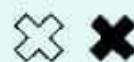
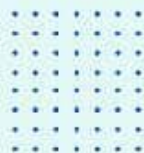


LIVI NEOASIA

LIVI NEOASIA GROUP LTD. WHITEPAPER



**Redefining insurance
aligned with assets, built for the future.**



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1. Executive Summary

Amid the accelerating wave of global financial digitalization, traditional insurance is undergoing profound transformation. LIVI NeoAsia proposes an innovative model that integrates "digital asset accounts + statutory insurance coverage," positioning insurance as a new value-anchoring tool in the digital era, redefining users' understanding of "protection" and "wealth security."

The project is built around three core pillars:

Insurance as the Anchor:

Centering on statutory insurance products, the platform provides users with tangible and legally binding protection benefits such as medical, accident, and retirement coverage. All products are underwritten by licensed insurance companies, ensuring legal enforceability and cross-border compliance feasibility.

Stablecoins as the Carrier:

The system introduces a regulated stablecoin pegged to real-world fiat assets. In alignment with Hong Kong's "Stablecoin Bill" coming into effect in 2025, it establishes a compliant and trustworthy digital payment and policy value storage mechanism. The stablecoin is not issued through an ICO and is used exclusively within the closed-loop of insurance contract operations, delivering an integrated experience of "protection + value token."

Compliance as the Foundation, Users at the Center:

Registered in London, UK, with pilot operations in Malaysia and Indonesia, the project fully aligns with local financial regulatory requirements. All policies, accounts, and asset flows are traceable and compliant on-chain, enabling the realization of a "Web3 insurance account as recognized by regulators."

LIVI NeoAsia is neither an extension of a cryptocurrency platform nor a mere digital replication of traditional insurance. Instead, it is insurance-driven, technology-enabled, and compliance-bounded—committed to building Southeast Asia's first digital protection ecosystem anchored in insurance and bridged by stable asset accounts.

2. Project Origins and Regulatory Tailwinds

Over the past few decades, the insurance industry, as a vital component of the global financial system, has borne the dual responsibilities of “risk transfer” and “wealth protection.” However, in many developing regions—particularly Southeast Asia—traditional insurance still faces structural challenges such as low penetration, weak user trust, and high product entry barriers. At the same time, the rise of global digital assets and decentralized finance has opened new avenues for integrating insurance and wealth management.

2.1 Strategic Extension of UK Insurance Expertise

LIVI NeoAsia originates from the innovation strategy of LV= (Liverpool Victoria), a century-old British insurance institution. The initiative aims to combine the UK's mature insurance product design philosophies with the digital potential of emerging markets, promoting both inclusivity and modularity in insurance coverage. Leveraging the UK's robust expertise in insurance and financial regulation, the project enjoys natural advantages of being “regulator-friendly” and “product-rigorous.”



2.2 Inclusive Insurance Opportunity in Southeast Asia

Southeast Asia is home to over 600 million people, yet per capita insurance spending remains far below the global average. A significant portion of the population is either uninsured or underinsured. In countries like Malaysia,

Indonesia, and the Philippines, the complexity of traditional insurance processes, high customer acquisition costs, and low policy yield rates have increasingly eroded the appeal of insurance products among the younger and middle-class demographics.

At the same time, the region boasts some of the world's fastest-growing mobile internet adoption and highest digital payment penetration—providing a fertile user base and technical foundation for building a new model of “digital insurance + asset account.”



2.3 Policy Tailwind: Hong Kong's Stablecoin

Regulatory Framework

On August 1, 2025, Hong Kong's Stablecoin Regulatory Bill officially came into effect, making it one of the first jurisdictions globally to establish a statutory licensing regime for stablecoin issuance. The regulation mandates that stablecoin issuers must peg their coins to real assets (such as bank deposits or government bonds), undergo scrutiny by the Monetary Authority, and are prohibited from raising funds via ICOs or engaging in speculative trading.



This policy provides a legal foundation for the design of stablecoins pegged to real financial assets and opens a compliant channel for the on-chain circulation and value settlement of insurance-related assets.

2.4 A Legitimate Market Opportunity with a Trinitarian Strategy

Against this backdrop, LIVI NeoAsia proposes a three-pronged strategic model:

- Compliant insurance products as the core value anchor
- Stablecoins backed by real assets as the medium of exchange
- Digital asset account technology as the bridging infrastructure

This model not only offers users a transparent and secure digital insurance experience but also provides an innovative path for compliant Web3 implementation—rooted in insurance—amid tightening global regulatory scrutiny.



