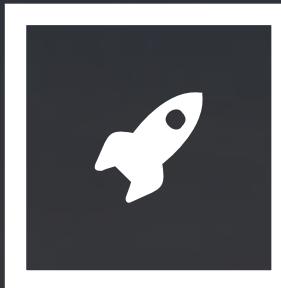


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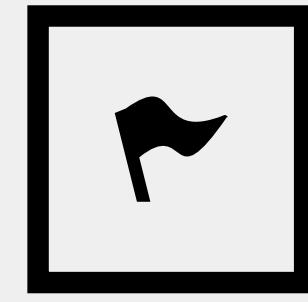


## WHO WE ARE

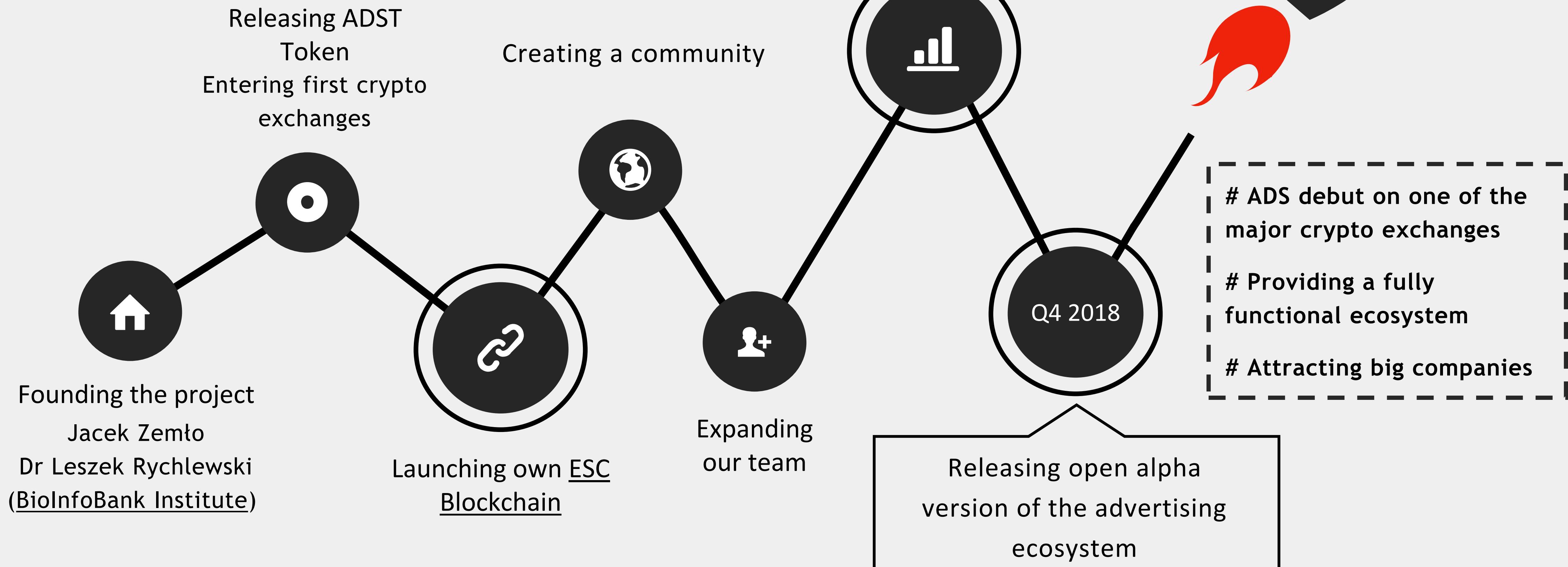
We are an expert team of **passionate programmers and entrepreneurs** who believe in what they do. We also believe that the vision we have will **transform digital advertising** in the future. We are building an open ecosystem to successfully cure the programmatic advertising market, and we are proud of our work. We know what we want to achieve, where we are heading and how to get there.

**Adshares** is a first genuinely decentralized marketplace for programmatic advertising. It is also the **most advanced blockchain-based project** in the advertising market. We use own blockchain to connect publishers and advertisers and let them make direct deals.

