



WHITEPAPER

Crypto Market Ads is new marketplace which solves all crypto advertising and marketing problems by connecting crypto market publishers and advertisers in one place. Due free market conditions publishers have healthy competition which influence them to keep prices as low as possible and attractive to advertisers.

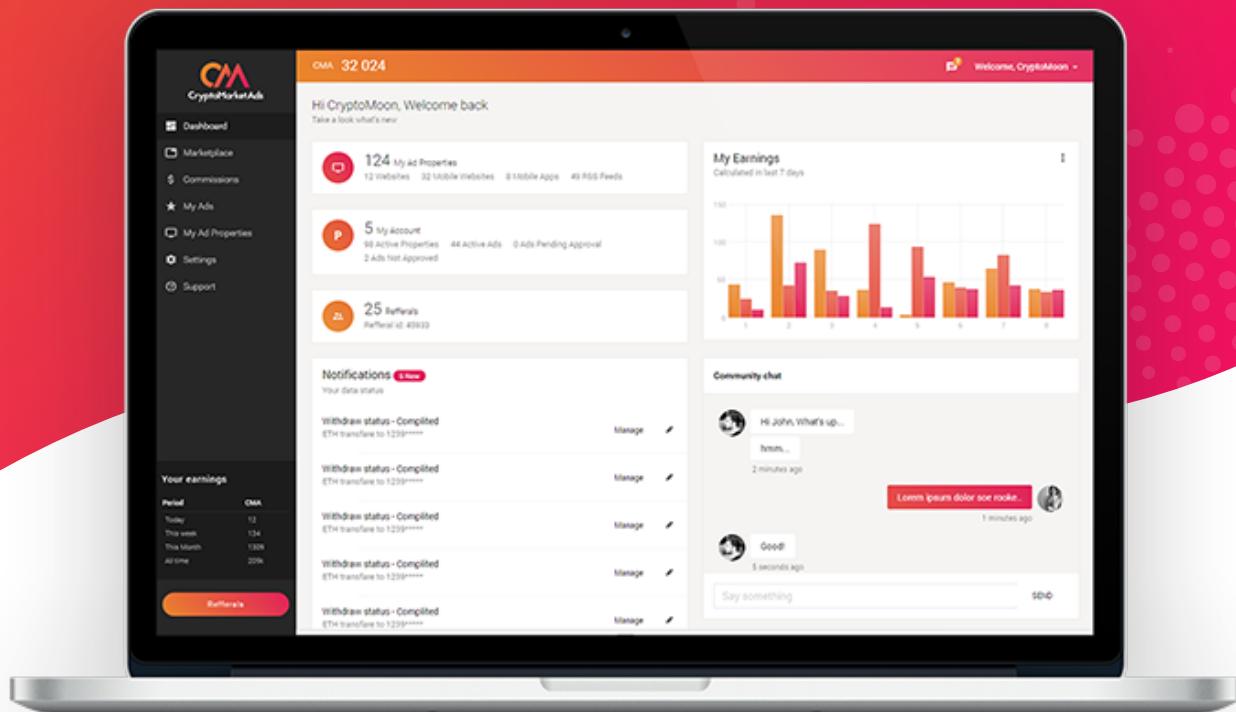


Table of content

01	Executive Summary	3
02	Problems	4
03	Solution	5
04	Product	6
 4.1	Overview	6
 4.2	How it works for advertisers	7
 4.3	How it works for publishers	8
05	Vision	10
06	Mission	10
07	Market	11
 7.1	ICO Advertising and Marketing Market Volume	11
 7.2	Crypto Projects Advertising and Marketing Market Volume	12
08	Marketing strategy	13
09	The Ecosystem	14
10	Internet of goods and services	15
11	Decentralized Marketplace Builder	17
12	ICO platform for Marketplaces	18
13	Token Function	19
14	Token Distribution	20
15	Use of Funds	21
16	Roadmap	22
17	Team	23
18	Advisors and Partners	28
19	Legal Disclaimer	30
20	Risk Statement	31
21	References	33

01 Executive Summary

The crypto advertising and marketing industry has been growing rapidly over the past two years. Compared to 2017, ICO advertising and marketing volume has quadrupled in just over a year in 2018. A similar pattern has been followed by advertising and marketing spending volume for crypto projects. Currently, the total market size is at around 5 Billion USD, and is expected to grow in the coming years. We expect it to increase to almost 54.8 Billion USD by the year 2021.

This positively rapid growth has created many problems, such as crypto ads being banned by big corporations, publishers taking advantage by charging up to ten times more than comparable niches, marketing agencies and professionals also charging much more for the same services, and so on. It has also become hard to find influencers and good publishers since the market has attracted a lot of scams and fraud.

Crypto Market Ads (CMA) proposes to solve these problems by offering a stable marketplace that can bring advertisers and publishers together onto a fair and democratic market platform. Publishers and service providers will compete against each other through marketing tactics such as offering lowest prices, competitive offers and instant communication. Advertisers will be able to execute their marketing and advertising campaigns in a quick and trustful manner without requiring a lot of budget or extensive marketing teams.

A democratic and decentralized crypto advertisement marketplace – that is the vision behind Crypto Market Ads. Our mission is to not only establish the best marketplace solution for crypto advertising and marketing but also create an internet of goods and services for global sellers and marketplaces.

CMA wants to change how sellers sell their goods and services by creating a truly global P2P (peer-to-peer) ecosystem, where sellers are trustful, and goods and services are instantly available globally through a network of marketplaces. CMA also wants to deliver interactive online tools such as a drag-and-drop marketplace builder, and an initial coin offering (ICO) platform for marketplaces to ensure the success of all stakeholders involved.

Here are some potential problems and risk factors involved.



Crypto ads getting banned

High volumes of crypto project and ICO advertising in 2017 led to a lot of scams and fraudulent practices. As a result, many big corporations decided to ban ads related to the crypto market on their platforms.



