



BLOCKCHAIN ADS

TOKENOMICS



BLOCKCHAIN-ADS TOKEN (XADS)

The Blockchain-Ads token is a utility token powering the largest decentralized advertising platform, offering direct marketing place for advertisers and publishers with one aim, transforming the centralized web2 advertising landscape. The Blockchain-Ads token (XADS) is a hybrid coin aimed to serve as payment for the advertising services and programmed with an incentive model that acts as a distributed governance structure.

XADS value will be increased with an increase in the number of advertisers and publishers on the Blockchain-Ads network through an increase in the number of campaigns. This sets the XADS token apart from the thousands of other blockchain projects by introducing a cryptocurrency with real-world, observable value.

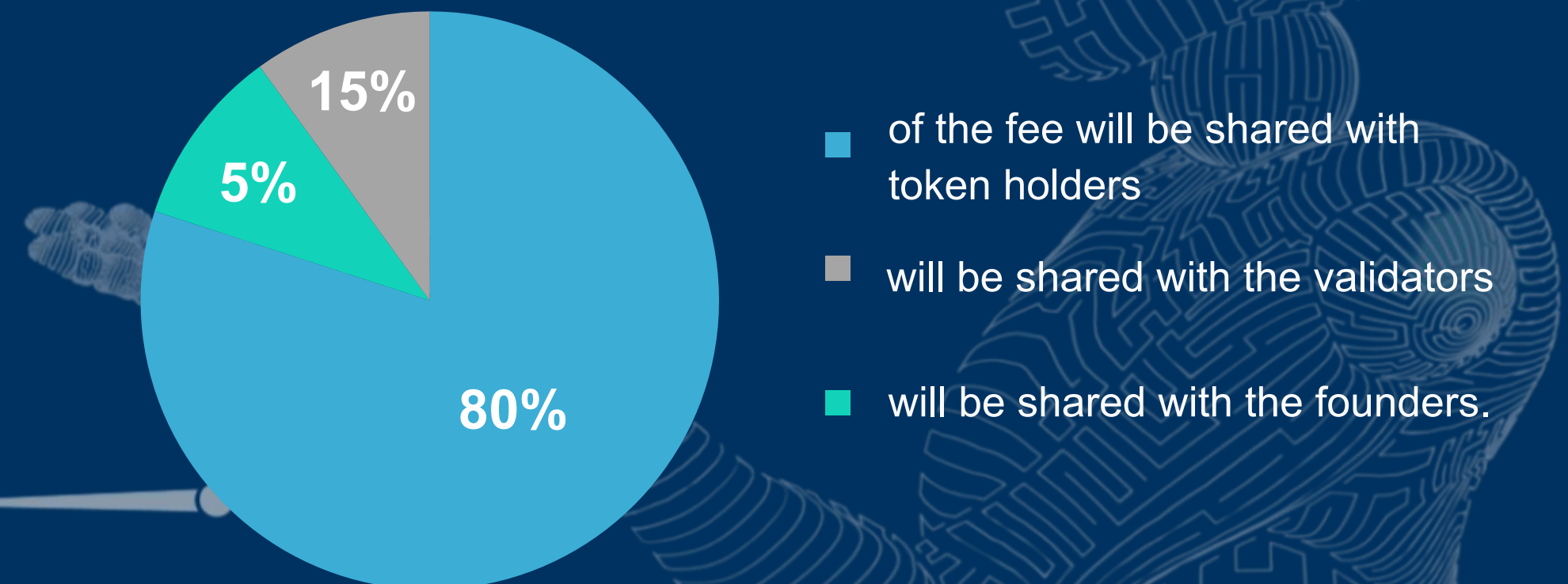
Blockchain-Ads will be submitting its own Ethereum Improvement Protocols that will act as the new functionality standard for the Blockchain-Ads network. Blockchain-Ads will have its own specific protocols and standards, which will be in compliance with the broader ERC20 and BEP20 standards.

At the IDO, the company will **release 110 million XADS tokens and gradually release tokens** as user demand increases.

