CAN White Paper

Version 1.0

[9] October 2017

Disclaimer

IMPORTANT NOTE

YOU MUST READ THIS DOCUMENT BEFORE MAKING ANY DECISION TO PURCHASE CAN TOKENS.

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WITHOUT LIMITING ANY OF THE ABOVE, YOU SHOULD NOT PURCHASE ANY CAN TOKENS UNLESS YOU HAVE READ AND UNDERSTOOD THIS WHITEPAPER AND ALL OTHER RELEVANT MATERIALS ON OUR WEBSITE (www.mobipromo.io) AND FULLY UNDERSTAND THE TOKEN SALE, INCLUDING AT LEAST THE FOLLOWING:

- THE NATURE AND PURPOSE OF THE TOKEN SALE AND ITS CYPTOGRAPHIC CONTEXT

- THE TERMS AND CONDITIONS OF THE TOKEN SALE

- THE PROCEDURES REQUIRED TO PURCHASE CAN TOKENS

- THE NATURE AND THE EXTENT OF THE RISKS TO WHICH YOU MAY BE EXPOSED AS A RESULT OF PARTICIPATING IN THE TOKEN SALE AND HOLDING CAN TOKENS

- THE REGULATORY, TAX AND ACCOUNTING TREATMENT OF PARTICI-PATING IN THE TOKEN SALE AND HOLDING OF CAN TOKENS, AS WELL AS ANY OTHER RELEVANT IMPLICATIONS

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THIS WHITEPAPER AND RELATED MATERIALS MAY BE TRANSLATED. ANY TRANSLATION IS FOR REFERENCE PURPOSES ONLY AND IS NOT CERTI-FIED BY ANY PERSON. ONLY THE ENGLISH VERSION HAS LEGAL EFFECT AND PREVAILS TO THE EXTENT OF ANY INCONSISTENCY.

Executive Summary

CAN is the token designed for advertising services basing on a constantly growing AD system being developed by MobiPromo ("AD System" or "MobiPromo System"). With the help of CAN, the current centralized AD System will gradually transform into a decentralized advertising system/platform.   All these are attributed to the development of blockchain technology and the robust infrastructure of it.

Upon the completion of Token Sale, CAN Tokens can be immediately used as the medium to pay for the services on the MobiPromo System . More importantly, as blockchain technology itself is excellent at building mutual trust and tracking, it is intended that the MobiPromo System will adopt new blockchain technology, which will hence greatly enhance its features and functionality. Eventually, it will largely increase the effectiveness of the advertisement being broadcasted among the worldwide nodes of the MobiPromo System.

Using CAN Tokens, the existing AD System will gradually transform into the Point to Point Advertising Interactive Network (the "Decentralized AD System"). During the course of the transformation, the Issuer and MobiPromo will partially use the community resources for the purposes of R & D and promotion. Eventually, a decentralized advertising network which is driven by CAN Tokens will come into reality.

BACKGROUND

In internet era, the core of business operation is traffic. MobiPromo System is designed to drive traffic for business owners.

Basically, there are three major participants in the business environment.
- Commercial Website / Platform
- Consumer / End Users
- Suppliers / Shops

These participants form an ecosystem in which consumers spend their money for products/services; Suppliers supply goods/services and the Platforms supply information to guide consumers choosing products/services.

Currently, the core of such ecosystem has gradually shifted from location-focused to platform-focused. The platform supplies the information that consumers desire and as such, the consumer behaviors became dependent on and seriously affected by whatever is shown to consumers on the platform. In other words, the spending pattern of consumers is no longer affected by the geographic location but by the platform. The platform provides the commercial messages, the consumers obtain the messages and this directly affects the consumer behaviors.

Nowadays, shops open and close more frequently than before. Consumers would not be able to visit them one by one to decide which is the best. Instead, consumers rely on the

information obtained from various platforms, websites to make decisions. And through the analysis of the data, the platform can even predict then affect consumer's behaviors .

The current MobiPromo System can deliver the right information to right consumer efficiently thus drive traffic to the business owner efficiently. And as the first access point of consumers surfing internet, MobiPromo can influence consumers' behaviors even earlier than any platform. But this is not the final goal of MobiPromo System. The team, together with MobiPromo, is going to utilize blockchain technologies and share the advertising engine with the community to build a decentralized content and AD network by which to construct a more fair and credible environment for all participants in our ecosystem.

BLOCKCHAIN TECHNOLOGY

A blockchain is a digitized, decentralized public ledger of all cryptocurrency transactions. Constantly growing as 'completed' blocks (the most recent transactions) are recorded and added to it in chronological order, it allows market participants to keep track of digital currency transactions without central record keeping. Each node (a computer connected to the network) gets a copy of the blockchain, which is downloaded automatically.

Bitcoin is the earliest digital currency that applies Blockchain Technology. Today, Bitcoin is playing a role as "GOLD" in digital currency. Ethereum is a decentralized platform that runs smart contracts. Based on Ethereum applications can run exactly as programmed without any possibility of downtime, fraud or third party interference.