Crypto advertising is expensive

Even today, many projects pay up to 10 times more for the advertising of their ICO or any other crypto project as compared to traditional markets. Publishers who have a lot of traffic are taking advantage of the crypto gold rush, which leads to unfair market practices since advertisers have no options other than to utilize what is being offered by publishers.



Crypto marketing is overpriced

Many agencies and professionals appeared when the crypto gold rush of 2017 started. They saw an opportunity to earn a lot of money by offering marketing services which would have cost much less for any other market.



Hard to find influencers and publishers

The crypto market is very chaotic, and newcomers find it difficult to find the right people for promoting their ICO or crypto projects.



Lack of escrow and a lot of scams

The market is also rife with scams and fraudulent practices. Many crypto projects are getting scammed by unprofessional marketing service providers. A lot of money is lost through these unprofessional or fraudulent/fake channels. There are many scammers who pretend to be influencers, and scam crypto companies by offering “good” deals.

03 Solution

Considering all these challenges, the market needs a platform to bring crypto market bounty hunters, influencers and publishers together. This can be a platform for anyone who wants to:

- Promote or offer marketing services
- Provide consultancy services
- Purchase services related to existing crypto projects or new ICOs

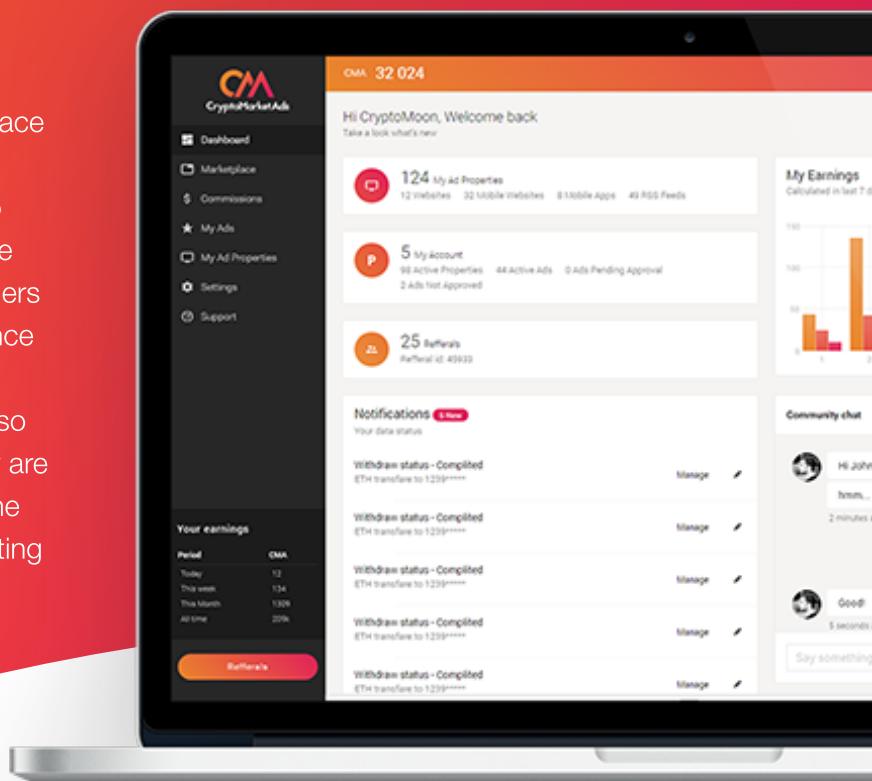
One of the best solutions is a secure, healthy and active marketplace which has many earning opportunities for the entire crypto market. People in this market need good earnings from their content, websites, forum activity, videos, webinars, email campaigns and many other related services. Currently, there is no such platform for them to offer their advertising and marketing services.

Advertisers need to find all service providers in one place for competitive and reasonable market prices. This way, their marketing teams can outsource almost every aspect of marketing to influencers, professionals, bounty hunters and other related service providers in a seamless fashion. They will also be able to negotiate with publishers and get customized deals according to their needs.

This solution will help the entire crypto market become self-sustainable, rather than relying on big corporations which do not support this new paradigm shift. The crypto market is big enough to evolve by itself without having mainstream publishers supporting it.

4.1 Overview

Crypto Market Ads (CMA), located at www.CryptoMarketAds.com, is a new marketplace which solves all problems related to crypto advertising and marketing by connecting crypto market publishers and advertisers under a single platform. Due to free market conditions, publishers will have a healthy competition which will influence them to keep prices as low and competitive as possible to attract advertisers. Publishers will also get higher demands from advertisers since they are more affordable and quickly available through the CMA marketplace for new advertising or marketing campaigns.



Advertisers can significantly reduce advertising and marketing costs by utilizing the CMA marketplace. They will be able to launch big advertising and marketing campaigns towards the entire crypto community and secure themselves against scam or fraud. They can also use the built-in chat system to directly negotiate with CMA publishers and get unique terms and prices.

The CMA marketplace offers the following property and service types:

- Forum signatures (BitcoinTalk.org)
- Social channels (Facebook, Twitter, LinkedIn, Reddit, YouTube, Instagram, Telegram, Discord, Slack, Steemit, Medium)
- Websites & ICO listings
- Email newsletters
- Marketing services
- Blockchain services
- Advisers!

After reaching the first ICO target, there will be additional services users will be able to sell:

- Content production (writing, graphics, video)
- Design (logo design, web and mobile design, social media design, presentation design)

4.2 How it works for advertisers



1 Choose publisher properties to advertise on, or services needed

Advertiser browses marketplace (www.cryptomarketads.com/marketplace) to carefully find the right choices regarding where to advertise, or what marketing services to buy. The advertiser then adds all advertising properties or services needed into the cart.

2 Upload creatives and checkout

Advertiser navigates to the cart in order to complete the order. All necessary creatives (logos, images, designs etc.) are uploaded for the publisher to use in advertising or marketing campaigns. Advertiser completes the checkout process using CMA tokens. These tokens are reserved for publishers until the purchased campaigns/services are completed/delivered.