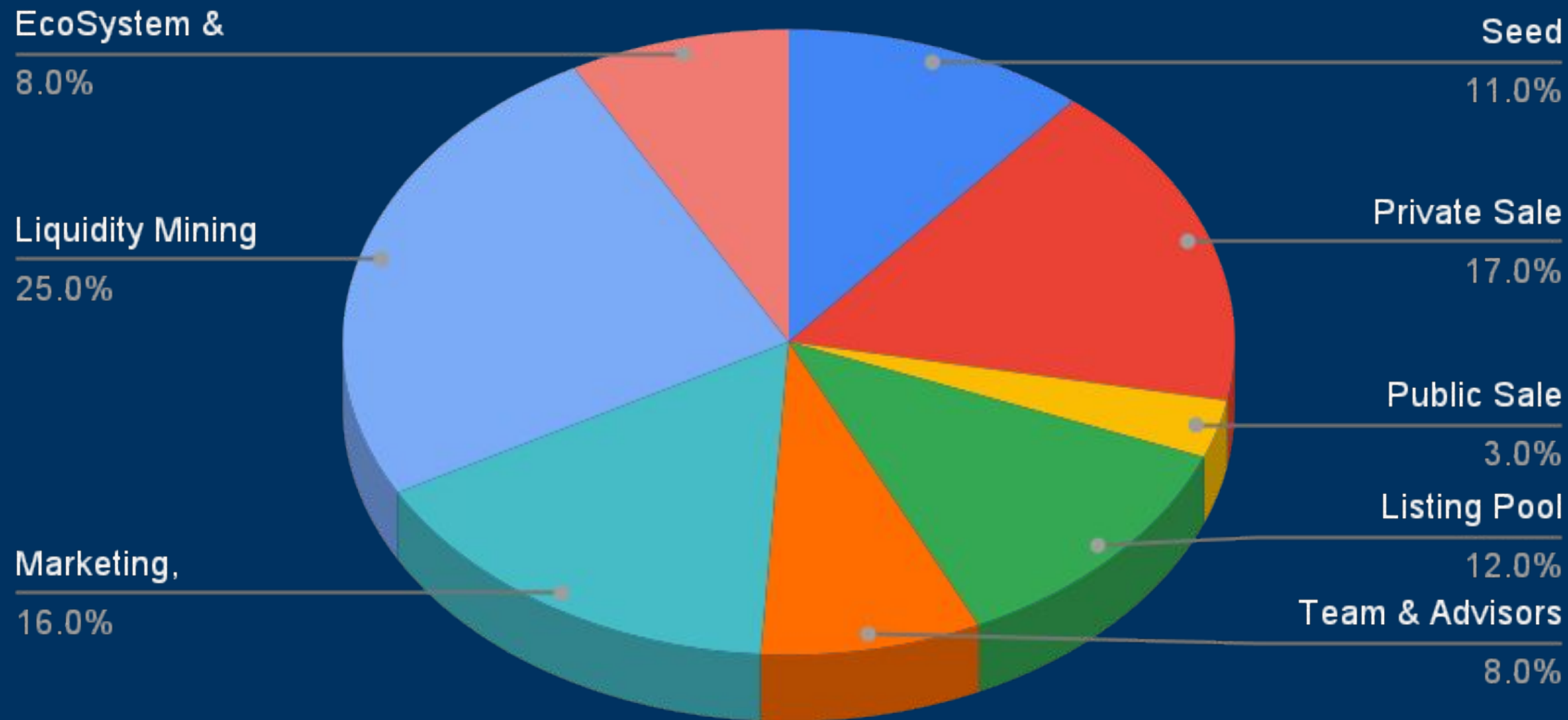
Blockchain-Ads will have a maximum outstanding token supply of 1 billion.

The miners will be able to get small fractions of tokens from validating and developing the blockchain network. The value of the token will increase from increased platform users and transactions being processed through the network, and it will create a multiplier effect across the entire Blockchain-Ads network.

The fee share will be as follows:



BLOCKCHAIN-ADS TOKEN DISTRIBUTION



IDO

Accepted currencies: BNB

Type of token: BEP20

Token prices will be as follows:

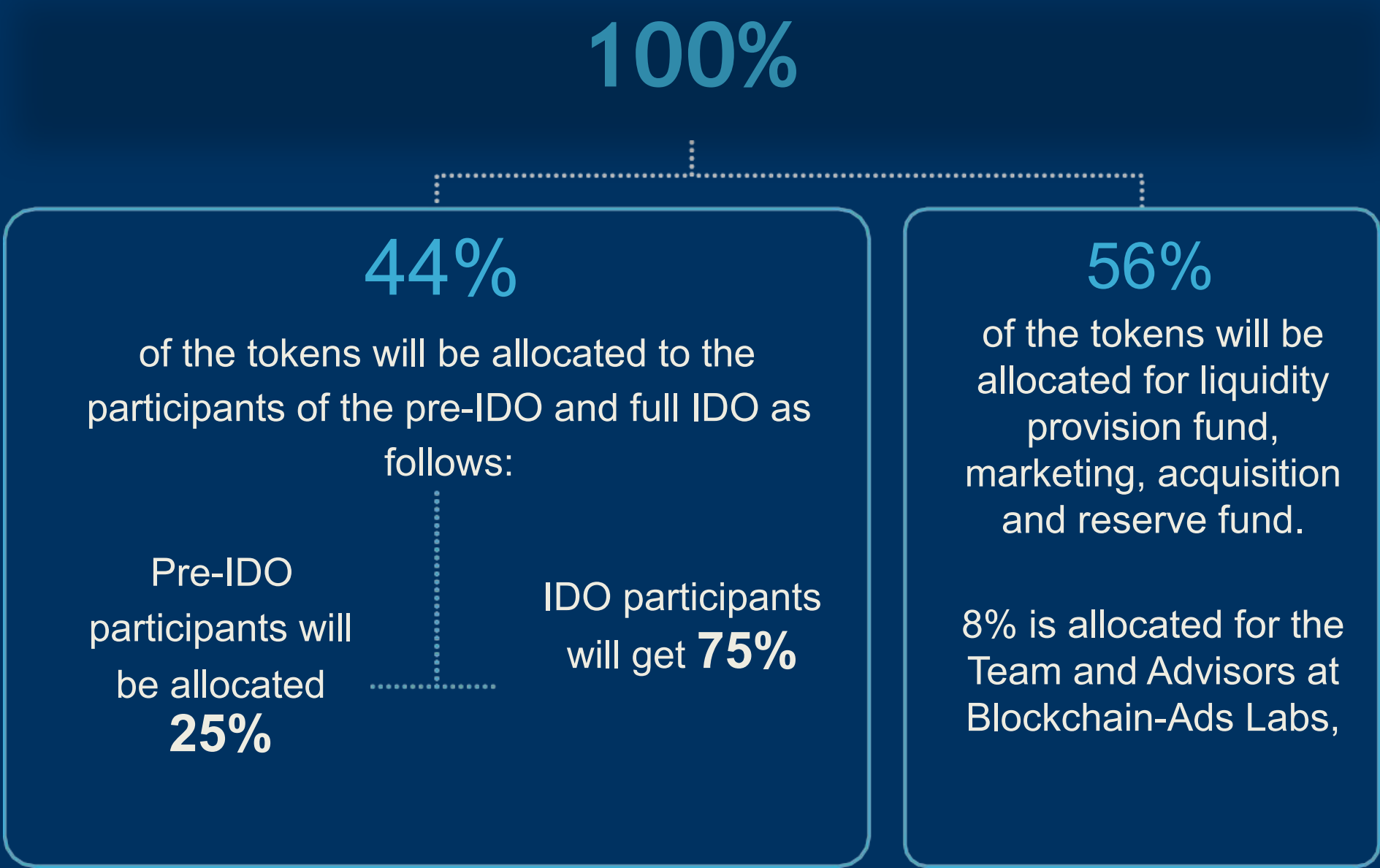
Pre-Sale: \$0.009

Public Sale: \$0.012

Bonus: Time - and commitment - based bonus structure. During the Seed stage there is 33% discount.

Pre-Sale Start Date: January 07, 2022

BLOCKCHAIN-ADS SUPPLY & REWARD MODEL



Participants in Pre-Sale and IDO will have a lock-up period with a 25% immediate vesting upon launch and the other 75% released over the next 9 months in equal amounts.

Supply of Tokens Supply of tokens will consistently dwindle as more advertisers and businesses come on to the platform and overall circulation increases. Some tokens will be locked up in staking pools. The supply will be limited to 1 billion..

| Round | Tokens | Price | To Be Raised | Starting Circulation | Starting Market Cap |
|--------------|-------------|----------|--------------|----------------------|---------------------|
| Seed | 110,000,000 | \$ 0.006 | \$ 660,000 | 35,000,000 | \$ 560,000 |
| Private Sale | 170,000,000 | \$ 0.009 | \$ 1,530,000 | 42,500,000 | \$ 680,000 |
| Public Sale | 30,000,000 | \$ 0.012 | \$ 360,000 | 7,500,000 | \$ 120,000 |
| Listing Pool | 100,000,000 | \$ 0.016 | \$ (480,000) | 30,000,000 | |
| TOTAL | 440,000,000 | | 2,330,000 | 115,000,000 | 1,360,000 |

Blockchain-Ads will have an incentive in the form of XADS tokens at several stages of the platform.