These apps run on a custom built blockchain, an enormously powerful shared global infrastructure that can move value around and represent the ownership of property. This enables developers to create markets, store registries of debts or promises, move funds in accordance with instructions given long in the past (like a will or a futures contract) and many other things that have not been invented yet, all without a intermediary or counterparty risk.

Our Team believes that Ethereum in the coming years will become the backbone technology in various commercial applications. However, Ethereum itself will not become a means to convey commercial messages and values. Users have to actualize the enormous value of Ethereum through applications. The Decentralized AD System is such an application.

Evolvement of DECENTRALIZED AD SERVICE

With the issuance and circulation of CAN Tokens, we will be able to integrate the online and offline services and sales. The payment tool for our global advertising services, content distribution services, and other various types of services will rely on our cryptocurrency.

Firstly, CAN Tokens can be immediately used to redeem the existing services that the AD System provides globally, which include:

- **Targeted Advertising**
  MobiPromo owns thousands of locations around the globe to provide advertising services via Wi-Fi. Business owners may select to display their advertisements on all or partial locations. The sophisticated backend systems of MobiPromo will intelligently analyze the nature of the advertisement content and subsequently select the locations and timing to deliver the advertisement so as to obtain the largest effectiveness. The MobiPromo backend system is also able to locate the group of people who should be interested in the advertisement and thus specifically push the advertisement to them. The effectiveness can be increased on one hand and the cost is drastically reduced on the other.

- **Proximity Marketing Services**
  As for the locations in which MobiPromo Wi-Fi devices are installed, MobiPromo intelligent backend will enable the business owners to broadcast their new products information, Coupons, Membership Credit Points, etc. in the Wi-Fi. And all these services provided by MobiPromo will be settled by CAN too.

- **Content Distribution Network (CDN)**
  MobiPromo locations are about to provide CDN services. Content providers will use the service and pay the services with CAN Tokens. The CAN Tokens collected will be partly distributed to the location owners.

MobiPromo Wi-Fi nodes are growing rapidly and globally. The variety of MobiPromo services is growing too. As these services are settled with CAN Tokens, the demand for CAN Tokens is expected to increase continuously.

Secondly, we will gradually build a Decentralized AD System - from the original perspective, the AD network nowadays can be seen as a vast network covering different geographical areas. The drawback of this traditional centralized network is that the communication among the locations in the network could be poor or even none. In daily operations, there may even be some fraudulent behaviours. If we rebuild the network using the blockchain technology, the current problems could be perfectly solved.

Current MobiPromo System

MobiPromo is a white-label, direct-response, wireless, proximity marketing technology

Designed to engage consumers with highly targeted and relevant advertising from local, regional, and national brands. MobiPromo incentivizes consumers to use the system by providing free Wi-Fi Internet access.

MobiPromo has the ability to push geographically, behaviorally, device specific and competitor targeted, merchant created and managed advertisements, coupons, discount offers, banners, and video infomercials to consumers.

MobiPromo is white-label hardware and cloud based technologies.   Providing marketers a means to build their own brand rather than someone elses. Using the merchant's logo, branding, domain, advertiser rates, terms and conditions, and much more. From both a consumer and merchant's perspective, the system looks and operates seamlessly as the merchant's own system.

Acquire Legally Compliant Validated Consumer Data Automatically.

The MobiPromo opt in process is fully compliant with the latest U.S. Federal Trade Commission laws introduced in October 2014. Every opt-in process is 100% compliant with the Telephone Consumer Protection Act , Telemarketing Sales Rule, and CAN-SPAM Act. MobiPromo includes email marketing and text marketing systems that allows network operators to take full advantage of compiled data.

Merchants Signup, Pay, and Manage Their Own Advertisements in 3 Easy Steps

A self-serve merchant system is designed to bring new merchants on-board automatically. Allowing merchants to review the benefits, select an advertising package that matches their needs and geography, subscribe to it and pay online, and start advertising within minutes.

MobiPromo includes template-based tools for merchants to create well-presented business listings and appealing advertisements in a very simple 1-2-3 step process. Merchants' select and purchase admin-created advertising packages relevant to their marketing needs, location, and budgets. Merchants keep 100% of the sale price.

The merchant interface includes tools to track and monitor campaign performances, predictive analysis reporting that forecasts redemptions, service and stock requirements for up to three months in advance, based on current monthly trends: Additional tools to man-

age consumer reviews and email subscriptions: (i) Newsletter feature provides a means to create and disseminate periodic newsletter to subscribers; (ii) Barcode generator; (iii) Coupon embedding code generator enabling a merchant to integrate their coupons into their website to extend campaign reach to existing customers; (iv) Email subscription code generator for integrating into websites, newsletters, and other promotional media; and (v) Direct link codes for both mobile & web coupons and offers that can be used for any promotions including QR Code production.

Consumer Behavioural Targeting

Consumer behaviour targeting presents a tremendous opportunity to engage consumers at a time, place, and with their interest focused. Returning the most responsive results ever. The MobiPromo system monitors consumer behaviour and interests whilst they are shopping and searching on the web. Then at the most appropriate time we deliver a matching merchant advertisement directly to the relevant content the consumer is viewing. Our behavioural engine is 100% tuneable and trainable from within the administration management interface.