3 Wait for publisher approval and discuss details if necessary

Once the advertiser completes the checkout process and is waiting for approval, there is an option to contact the publisher through the built-in chat system and discuss requirements and queries either party might have. The advertisers is also able to cancel the order at this point.

- Lorum ipsum dolor sit amet ...**
- Sed convallis ac ante a ullamcorper...**
- Lorum ipsum dolor sit amet ...**
- Lorum ipsum dolor sit amet ...**

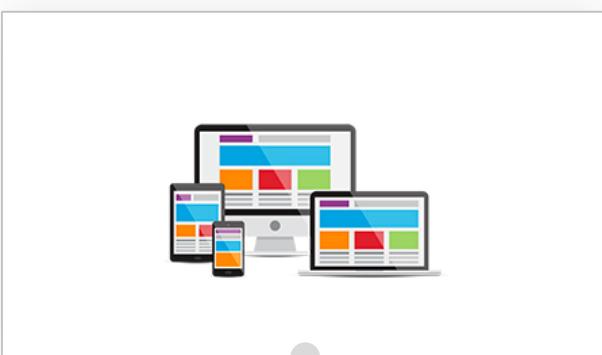
4 Follow status of purchased services and wait for completion

When a publisher approves campaigns/services, their status changes to “approved”, indicating that the order has started. Advertisers can monitor progress through order status, and follow up with the publisher through the in-built chat in case of any delays or problems with publishing. They can also report problems in the marketplace. Orders are completed when their status changes to “Complete”. Advertisers must check the results and mark the order as “Done”.



Once an order has completed, payment is transferred to the publisher’s account in the form of tokens that were reserved earlier. Advertisers can report problems in case of any issue with the order, or get in touch with the publisher through chat messaging.

4.3 How it works for publishers

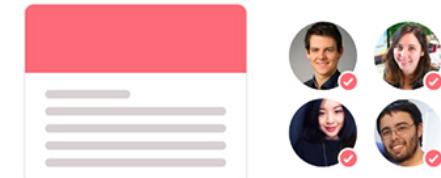


1 Add crypto advertising properties/ services to offer in the marketplace

Publishers can add all supported types of properties to the marketplace and set their price in CMA tokens. In the case of “website” property type, a tracking code can be added to let advertisers monitor statistics such as the number of clicks and view they receive for specific ad slot.

2 Accept advertiser orders

Publishers, after receiving a new order notification, must review the creatives uploaded by the advertiser and approve a new campaign if everything is clear and in order. In case of any questions or issues, publishers must contact advertisers through chat and resolve them in a timely manner.



3 Complete approved order

Publishers must complete the order and fulfill all the requirements. Publishers are fully responsible for ad publishing or services they are offering through the CMA marketplace. The marketplace has automated built-in algorithms to check whether publishers are doing everything as promised. For example, if the publisher has promised to make forum posts, the marketplace will check whether or not new posts have actually been made.



4 Mark order as completed

Publishers must mark an ad or service as "completed" as soon as they are done, and provide proof where needed for advertisers to be able to check the results. CMA marketplace system automatically notifies advertisers through chat that the order is completed. The advertiser then has to mark the order as done as well.



Once an advertiser also marks the order as complete, the publisher will receive payment in the form of CMA tokens to their account. These tokens can be withdrawn at any time through a supported wallet or exchange. Publishers also have the option to lock up CMA tokens in order to receive up to 5% fee discounts on all new orders.

05 Vision

CMA envisions the transformation of marketplaces around the world by starting with a crypto market advertising, marketing and related services marketplace. CMA will create an easy entry point into the crypto market for any existing or new online/offline marketplace as a new crypto project. This will increase the overall adoption of the blockchain technology for marketplaces and other businesses.

06 Mission

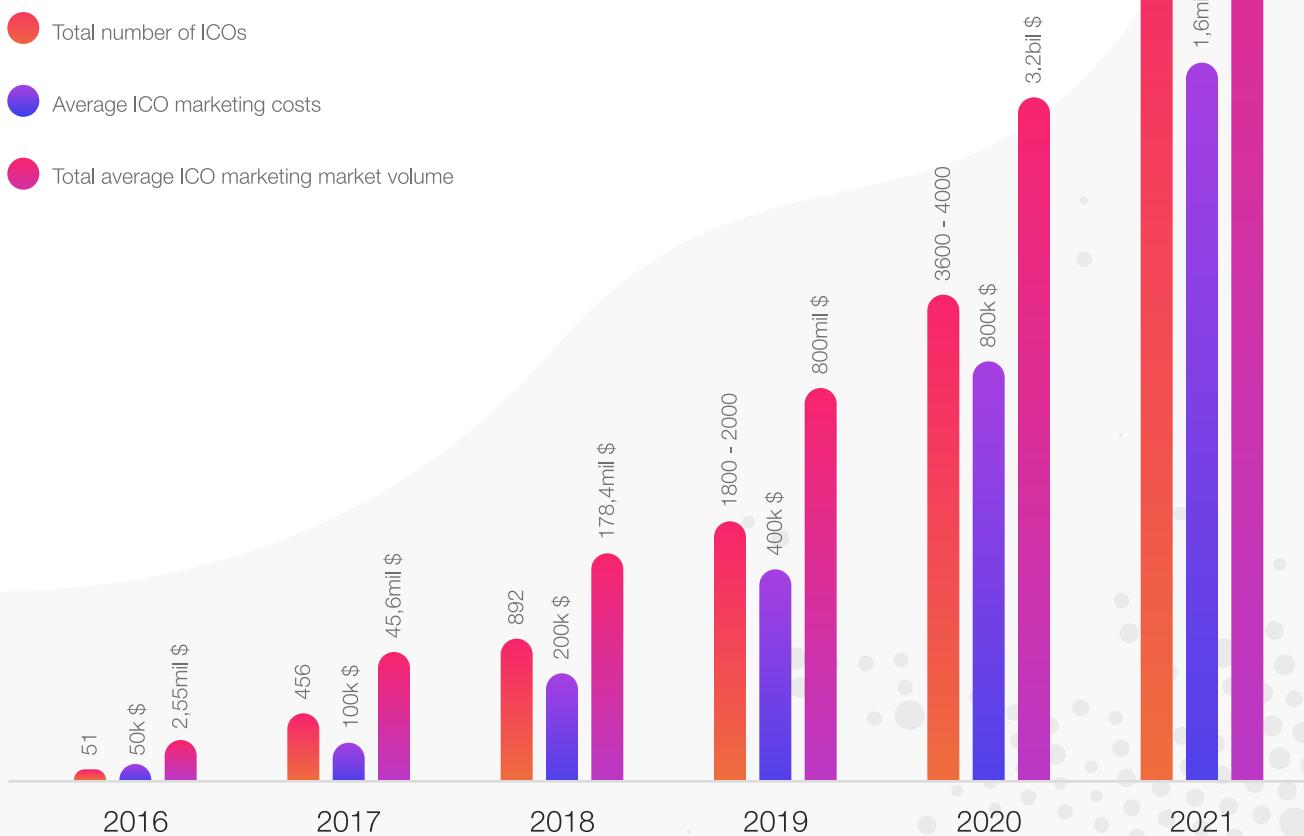
Our mission with CMA is to create a secure, fast and easy-to-use blockchain for goods and services through decentralized applications (dApps) to let any marketplace execute their ICO or crypto project on blockchain smoothly. This will allow sellers to syndicate their data to a network of marketplaces. It will also give people the power of new decentralized marketplaces, and independence from existing authorities by using cryptocurrencies and smart contracts.

