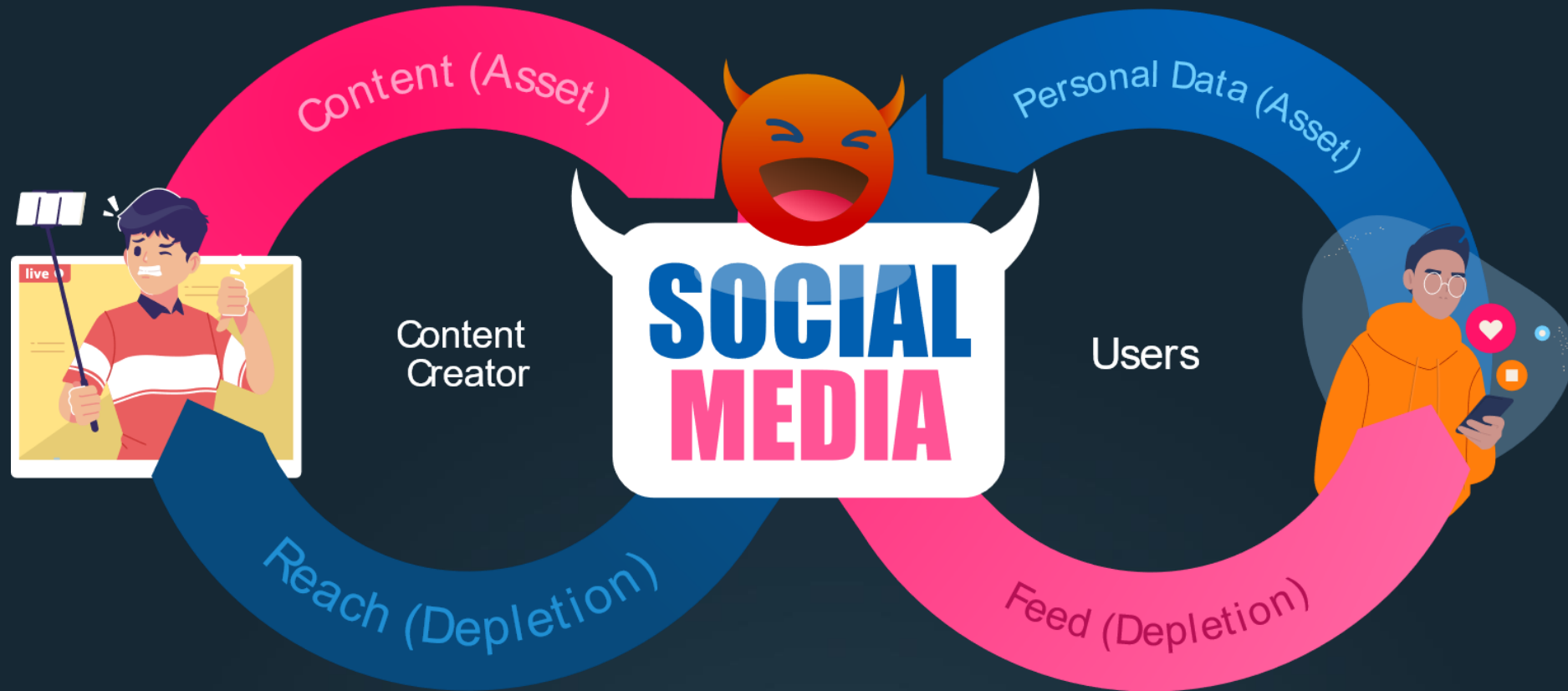




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Decentralized Social Media

Unfair Social Media Problem



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Decentralized Social Media

Ad Revenue sharing with every user



Advertiser

\$100 USD
to
\$100 Cast Token



Castle

Get
\$30 Token

**Social
Reward**



Content Reach

Get
\$35 Token



Content Farming

Get
\$21 Token



See Ads

Get
\$14 Token



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Decentralized Social Media

Benefit from growing users together

All advertising revenue will create demand for CAST token

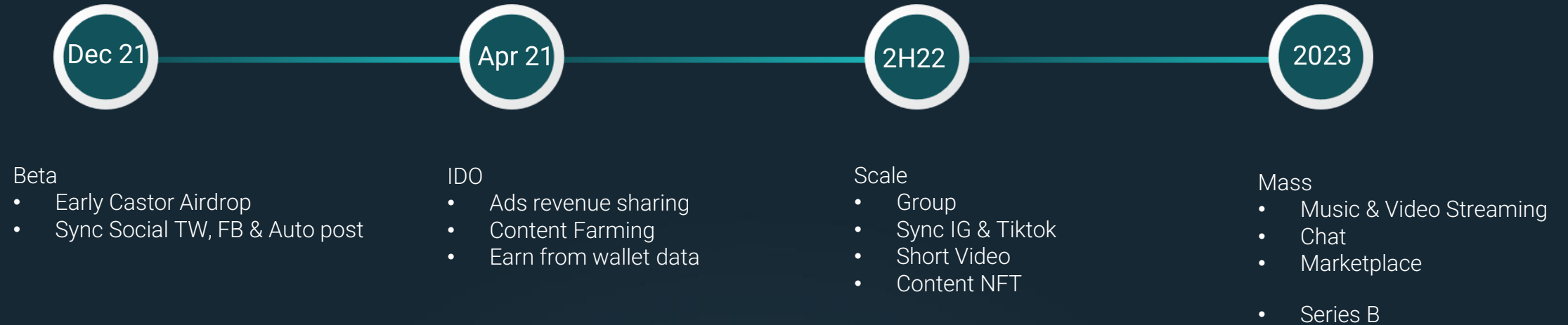
More advertising, higher value of CAST token



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Decentralized Social Media

Roadmap to Mass Adoption



Check our sprint and progress

<https://www.github.com/castle>

Content Creator Solutions

Find new followers

- Cryptocurrency Users
 - DeFi, NFT, GameFi
- High adoption behavior



Monetize on contents

- Get rewards for total content reach
- More followers





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Decentralized Social Media

Early Caster Airdrop



- Early Caster Airdrop pool of 2,000,000 CAST Token for beta users.
- Sync social and auto post to Castle Platform
 
- 1,000,000 CAST airdrop pool, pro-rated for all content reaches
- 1,000,000 CAST airdrop pool for registered users and referrals

Acquire early followers, higher rewards later

- Airdrop is claimable one week after IDO
- IDO is expected in Apr 2022 and \$ 0.1 per CAST token