Wireless Device Targeting

Target consumer devices by Device Brand, Device Operating System, and Device Browser Type.   Useful for App dissemination, Carrier Network, and other specific campaign styles. The device specific targeting module is updated weekly to ensure the latest device information is always available.

Competitor Targeting System – Stop Losing Sales To Online Vendors

The competitor targeting system is designed for retail merchants to combat consumer showcasing. The merchant specifies who its competitors are and would be provided the opportunity to reach its potential customers with a matching or better offer before they purchase online.

MobiPromo Brandable Hotspots

MobiPromo now features individual brandable hotspot locations.   Every hotspot location can be branded with a host merchants logo or a even a sponsored advertiser, as an upsell for every location in the merchant's network.

MobiPromo Analytics

MobiPromo provides extensive real-time reporting and analytics that enable merchants and administrators to instantly evaluate and compare a campaign's performance and return-on-investment (ROI).

From a command position, administrators can review a network performance overview, run predictive analysis forecasts, or scrutinize every keyword found on content viewed by system users, and view consumer sessions by location/device.   MobiPromo provide administrators an unsurpassed array of reports and tools to ensure the merchants are in control.

Proximity Marketing WiFi Hardware Devices

Available in highly optimized indoor and outdoor models. Devices are 100% Plug & Play – Set and Forget. There is absolutely no device level management required. Simply place & connect our Wi-Fi marketing hardware devices. Devices automatically self-configure to a location, geo-fencing consumers, displaying relevant advertisements based upon location, and consumer interests, while providing free Internet access.

MobiPromo includes marketing tools and ad delivery mediums to satisfy even the most aggressive location based marketer's endeavours.

WiFi Affiliate Marketing System offers Marketers a revolutionary 100% affiliate fraud & parasite free network

MobiPromo includes a proprietary WiFi Affiliate Marketing System that replaces the traditional affiliate website with a WiFi marketing device. Devices are typically deployed in high-footfall areas and the consumers come to the merchant instead of paying to drive traffic to a website. Systems operate 24/7, 365 days a year. The merchant could control its campaigns, advertisements, marketing locations, devices – with or without affiliates.

The WiFi Affiliate Marketing System gives mobile marketers the ability to offer clients direct-response sales leads produced from lead forms, make product and service sales incorporating e/m-commerce, and CPM, CPC, CPA campaigns.

The MobiPromo WiFi Affiliate Marketing System has ability to display, track, record, and assign commissions for any Cost per Thousand (CPM), Cost per Click (CPC), Cost per Action (CPA), Cost per Sale (CPS) e/m-Commerce campaign, and is compatible with 99% of all shopping carts. Driving results directly to an advertiser's portal while tracking and recording which advertising, campaign, revenue partner, affiliate, location, and device produced the results, and then assigning either fixed or percentage commissions, on a device by device, location by location performance basis.

Devices, results, advertising campaign configurations, and affiliate tracking information is completely tamper proof. Empowering every revenue partner/affiliate with the potential to become a Super Affiliate without wasting a dime promoting their website.

The WiFi Affiliate Marketing System also includes a Affiliate User interface should the merchant decides to power up its existing affiliates with the latest technology. The Affiliate Interface provides complete and detailed campaign, device, location, performance, commission, and payment reporting. The WiFi Affiliate Marketing System payment processing system includes affiliate payment methods by PayPal, Check, and by Wire Transfer.

Video Infomercials

Take television commercial and display it to mobile with 100% attentive audiences. Provides the ability to display advertising video infomercials at configurable, strategic intervals during the consumer's free Wi-Fi session. Included Title and linked Call-To-Action areas allow immediate consumer direct-response and interactivity.

Target audiences geographically, behaviourally, competitor, User device manufacturer, device operating system, device browser type, day of week, time of day, set start and end times, and duration. Frequency cap by session, number of views, and advertisement priority.

Consumers register once and automatically connect to every location in the merchant's network

Once a consumer registers by obtaining a free access token, they can automatically access free wireless Internet from anywhere within the merchant's network regardless of the number of locations such merchant has or where it is located, locally, on the other side of the country or even Internationally.

## MobiPromo Extends The Marketing Area To The Consumers Home And Office

MobiPromo has the ability to extend the proximity marketing area reach far beyond the original location and to the consumers home and office. Consumers can take advantage of all of the offers they found from the convenience of their home and office. MobiPromo includes a web interface that allows consumers to shop from home or office, select offers of interest, add them to the inbuilt Mobi-Wallet account interface and use their mobile phone to redeem the offers the next time they are out shopping. All communication emails and text messages to consumers are 100% configurable. Consumers also have the convenience of adding an RSS feed from your MobiPromo Network to their browser. Every

time a new deal comes onto the system their browser will alert them. Keeping merchant offers in focus.