7.1 ICO Advertising and Marketing Market Volume

The total number of ICOs in 2016 was only 51 [1], but it grew by almost 800% in 2017, resulting in a total of 456 ICOs [2]. There was a further increase of around 100% from 2017 to 2018, resulting in 892 ICOs up until October 2018 [3]. If this pattern is to hold, we can expect there to be roughly 1,800-2,000 ICOs by 2019, 3,600-4,000 by 2020 and 7,200-8,000 by 2021.

The average ICO marketing costs in 2017 were around \$100,000 [4], and increased to over \$200,000 in 2018 [5]. Coinciding with ICO market growth, this statistic also represents a 100% growth from 2017 to 2018. If marketing costs double each, the average ICO spending on marketing will increase to \$400,000 in 2019, \$800,000 in 2020 and \$1,600,000 in 2021.

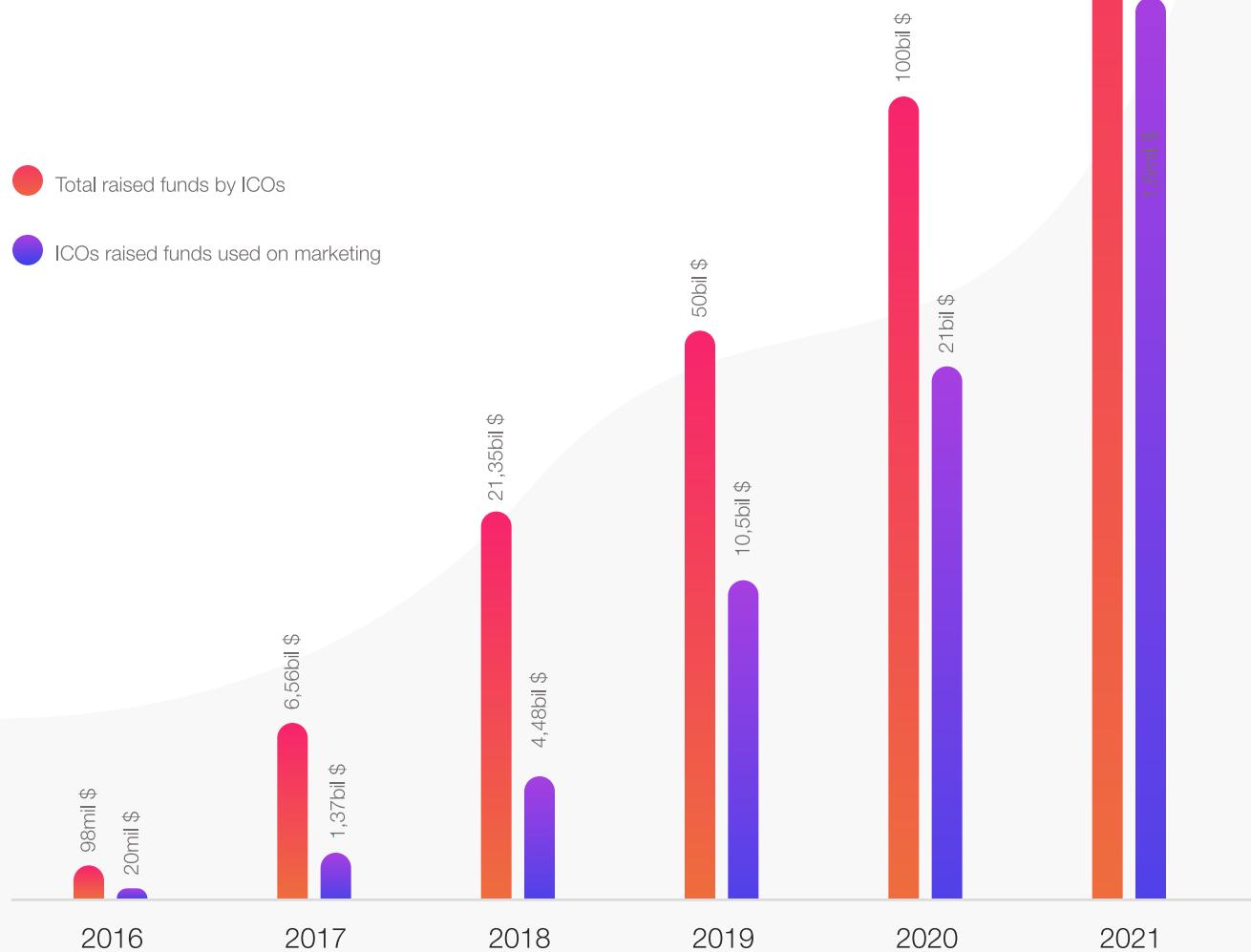
The total average ICO advertising market volume was around \$2.55 Million in 2016, \$45.6 Million in 2017, and \$178.4 Million until October 2018. And keeping in mind the increasing trend in ICO numbers and spending per ICO each year, we can calculate the expected market volume in the coming years; \$800 Million in 2019, \$3.2 Billion in 2020 and \$12.8 Billion in 2021.