3. Market Challenges and a New Solution: Bridging the Insurance Gap Amid Asset Anxiety

In Southeast Asia and broader emerging markets, the rapid evolution of financial infrastructure and the awakening of personal wealth consciousness are driving new demand for insurance products. However, the traditional insurance model—its logic, structure, and delivery—can no longer meet the core needs of modern users.

3.1 Structural Dilemmas of Traditional Insurance

While insurance is fundamentally “financial preparation for future risks,” traditional insurance models face several core challenges in practice:

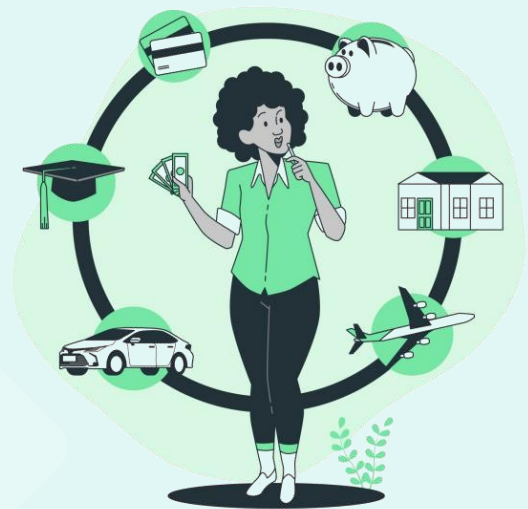
- **Low Coverage:** A large portion of low- to middle-income populations remains outside the formal insurance system, leaving a massive protection gap.
- **Monolithic Product Structures:** Dominated by life, accident, and health insurance, with limited options for wealth accumulation or return management.
- **Poor Claims Experience:** Lengthy claims processing, complex documentation, and poor user experience have led to low trust in the system.
- **Lack of Transparency in Fund Usage:** Users have little visibility into how their premiums are used, undermining confidence in the value of insurance products.



3.2 Behavioral Shifts in the New Generation of Users

A new generation raised in the internet era is no longer satisfied with the traditional "pure protection" logic. They now expect insurance products to deliver a broader set of features:

- **Protection Functionality:** Continued emphasis on life, health, and accident protection.
- **Asset Features:** Desire for policies to preserve and grow value, offering returns.
- **Controllable Liquidity:** Expectation to monitor asset status in real time, with the flexibility to adjust or withdraw funds.
- **Modular Flexibility:** Rejection of "fixed contributions + passive returns." Users want to participate in account configurations or product upgrades.



This signals a fundamental shift—insurance should no longer be viewed as mere “expenditure” but rather as a financial tool that combines protection and asset allocation.

3.3 The Market Calls for Hybrid, Innovative Products

Given these pain points and behavioral shifts, the market urgently needs a new insurance product model that enables:

- **Policy Asset Visibility:** Users can view premium allocation, account balance, and expected returns in real time.
- **Transparent Return Structures:** Asset portfolios are disclosed, allowing

users to understand investment direction and risk levels.

- **Composable Embedded Protection:** Coverage structures adjust dynamically based on life stages, integrated within asset management.
- **Integration with Digital Accounts:** Support for on-chain wallet connectivity, inheritance management, and delegated account control.

This is precisely the direction LIVI proposes: transforming insurance from a “closed protection contract” into a “composable, inheritable, and value-accreting digital asset protection account.”



4. Core Solution: An Insurance-Anchored Asset Protection System

In the context of accelerating global financial digitalization and the convergence of insurance and technology, LIVI NeoAsia proposes an innovative structure that balances compliance, protection, and flexibility. At its core is a real insurance contract used as the anchor for asset value, combined with a configurable asset portfolio management mechanism, forming a **“Protection + Asset Allocation + Inheritance”** triad within a digital protection account system.



The central idea of this structure is to use the stability of insurance to hedge against asset uncertainty, and to use regulated financial contracts to support the value realization of digital rights, thereby meeting the new generation's demands for **transparent, secure, and sustainable** digital protection.

4.1 Insurance as the Anchor: Real Policies That Build Trust

The insurance asset model created by LIVI is not a financial derivative or tokenized certificate, but rather a real policy issued by licensed insurance companies, with the following key characteristics:

- Clearly defined legal contracts (covering life, medical, accident, etc.)

- Regulatory oversight with policyholder's preferential claim rights
- Decoupled from traditional capital markets, offering counter-cyclical value—ideal as an asset-backing instrument

All insurance contracts are stored on-chain and protected by smart contracts to ensure user rights are independent and tamper-proof.

