



ADreward

Ver.1.2

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Current status and problems of the advertising market

Problems began to arise in the monopoly of Google and Meta, which form the two axes of the global digital advertising market, with search ads and personalized recommendation ads that we encounter several times a day.

Market researcher Insider Intelligence predicted on the 20th that the market share of Google and Meta will record 48.4% this year. The fact that their share has fallen below 50% shows that the advertising market is changing.

Specifically, Google and Meta accounted for 28.8% and 19.6% of the US advertising market this year, respectively. This is the lowest since the two companies recorded a 54.7% percent share in 2017 (Google 34.7%, Meta 20.0%).

So, who is eating away at the share of the two companies? The first company to come to mind is Amazon.

Amazon has grown its advertising business to a scale of 30 billion dollars (about 38 trillion won) per year. The size of the domestic digital advertising market is estimated at about 7 trillion won, and Amazon alone is more than five times the size of the domestic market. According to Insider Intelligence, Amazon will account for 12.7% of the U.S. digital advertising market by 2024. On the other hand, the meta looks set to go down with a 17.9% share. I have a feeling that the day when Amazon changes the meta and rankings is not far off.

This is because Meta suffers from Apple's privacy policy (App Tracking Transparency, ATT), while Amazon is relatively free here. Meta relies on user information provided by mobile platforms such as Apple for tracking ads. On the other hand, Amazon can recommend products and even sell them only with its own data (first party data). In addition, if Amazon, which is strengthening search advertising, takes away Google's share of product search advertising, Amazon may become an advertising company that goes beyond meta.

Meanwhile, a rising star in the advertising market is TikTok. Insider Intelligence predicts that by 2024, TikTok will generate \$8.6 billion in advertising revenue in the United States. This will make it the 5th largest advertising platform after Google, Meta, Amazon, and Microsoft (LinkedIn).

Current status and problems of the advertising market

The reason why the structure of the advertising industry is changing is because the way users obtain product information is changing. Up until now, I've been typing the products I'm interested in into the search bar or getting product information from social media. But now, as digital channels are so diverse, the channels to acquire product information are also diverse.

In that respect, Google and Meta, the dominant players in the advertising market, will feel a sense of crisis. They are working to provide product information to users on new platforms beyond Google search and Facebook. Google will be the first alternative to YouTube, and Meta is looking forward to Instagram first, but in the long run, it plans to bet on a new game in the world of Metaverse.

Here, we were not rewarded when we viewed advertisements exposed on various digital channels or took action on advertisements.

ADreward

ADreward is a WEB 3.0-based platform, and AD Token is used as a reward for purchasing advertising products and advertising rewards. We will secure a variety of uses using this.

AD tokens are used when registering advertisements, and users and influencers who participate in advertisement products receive AD tokens as rewards.



ADreward

Adreward's AD Token is based on ERC20, and the Adreward platform uses Binance Chain(subject to change).



Ad product purchasers can use ADreward's AD Token to register ads, which are used as user rewards. Buyers of advertising products can also use their own separate tokens as rewards.

Users can receive rewards for completing Telegram channel entry, twitter follower, YouTube subscription, Discord channel participation, and kakaotalk entry. You can also receive compensation from other advertisements registered by the purchaser of the advertisement product.



You can receive game coupons after holding a certain amount of AD Tokens in Adreward's event.

Roadmap

2022. 4Q

- Adreward Platform Market Research
- ADreward platform planning

2023. 1Q

- ADreward platform development
- ADreward Partner Research

2023. 2Q

- YouTube Likes ADreward
- Tiktok Likes ADreward
- Landing page
- MetaMask Wallet integration
- Bithum Burrito Wallet integration