Our open ecosystem is based on a straightforward, reliable and safe **ESC Blockchain**, that has been tested to process **1.4M transfers per second**, which makes it many times faster than Bitcoin, Ethereum, Bitshares and all other available blockchains. We are confident that our blockchain can serve the worldwide advertising network.



## OUR MAJOR ACHIEVEMENTS



## WHAT PROBLEMS ARE ADVERTISERS FACING?

Let's assume you are running a small business, and you want to promote it online. It seems that usually you have only two options: **Google or Facebook**.

Of course, you get amazing targeting tools, along with incredible reach, however, since **both service providers have dominated the market** you have to accept their rules, and these are **not always fair for everyone**.



### HIGH FEES

It is very likely that you will have to deal with **high fees**, usually generated by unknown **intermediaries**.



### LACK OF TRANSPARENCY

Due to issues with **questionable traffic (bots)**, you can never be sure what you paid for. Sometimes it is not even possible to file a complaint.



### CENSORSHIP

You will have to accept the fact that in case the **service provider doesn't like content, business or idea** you want to promote, your ad won't be accepted and displayed.

## HOW DOES OUR SOLUTION HELP IN SOLVING THESE ISSUES?



Open ecosystem



Direct Deals



Real-Time Settlement

1

An open ecosystem in which publishers and advertisers can make direct deals (no intermediaries - i.e. significantly lower fees).

2

More freedom, as there are no middlemen who can censor or block content (the ecosystem can help fighting censorship in places with Internet restrictions - e.g. censored version of Google browser in China).

3

A new market structure. Real-Time Settlement as a replacement for complicated and expensive Real-Time Bidding.

4

Decentralization of ad servers plus innovation in ad delivery to minimize the possibility of ad blocking.

## MARKET OPPORTUNITY

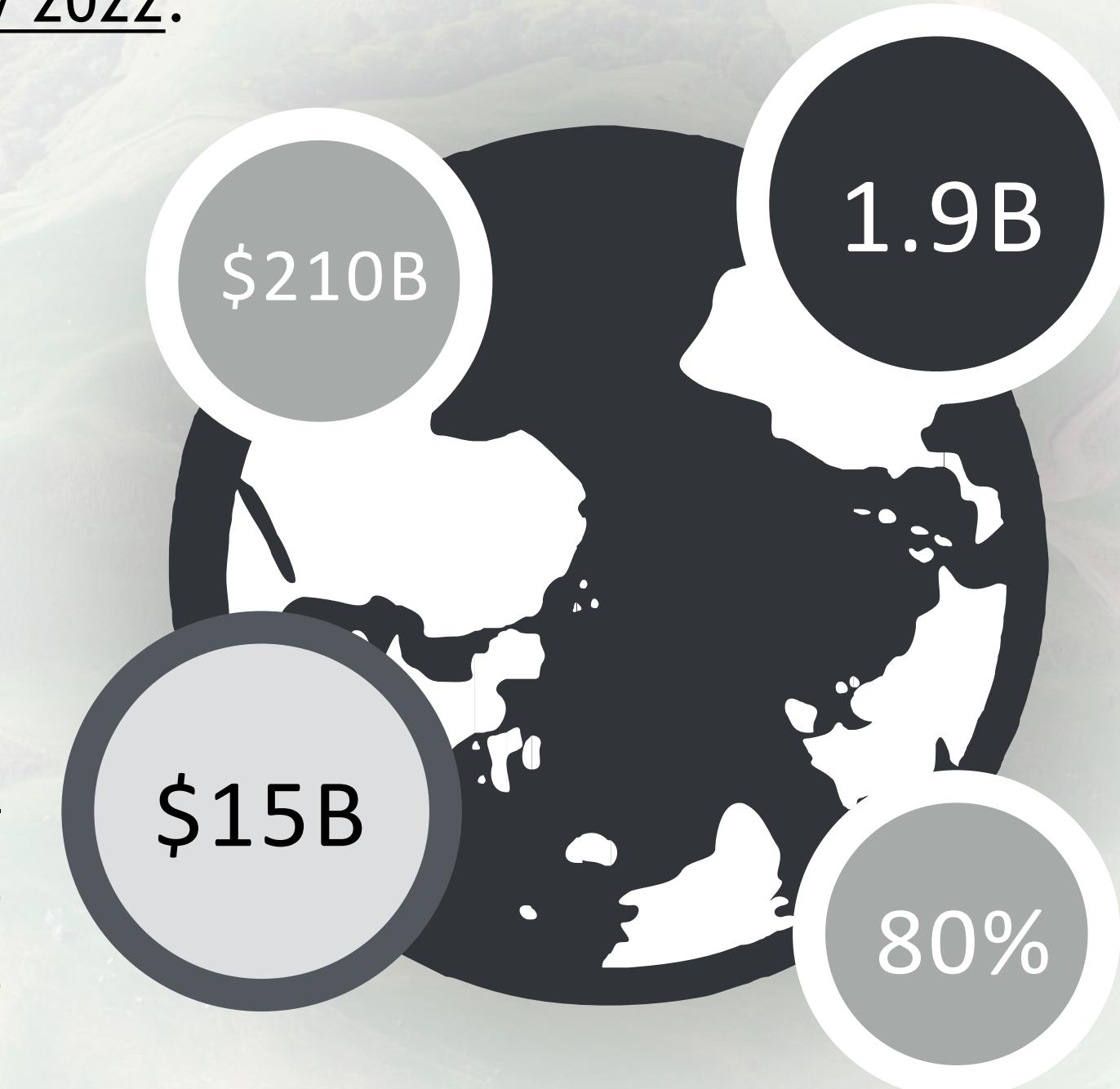
Predictions differ depending on research methods etc.; however, experts have no doubts that the market will be snowballing over the next years.