7.2 Crypto Projects Advertising and Marketing Market Volume

The total funds raised by ICOs in 2016 amounted to \$98,781,391 [6]. This figure increased by 6544% in 2017, resulting in a total of \$6.5 Billion [7]. The upwards trend continues in 2018, with an increase of 225% - amounting to \$21 Billion by October 2018 [8]. Assuming that the total funds raised will roughly double each year, we can expect a \$50 Billion funding in 2019, \$100 Billion in 2020 and \$200 Billion in 2021.

The average percentage of funds raised by ICOs spent on marketing is 21% [9]. This means that the average spending on marketing for crypto projects was at around \$20,744,092 in 2016 and \$1.37 Billion in 2017 – an increase of 6544%, and then \$4.48 Billion up until October 2018 –increase of 225%. Keeping in mind an expected doubling of funding each year and a proportional market spending, we can project the spending on marketing to be roughly \$10.5 Billion in 2019, \$21 Billion in 2020 and \$42 Billion in 2021.



Beginning with its ICO, the CMA marketplace will leverage different avenues of marketing. Publishers will be attracted into the CMA marketplace using a referral program, direct marketing and advertising, and then incentivized through a unique bounty program to sell advertising, marketing, and related services to CMA marketplace as the only advertiser until the end of its ICO or when hard cap is reached.

It will help publishers learn how CMA marketplace works and earn their first CMA tokens. Also, while in ICO, the CMA marketplace will get the attention of the crypto market, which will attract first advertisers and any other contributors who will want to contribute to the ICO by purchasing tokens cheaper prior to the ICO. Early advertisers will be able to use their tokens after the end of CMA marketplace ICO, resulting in first clients for publishers.

After the ICO, CMA will continue to purchase ads and services from its publishers. This will help maximize market penetration. Additionally, a referral program will be made active as long as the CMA marketplace grows. CMA ICO funds allocated to marketing will be used for direct marketing, ads on top crypto (blockchain) sites and other marketing campaigns to attract advertisers and new publishers.

Crypto Market Ads marketplace will focus on the global English-speaking crypto market. In case of reaching ICO hard cap, there will be expansion to Asian countries such as South Korea and Japan since there is high demand and adoption of crypto (blockchain) technologies in these countries. These countries will also play a significant role in CMA's development and adoption of new blockchain for marketplaces, decentralized marketplace builder and ICO platform for marketplaces.

09 The Ecosystem

The current Crypto Market Ads marketplace ecosystem consists of Publishers, Advertisers and Exchanges.

- **Publishers:** Publishers are the sellers of ads, marketing and other related services
- **Advertisers:** Advertisers are companies or individuals who buy ads, marketing and other related services
- **Exchanges:** Exchanges are needed for liquidity – they will allow publishers to sell earned CMA tokens or buy for self-promotion and advertisers to buy for use on CMA marketplace.

Based on high market demands for crypto advertising and marketing, big exchanges are required who will sustain high volumes of buy orders. Furthermore, they will allow publishers to convert CMA tokens into other cryptocurrencies if needed.

The CMA marketplace plays a part in the ecosystem and earns up to 10% in fees from publisher earnings. Early publishers have a chance to decrease fees to zero for 1 year or a lifetime if at least 3+ ETH (Ethereum) in contributions are made while CMA is in pre-ICO and ICO stage. Also, after the ICO, it will be possible to decrease fee to 5% using the CMA token lock-up function. It is important to note here that upon reaching an ICO hard cap, the CMA ecosystem can evolve to integrate new blockchain for marketplaces, decentralized marketplace builder and ICO platform for marketplaces.



Internet of goods and services

Currently, producers of good and service providers need to work very hard to get their products or services into the market. They sell their goods and services through different middlemen, such as retailers. The supply chain is very long and creates unnecessary costs which can be avoided if blockchain is used to replace these middlemen.

There is a need for producers of goods and service providers to get instant syndication into the market. It can be done through a blockchain of goods and services. Such a blockchain will include information about sellers, such as earned reputation, products, services, service history and so on. It will result in fast growth and liquidity.

This can be achieved through a blockchain of goods and services connected to a network of marketplaces. These marketplaces need instant access to goods and services for selling to their customers. Such a blockchain will eliminate this concern, and leave these marketplaces free to focus only on marketing for earning their profit.

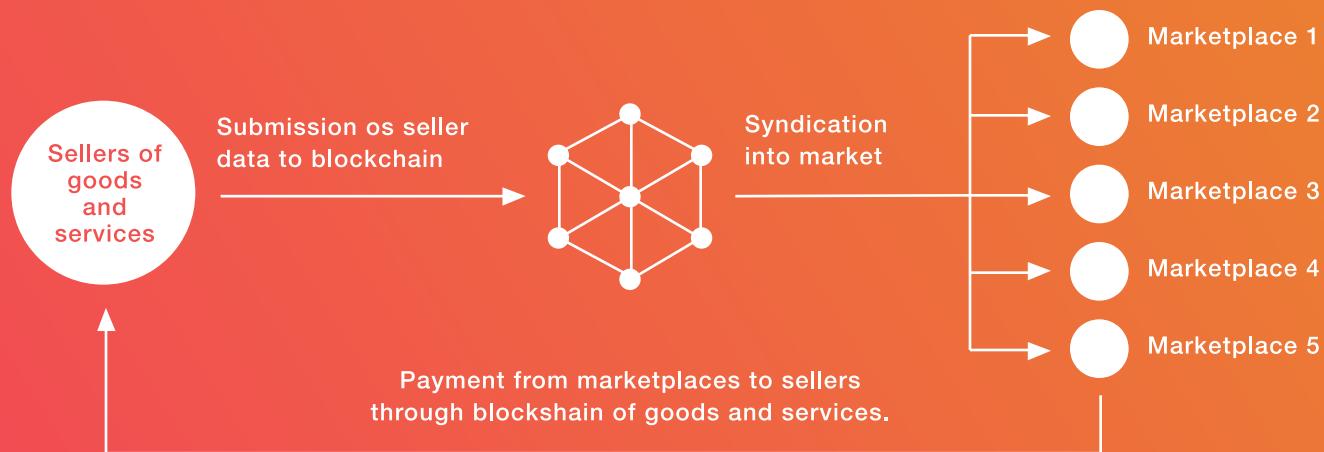
Marketplaces must evolve to be truly peer-to-peer networks with real trust, transparency, guaranteed payments, lower prices, and decentralization. Blockchain can give marketplace customers independence from third parties, resulting in only peer-to-peer interaction.