2023. 3Q

- ADreward platform service
- ADreward application (AOS, IOS) test

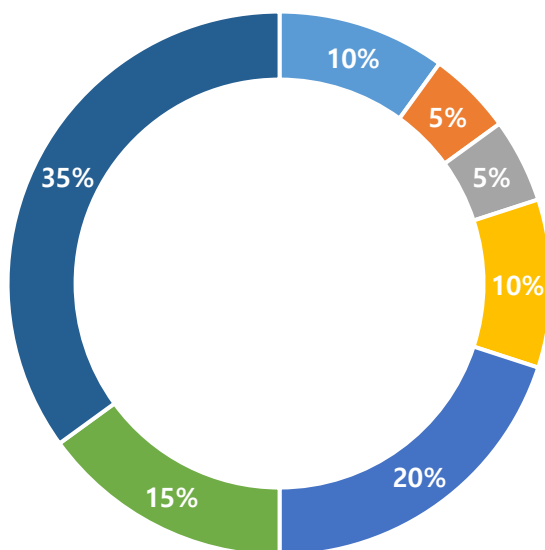
2023. 4Q

- ADreward platform update
- ADreward application (AOS, IOS) service

2024. 1Q

- ADreward platform update
- ADreward application (AOS, IOS) update

Token Plan



■ Foundation ■ Partners ■ Advisors ■ Team ■ Marketing ■ ECO system ■ Private Sale

| | | | |
|--------------------------------|-------------------|-----------------------|-------------|
| Total Sum | | 10,000,000,000 | 100% |
| Council (30%) | Foundation | 1,000,000,000 | 10% |
| | Partners | 500,000,000 | 5% |
| | Advisors | 500,000,000 | 5% |
| | Team | 1,000,000,000 | 10% |
| Marketing | | 3,000,000,000 | 30% |
| ECO system | | 1,000,000,000 | 10% |
| Token Sale | | 3,000,000,000 | 30% |

Team & Partners



Chikyu Bae Co-Founder & CEO

SAMSUNG GAMES CEO
Korea Blockchain Contents Association Vice President
Korea Mobile Game Association Vice President
Global Mobile Game Confederation Korea CEO
Korea Game Industry Association Director(Former)

Education: Graduate School, Kwangwoon University / Master of Game studies



Yongjun Lee Blockchain PD

KODAQs Exchange Solution development
KB Financial Group - Clayon Financial Project CMP (cloud management platform) development

SPORTS Extreme Soccer
MMORPG Punch Monster Online
Action SRPG Mask Rider
Final Fantasy 15 Side Story

Education: Suwon University Department of Physics



Jeongju Park Game CTO

Monster Defense 3D (Tower Defense 3D) game development.
Guardians League (Mobile Action RPG) development
Nox (Mobile Action RPG) game development
Attack of wild animals game (steam released in May),
Electroman VR racing game development (Starfield Hanam branch)
Preparing to release mobile RPG Puzzle Slime Pang
New sword Action Morpg to be released

Education: Kyungsoo University Department of Computer Engineering

Team & Partners



KOL MEDIA
Best global marketing company



DOBI EGAMES
EGAME development company



The Crypto Launchpad
one-stop solution for all new crypto projects.
It assists its clients from developing a token to its listing and marketing..



SAMSUNG EGAMES
EGAME service company

Team & Partners



EYOUGAME

EYOU EGAME

Global EGAME Development and Publisher



BlaCat

A blockchain based gaming community platform

Legal Notice (Disclaimer)

Please read this entire section carefully. If you find any section to be found suspicious for making your actions, consult with your legal, financial, tax, or any professional advisors.