### GROWTH

The global programmatic advertising market is expected to grow even to nearly \$210 billion by 2022.

### FRAUD

Fraud and viewability concerns are some of the significant barriers to programmatic adoption. U.S. marketers lost \$7.95 billion to ad fraud in 2016 alone. The losses are believed to grow further to \$15.09 billion by the end of 2021.



### AUTOMATION

Experts predict that by 2022, 80% of the advertising process will be automated.

### MOBILE

Over the past decade, digital advertising has been increasingly popular, thanks to the increased adoption of digital platforms. In 2017, the tablet shipment was 168.23 million units and smartphone shipment 1.75 billion units.

# HOW ARE WE GOING TO GROW OUR ECOSYSTEM?

In the initial phase, we intend to reach our potential customers directly.

Our plan is to start building our ecosystem with companies operating in the blockchain market. They already have knowledge about issues the market is struggling with, and are open to innovation. What's important, a significant part of advertising deals in this market is being negotiated in a traditional way. Thus, automation is useful and necessary in this business.

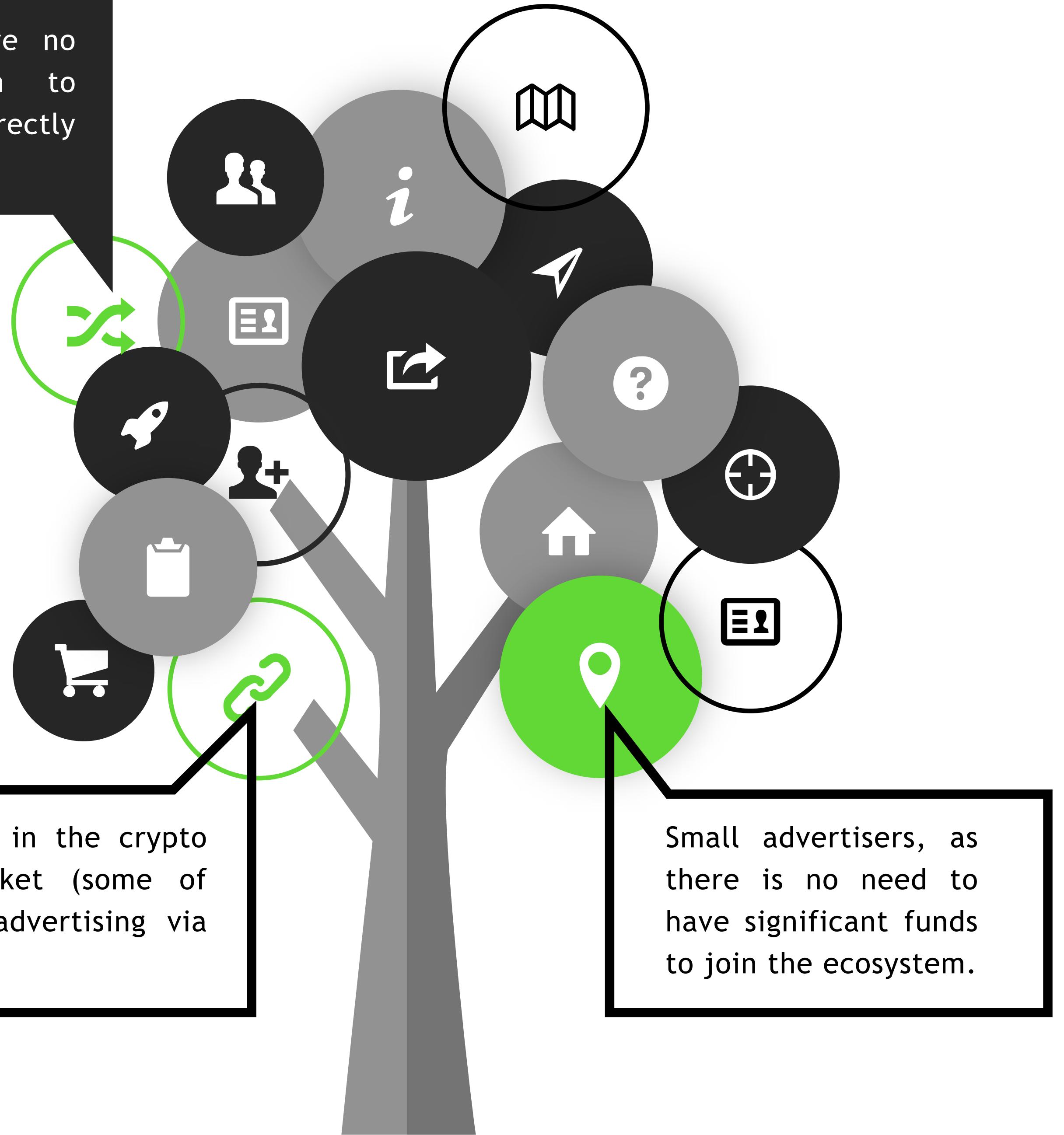
Getting first companies that operate in the blockchain market to join our ecosystem will give us valuable insights about market situation and our ecosystem.



## WHO WE WANT TO REACH FIRST

Once clients from groups showed beside join Adshares, we also want big companies to become part of the ecosystem. We would like both local and international entities to participate.

Advertisers who have no other option than to contact publishers directly to make a deal.



# A BUSINESS MODEL BASED ON TWO REVENUE SOURCES

Our ecosystem consists of advertisers, publishers, as well as data providers and data processors.

Adshares will provide software for all participants of the ecosystem.

We plan to make a profit from licensing, hosting and support.

Adshares ecosystem is based on very safe, reliable and the fastest blockchain available today.

ESC Blockchain is self-sufficient thanks to dividends and fees.

Capabilities it gives will be offered for commercial applications.