4.2 Account-Based Architecture: A Dedicated Insurance Asset Account (LIVI Vault)

Each user who purchases a policy automatically receives a dedicated insurance asset account called the LIVI Vault, which records and manages:

- Their total premiums and policy list
- The configured asset portfolio and historical returns
- Current protection status and dividend entitlements
- Holdings and usage records of stablecoins (Cloud Tokens)



This account is linked to the user's wallet, using a dual-track mechanism of on-chain data validation and offline regulatory custody, ensuring both privacy protection and audit transparency.

4.3 Insurance-Driven Asset Allocation Model

LIVI adopts the Investment-Linked Insurance Plan (ILP) model as the product foundation, upgrading traditional policies into a hybrid structure of capital preservation and value growth. Its operation includes:

- Upon premium payment, funds are allocated into pre-defined asset pools per contract
- Asset pools are custodied by licensed financial institutions, investing in compliant instruments like money market funds, bonds, and ETFs
- Users can choose from “Conservative,” “Balanced,” or “Growth” portfolios based on risk preference
- Returns are credited to the policy account periodically, forming trackable dividend entitlements
- In the event of a claim, payout mechanisms are prioritized, ensuring protection over profit

This ensures a principle of “protection-first, returns-secondary”, avoiding the financialization or speculative misuse of insurance.

4.4 Derivative Rights Module: Protection + Dividends + Inheritance

Beyond basic coverage, LIVI policy accounts include value-added features that enhance long-term user benefit:

- ◆ **Dividend Rights:** Policyholders receive a share of investment portfolio profits, automatically settled
- ◆ **Health Add-ons:** Certain policies offer free annual checkups, hospitalization allowances, and critical illness screenings
- ◆ **Inheritance Mechanism:** Accounts support named beneficiaries tied to ID verification, ensuring lawful asset transfer
- ◆ **Designated Use Tags:** Accounts can be earmarked as retirement funds, education accounts, or medical reserves for targeted spending
- ◆ **Tax Optimization:** In certain jurisdictions, policy-linked assets may enjoy tax benefits, improving compliant wealth preservation

4.5 Structural Advantages: Triple-Security Framework Protects User Interests

Layer	Security Mechanism
Legal Security	Based on real insurance contracts, protected by local insurance laws and regulations
Asset Security	Premiums are custodied by financial institutions, with transparent on-chain records
Tech Security	Blockchain-based smart contracts enforce logic, with encrypted accounts preventing tampering or leakage

4.6 Insurance is No Longer a "Cost Center" but a "Family Financial Engine"

Through this asset-account design, LIVI achieves:

- ▶ **Stability in Protection:** Insurance remains valid regardless of asset volatility
- ▶ **Asset Growth Potential:** Portfolio within the policy grows dynamically
- ▶ **Account Usability:** Serves as emergency fund, pension, education fund, or inheritance tool
- ▶ **Regulatory Compliance:** Aligned with stablecoin laws and local insurance regulations

This innovation transforms insurance from a sunk cost into a starting point for long-term family asset growth.



4.7 Making insurance the anchor—not the add-on—of digital finance

LIVI's proposed insurance-centered asset protection system aims to shift insurance from a passive defense mechanism to an active value anchor in the digital financial era. In a world of increasingly volatile digital assets, insurance offers not just protection—but certainty.

By rethinking the structure of insurance, designing account-based mechanisms, enabling portfolio flexibility, and linking with compliant stablecoin logic, LIVI provides users with a new model of digital wealth management—one that is secure, transparent, compliant, and also growth-oriented and sustainable.

In the next chapter, we'll introduce how the Cloud Token will be issued based on this structure, and how it will power the broader digital protection ecosystem.



5. Stablecoin Mechanism Design

5.1 Positioning and Core Value of the Stablecoin

Cloud Token is a compliance-anchored stablecoin specifically designed by the LIVI NeoAsia platform, serving as a key digital vehicle for the insurance asset ecosystem in the digital era. Its core objective is to digitize and efficiently circulate insurance assets through a stablecoin format, fostering deeper integration between insurance products and the digital economy.



The issuance value of Cloud Token is directly anchored to the platform's real insurance asset pools, ensuring that each token is backed by verifiable, transparent insurance assets, thereby safeguarding the rights and security of token holders.