1.1 Legal Notice

- (a) This white paper is only distributed, examined, and revised for sharing information about listed platform and programs of “ADreward(AD)” (“service”, “platform”, or “ADreward(AD)”) and included information will be based on the date listed on the cover page. Thus, any business information or financial status about “Carens” may change later. Carens holds the rights to change, edit, or add any details in this white paper or website without any notice or any reasons.
- (b) We do not have any contracts or legal obligations to make guarantees about the purchases or sales of the platform’s unique token (as defined below) (“AD,” or “Token”) and there should not be any payments made based on this white paper. The purchases and sales of the tokens follow the contract that possesses legal binding forces and details regarding this will be offered separately from the white paper. If the contract mentioned above and the white paper show differences, the former is prioritized to follow.
- (c) This white paper is not a persuasion to force opinions about the sales, purchases to token issuers, distributors, or creators, nor the basics of contract or investment decisions.
- (d) The tokens do not correspond with The Securities and Futures Act (Cap.289) of Singapore, trading posts, or any collective investment schemes. Thus, this paper is not any kind of guide, profile, or proposal and should not be interpreted as any kind of stocks, business, or alternatives. This is not aimed for recruiting any kind of collective investment or alternative forms of investments.
- (e) Every token should not be evaluated, categorized, or treated to purchase or return any kind of profits or revenues made through platform, tokens, or services by the consumers. Nobody can receive or return any kind of profits or trades made during this process, either.
- (f) Any ways listed in this white paper cannot be regulated in providing coins or tokens nor reissued or distributed in any prohibited areas.
- (g) None of the information listed in this white paper has been reviewed or approved by regulators. Thus, there won’t be any actions to be made or has been made in any jurisdictions.
- (h) If you wish to buy the tokens, they cannot be evaluated, categorized, or treated as

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following: (a) different type of currency other than cryptocurrency (b) issued loans or stocks by other company (c) rights, options, and merchandise made from the loans or stocks (d) Any rights to secure profits or avoid loss by the contracts (e) Merchandize or other type of stocks derived from collective investment scheme or business trust

1.2 Limitation to distribution and dissemination

- (a) This white paper or any inclusive information may be regulated to be prohibited from sharing it. If regulations apply, this white paper or any relevant information should be legally advised and comply with them. This will be notified to you and (in some cases) agents or relevant companies (“affiliates”) will not be responsible for the outcomes.
- (b) If the copy of the white paper is distributed to and gets to possess one or by other routes, this white paper and included information should not copied or distributed to others for any possible reasons.

1.3 Renunciation of responsibility

- (a) Any tokens, platform or relative services provided by the company or affiliates will be provided “as it is” and “as much as possible.” The company and its affiliates will not guarantee or express any articulations regarding any accessibility, quality, suitability, accuracy, or totality of the tokens, platform, or relative services provided. Any responsibility for the errors, delay, and omissions about the tokens, platform, or related services will be explicitly denied.
- (b) Company, affiliates, board of directors, and staff members should not testify, guarantee, or promise about the credibility, totality, and accuracy of the listed information in the white paper to any individuals in any format.
- (c) The company or affiliates do not take responsibility for any indirect, special, accidental or consequential losses resulted by any kind of illegal actions any profits, revenues, and losses are limited in using the white paper or any relevant authorizations.

1.4 Precautions about prediction testimony

- (a) Any specified information in this white paper includes future oriented contents on the basis of the future of project, incidents and predictions. Such testimony is not based on historical facts, but can be categorized as prediction, testament, and expectation. Such prediction testimony is included in the presentations, interviews, videos and other public media resources. The information included in this white paper secures the predicted outcomes or achievements of the company and the affiliates, but also not limited to the predictions.
- (b) Future prediction testimony possesses both danger and uncertainty. This testimony does not guarantee the future outcome or excessive dependence on it. If such danger or uncertainty occurs, the company and the affiliates’ current progress may differ compared to predicted statistics. If such phenomenon occurs, we do not possess the obligation to update the future prediction testimony. If the predicted testimonies

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based on the white paper or any materials produced by the company, affiliates, or the websites do not occur as expected, you are entirely responsible for the outcomes.

- (c) This white paper is not completed by the date it has been issued and thus, the platform will not active as how it is planned. Every details about the platform is listed under the assumption that platform is fully developed and activated. However, this testimony cannot be interpreted in a way that the platform will completely develop or activate and thus, ensure any kind of warranty.