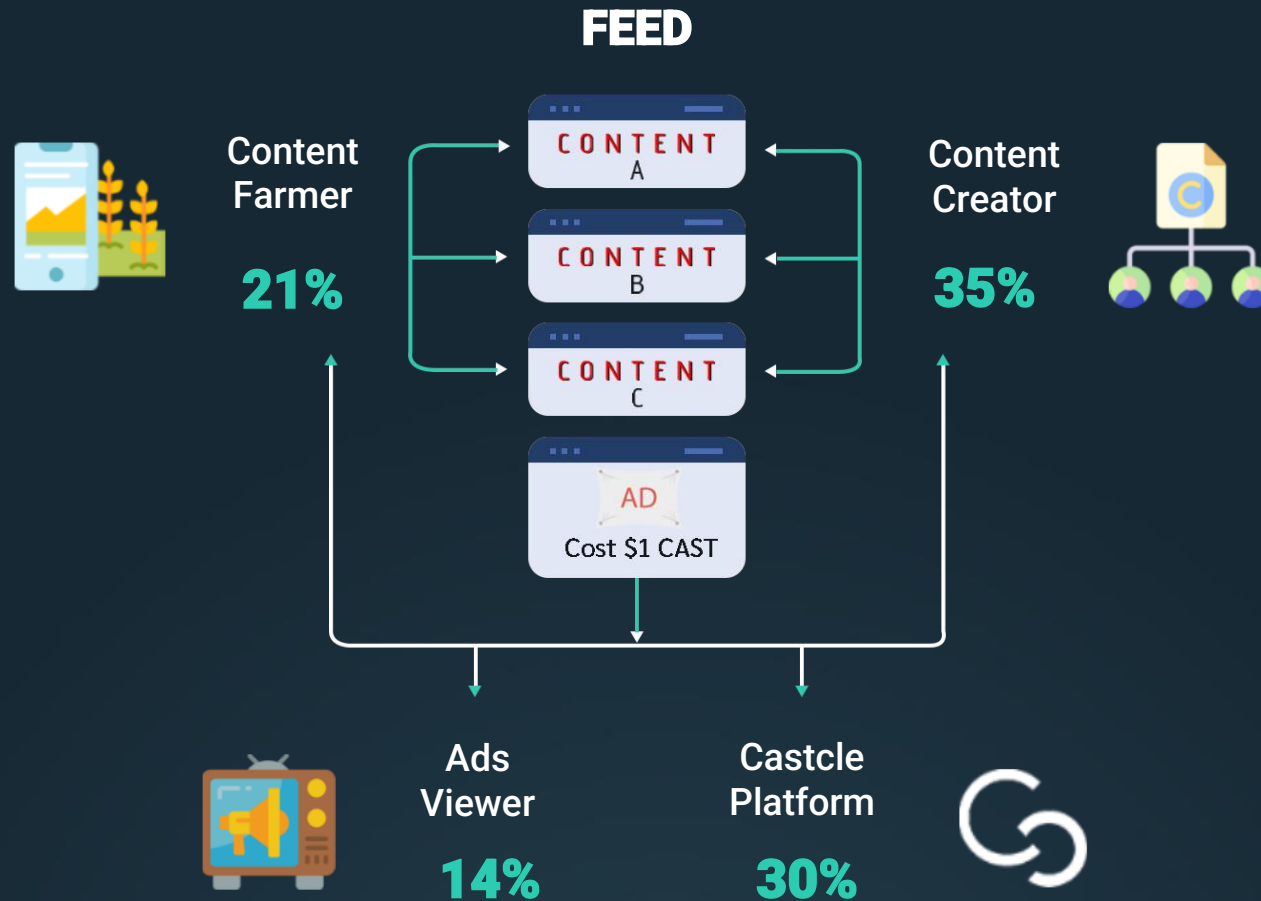
Tokenomics & Strategies



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Decentralized Social Media

How is The Ad Revenue Sharing Calculated?