Furthermore, there can be direct payments with low fees, fast payment processing time, tracking of all transactions on a blockchain, high level of security, public smart contracts to prevent fraud, interaction by seller – buyer rules, 100% online availability, privacy, unbreakable smart contract agreements, escrow possibility, decentralized hosting of files, low prices, time-stamped and immutable transaction recording and verification, worldwide availability and much more.

Here is how it will work:

- 1 Sellers register themselves on a blockchain of goods and services, along with their product or services which they want to sell
- 2 Sellers choose the marketplaces where they want their goods and services to be sold
- 3 Prior to all this, marketplaces must have set all parameters for goods and services that they accept
- 4 Sellers' goods and services are syndicated into chosen marketplaces
- 5 When there is a sale, marketplaces earn a markup they have set for themselves in their native tokens or main blockchain coins
- 6 Marketplaces pay sellers by converting their token, if necessary, into the main blockchain cryptocurrency
- 7 All payments to sellers are accepted with the main blockchain coin

Blockchain of goods and services



If the second CMA ICO target is reached, a new blockchain for sellers (goods and services) and marketplaces will be developed, and CMA tokens will be swapped to the new blockchain coin on a one-to-one basis. This new blockchain for marketplaces from Crypto Market Ads will be ruled and validated by Proof-of-Stake distributed consensus, meaning that the creator of a new block is chosen in a deterministic way depending on its blockchain coin stake (wealth).

The new blockchain for sellers (goods and services) and marketplaces will have all the necessary functions for a truly decentralized ecosystem, and ready-made smart contract templates for different marketplace functions such as subscriptions, dispute resolutions, execution of refunds by marketplace administrators and so on.

11 Decentralized Marketplace Builder

In case the CMA ICO reaches its hard cap, a decentralized marketplace builder will be developed which will let users build new marketplaces right on top of the new blockchain for sellers (goods and services) and marketplaces. It will allow users utilize smart contract templates and implement all necessary functions to get maximum benefits from the blockchain.

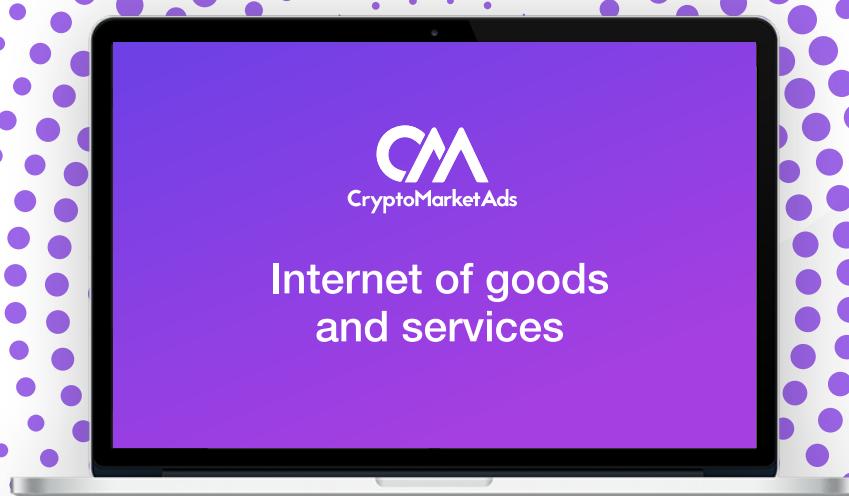
The marketplace builder will work with blockchain native coins as a mode of payment for different marketplace building processes. Marketplaces will have the ability to create their own token on the blockchain, or use the native blockchain cryptocurrency. A drag-and-drop system will allow users to build their first decentralized marketplace easily.

12 ICO platform for Marketplaces



If the CMA ICO hard cap is reached, an ICO platform for marketplaces will be built alongside the marketplace builder. It will allow users to create an ICO for their newly established marketplaces and raise funds for further development and marketing. Users will use the Crypto Market Ads marketplace for advertising, marketing and other services.

The ICO platform will have everything needed for fast ICO creation and execution. It will allow the issuing of tokens on the blockchain for sellers (goods and services) and marketplaces. The CMA marketplace will be used for ICO marketing, connecting all decentralized apps to a unified ecosystem through the blockchain's main coin.



13 Token Function



The Crypto Market Ads marketplace will use the CMA token as its main, and the only, token required for transactions between marketplace users. CMA tokens will be used for fee discounts following token lock-ups by users. These discounts will apply as long as the user has CMA tokens locked down.