1.5 Potential threat

As the purchaser, possessor, and user of the tokens, you are fully aware of the listed dangers and recognize them. If listed type of danger and uncertainty develops into any real circumstances, it may cause severe influences to the company, affiliates' business plans, financial status, and operation result. In this case, you may lose partial or every value of the tokens. Such potential threats might include as following, but may not be limited;

Threats regarding the Tokens

- (a) There might not be an open market or supplementary market for the tokens
 - (i) Tokens are intended to be used as unique tokens for the platform and the company or affiliates may or may not foster external trades of the tokens. Also, the open market might not exist for the tokens and they might not be traded in other ways including cryptocurrency exchanges. If the tokens are traded by cryptocurrency exchange, there is no guarantee that active or liquid trading market will be developed for the tokens. There is no guarantee that the market price of the tokens will decrease than the payment made to purchase them and thus, it will not indicate the market price, either.
 - (ii) PLATFORM is not the government issued legalized currency issued by the central bank and thus, cannot be utilized for real estate or any other forms of credits. The company and its affiliates are not responsible for alternative circulation or trades of the tokens. Token trades are dependent on each participant's agreement on defining its value and no one has the obligation to acquire tokens from the token holders, and there is no guarantee on token's liquidity and its market price. The tokens can be used at any time without limitation. Thus, the company and the affiliate cannot guarantee the market price of the tokens or articulate the demands of the tokens when they are authorized to be used for the cryptocurrency trades.

Threats regarding the company, affiliates, and the platform

- (a) Limited availability of information
 - (i) Platform is currently at the beginning stage of development based on the date issued in this white paper. The governance structure, purpose, mechanism, algorithm, codes, infrastructure and alternative technological variables may update and change without notice. This white paper includes major information provided to inform about

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the platform, but this may be modified or updated based on how it is announced in the company website. The purchaser cannot fully access information about the tokens or the platform, but major roadmap and progress reports are expected to be announced in the company website.

- (b) Any digital property noted in token sales is under danger of being exposed
 - (i) The company and its affiliates will implement security service to store ETH safely, but there is no ultimate guarantee to prevent theft of cryptocurrencies. Wide cyberattacks, service errors, and weak spots of particular blockchain address always occur to Ethereum Blockchain or any alternative blockchain services. The deficiency of the programming or source codes may be included to be manipulated in such incident. In this case, even though tokens are fully disposed, the company or the affiliates can receive proposed cryptocurrencies or utilize them for platform developments and may result in temporary or permanent suspension of the platform. Thus, any issued tokens will lose its values and the values won't be insured by the company or its affiliates unless the user personally signs up for the insurance. If the values of the tokens are lost, you will not receive anything.
- (c) The address of blockchain may be damaged and lead to failure of searching digital property
 - (i) The address of blockchain is designed to be stored safely. However, there may be unknown functions that could lead to loss and damages of blockchain address that includes purchases and relevant receipts, and loss of key to blockchain address. In this case, it will be impossible to search and pay blockchain address including stored values and even though the trade has been somehow made, the company and affiliates are unable to receive the funds nor utilize them for platform development. This will lead to temporary or permanent suspension in operating platform, so distributed tokens will lose its values.
- (d) No guarantee about the platform or company's success and the affiliates may cease the development and operation of the platform
 - (i) The value and demands of the tokens are highly dependent on the function of the platform. There is no guarantee that the platform will receive enough attention and achieve commercial success. The platform is not completely developed, completed, or integrated that requires several changes, updates, and modifications before being released. Such changes might result in unexpected outcomes to the users and this could influence the success of the platform. There is no guarantee that the process of creating tokens will not stop or do not possess errors.
 - (ii) The company has tried its best to provide realistic outlook, but there is no guarantee that the token sales will be suitable option in the cryptocurrency to develop and integrate the platform. Any possible reason might incomplete the development and integration of the platform and thus, there is no guarantee that the system,

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protocol, or product will be released. Thus, distributive tokens may not possess any values.

(iii) Any possible reasons that could delay or cease the development, application, and operation of the platform are following; (a) the instability of cryptocurrency values, (b) the failure of defining, developing, and operating the company or the affiliates' unique utility of the tokens, (c) the right to solve technical issues regarding intellectual property conflicts, (d) availability of the funds to support the company or the affiliates. If listed or any alternative reasons interfere with the platform to fail in proceeding with the project, the platform and potential utility of the token value may face severe consequences.