CAST Tokenomics

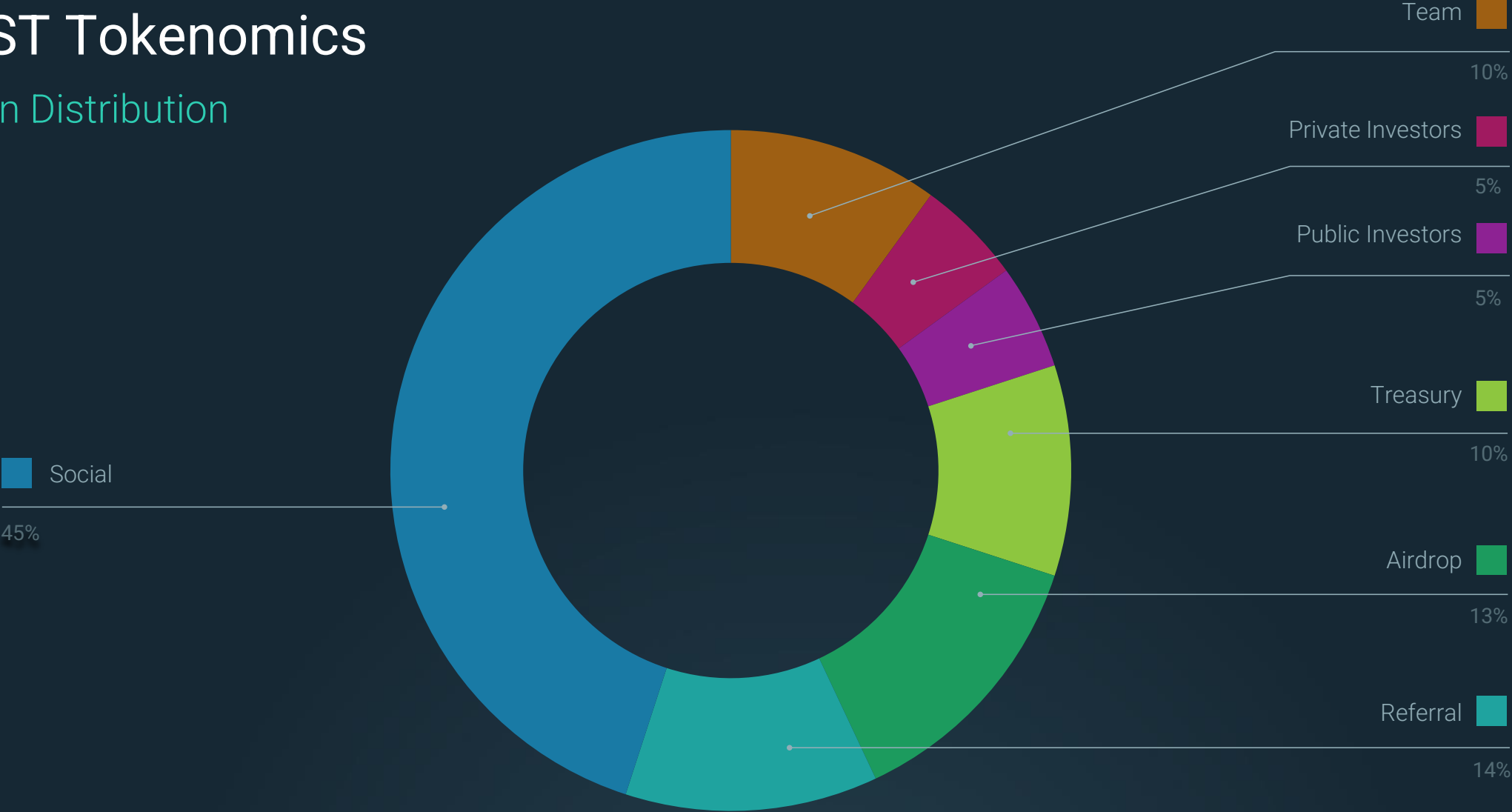
Token Distribution

In Millions	TGE	3M	6M	9M	12M	18M	24M	30M	36M
Team	0.00	0.00	0.00	0.00	0.00	25.00	50.00	75.00	100.00
Private Investors	0.00	0.00	0.00	12.50	25.00	50.00	50.00	50.00	50.00
Public Investors	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00
Treasury	10.00	17.50	25.00	32.50	40.00	55.00	70.00	85.00	100.00
Airdrop	10.00	20.00	30.00	40.00	50.00	70.00	90.00	110.00	130.00
Referral	0.00	10.00	20.00	30.00	40.00	60.00	80.00	100.00	120.00
Social	10.00	46.67	83.33	120.00	156.70	230.00	303.34	376.67	450.00
Total	80.00	144.17	208.33	285.00	361.67	540.00	693.34	846.67	1000.00