Only Payment option in
CMA Marketplace



Access to unique
services



Utility token



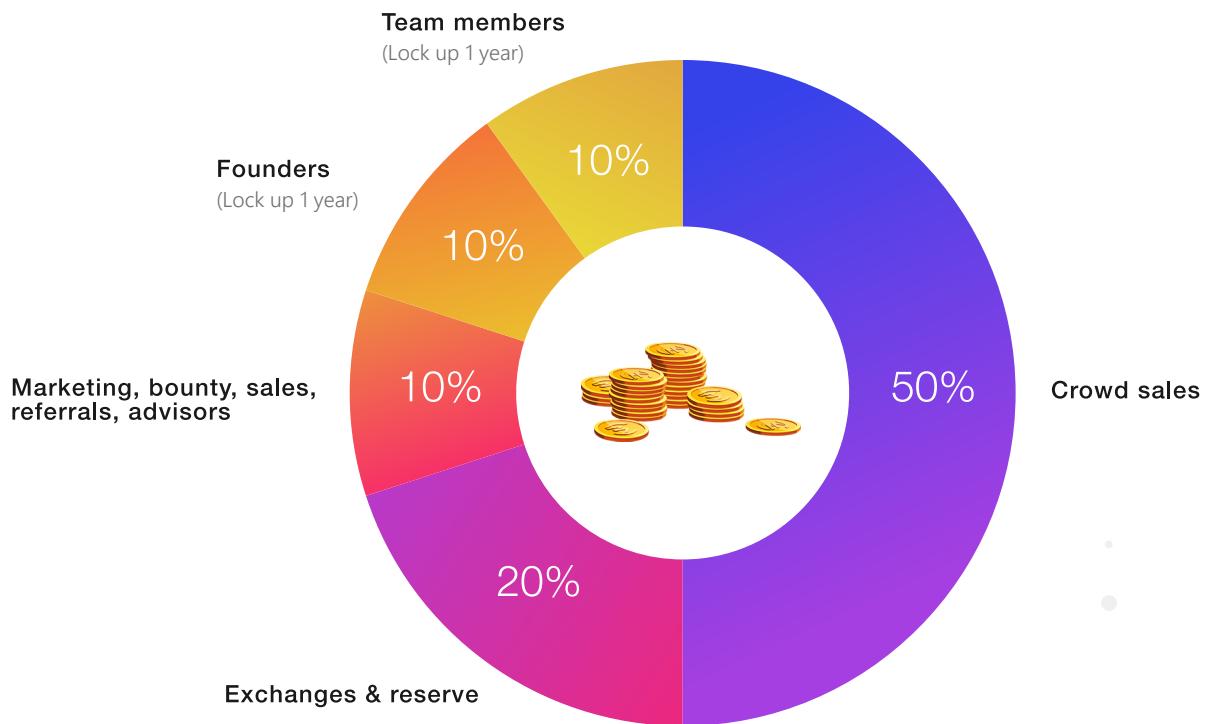
Used by Advertisers to
pay for ads & services

CMA token turnover will be through payments to CMA marketplace publishers from advertisers. In case the CMA ICO reaches its second target or hard cap, there will be a token swap to a new blockchain coin. This new blockchain coin for marketplaces will be used in the marketplace builder and ICO platform.

14 Token Distribution

The total number of Crypto Market Ads (CMA) tokens will be 10 Billion. The pre-ICO phase will last for 1 month, and the ICO itself for 2 months. The hard cap has been set at 5 Billion tokens. All unsold tokens will be burned. The distribution structure is as given below.

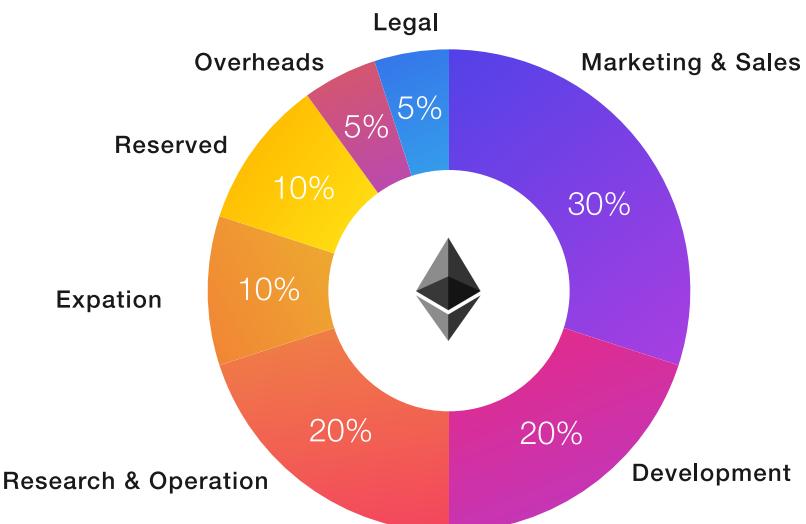
- 50% Crowd sales
- 10% Marketing, bounty, sales, referrals, advisors
- 20% Exchanges & Reserve
- 10% Founders (Lock up 1 year)
- 10% Team members (Lock up 1 year)



15 Use of Funds

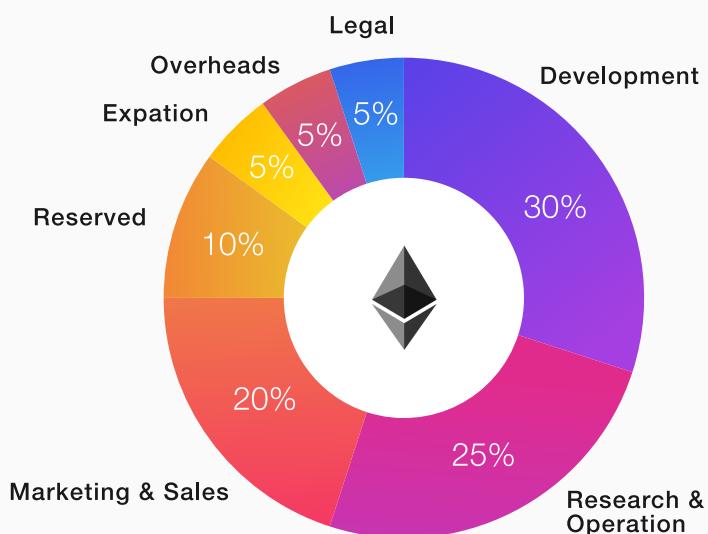
Target 1

- 30% Marketing and Sales
- 20% Development
- 20% Research and Operation
- 10% Expansion (To Europe)
- 10% Reserved
- 5% Overheads
- 5% Legal



