution functions—such as new product launches, inventory turnover, and trend analysis—still rely on manual processes or intuition. This leaves the industry at risk of falling behind the global fashion sector's shift toward digitalization and AI.

These limitations pose significant barriers, particularly for foreign buyers and businesses seeking to enter B2B platforms. Despite the ecosystem's exceptional product competitiveness, Dongdaemun is viewed as stagnant in terms of global scalability.

Therefore, establishing a digital payment infrastructure, systematically managing customer and transaction data, and introducing an AI-powered platform accessible to global users are essential to elevating the competitiveness of the Dongdaemun fashion industry. The apM Project was created specifically to address these needs.

1 Retail and Wholesale Trade Survey [2016–2016], "KOSIS, http://kosis.kr/statHtml/statHtml.do?orgId=101&tblId=DT_1KA3001&conn_path=3

2 Kim Young-eun, "The Dongdaemun Fashion Market Evolving with 'One-Person Market - Data,'" Korea Economic Magazine, March 20, 2019, http://magazine.hankyung.com/apps/news?popup=0&nid=01&c1=1003&nkey=2019031801216000151&mode=sub_view

2.

Introduction 2.3 The apM Project as a Catalyst for Digital Transformation

The global retail industry is rapidly reorganizing around digital frameworks, and industries tethered to traditional methods are quickly losing their competitive edge. The Dongdaemun fashion wholesale industry stands at this critical juncture. Despite possessing exceptional product competitiveness and massive transaction volumes, it faces growth limitations due to persistent traditional trading practices, a lack of data-driven decision-making infrastructure, and a restrictive payment environment.

In particular, the post-COVID-19 era has highlighted the importance of contactless transactions and online B2B platforms, with domestic and international buyers increasingly demanding convenient accessibility within digital environments. We have entered an era where survival based solely on product quality is no longer guaranteed; establishing digital infrastructure and transaction systems that align with global standards has emerged as a prerequisite.

Within this context, the apM Project represents more than mere technological adoption; it serves as a strategic turning point capable of driving a structural transformation across the entire Dongdaemun fashion wholesale industry. By integrating blockchain and AI technologies, the apM Project provides an innovative foundation that preserves the inherent strengths of the traditional industry while significantly enhancing transaction transparency, participant trust, and global scalability.

Emerging in response to these demands for ecosystem change, the apM Project is poised to establish itself as a concrete execution platform for the digital transformation of the fashion wholesale sector—starting with Dongdaemun—and as a testbed that presents the future vision of the traditional retail industry.

3. Technologies & Features

The apM Project goes beyond simple token issuance by establishing an advanced technology ecosystem centered on AI and blockchain. Composed of tools capable of driving the digital transformation of the traditional fashion distribution industry, this ecosystem is designed with a modular structure applicable across multiple sectors. The project architecture rests on three core technology pillars:

3.1 AI Engine

The apM Project offers data-driven decision-making tools powered by a custom AI model trained on years of fashion-industry-specific datasets. These tools support wholesalers, brands, and buyers in rapidly crafting market-responsive strategies rather than merely forecasting trends.



zk-Authenticated Trust Layer

To implement high-end data security, zk-Proof-based cryptographic compression technology is introduced. By converting large-scale transactions into a single unique proof and anchoring it to L1, it inherits the security of public chains and confirms the immutable integrity of all ecosystem data.



Domain Adaptation Engine

Adaptive Re-Training: Ecosystem-specific datasets are automatically processed and retrained to suit diverse distribution channels—global B2B platforms, e-commerce sites, and mobile shopping apps—ensuring consistent model performance across all environments.



Model-Context Protocol

MCP Protocol: The “Market Context Protocol” dynamically injects real-world variables (seasonal demand shifts, promotional calendars, external events such as pandemics) into model inputs in real time, guaranteeing that AI forecasts remain continuously optimized for current market conditions.

3. Technologies & Features

3.2 Blockchain Infra

The apM Project delivers a transparent, trustworthy, and globally scalable blockchain environment, granting both users and partners a secure and uniform transaction experience.



zk-Authenticated Trust Layer

EVM-Compatible L1 Mainnet: Featuring a variable block-generation mechanism, the core mainnet automatically adjusts block times according to network usage, maintaining stable performance irrespective of load.



Multichain dApp

Multi-Chain Support: A modular infrastructure enables instant deployment and operation of dApps on multiple public chains, facilitating scalable service roll-outs.