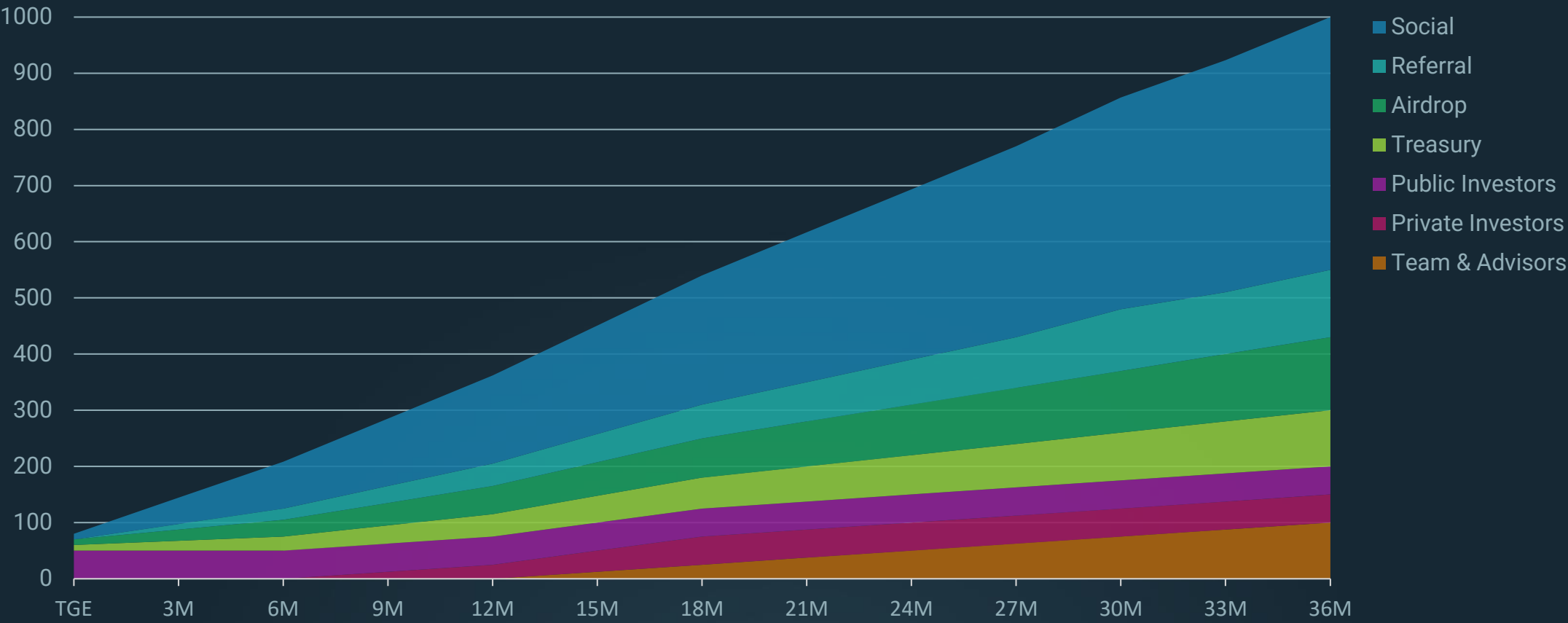
CAST Tokenomics

Token Distribution



CAST Tokenomics

Token Release Schedule



Social Reward Proportion

Seeing Ad

When users see ads on their own feed



20%

Content Reach

When your content reaches other's feed



50%

Content Farming

Farmed content on other's feed



30%



Content Farming

User invest in quality contents for 24 hours and get a share of content farming reward

- Higher farmed content
- Higher feed algorithm
- Higher rewards earned
- Upvote quality content
- Encourage user engagement
- More token utility