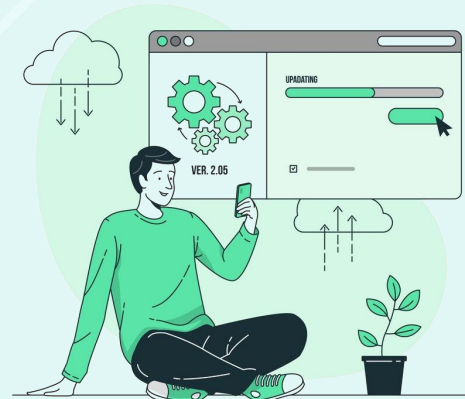
This design leverages the legal framework established by Hong Kong's Stablecoin Regulatory Bill, strictly adhering to fiat-backed stablecoin licensing requirements. As a result, Cloud Token becomes the first truly compliant "insurance stablecoin" in the sector, increasing regulatory transparency, reducing legal risk, and offering stronger confidence to users and partners.

5.2 Asset Backing and Transparent Custody

Cloud Token is backed primarily by diversified insurance asset pools derived from various insurance products offered by the platform, including life, health,

and dividend-linked policies. Through smart contracts, asset custody and token issuance are managed transparently on-chain, allowing users to view asset backing and fund flows in real time—enhancing both asset security and user trust.

To further ensure asset safety, the platform collaborates with reputable third-party custodians. All supporting funds are stored independently and are subject to regular, publicly disclosed audit reports. This setup complies with Hong Kong's stablecoin regulatory standards while enabling efficient oversight and risk control for both asset custody and token circulation.



5.3 Non-Speculative Design Principles and Issuance Mechanism

The issuance of Cloud Token fundamentally differs from traditional ICOs or public token sales. The process is strictly tied to the actual purchase of insurance asset packages. Tokens are only released to customers who buy compliant insurance products, ensuring that each token corresponds directly to a real insurance-backed right.

There is no public fundraising and no open market trading—eliminating speculation risks and protecting against price volatility.

Moreover, Cloud Token follows a dynamic release strategy, with phased locking and unlocking based on the value and timing of users' asset package purchases. This preserves liquidity while maintaining market stability, and prevents large-scale dumping that could lead to volatility.

5.4 Functional Design and Ecosystem Applications

Cloud Token is more than a store of value—it serves as the multi-functional bridge linking users, insurance products, and the LIVI platform ecosystem:

(1) Payment and Renewal Tool

Users can pay insurance premiums and renewals using Cloud Token, enabling automated, efficient policy management and improving retention while reducing operational friction.

(2) Community Governance and Participation Rights

Token holders will gain participation rights in future platform governance, such as product design proposals and strategic feedback—supporting the platform’s evolution toward decentralized autonomous governance (DAO) and a co-built, co-managed ecosystem.

(3) Incentive and Circulation Medium

Tokens can be exchanged or gifted between users, and also serve to incentivize participation in referrals, community engagement, and platform promotion—supporting a positive ecosystem cycle.

(4) Staking and Distribution Mechanisms

Through staking, locking, and other mechanisms, token release is managed prudently to ensure sustainable value and support long-term platform development.

5.5 Compliance and Risk Control

On August 1, 2025, the Hong Kong Monetary Authority officially implemented the Stablecoin Regulatory Bill, introducing the first licensing regime for fiat-pegged digital assets. Cloud Token is fully governed under this framework, with end-to-end compliance monitoring of issuance and circulation.

LIVI has developed a robust risk management system covering four key dimensions:

Technology Security
Fund Security

Compliance Risk
Market Risk

This ensures the safety of user assets and market integrity. Additionally, by anchoring Cloud Token to real insurance assets with rigid guarantees, price volatility risk is effectively mitigated, enabling stable and value-preserving operations.

5.6 The True Future of Stablecoins: Utility Over Speculation

The future of stablecoins lies not in “who grows faster,” but in “who serves better.”

Cloud Token is designed to be a genuinely useful tool within the insurance ecosystem—not a speculative asset. It connects protection, wealth, inheritance, and governance into a unified digital framework.

This reflects a clear direction for the compliant and practical evolution of digital finance, where stablecoins serve real financial and social utility rather than market hype.



6. Insurance-Based Digital Asset Account

In the traditional financial system, insurance is often regarded as a tool for protection, while digital assets are seen more as instruments for speculation and liquidity management. This binary view causes many users to pursue wealth growth while neglecting long-term risk mitigation and wealth transfer. To address this, LIVI introduces the innovative account model known as LIVI Vault—a digital wealth protection account system that places insurance at its core, and uses compliant digital assets as its medium.