Next Generation of MobiPromo System

- DCAN (Decentralized Content and Ad Network)

Today, our AD System is a robust platform all over the world, being able to provide the high quality advertising services that can satisfy numerous location owners, advertisers and consumers. However, we have an ambition to build a world wide decentralized content and AD system which is much larger than the existing one. After decentralization, all the participants inside the system has an equal status and also a high motivation to take part in the system.
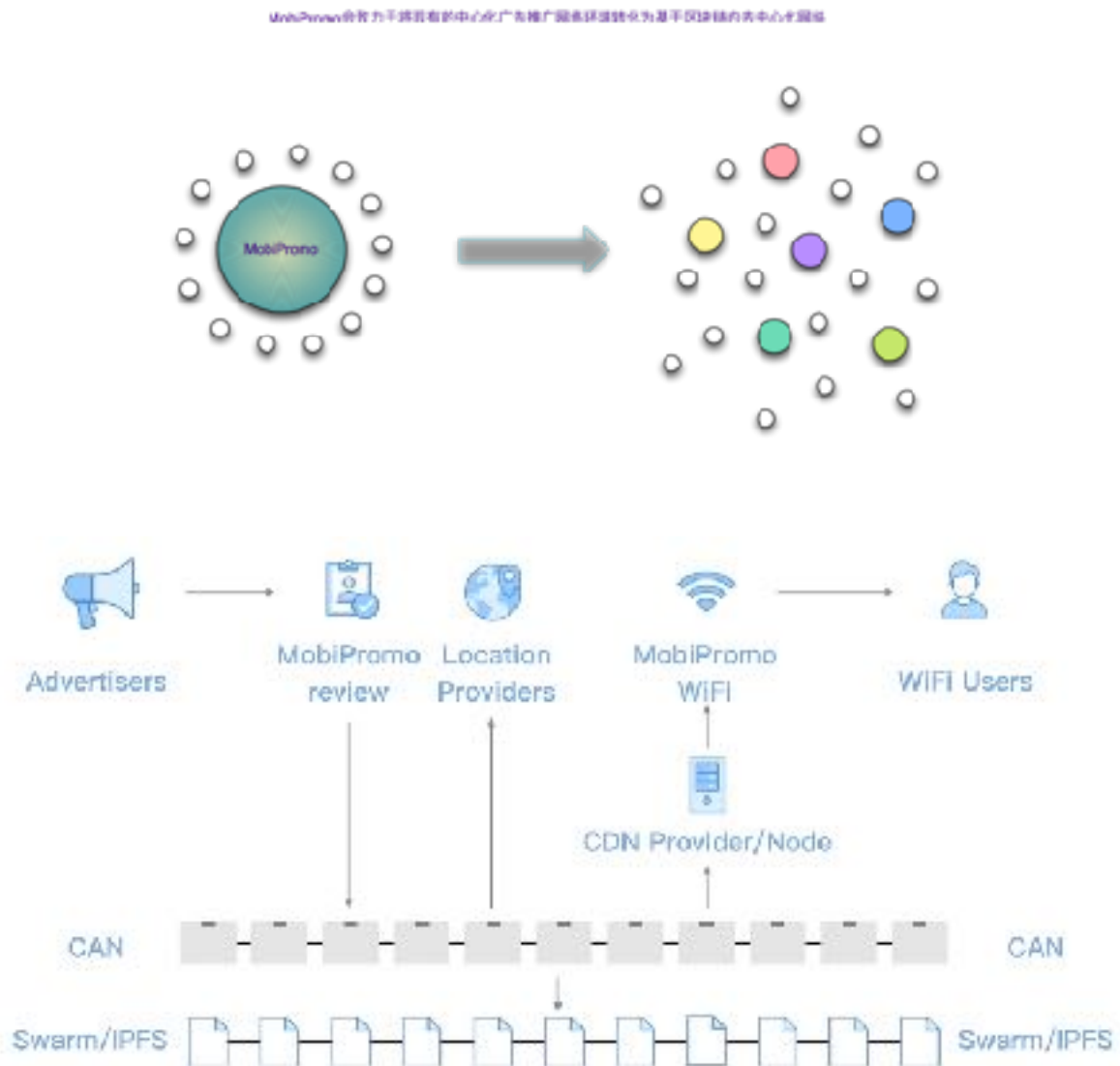
Near to the Final Draft: 9 October 2017

Inside this Decentralized AD System, advertisers can place their advertisement through the decentralized application and also make payment. The advertisement consumption will be counted based on the actual pop up number at various locations. The blockchain technology will help ensure the mutual trust and the payment issues.

Core Issues:

1. Advertisement Effectiveness: the effects of the advertisements broadcasted at the Advertising locations are to be evaluated by advertisers themselves. And the amount to be paid for the AD also correlates with the effects of the advertisements.   The advertisers can choose and adjust where they want to put their advertisements in order to have the best effects.
2. Fraudulent Behaviors : with our system, all responses towards the advertisement, such as the clicks and etc. will be recorded and accurately tracked. As such, the effects of the advertisement can be clearly shown to the advertisers and most of the fraudulent behavior happened in today's advertising environment can be effectively avoided through the future Decentralized AD System. And the trust between the advertisers and AD locations will gradually be built up.