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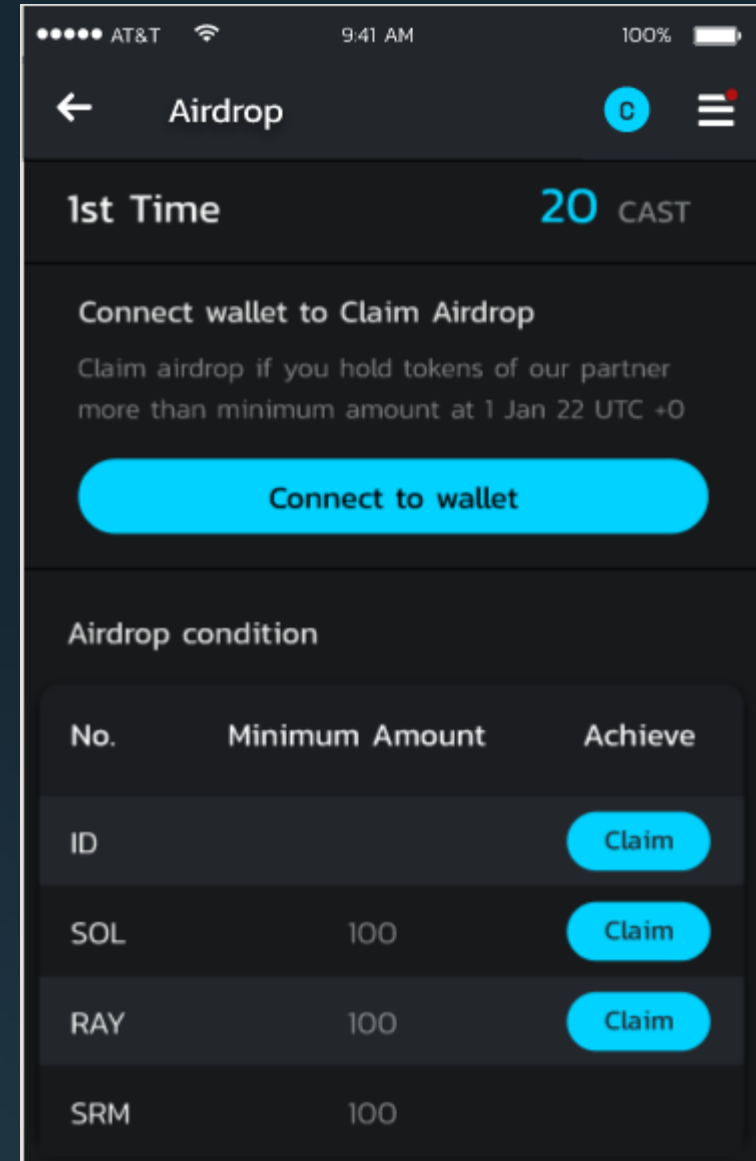
Decentralized Social Media

Tokenomics & Strategies

Airdrop

Campaign with Dapp partners to reward users for connecting wallet to claim airdrop.

Blockchain Wallet Data will increase advertisement value and user reward value.