LIVI Vault is a blockchain-based digital account backed by real insurance contracts and equipped with a configurable asset pool. It combines the strengths of insurance finance and blockchain technology to offer users a tri-fold experience of capital preservation, growth, and protection. Assets stored in the account are not only insured by default but also deployed into conservative asset pools for long-term compound returns. The account structure also includes clear rules for inheritance and beneficiary designation, ensuring safe and orderly wealth management in the digital era.

6.1 Functional Role and Structural Design

The basic architecture of LIVI Vault consists of three key elements: policy-linked accounts, a digital asset pool, and risk allocation logic. Each account is a dedicated contract account tied to the user's identity. The assets deposited by the user are automatically connected to the policy structure and enter the corresponding asset package for custody and management. These

asset packages are designed by a professional insurance investment advisory team and come in different risk strategies such as conservative, balanced, and growth-oriented, catering to varying user risk preferences and lifecycle needs.

Additionally, each account embeds basic health and accident insurance protection plans, meaning even the most fundamental asset contributions automatically receive protection benefits. This “assets-as-protection” model breaks through the passive sales boundaries of traditional insurance products, making protection an intrinsic value that is actively acquired.

6.2 Goal-Based Wealth Accounts

Unlike traditional bank accounts or digital wallets, LIVI Vault supports goal-oriented accounts. Users can define specific use-cases such as retirement, children’s education, or healthcare savings. Each account type comes with customized insurance plans, asset unlocking rules, and return distribution mechanisms. Examples include:

- ◆ **Pension Accounts:** Prioritized allocation to conservative portfolios, with lock-in periods and annuity payouts.
- ◆ **Education Accounts:** Structured release at key age milestones, with coverage for educational interruptions.
- ◆ **Health Accounts:** Used for routine medical expenses, checkups, or integration with in-ecosystem health service providers.

This modular structure empowers users to actively plan and manage family wealth and risk exposure, rather than passively accepting one-size-fits-all insurance products.

6.3 Security and Inheritance Mechanisms

To ensure asset security and legal compliance, all account assets in LIVI Vault are backed by licensed insurance companies and third-party custodians.

When setting up an account, users must complete full identity verification and designate legal beneficiaries and inheritance rules.

Smart contracts automatically oversee any changes, withdrawals, or transfers of the account. In specific scenarios—such as force majeure events or major changes in health conditions—automatic protection transfer mechanisms are triggered to prevent asset freezing or loss of control due to unforeseen risks.

Additionally, Vault accounts natively support Cloud Token for premium payments, upgrades, and participation in platform incentives. This tightly integrates the insurance account system with the stablecoin mechanism, enhancing platform liquidity and ecosystem interoperability.

6.4 Differentiation and Value Proposition

LIVI Vault is not a cryptocurrency trading tool, nor is it simply a typical asset wallet or investment account. It is a future-oriented digital asset protection account whose greatest value lies in transforming digital assets into long-term reserves with “insurance value,” thereby bridging the gap between traditional insurance and digital finance.

It not only addresses practical challenges such as compliant custody of digital assets, asset preservation, and smoothing of returns, but also, through its

inheritance mechanism and embedded protection, becomes a long-term “safety foundation” for family and personal financial stability.

In today’s rapidly evolving digital asset landscape, LIVI Vault offers a new choice—allowing every digital wealth to simultaneously possess growth potential, risk resistance, and inheritance capability.



7. User Participation Mechanism and Platform Ecosystem

Within the LIVI NeoAsia insurance-finance ecosystem, users are not merely beneficiaries of protection services—they are also builders of ecosystem growth and promoters of shared value. Through a “insurance-as-participation” mechanism, the platform tightly integrates insurance behavior with asset allocation, benefit acquisition, and token incentives, creating a transparent, sustainable, and clearly incentivized user engagement model.

7.1 Insurance as the Gateway to the Ecosystem

A user's first step in engaging with the platform is purchasing insurance. Each insurance transaction not only marks the beginning of protection but also signifies the formal entry of user assets into the platform's configurable insurance asset pool. Based on the selected insurance package and the user's risk preference, the system automatically allocates funds into the corresponding insurance asset bundle, activating both protection rights and token issuance paths.

This mechanism effectively transforms insurance from a passive purchase into active asset participation, making insurance the starting point of family wealth allocation and stable value growth.

7.2 Education and Referral Mechanisms: Inclusive Growth

To broaden awareness and participation, the platform offers two non-speculative incentive pathways:

Referral Mechanism: Existing users can invite friends and family through exclusive invite codes. Once invitees complete an insurance purchase, the inviter receives stable token rewards (Cloud Token). These rewards are prioritized for uses like policy renewals and protection upgrades—ensuring incentives remain focused on protection.