ADSHARES



BLOCKCHAIN

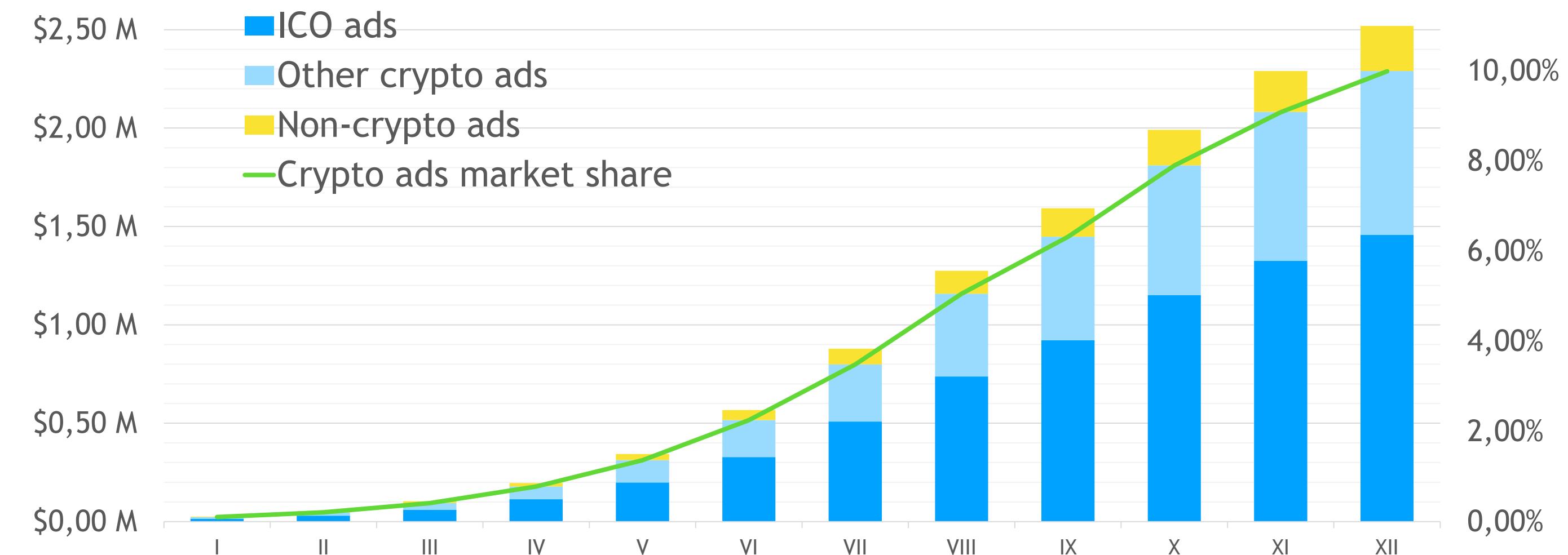
## FINANCIAL PROJECTIONS: 2019

In 2018 there have been over 1100 ICOs so far (total 2018 ICO funding: over \$7B). Given that digital advertising budget of a successful ICO amounts to at least \$100k, we can assume that the ICO advertising market in 2019 should be worth approx. **\$175M** (~\$275M including remaining crypto ads market).