We will work closely with MobiPromo to design a system and to construct a community to make it work. A decentralized content and AD network will bring everyone inside the system huge benefits, and each participant has his own role:

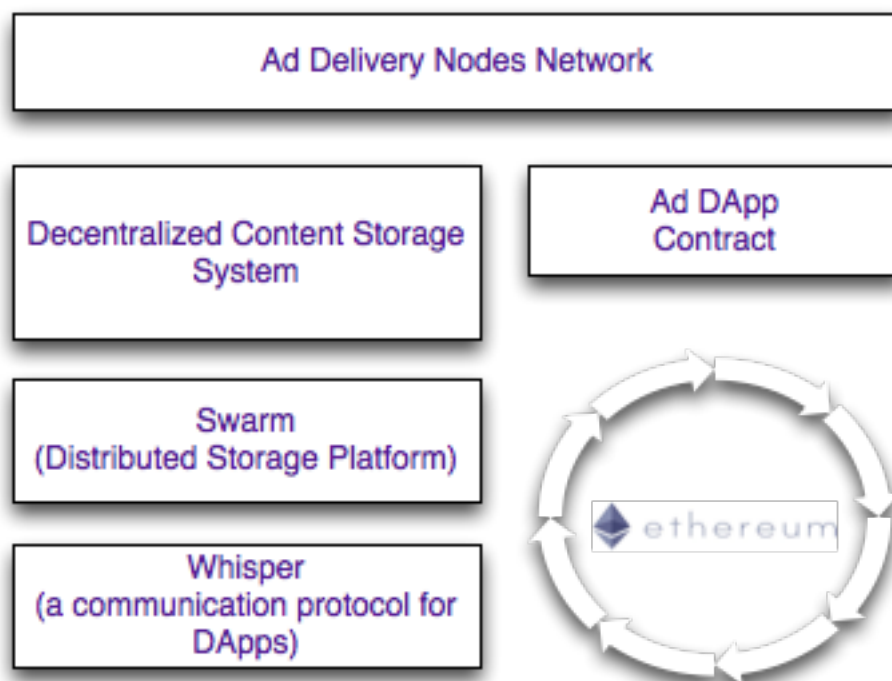| Role	Responsibility	
Issuer	We will, together with MobiPromo, build up and organize CAN community to be in charge of the ecosystem maintenance. As the system developer at early stage, MobiPromo will push the CAN ecosystem to be a self-organizing system, and will eventually be one of the participants.	
CAN Tokens	as the medium with which the AD and content service is rendered and paid	
Location Owners / Business Owners	as the providers of the locations, they will be awarded with CAN for providing the service nodes	
Advertisers	Advertisers will require the users to pay for the decentralized AD services with CAN Tokens. Advertisers will be able to track the effectiveness through the AD System and could therefore avoid the fraudulent behaviors.	

Consumers	Consumers are the recipients of the AD services. In Decentralized AD System, consumers will be rewarded by CAN Tokens in return for their attention and mentality consuming.
Blockchain Nodes	All the blockchain nodes will be benefited by mining. The benefits would highly motivate them to participate actively in this system.

STRUCTURE

In order to complete the establishment of the Decentralized AD System with the CAN Tokens, there are some more delicate design required, in both technical aspects and strategical aspects. Through these designs, the Decentralized AD System will have three characteristics: fair, trustworthy and self forming & developing. The major elements in the design are:

1, Ethereum and the related infrastructure, including Swarm , IPFS , Whisper. These are not all in full operation at the present time and yet, in the foreseeable future, they will become mature and usable.

2, The software that displays AD at Nodes : For a decentralized application, even we build it on the foundation of existing infrastructure, it will be a challenging task to do.

3, Advertising Nodes : when IPFS is ready and available, it will be realized through IPFS. Prior to that, we need a specialized application to do this.

4, Facilitating the tokens for exchanging and the supported smart contracts.

Decentralized Content and Ad Network

Ad Delivery Nodes Network

Decentralized Content Storage System

Ad DApp Contract

Swarm (Distributed Storage Platform)