Education Mechanism: The platform provides educational modules on "Insurance + Assets," encouraging users to complete learning tasks. Completion earns users learning points or exclusive protection benefits, such as coverage upgrade vouchers, free insurance packages, or health management tools. This cultivates an education-friendly ecosystem where learning leads to rewards, and understanding leads to participation.

These mechanisms ensure user growth is driven by awareness and trust, not short-term speculation, fostering a positive user value cycle.

7.3 Node Agency System: Regional Engagement and Co-Building

For individuals or institutions with insurance experience or network resources, the platform offers a “Compliant Node Agent” program. Node agents gain:

- ✓ Exclusive regional promotion rights and service access
- ✓ Token-based revenue share (Cloud Token) from insurance transactions generated by referred users
- ✓ Usage restrictions: Token rewards can only be used within the insurance account for premium payments, upgrades, or sub-account creation
- ✓ Performance evaluation based on protection coverage rate, renewal rate, and education completion rate—ensuring ecosystem quality over quantity

This system is designed to build a user-driven, inclusive insurance network, enabling cross-regional replication and localized implementation.



7.4 Token Holding and Ecosystem Tiered Benefits

LIVI's ecosystem recognizes and rewards long-term Cloud Token holdersthrough a "Protection Tier" system:

- 🚩 Basic Tier: Small token holdings, primarily used for renewals
- 🚩 Stable Tier: Tokens held and locked for over 180 days
- 🚩 Co-builder Tier: Participants in governance, referrals, node operation, or whose ecosystem proposals are adopted

Each tier unlocks different additional benefits, including:

- | | |
|---------------------------------------------------------|-----------------------------------------------------|
| » Increased protection coveragefor value-added services | » Proposal and voting rightsin community governance |
| » Sub-account privilegesfor family members | » Priority access to curated asset bundles |

This system incentivizes long-term, rational participation, enhances token utility and stability, and prevents the ecosystem from becoming a vehicle for speculative trading.



8. Roadmap

To fulfill its vision of building a platform anchored by insurance, backed by assets, and bridged by stablecoins, LIVI NeoAsia has designed a phased, actionable growth roadmap aligned closely with evolving regulatory landscapes. The roadmap spans four dimensions: product development, technology deployment, ecosystem expansion, and regulatory licensing, gradually forming a Southeast Asia-centered digital infrastructure for insurance and finance, with broader Asia-Pacific outreach.

Phase 1: Insurance Product Launch and Initial Validation (Q3 2025)

In the third quarter of 2025, the project will complete the integration and initial launch of its core offerings, including:

- ✓ Launch of the first “Insurance Asset Bundle” product, featuring both protection benefits and dividend potential
- ✓ Deployment of the policy-linked account system, enabling basic asset visualization and account binding
- ✓ Onboarding of the platform’s first wave of users, with a strong focus on the Malaysian market
- ✓ Rollout of user education and regulatory awareness campaigns, laying the groundwork for future compliance

Complete the closed-loop validation of “insurance-as-participation,” and establish early user trust and operational models.

Phase 2: Internal Issuance and Compliance Filing of Stablecoin ‘Cloud Token’ (Q4 2025)

In Q4, the platform will begin internal issuance of the Cloud Token:

- ✓ Implement the Cloud Token’s asset-pegging mechanism, backed by insurance assets and custodial account data
- ✓ Token issuance will be limited to users who have purchased insurance asset bundles—no public sale
- ✓ Collaborate with compliance advisors in Hong Kong and Malaysia to submit stablecoin registration materials
- ✓ Enable Cloud Token use for account renewals, coverage upgrades, and point redemptions within the platform

The platform enters a dual-track mode of “insurance + stablecoin”.

Phase 3: Account System Expansion and Regional Market Growth (H1 2026)

With a stable product and token foundation, the platform will focus on ecosystem expansion:

- ✓ Open the LIVI Vault digital insurance account system to the public, enabling users to customize long-term reserve accounts (e.g., pensions, education funds)
- ✓ Launch local partnerships in Indonesia and the Philippines, building out localized agent networks
- ✓ Streamline the insurance subscription process, supporting multi-currency settlements and remote contract signing
- ✓ Initiate educational campaigns and protection-first incentive programs to foster a cooperative community system

Replicate the product model across multiple countries while accumulating real

user assets and insurance policy data.