Wallet Integration

Wallet Interoperability: Both decentralized and centralized wallets are supported, allowing users to connect via their preferred wallet type for seamless access to the apM ecosystem.



On-Offchain Holder Verification

Off-Chain Authentication: On-chain token-holding proofs can be securely verified off-chain, enabling membership and reward services in physical retail environments.



RWA NFTs

RWA NFT Technology: Real-World-Asset (RWA) NFTs digitally represent physical assets—tracking ownership and transaction history—to extend applications beyond apparel into diverse asset classes.

3. Technologies & Features

3.3 Flexible Solutions & Modular Applications

Leveraging its core technologies, the apM Project is rolling out a suite of commercial solutions, each designed for easy integration and partnership across industries.



e-Voucher Solution

A back-office integrated e-voucher and merchant management solution, architected to seamlessly support stablecoin integration. It provides unified voucher issuance, verification, and settlement functions via a management dashboard. Built on blockchain technology, it enables near 0% transaction fees and offers a flexible structure applicable to various business models.



zk-Verification Ticketing

A real-time verification solution for admission and reservation tickets using digital assets. Using zk-technology, it prevents forgery and protects user privacy while confirming authority validity upon QR scan, making it ideal for short-term services like shuttle bus passes.



On-chain Customer Rewards

On-Chain Activity Rewards: Customer actions (purchases, store visits, event participation) are recorded on-chain, triggering automated reward distributions and supporting dynamic marketing campaigns.

This three-pillar architecture empowers the apM Project to drive the fashion distribution industry's next stage of digital transformation while offering flexible, industry-agnostic solutions.

4. Products: Deployed Service Architecture

The apM Project has developed and deployed commercially viable products built on its core technologies. Each service can operate independently yet is designed around the interconnected AI-Blockchain-Reward system. This chapter introduces three flagship products currently in operation.

4.1 apM Members: Customer Reward Service for the Fashion Industry

apM Members is the apM Project's flagship membership platform, commercializing its reward infrastructure. Together with core partner apM and other stakeholders in the Dongdaemun fashion wholesale ecosystem, it records user activity and operates reward points, tiered memberships, and coupon systems to drive customer retention.



Features

- Operates as a mobile app for convenient access anywhere, anytime.
- Admin console lets store managers view and manage user and membership status and permissions at the store level.
- Digitizes real customer behavior data from the Dongdaemun ecosystem, instantly converting insights into tailored benefits.



4.1 apM Members: Customer Reward Service for the Fashion Industry

Integration Technologies



Model-Context Protocol

Ecosystem data is fed in real time to an in-app AI LLM to deliver personalized, context-aware AI experiences—far more tailored than generic LLM services.



zk-Authenticated Trust Layer



On-chain Customer Rewards

Converts reward issuance and usage details into zk-Proof encrypted data for definitive on-chain recording. It serves as a security layer that confirms data integrity in real-time, ensuring secure reward operations without external intervention or unauthorized use.



On-Offchain Holder Verification

Users with no blockchain knowledge can simply scan a QR code at an offline verification kiosk; backend systems then sync on-chain and off-chain data automatically, providing consistent tier and reward experiences without complex signing procedures.



e-Voucher Solution

A back-office suite manages memberships for over 1,000 affiliated wholesale fashion brands, their staff, and visitors, and supports flexible promotions via e-vouchers and coupon issuance.



zk-Verification Ticketing

Applied to the issuance and verification of bus passes within the wholesale cluster. Each ticket is secured by zk-Proof to prevent forgery and allows for instant authority verification via QR scan without latency.