ethereum

Whisper (a communication protocol for DApps)
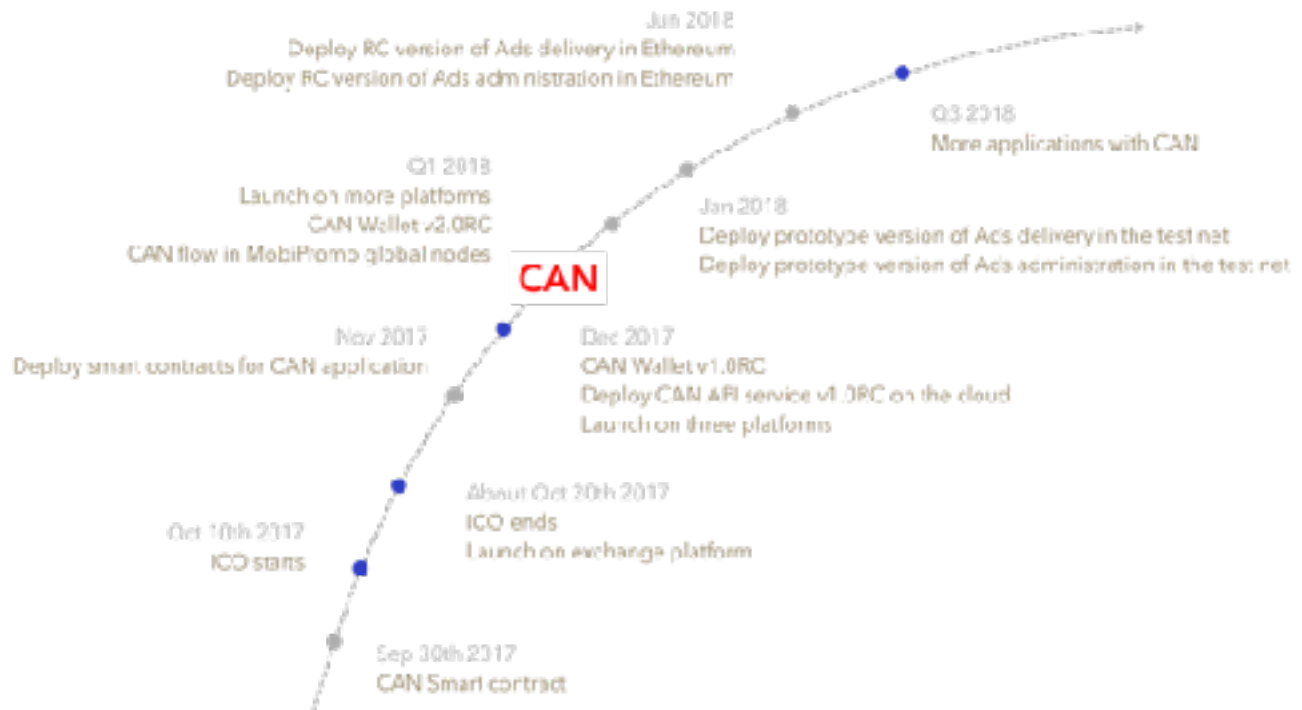
FLOW DESIGN - AUTONOMOUS PAYMENT SYSTEM

Advertisers pay CAN Tokens for AD services, and submit the required AD. The CAN Tokens once paid will automatically mean that the advertisers have entered into a smart digital contract supported by DApp. Advertisement will be stored at Swarm network nodes and then be displayed at the locations. When the AD is triggered at the Nodes, the AD will be displayed intelligently, in order to achieve the largest effect under the decentralized environment. The solution we designed is to identify the consumers by taking note of certain identifiable characteristics with the consumers (in the case of Wi-Fi, this characteristic is MAC address) and then link up the MAC address with relevant address inside Ethereum. Locations receives the AD list, then check on the Ethereum address that specifically identifies individual consumers. And following the nature of the particular consumer behaviors, we will display the AD that is most suitable for the particular consumer. The identification message is stored in Swarm, IPFS is an alternative solution. When the AD is successfully displayed at the locations, there will be a record in Swarm / IPFS. And advertisers may choose to pay for the AD by two ways: buy in bulk or instant payment.

ECOSYSTEM

Each and every participant who is already inside the CAN Token ecosystem has a strong incentive to maintain the operation of the ecosystem as well as to promote CAN ecosystem to increase the inner value of CAN Tokens. The Nodes operators are also properly compensated because they can gain a lot by mining. As such, as soon as the message passes on, the ecosystem will grow by itself, very quickly.

Therefore, based on a reasonable ground, MobiPromo strongly believes that the number of service Nodes will also increase drastically and that this decentralized AD platform and the ecosystem will soon grow into a huge sized platform on which every party will be benefited abundantly.

RoadMap

Jun 2018
Deploy RC version of Ads delivery in Ethereum
Deploy RC version of Ads administration in Ethereum

Q3 2018
More applications with CAN

Q1 2018
Launch on more platforms
CAN Wallet v2.0RC
CAN flow in MobiPromo global nodes

Jan 2018
Deploy prototype version of Ads delivery in the test net
Deploy prototype version of Ads administration in the test net

CAN

Nov 2017
Deploy smart contracts for CAN application

Dec 2017
CAN Wallet v1.0RC
Deploy CAN API service v1.0RC on the cloud
Launch on three platforms

About Oct 30th 2017
ICO ends
Launch on exchange platform

Oct 10th 2017
ICO starts

Sep 30th 2017
CAN Smart contract

CORPORATION STRUCTURE

As a limited incorporated under the laws of Hong Kong, the primary objection of Digital Capital Limited (the "Issuer") is to promote the development and the application of the centralized (and ultimately decentralized) AD Platform. It also aims to initially develop the decentralized AD Platform and advocate governance and transparency for the platform.

The Issuer would enter into a cooperation agreement with MobiPromo Limited ("MobiPromo"), pursuant to which MobiPromo will provide full license for the use of its intellectual properties, and shall be responsible for the research and development of the Decentralized AD Platform. Currently, MobiPromo is in the process of acquiring the intellectual properties as set out in Schedule C which is expected to be completed by the end of December 2017.