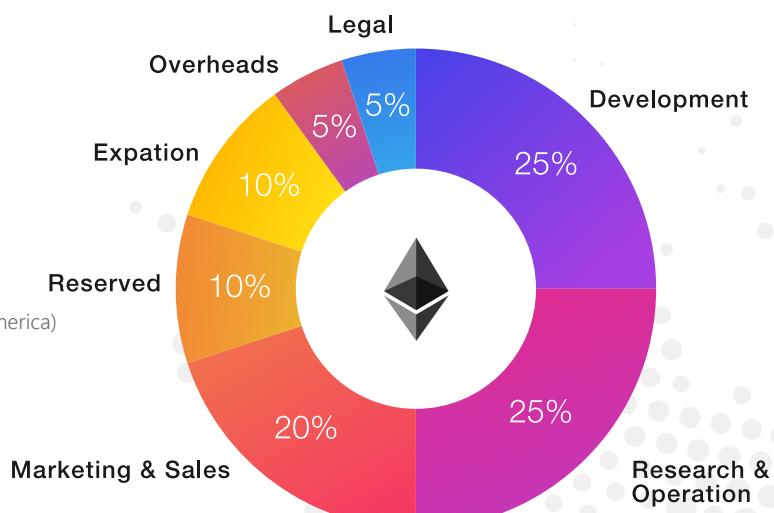
Target 2

- 30% Development
- 25% Research and Operation
- 20% Marketing and Sales
- 10% Reserved
- 5% Expansion (To South Korea)
- 5% Overheads
- 5% Legal



Target 3

- 25% Development
- 25% Research and Operation
- 20% Marketing and Sales
- 10% Reserved
- 10% Expansion (To South Korea, North and South America)
- 5% Overheads
- 5% Legal



16 Roadmap

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1 Nov 2013
Idea of Crypto Ads Marketplace</p> <p>3 Q3 2016
New Teammates and Partners</p> <p>5 Jun 2017
Registration of Company</p> <p>7 Feb 2018
Working Beta of the Marketplace</p> <p>9 NOW
Initial Coin Offering</p> <p>11 Q3 2019
Listing of Token on New Exchanges</p> <p>13 Q3 2019
Start of the Internet of Goods and Services Development.
*(if second ICO target is reached)</p> <p>14 Q4 2019
Expansion to South Korea.
*(if second ICO target is reached)</p> <p>16 Q2 2020
Blockchain Testnet Launch for the Internet of Goods and Services
*(if second ICO target is reached)</p> <p>18 Q4 2020
New Blockchain Mainnet Launch.
*(if third ICO target is reached)</p> <p>20 Q2 - Q3 2021
Launch of Decentralized Marketplace Builder and ICO platform for Marketplaces.
*(if third ICO target is reached)</p> | <p>2 Jun 2016
Market Research</p> <p>4 Oct 2016
Start of Development</p> <p>6 Oct 2017
Alpha Version of the Marketplace</p> <p>8 Q2 - Q4 2018
Preparation for ICO</p> <p>10 Q3 2019
First Payouts. Start of Marketing</p> <p>12 Q3 2019
Hiring of New Teammates</p> <p>14 Q4 2019
Expansion to Europe.
*(if first ICO target is reached)</p> <p>15 Q4 2019
Expansion to Asia, North and South America.
*(if third ICO target is reached)</p> <p>17 Q3 2020
Start of Decentralized Marketplace Builder and ICO platform for Marketplaces Development.
*(if third ICO target is reached)</p> <p>19 Q1 2021
CMA ERC20 to Internet of Goods and Services Mainnet Token Swap.
*(if second ICO target is reached)</p> |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Advisors



Krisjanis Eihmanis

Advisor, Content Production

in

Expert in photo, video content production.
Co-Founder & CEO of Kastekust
Co-Founder & CEO of Animals Digital



Ieva Plakane

Advisor, Content Marketing

in

Over 5 years in the development of content marketing strategies.



Martins Vanks

Advisor, ICO Marketing

in

As a highly motivated individual, I love exploring the latest trends and expanding my horizons by learning about the latest technologies. I am an active member in the Latvian Blockchain community, and a professional crypto and ICO consultant having extensive experience in the Blockchain space. I have provided quality ICO advisory services over the past couple of years, and have a lot of experience in the field. Furthermore, I have 2+ years of experience in marketing ICO projects across various social networking platforms.



Qasim Zaib

Advisor, Software

in

Co-founder of software startup “Whinstone” created CRM as one of the companies products. Besides these technologies, works with React Native to build cross-platform apps. High interest in crypto industry and learning about it as much as possible in his free time.

Partners



Kastekust

High-end photo, video software and creative solutions from experts.



Sweetcast media

Scandinavian podcasting agency.

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Statements which include the words "expects", "plans", "believes", "projects", Statements which include the words "expects", "plans", "believes", "projects", "anticipates", "will", "aims", "may", "would", "could", "continue" and similar statements are of a future or forward-looking nature. All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause the Distributor's actual results to differ materially from those indicated in these statements.

These factors include but are not limited to those described in Articles 5 and 9 of the TSA, which should be read in conjunction with the other cautionary statements that are included in the TSA. Any forward-looking statements in the Whitepaper reflect the Distributor's current views with respect to future events and are subject to these and other risks, uncertainties and assumptions relating to the Distributor's operations, results of operations and growth strategy.

These forward-looking statements speak only as of the date of the Whitepaper. Prospective buyers of the CMA(s) should specifically consider the factors identified in the Whitepaper and TSA that could cause actual results to differ before making a purchase decision. No statement in the Whitepaper is intended as a profit forecast and no statement in the Whitepaper should be interpreted to mean that the earnings of the Distributor for the current or future years would be as may be implied in this Whitepaper.

21 References

- [1] <https://www.coinschedule.com/stats.html?year=2016>
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