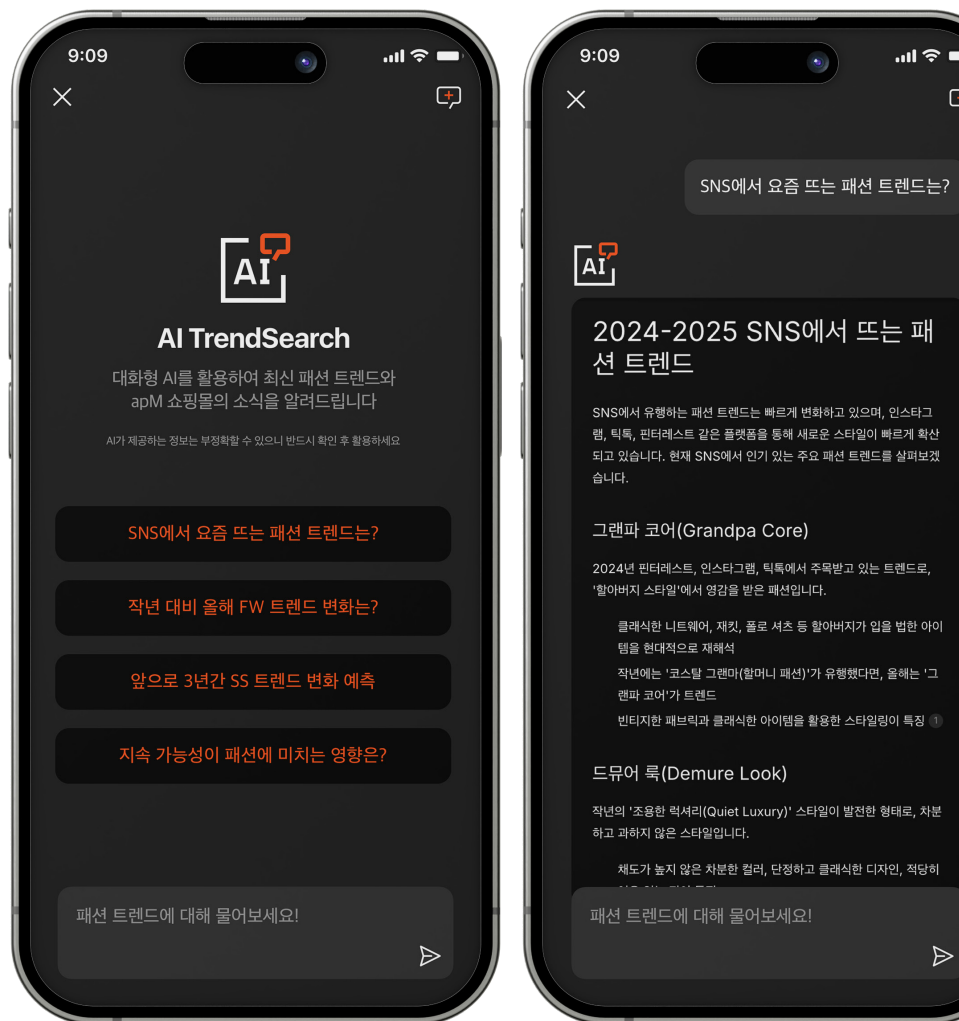
4.2 AI Service: Real-Time, Context-Aware AI Insights for the Fashion Ecosystem

This service uses a custom, real-time LLM search engine that incorporates live data to deliver the latest trend predictions and analyses.



Features

- Interactive AI search engine collects and analyzes social media, news, and distribution data to instantly surface emerging fashion trends.
- Applies the MCP protocol to inject market-context variables—such as seasonal demand, promotions, or external events—making the same AI engine immediately applicable across industries with minimal adjustments.



4.2 AI Service: Real-Time, Context-Aware AI Insights for the Fashion Ecosystem

Integration Technologies



Big Data of Fashion Industry



Domain Adaptation Engine

Overcomes traditional training-data cutoff limitations by unifying and normalizing large-scale offline and online fashion datasets for AI training and inference, while continuously incorporating live web data to function as a true real-time LLM. the latest trend predictions and analyses.



Multichain dApp



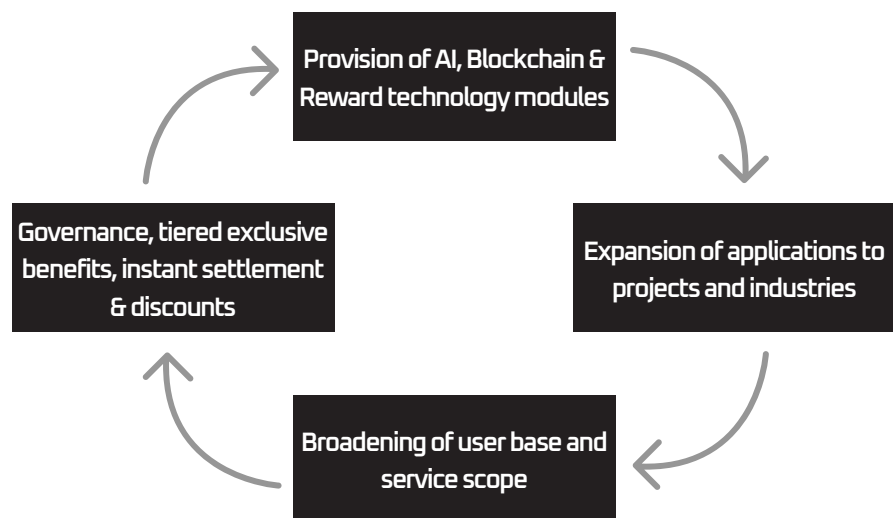
On-chain Customer Rewards

Syncs AI analysis results to the mobile app, enabling personalized experiences and reward triggers based on up-to-the-minute insights.