(e) Lack of platform or service to influence the value of tokens

(i) After the platform is released, there may be lack of interest from major participants such as the users, merchants, advertisers, and the others. Such limited attention could lead to influence utilization and potential value of the tokens in operating the platform.

(ii) There is a possibility of compete with other platform or existing business that could fulfill similar requirements that target potential platform users. If there is lack of interest and demands of the service and tokens due to large scale companies that utilize user database and market analysis, the platform and the token values may be negatively influenced.

(f) The company or the affiliates may experience critical deficiencies that could lead to unexpected cease of network or service such as deficiencies in the software infra network, or platform

(i) Hacking, Cyberattack, and Mining (Duplicate mining or attacks but not limited to listed ones); refusal of the service or distributed errors, platform that relies on Ethereum Blockchain or other blockchain, token technology from other companies, affiliates, and platforms (includes smart contract technology but not limited to it), and other possible deficiencies of the system cannot be predicted or detected right away. In this case, programming or source code deficiencies may be manipulated. The company or the affiliates may not react to this right away and may not possess enough resources to efficiently manage such circumstances.

(ii) Even though the company or affiliates get to efficiently react to secure platform and alternative services, there is no guarantee that distributed refusal of the service or cyberattacks will not occur in the future. Security measures will be executed to ensure the utility and safety of the platform, networks, or the service, but these cannot fully guarantee 100% safety of the property.

Threats regarding participation of token sales

(a) You may not reclaim payments of the token sales

(i) The company does not have the obligation to refund purchased funds unless they were under applicable regulations. There is no guaranteed promise about the future

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progress or the price change of the value that the token will constantly possess particular value. Thus, regulations will apply to sales of the tokens that may prevent from reclaiming them.

- (b) You may face unfavorable regulations or taxations by purchasing or distributing the tokens
 - (i) The legal specialty of cryptocurrency or encrypted properties are uncertain at this point. Tokens possess a danger to be considered as marketable securities in particular jurisdictions now or in the near future. The company or the affiliates do not provide any possible warranty to how the tokens will be categorized and each purchaser will be responsible for how the tokens will be perceived in its legality, usage, and relocation.
 - (ii) Furthermore, taxation for the acquisition and disposal of the cryptocurrencies may vary in the future by how it will be categorized out of stocks, properties, currencies or others. Tokens are currently uncertain about how the taxation will apply, so individuals will have to pay attention to how their taxation will be charged and may face unfavorable taxations.
- (c) The loss of purchaser's wallet and platform ID may influence access and possession of tokens
 - (i) The loss of personal ID created from the platform and other identification information about the purchaser may lead to permanent loss of accessing and possessing tokens due to loss of personal key or errors at the token storage or purchase errors.
- (d) Blockchain may experience jammed to delay or lose the transaction
 - (i) Most of the blockchain used for the cryptocurrency transaction (i.e. Ethereum) experience regular delays and losses. Individuals may intentionally spam the network to advantage their transactions when purchasing cryptocurrencies. Thus, the block creator may not include token purchases or exclude the transaction at all during the process.

Personal Information and Data Preservation Issue

- (a) The company may collect personal information as the followup for token sales and verification process of the platform. Collected information is under the applicable regulations that may be transferred to worldwide contractor, service supplying companies, or consultants for operation of the platform. The enterprises may manipulate, misplace, or lose personal information apart from external consultation. The company will alleviate the issues and the issues, determine penalties, and spend finances to resolve the issue with the regulating institutions. The loss of information might damage the reputation of the company that could last for a long term.

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Threats from Macro

- (a) Ordinary global market or financial status may exert negative influence to the company and the affiliates' operation and utilization of platform.
 - (i) The company or the affiliates can be influenced by the global financial market. The international economic crisis may cause the depression in IT industry. The economic crisis will exert negative influences over the company or the affiliates' business plans, achievements, and the outlook.
 - (ii) If the platform is reliant on the server, bandwidth, location, or other services, the provider's economic status may influence the company resulting in the deficiency of the operation and expenses.
 - (iii) Thus, if the current economic crisis or deteriorated economic crisis lasts for a long term, the company and the affiliates' business models, performances and the outlooks will be significantly influenced including the platform and the value of the tokens.