Phase 4: Licensing and Cross-Regional Ecosystem Development (H2 2026)

The platform will move towards advanced compliance and ecosystem integration:

- ✓ Apply for dual licenses—one for stablecoin issuance under the Hong Kong Stablecoin Bill, and one for insurance intermediary operations under Malaysia Labuan's financial regulations
- ✓ Partner with traditional financial entities such as banks, custodians, and insurance providers to expand ecosystem access
- ✓ Develop cross-regional use cases for Cloud Token, including interchangeable insurance protection, family account pooling, and enterprise health benefit applications
- ✓ Explore on-chain portable insurance structures, enabling digital circulation of policies across borders

Evolve from a product-centric platform into a foundational layer of digital insurance infrastructure, establishing long-term competitive advantages across policy, assets, and technology.







9. Team & Partnership Network

The successful development and steady progress of LIVI NeoAsia are driven by its diverse, professional, and international core team, along with a tightly integrated strategic partnership network. We believe that the essence of insurance is trust—and in the digital finance era, trust stems from professionalism, compliance, and transparency.



Core Team Composition


The LIVI NeoAsia team brings together seasoned professionals from four key domains, each with extensive cross-border operational and industry implementation experience:


-  **InsurTech Expertise:** The core product lead hails from a traditional UK life insurance group and a Singapore-based InsurTech startup, with deep expertise in actuarial modeling, risk assessment, and policy structure design.
-  **Financial Compliance:** The compliance director has years of regulatory consulting experience across the UK, Hong Kong, and Southeast Asia, having helped several digital asset platforms navigate licensing processes.
-  **Blockchain Technology:** The technical team comprises early DeFi project developers and on-chain data governance experts, responsible for building the stablecoin smart contracts and custodial account infrastructure.
-  **Asset Allocation & Wealth Management:** The asset strategy team includes former private bankers and family office professionals skilled in multi-currency, multi-regional portfolio design and asset pool management.


This interdisciplinary fusion ensures LIVI strikes a balance between insurance product compliance and digital asset logic, achieving a three-way synergy across value, technology, and regulation.


Strategic Partnerships

To ensure transparent, secure, and compliant operations, LIVI NeoAsia has formed or initiated cooperation frameworks with the following types of institutions:

 **Insurance & Reinsurance Partners:** Collaborating with licensed insurers in Malaysia and Indonesia to co-develop protection products and underwrite policy-backed assets.




 **Legal & Compliance Advisors:** Working with law firms and regulatory consultants from Hong Kong, Singapore, and the UK to design stablecoin issuance frameworks, insurance compliance pathways, and cross-border licensing strategies.

 **Auditing & Custody Institutions:** In discussions with international accounting firms to implement independent auditing of insurance assets and accounts. Also integrating digital asset custody platforms to ensure transparency in stablecoin circulation.

 **Technology & Payment Infrastructure Partners:** Connecting to local payment networks, wallet interfaces, and eKYC identity systems to improve usability and ensure legal compliance at the foundational level.

Localized Market Deployment

To effectively penetrate local markets, ensure swift rollout, and gain user trust, LIVI NeoAsia has launched localized deployments in key regions:

-  **Malaysia:** Serving as the pilot for compliance efforts, with a developed agency network and completed first-round product rollout.
-  **Indonesia:** In early-stage engagement with the OJK (Financial Services Authority), preparing for local operational setup and exploring Islamic insurance (Takaful) partnership opportunities.
-  **Hong Kong:** As a global financial compliance hub, Hong Kong will serve as the registration and licensing center for the stablecoin. It will also act as a bridge between global capital and the broader Asia market.

LIVI NeoAsia's progress is not driven by a single team, but by cross-domain professional integration and global cooperative synergy. In this new era of insurance and digital finance convergence, only with high-level professional capacity, robust compliance frameworks, and localized execution can a secure, trustworthy, and sustainable InsurTech platform be built.



Looking ahead, LIVI will continue to expand its international partnership network, bringing in more insurance companies, tech partners, and compliance advisors, to co-create a new insurance infrastructure—rooted in protection, bridged by technology, and built on trust. The ultimate goal is to provide better protection choices and asset security for the hundreds of millions of underserved individuals across Southeast Asia.



10. Compliance Structure and Risk Control

Under the dual-sensitive nature of insurance and finance, LIVI NeoAsia consistently prioritizes “compliance first” and “controllable risk” as the fundamental principles and core strategies guiding platform development. We have established a compliant closed-loop system anchored by insurance, driven by assets, and supported by stablecoins. This system encompasses five key dimensions: cross-border architecture, product approval, fund custody, regulatory liaison, and on-chain risk control.