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Tokenomics & Strategies

Referral

Bonus 10% of referee's social reward over 6 months



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Decentralized Social Media

Tokenomics & Strategies

Social

Content & Advertiser Partners

Campaign with Dapp partners to boost content in Castle and reward back to users



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Decentralized Social Media

Huge Opportunity of Social Media

Users
4.2 billion users

Revenue
150 billion \$

Market Cap.
1.5 trillion \$



Facebook

Users : 2.7 Billion
Revenue : \$85 Billion

YouTube

Users : 2.3 Billion
Revenue : \$20 Billion

TikTok

Users : 2.9 Billion
Revenue : \$34 Billion

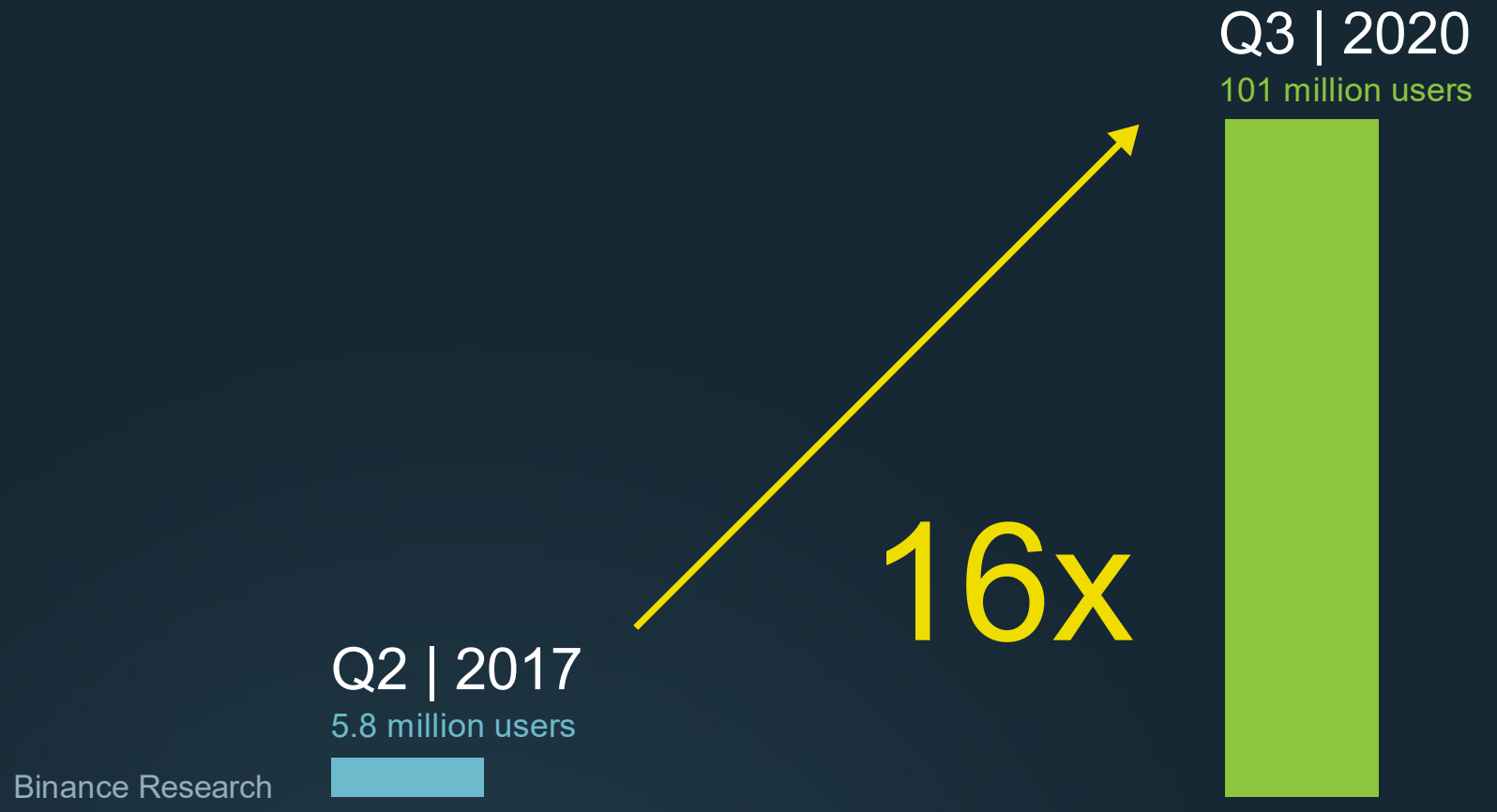


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First Segment – 100 million Cryptocurrency Users