- (b) The regulations upon the Blockchain technology, cryptocurrencies, tokens, and the platforms are very uncertain at this point and any modifications on the regulations or policies may influence the development of the platform and utility of the tokens.
 - (i) The regulation of the tokens, cryptocurrencies, blockchain technology, and exchange of cryptocurrencies are still under progress of being developed but will advance at a rapid pace. The regulations and policies vary in each jurisdiction that possesses a high level of uncertainty. The legislative institution of each jurisdiction may adopt different regulations, guidelines, and actions for the development of the platform, utility of the tokens, and other elements. If the company fails to fulfill the legal regulations to introduce the token sales in the jurisdiction, (they may not exist yet or could be modified in future) the company and the affiliates may face disadvantages in civil actions and criminal penalties.
 - (ii) Blockchain network currently faces uncertain regulations in many foreign jurisdictions. They may set up regulations and policies that would influence platform and recognize the value of the tokens. However, these may exert negative influences on the company or the affiliates. It is impossible to predict the changes of regulations in the future, but these changes may be substantial and could lead to unfavorable phenomenon in developing the platform and introduction of the tokens.
 - (iii) If the company or the affiliate fails to acquire the license, approval or permission to operate the platform and the tokens in the jurisdiction, this may exert negative influence on the company or the affiliates' business.
 - (iv) There is no guarantee that the authorities will not impose more strict requirements or that the company will immediately adapt to modified regulations in the future. These changes may limit the operation of the company or the affiliates and may receive uncomformable decisions.
 - (v) In addition, if the expenses required to fulfill modified regulations exceed particular standards, it may be commercially impossible for the company or the

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affiliate to operate the platform. The company or the affiliate cannot predict how the government or regulatory authorities will articulate policies upon the platform or tokens, so might end up ceasing the operation in a particular jurisdiction. In this scenario, the distributive tokens may lose all of its values.

- (c) Natural disasters, wars, terrors, riots, plagues and any possible incident uncontrollable by the company or the affiliate may occur to influence the service.
 - (i) The sales of the tokens and the platform activity may be suspended or ceased due to natural disasters, wars, terrors, riots, plagues and any possible incidents that are uncontrollable by the company or the affiliates. Such incident may cause uncertainty to the global financial market and there is no guarantee that it will recover from the crisis in short term. This will influence the company and the affiliates' business model, operation result, and outlooks that will prevent from successful outcome. If, in any case, the company, affiliate, or the platform participant is involved in the plague or any issues, the market itself may be negatively influenced to have a negative perspective towards the platform and the community.
- (d) Blockchain and cryptocurrency including the tokens are fairly new and innovative technology. There may be unexpected dangers in token sales, possession and utilization other than listed possibilities above. These may become clearer by unexpected changes or modifications.

1.6 No Updates on the information

Nobody can provide or holds the right to share the information or articulations about the token, platform, company, affiliate, or business and operation model unless noted in this white paper. If someone does so, it will not be considered as the representative of the company to be providing them.

1.7 Language

This white paper can be translated into other languages. If there are differences made through translation, English version will be prioritized.

1.8 No Consultation

None of the information in this white paper can be referenced for token, platform, company, affiliate, business, legal, financial or taxation consultations. Please consult with the professional advisors for legal, financial, tax affairs. You should be aware of potential dangers for purchasing the tokens.

You need chance
We Need You

A decorative graphic consisting of several circles of varying sizes and colors (white and black) scattered across the lower half of the page. A dashed black line starts from the left edge, curves upwards and to the right, passing through a white circle, then curves downwards and to the right, passing through another white circle, and finally curves downwards and to the right, passing through a large white circle. The large white circle contains the word "THANKS" in blue capital letters. There are also several black circles of various sizes scattered around the white circles.

THANKS