10.1 Legal Entity Structure and Cross-Border Deployment

-  **UK-Registered Headquarters:** The parent company is incorporated in the UK, inheriting the insurance heritage and regulatory traditions of LV=. It operates under the framework of the UK Financial Conduct Authority (FCA) and serves as the technical and asset structure coordination center of the platform.
-  **Local Compliance Entities in Southeast Asia:** Representative offices are established in Malaysia and Indonesia, collaborating with local insurance regulators (e.g., Labuan FSA, OJK) to ensure lawful product deployment. They also coordinate with local insurers and compliant agent networks.

This dual-jurisdiction structure guarantees international regulatory coordination and regional operational flexibility, effectively covering compliance

requirements across the main countries and regions where platform users reside.

10.2 Product Regulation and Insurance Legitimacy

All insurance products launched on the platform strictly comply with the laws and regulations of their issuance jurisdictions, with specific measures including:

- Collaboration with licensed local insurance companies who underwrite and issue policies; the platform acts solely as a channel and account management tool.
- All product terms, coverage structures, and payout logic are subject to regulatory review and approval.
- The digital account system (Vault) serves exclusively as a user asset visualization and management interface, without engaging in unauthorized fundraising or unapproved financial product packaging.

These steps ensure product legality, clarity, and regulatory oversight, minimizing policy and legal risks.

10.3 Stablecoin Issuance Compliance Pathway

Cloud Token is not a speculative token but a “payment and settlement” asset-backed stablecoin designed according to the Hong Kong Stablecoin Bill

(effective August 1, 2025). It features the following compliance characteristics:

- **Real asset backing:** Each Cloud Token is fully backed by an equivalent value in insured asset pools, subject to real-time audits.
- **No public issuance or ICO:** Tokens are only released through insurance purchase events; users cannot speculate on secondary markets.
- **Restricted usage, circulation, and redemption:** Tokens are limited to renewal of policies, rights exchange, and protection upgrades, preventing non-value-preserving activities.
- **Licensed issuance framework:** The Cloud Token issuance structure will be incorporated into Hong Kong's regulated stablecoin licensing regime. Upon licensing, issuance and management will be led by a compliant entity.

This stablecoin approach ensures token legality, peg stability, and issuance transparency, acting as a bridge and technical carrier for the digital transformation of insurance assets.



10.4 Risk Control and Technical Support

The platform's risk control system is constructed across product, account, and technology layers:

- 🚩 **Third-party custody:** All insurance funds are entrusted to third-party financial institutions or licensed custodial banks; the platform has no authority to use these funds.
- 🚩 **Smart contract-driven claims execution:** All claims processes and dividend distributions are automated via on-chain smart contracts, minimizing human intervention.
- 🚩 **Multi-source identity verification and account risk control:** User accounts undergo real-name KYC combined with device fingerprinting and risk modeling to prevent identity theft and account fraud.
- 🚩 **On-chain transparency and auditability:** Policy accounts, fund flows, and token release processes are recorded on-chain, enabling real-time access by users and auditors.

Additionally, the platform has engaged third-party audit firms to regularly disclose key indicators such as fund compliance, asset matching, and stablecoin collateral ratios.



11. Conclusion: Redefining “Protection” in the Digital Era

In the rapidly evolving landscape of digital finance, the traditional boundaries of insurance are being fundamentally reshaped. LIVI NeoAsia firmly believes that the essence of protection has never changed — it remains humanity’s way of seeking security and confidence in an uncertain future.

What we are doing is not merely “digitizing insurance”, but rather reinterpreting the trust architecture of insurance through technology:

- 💡 **Backed by real asset pools, not speculative products;**
- 💡 **Bridged by stablecoins, not hype-driven tokens;**
- 💡 **Enabled by on-chain accounts and smart contracts to deliver transparency, compliance, and efficiency;**
- 💡 **Designed as inheritable and configurable protection accounts, addressing financial needs at different life stages.**

LIVI’s vision is to become a new infrastructure that seamlessly connects protection, assets, and trust. With the official rollout of the Hong Kong Stablecoin Ordinance, we are more confident than ever to provide the Asian—and global—markets with a new insurance paradigm that is value-anchored, compliance-oriented, and practically applicable.

Looking ahead, LIVI will continue to expand its cooperative network across Southeast Asia and beyond, driving the implementation of innovative insurance products that serve more families and enterprises. We aim to bring certainty amid volatility and carve clear safety boundaries within complexity. Together, we are redefining “protection” for the digital age.