- Incentive on successful verification:**
On joining the **Blockchain-Ads platform**, participants will be awarded XADS tokens as an incentive for successfully verifying their credentials like Ad Inventories, creatives, and websites domains, ensuring high quality publishers and with that high quality traffic on our platform.
- Marketing incentive:**
To encourage the growth of the network and create ongoing revenue streams for contributors, successful referrals of businesses and individuals to the Blockchain-Ads platform will entitle the referring party to XADS tokens.
- Performance bonuses:**
To recognize and promote excellence, bonus XADS tokens will also be granted to businesses and individuals who remain compliant with the set of rules incorporated in their Platform and smart contracts within the platform.

VESTING SCHEDULE

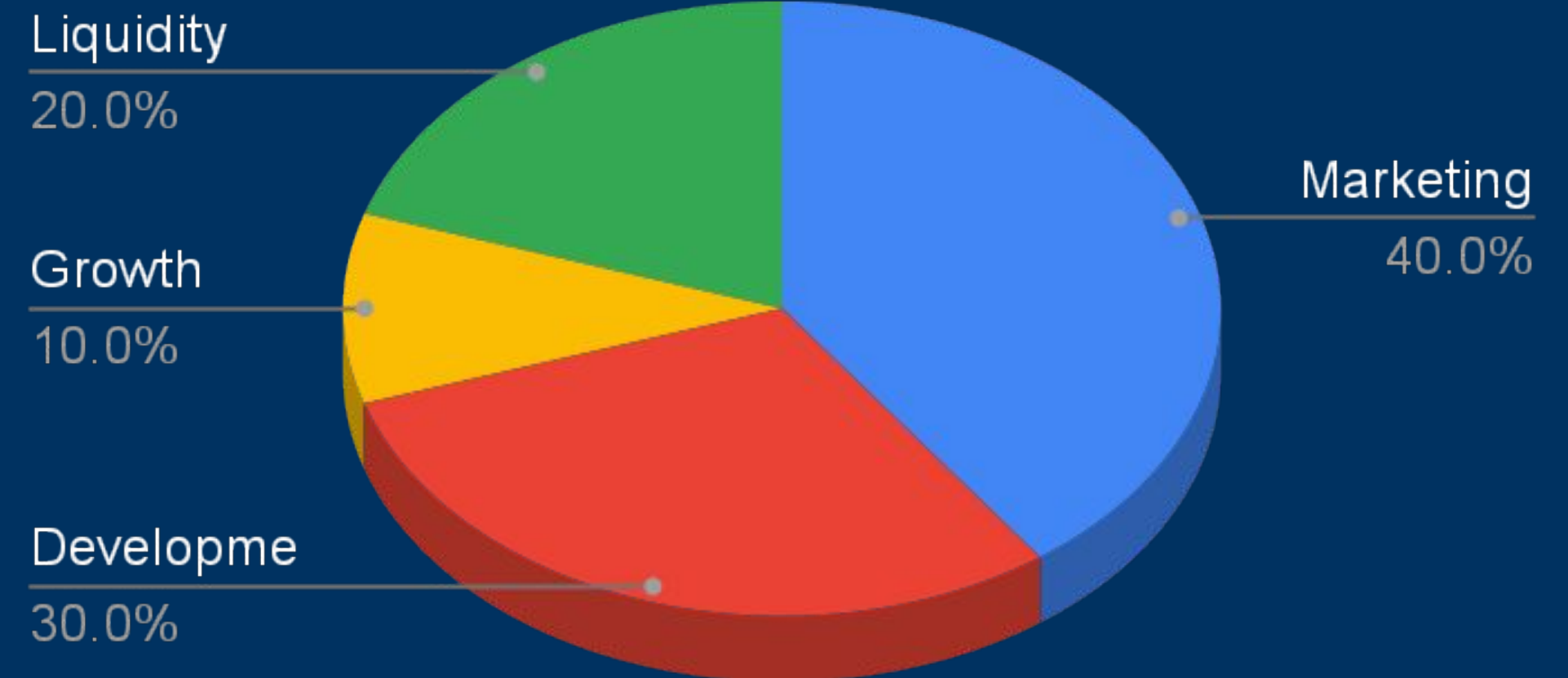
| | TGE | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | |
|------------------------|-----|-------------------------------------|----------------------------------|---|---|---|---|---|--|---|---|----|----|--------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|--|
| Seed | 25% | Vesting - 25% Release every quarter | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Private Rounde | 25% | Vesting - 25% Release every quarter | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Public Round | 25% | Vesting - 25% Release every quarter | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Listing Provision Fund | 0% | Cliff | | | | | | | Vesting - 25% at 12 month cliff and the rest is released at over 36 months | | | | | | | | | | | | | | | | | | | |
| Team & Advisors | 0% | Cliff | | | | | | | | | | | | Vesting - 25% release every 6 months | | | | | | | | | | | | | | |
| Marketing, Community | 0% | | Vesting - 2,5% release per month | | | | | | | | | | | | | | | | | | | | | | | | | |
| Staking, Rewards | 0% | Cliff | Linear vesting until month 48 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Reserve Fund | 0% | Linear vesting until month 48 | | | | | | | | | | | | | | | | | | | | | | | | | | |