CAN Token Sale

The Issuer will fund the continual operation and development of the centralized AD platform and also the development of the Decentralized AD System through the issuance of CAN Tokens. These CAN Tokens will run natively on the Ethereum blockchain and will be offered to backer of this project via a Token Sale. The Token Sale will be launched on or about [10 October 2017]. Subsequent token sale(s) will take place once the index such as business size, areas covered, variety of services etc. have been drastically improved more than 30%, the prototype of the decentralized AD platform has been developed or whenever the Issuer considers necessary to do so at its full discretion.

Token Allocation and Distribution

The supply of the CAN Tokens is limited to the number of 1.5 billion (1,500,000,000) in total (including those available for sale during the Token Sale) and will be generated upon the launch ("Token Launch").

The CAN Tokens will be distributed in the following manner:

CAN TOKEN ALLOCATION

Channels	Number	Percentage	Remarks
Current Token Sale	300,000,000	20%	N/A
Anchor Investors	270,000,000	18%	50% of which locked for 3 months
Team	180,000,000	12%	100% of which locked for 12 months
Advisors	75,000,000	5%	N/A
Treasury	150,000,000	10%	For the payment of developers or partners in CAN community
Future Token Sale(s)	525,000,000	35%	N/A
Total	1,500,000,000	100%	
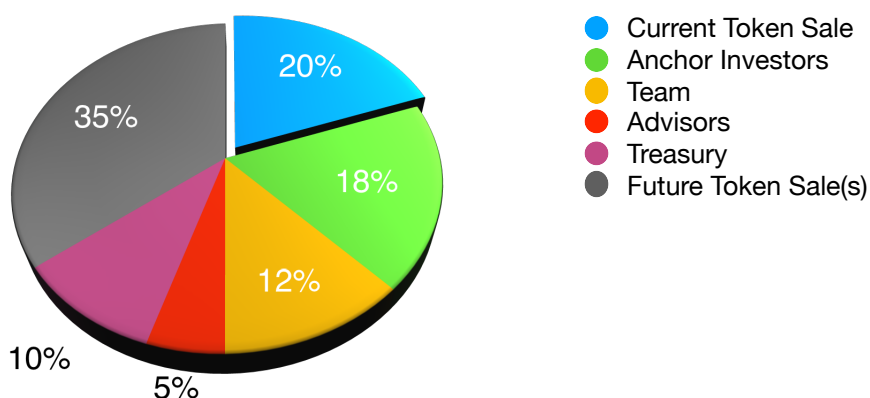
In line with the project's philosophy, all funds (BTC / ETH) will be tracked and used for the following purposes:

- Supporting the current and future business operation, further development and the expansion of MobiPromo Wi-Fi locations (including hardware investment) all over the world.
- Funding the adoption of new cutting-edge blockchain technology into our AD System.
- Funding the development of Decentralized AD System.
- Acquisition of other companies in the industry.
- Acquisition of related intellectual properties for the AD system.
- Working capital and any other purposes as the Company sees fit.

The CAN Token (CAN) is a native Ethereum divisible digital token with up to 18 decimal places. CAN Tokens will be consumed on the AD network as follows:

- CAN Tokens can be used as the medium of value exchange among current MobiPromo network.
- Advertisers are required to buy and use CAN Tokens in order to use the advertising services on the MobiPromo network.
- Location owners and consumers who browse the advertisement on the MobiPromo network will be rewarded by receiving CAN Tokens.
- Business owners who joined in MobiPromo network can give consumers CAN Tokens as coupon or membership integral to encourage consumers using their services.
- Consumers could use CAN Tokens to redeem the service or products at merchants shops.

For the avoidance of doubt, the CAN Tokenholders are not entitled to receive any dividends or distribution of the Issuer or to vote at our board meetings or shareholders meetings.

For details of the Token Sale, please refer to our website: mobipromo.io. Please also read carefully the Risk Disclosure as set out in Appendix B and, if necessary, please obtain independent legal and ta advices before participating in the Token Sale.

Our Team

Project team

- Jason Wu (CEO)
  - male, holding a Master degree of Electrical Engineering from Tsinghua University. He is currently one of the founders in MobiPromo Ltd, a leading WiFi proximity marketing company.
  - He was working in Tsinghua University for researching and developing in internet applications.
  - He was one of the founders of Beijing EEE-times company which was listed on third board stock market in China.
- James Lau (CTO)
  - male. He is a senior Engineer and Software Team Leader.
  - He has worked in IT industry for more than 20 years and has full experiences in all fields of software technique. He had led development of many internet applications in different areas.
  - He keeps following the current tech trends and now is working on research and development of block chain technology.
  - He has the working experience in Oracle as a principal technical analyst.
- Ola Johannes Lind (CMO)
  - male, Nationality Sweden.
  - He has a degree in management and worked in the United States. He had led the team to conduct Internet and mobile Internet related business in multiple countries and has rich experiences of marketing management.
- William Tait (Product Director)
  - male, Nationality Australian. Worked in Internet media and IT companies in the United States for a long year. He has rich experience on Internet product design and development.
- Richard Sze (Business Development Director)
  - male, holding a Bachelor of Arts Degree, major in International Businesses (Japanese Studies) from City University of Hong Kong.
  - has over 23 years of experience in sales development and marketing. He was leading the global sales team in a multinational telecom equipment manufacturer and from scratch, he had successfully gained the trust as well as the businesses more than ten major strategic customers in China and Hong Kong within the period of 1 year and 3 months (2003-2004). These customers include the famous China OEMs in telecommunications such as ZTE, Huawei, Konka and Haier.
- Joey Ng (Business Development Director)
  - male, holding a Master degree of Business Administration from the University of Bradford, UK. He is currently one of the founders and CFO in 3Y5 marketing Ltd(sub company of MobiPromo), a leading and largest WiFi marketing