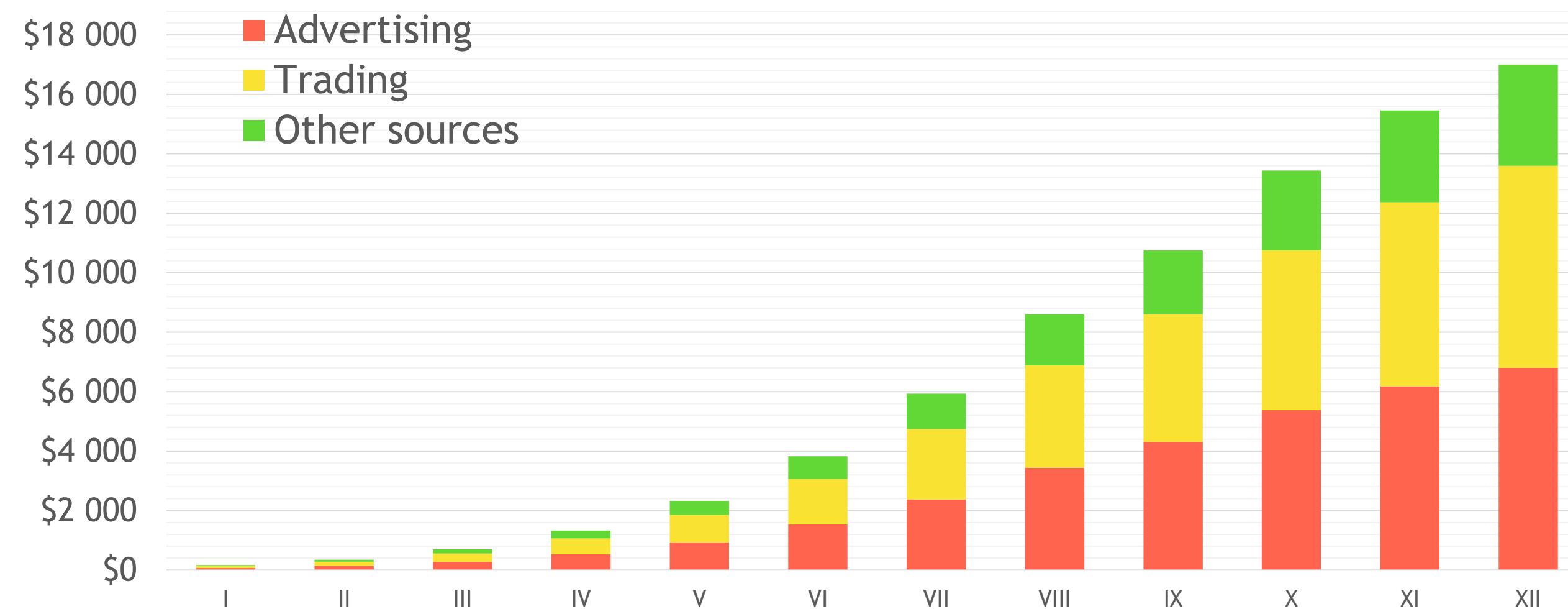


We plan to take over 10% of the crypto ads market by the end of 2019 (predicted revenue amounting to ~\$2.3M / month)