Scroll
Down

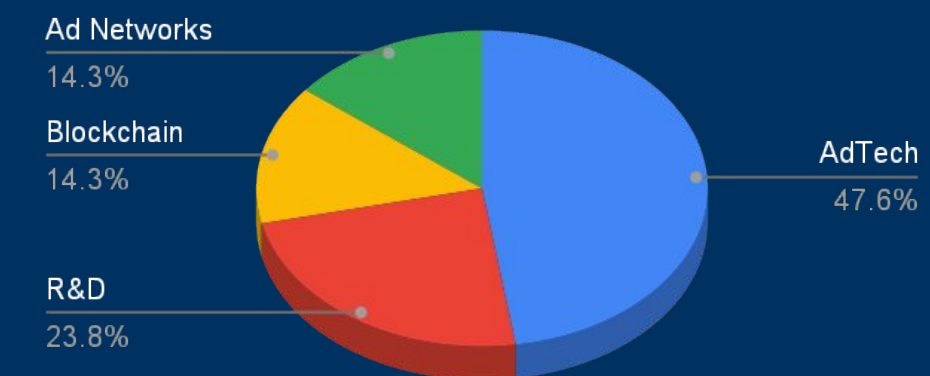
FUNDS DISTRIBUTION

The funds raised through Sales will be dedicated to the following activities:

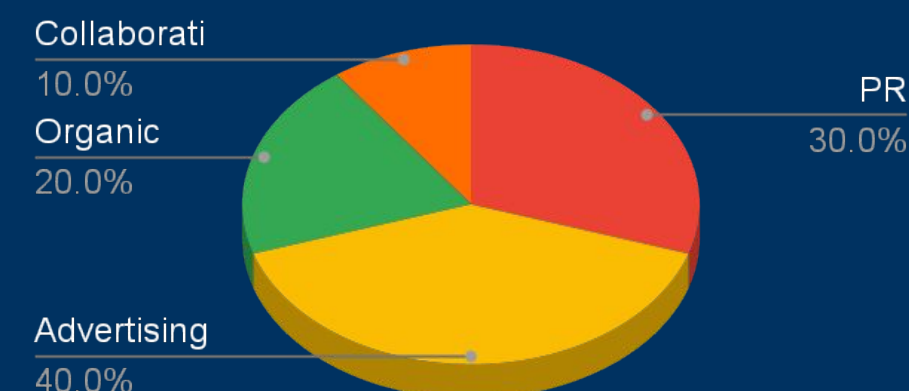
- **Marketing:** As Marketing is crucial for and AdTech project that is looking to disrupt the current market, allocation will be assigned for PR activities, Paid Advertising, Organic Presence and Social Coverage and Marketing Collaborations.
- **Development:** A major portion of the funds raised will be used for the development of the Blockchain-Ads platform. The breakdown will be as follow: AdTech Development; R&D expenses; Blockchain Protocols integrations; Ad Networks and Ad Exchanges Integration; This will include the salary of the developers, server costs, platform costs, etc.
- **Growth:** Building a sales team for direct sales of the ad platform services and Business development team for developing business relations with the crypto projects. *Advertising experts that will contribute to the growth of blockchain advertising wider adoption * NonCrypto Marketers and Marketing agencies that are ideal potential users
- **Liquidity:** Funds needed to provide liquidity in exchanges.



DEVELOPEMENT



MARKETING



GROWTH



THANK YOU!



BLOCKCHAIN ADS

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