Each apM Project product moves beyond a mere technology demonstration. They are market-tested services refined by real-world deployment and feedback. While each product offers standalone value, together they form a cohesive ecosystem that elevates user experience and amplifies the token's practical utility and value.

5. Token Economy

The apM token economy is engineered to deploy the platform's core AI, blockchain and rewards modules across diverse projects and industries, thereby expanding the token's real-world use cases. Under this framework, holders can look forward to participating in governance throughout the ecosystem, being granted exclusive membership tiers, accessing partner-only services and benefits, and enjoying instant settlement and fee discounts wherever permitted by law.



This virtuous cycle drives demand for the core technology modules, increases token utility, and reinforces the ecosystem's scalability and sustainability.

5. Token Supply

5.1 Token Overview

Name	apM	Total Supply	1,812,500,000 apM
Symbol	apM	TGE Date	Nov 14, 2019
Standard	ERC-20(Ethereum)		
Contract	0xc8c424b91d8ce0137bab4b832b7f7d154156ba6c		

5.2 Token Allocation

Category	Amount (apM)	Share (%)	Vesting Status <small>(As of Jan 2026)</small>
Sale	30,000,000	1.66%	Ended (Dec 2020)
Team	181,250,000	10%	Ended (Nov 2020)
Advisor / Partner	181,250,000	10%	Ended (Nov 2019)
Marketing	181,250,000	10%	Ended (Nov 2020)
Payment Pool	362,500,000	20%	Ended (Nov 2021)
Reserve	181,250,000	10%	Ended (Nov 2021)
Global Expansion	332,500,000	18.84%	Ended (Jan 2026)
User Reward	362,500,000	20%	Ended (Jan 2026)
Total	1,812,500,000	100.00%	

Legal Notice

This whitepaper (the “Whitepaper”) has been prepared solely to provide information about the apM Project and the apM token (collectively, the “Token”) to those interested in our business model and technology. This Whitepaper reflects the project’s status as-is at the time of writing, and the apM Project team makes no representations or warranties regarding the accuracy or appropriateness of any conclusions, timelines, or outcomes set forth in the roadmap or elsewhere herein. The contents of this Whitepaper may be amended at any time at the sole discretion of the apM Project team; in the event of any inconsistency, the latest version shall prevail.

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The Token confers no functions or rights other than those expressly described within the apM Project. The Token is not a security or investment product, and ownership of the Token does not entitle the holder to profit distribution, redemption rights, or any intellectual property rights in the apM Project or its team.

Purchasing Tokens involves significant risk. You may lose all or part of the funds you use to purchase Tokens, and the apM Project team makes no guarantees regarding the purchase price or value of the Token. Please ensure you fully understand and can bear these risks before acquiring any Tokens.

Legal Notice

Disclaimer of Liability

The information in this Whitepaper may be altered or mistranslated during translation or communication; you are responsible for verifying the official Korean version posted on the website. The apM Project team makes no representations or warranties with respect to the risks described herein, all of which are borne solely by Token purchasers and participants in the apM Project.

Forward-Looking Statements Warning

This Whitepaper may include statements using words such as “may,” “expect,” “aim,” “plan,” or similar expressions to describe future plans, but actual results may differ from these plans, and there are associated risks and uncertainties.

Potential Risks

- **Regulatory Classification:** Tokens may be deemed securities by governmental authorities, subjecting them to restrictions on ownership, transfer, or exchange.
- **Private Key Loss:** Loss or damage to a user’s digital wallet private key may result in permanent loss of Tokens, with no possible recovery by the apM Project team.
- **Smart Contract Vulnerabilities:** Defects or vulnerabilities in smart-contract technology may lead to Token loss or technical failures.
- **Low Platform Adoption or Shutdown:** Poor user engagement or project termination may cause significant depreciation or total loss of Token value.
- **Data Security Threats:** Personal data storage or transmission may be exposed to security breaches, resulting in legal or financial liabilities.
- **Regulatory Changes:** Stricter government regulation may negatively impact the project and Token operations, requiring additional time and resources to address.