**Adshares revenue - 2019**



**ESC Blockchain profit - 2019**

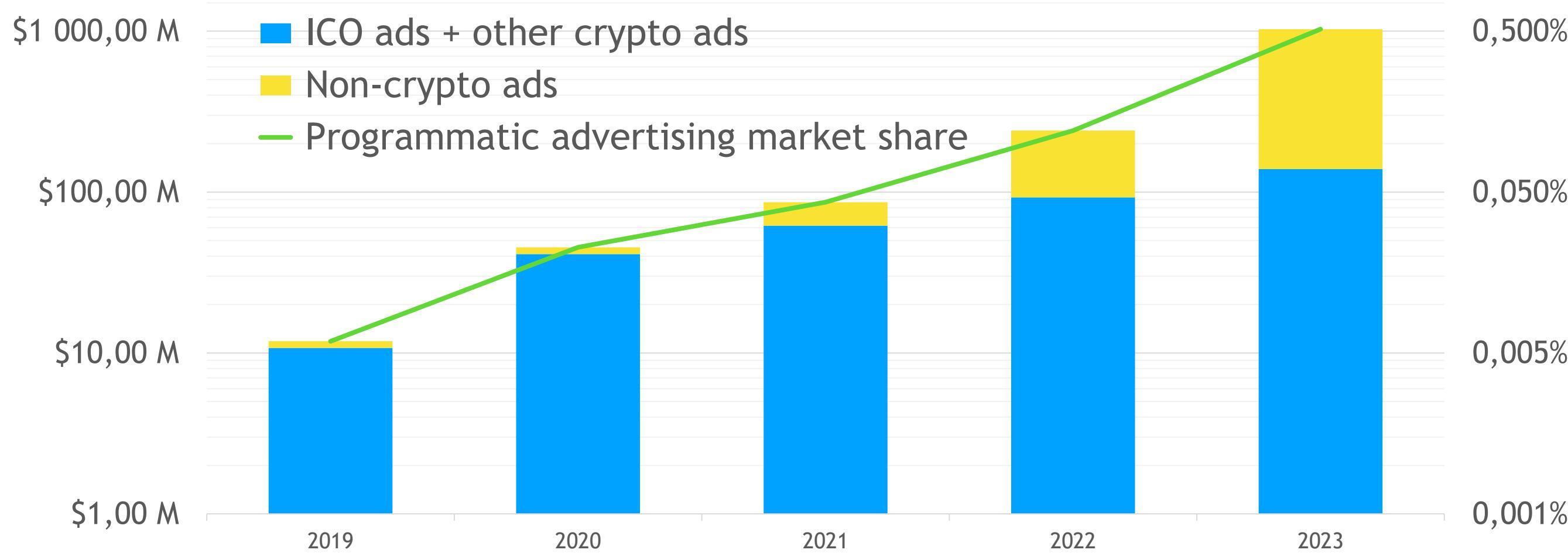


## FINANCIAL PROJECTIONS: 2019 - 2023

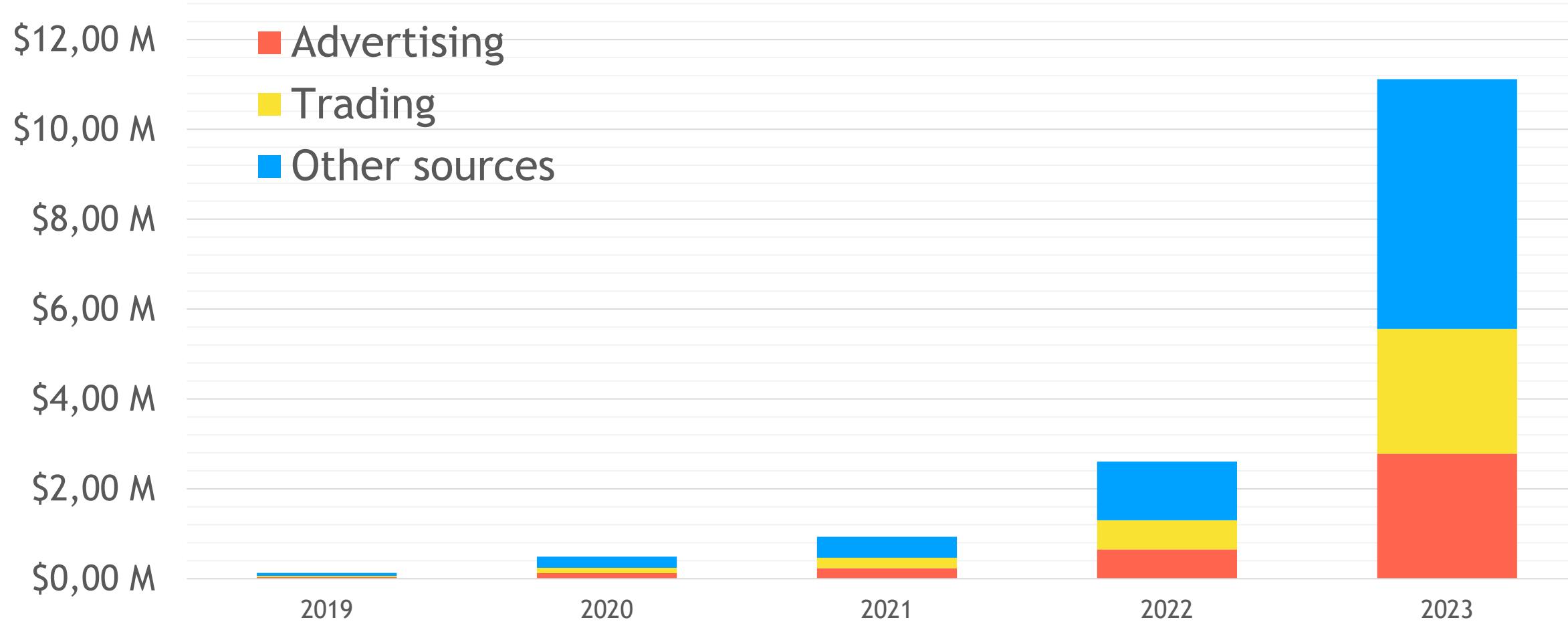
In 2020 we want to dynamically expand to non-crypto advertising market, which is more difficult and competitive than crypto-related advertising market - thus the revenue increase rate might slow down.

By the end of 2023 we would like to take over 0.5% of the global programmatic advertising market (revenue amounting to ~\$1 billion / year).

### Adshares revenue - 2019-2023



### ESC Blockchain profit - 2019-2023



# TRADITIONAL MODERN



[Google Ad Exchange](#) allows eligible publishers to gain access to a much bigger pool of demand than AdSense, via campaigns from the best brands and advertisers worldwide.



[AppNexus](#) is a global internet technology company. They operate the world's largest independent marketplace for digital advertising.



[OpenX](#) pioneered the first programmatic RTB exchange and deployed header bidding 18 months before the competition.



[AdEx](#) is a blockchain-based ad exchange aiming at disrupting the existing online advertising landscape. AdEx is transparent and built on top of Ethereum smart contracts.



[Adbank](#) is the first to have patent-pending anti-fraud AI technology based on the blockchain. The ecosystem is based on Ethereum.