company in Hong Kong. He also worked as CMO in an APP development company in Science Park for 2 years before joining 3Y5 marketing Ltd.

- Howard Chan (Business Development Director)
  - male, holding a degree from Abilene Texas University, Texas.
  - has over 20 years of experience in sales and marketing, including assisting Ravago (the biggest recycle plastic in the world) to open the market in Thailand, assisting Thai suppliers to import rice to Welcome Supermarket (one of the biggest supermarket chain in Hong Kong) and assisting a petrol catalyst company in China to sell their products to SK Chemical in Korea, PT Polytama in Indonesia, PPT in Thailand etc.

Advisor team

- Henry Yu
  - Practising blockchain lawyer and early Bitcoin adopter. With over 15 years of legal experience in various international law firms and leading investment bank. Founded his own law firm, L&Y Law Office (www.lylawoffice.com), to provide legal services to the blockchain and cryptocurrency communities.
  - Appointed as the Hon. Legal Advisor to the Hong Kong Federation of Invention and Innovation and to the Institute of Financial Technologists of Asia. Member of the Technology Committee of the Hong Kong Law Society.
  - Graduated in King's College, University of London (LLB, AKC) and then the University of Hong Kong (PCLL). Has been interviewed by CNBC and other blockchain media.

- Johnny Au Yeung
  - Ethereum developer. Former Engineer participating in railway system development in SIEMENS. Now focus developing on Ethereum and has developed several Ethereum business applications. Has interviewed by largest blockchain media in Taiwan.
  - Graduated in Northeastern University with Computer Engineering Major. Former Engineer participating in railway system development in SIEMENS. Now focus developing on Ethereum. Has been interviewed by largest blockchain media in Taiwan.

- David Tang
  - Early blockchain participant. Former eBay project manager. Regional Champion of MasterCard Hackathon and competed on behalf of the Asia-Pacific region in the World MasterCard Hackathon Competition. He has been invited to join the team in MasterCard for payment gateway development. Tang is now focusing on blockchain business solution development.
  - serial entrepreneur. Former eBay project manager. Founded MEWS, an online news platform, and acquired by Share Economy Group Ltd (HK1178). Regional Champion of MasterCard Hackathon. He has been invited to join the team in MasterCard for payment gateway development. Tang is now fo-

cusing on blockchain business solution development.

APPENDIX A - About MobiPromo

MobiPromo is a privately held company founded in Hong Kong. With a strong team, vast experience and significant IPs to be acquired and linked to mobile advertisements, combined with a wide network of relationships amongst the shop owners and telecommunication networks, MobiPromo is strategically situated to lead a project of this kind, in addition to ensuring that the AD Platform already has a viable business and revenue model on day one and maintains a high level of liquidity and transaction volume required to operate the AD platform.

Q1: What is the MobiPromo System?
A1: MobiPromo System is the most advanced WiFi marketing and monetization system available. MobiPromo has the ability to push geographically, behaviourally, device specific and competitor targeted, merchant created and managed advertisements, coupons, discount offers, banners, and video infomercials to consumers. We are working on the blockchain technology in the system in order to make a stable ecology among consumer, merchant and advertiser.

Q2: How does the MobiPromo System work?
A2: Nowadays, information release has used to by fixed mode like website and APP. Different users have different habit, but have same demand such as to receive coupon in the shop, to receive timely and effective advisory on the trip. The information releasing of MobiPromo system does not depend on any website or APP that is its unique advantage.

Q3: 5G network has already entered our lives gradually and less people are willing to use public Wi-Fi. To face the 5G pressure, what is the advantage of MobiPromo System? And why do people still use public free Wi-Fi ?
A3: It is not going to be free at all of 5G data by telecom operators. MobiPromo System is free, security and decentralized network. With Blockchain technology, each user can participate in MobiPromo network and become an independent node. Based on these nodes, we would provide more fantastic and useful services for the user.

Q4: MobiPromo has a strong user monitoring and analytic system. How to protect user privacy?
A4: Administrators can review a network performance overview, run predictive analysis forecasts, or scrutinize every keyword found on content viewed by system users and view consumer sessions by location. Based on those behavior information, MobiPromo would push specific sources. Each account for each nodes is generated automatically through Blockchain. At the same time, all information must be encrypted, and the privacy such as phone number and password cannot be recorded.