[The Basic Attention Token](#) is a token for the digital advertising industry. It pays publishers for their content and users for their attention. To join the network, the user must install Brave Browser.

## COMPETITION: TRADITIONAL AND MODERN SOLUTIONS

# WHY ARE WE BETTER THAN OUR COMPETITORS?

 Real-Time Settlement

 ESC Blockchain

 Transformation

## TRADITIONAL SOLUTIONS



Real-Time Bidding was excellent technology back in the day, however when it was developed it was not possible to harness the potential of the blockchain.



Blockchain technology offers Real-Time Settlement, which enables more efficient and simple way to organize advertising market.



Solutions offered by our competitors are either based on a technology that is not scalable or force users to change their habits, which is very unlikely.



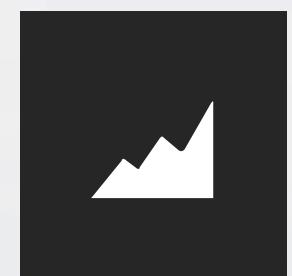
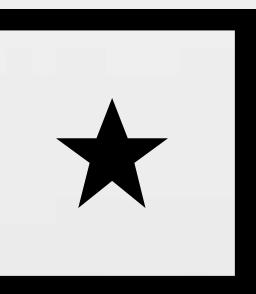
Adshares does not require any changes in user's behaviour (e.g. there is no need to change the browser).



Our ecosystem is based on the fastest blockchain available today, which guarantees scalability.

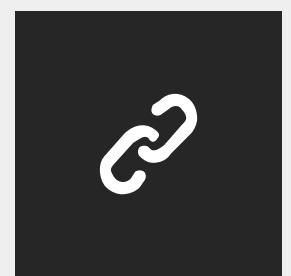
## BLOCKCHAIN-BASED SOLUTIONS

# OUR ASSETS



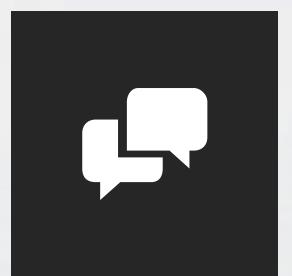
## ADVANCEMENT

Most advanced ads-related blockchain project in the market.



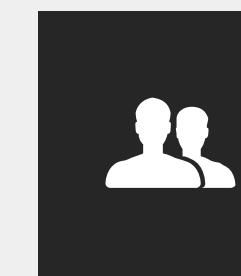
## BLOCKCHAIN

Our own ESC Blockchain - the fastest blockchain available today, that leaves Bitcoin, Ethereum and other blockchains far behind. At the same time, it is very secure and reliable.



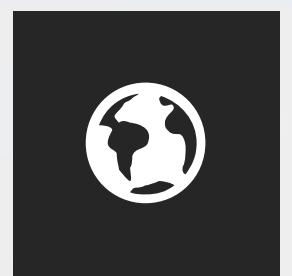
## PARTNERSHIP

Coopertaion with BioInfoBank Institute - a non-for-profit R&D organization that carries out research around blockchain technology and its applications in fintech.



## TEAM

An expert team of highly-qualified programmers who believe in the idea behind Adshares and are authentically passionate about the ecosystem they are developing.



## COMMUNITY

A strong community that actively helps to develop the project.



Jacek Zemło  
CEO & Co-Founder

*12 years of experience in software development and advertising. Designer of series of multiplayer web games. Blockchain wizard, co-designer of mini-blockchain-scheme.*

Dr Leszek Rychlewski  
Co-Founder

*20 years of experience in software development for big data and bioinformatics applications. Over 100 publications (h-factor > 40). CEO of BioInfoBank Institute.*

Krzysztof Kuchta  
Tech Advisor

*Business security systems expert and successful developer. Experienced in web services programming as well as mobile application development. Founder of Spotree.*

Maciej Pilarczyk  
COO & Product Owner

*10 years of experience in software development for e-commerce, finances and bookkeeping. An effective developer, Team Leader, Project Manager and Product Owner.*

LET'S GET IN TOUCH

Adshares sp. z o.o.  
VATIN PL7010804962  
KRS No. 0000720218



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WE'RE  
HERE