Social Media for cryptocurrency users

Brave Browser
34 million MAU
in 2 years

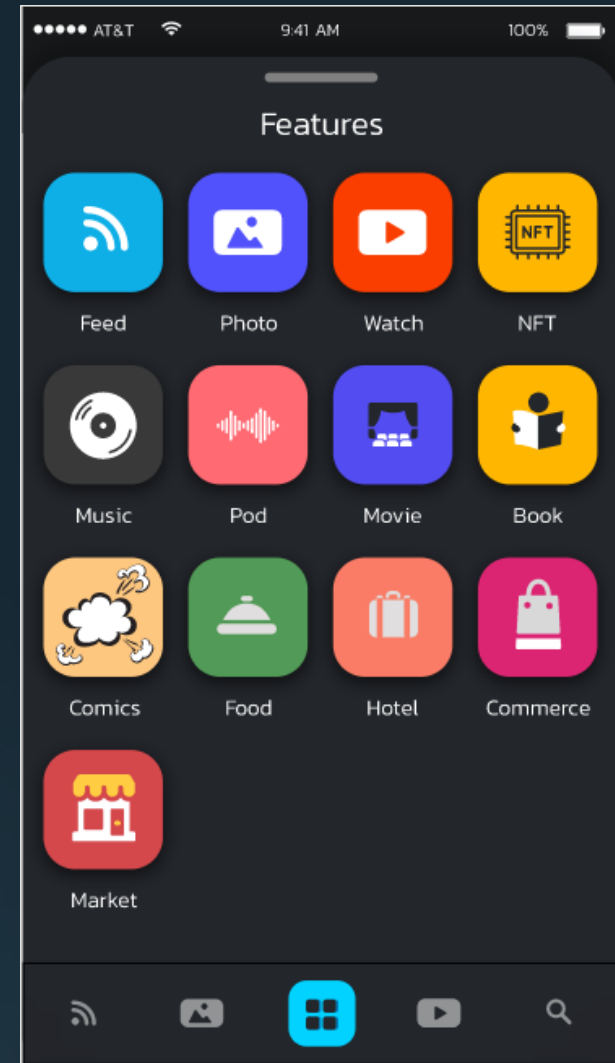


Castle: The Next Global Super App

- Daily | Social | Data
- Global | Income | Wallet








From
Advertising currency
To
Global digital currency

Hasten mass adoption of blockchain



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Decentralized Social Media

Unique Proposition Value of Decentralized Social Media

	 Castle	 Facebook	 Twitter	 Instagram	 Youtube	 Minds	 Steemit
Content Creator Ads Sharing	✓	*	*		✓	*	
Seeing Ads Sharing	✓						
Content Farming Reward	✓						*
Crypto	✓					✓	✓
Content Engagement Reward						✓	✓



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Passionate & Unique Founder Team



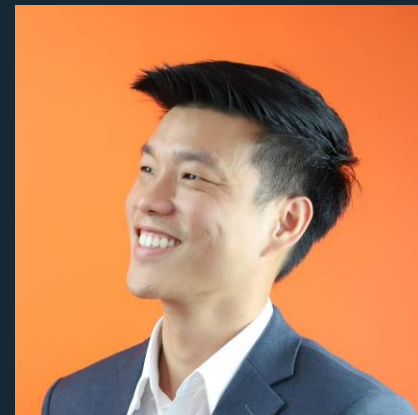
Woraphop Viriyaroj

CEO

Member of Parliament, Thailand
Move Forward Party

Entrepreneur

<https://www.linkedin.com/in/woraphop/>



Natthaphong Ruengpanyawut

CTO

Member of Parliament, Thailand
Move Forward Party

Software ERP Entrepreneur

<https://www.linkedin.com/in/tee4cute/>
<https://github.com/kaogeek>



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Experienced Core Team



**Julapong
Techapakornrat**

Core Team Leader – 15 yrs

<https://www.linkedin.com/in/julapong-tec/>



Sompop Kulaplanont

Core Team Developer – 12 yrs

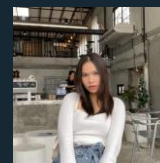
<https://www.linkedin.com/in/sompop-kulaplanont-7978891a/>



Kittipong Maopetkad

Core Team Developer – 2 yrs

<https://www.linkedin.com/in/kittipong-m/>



Sudarat Yongkiatkarn

Core Team Designer – 1 yrs

<https://www.linkedin.com/in/izesudarat/>



Pachara Pairoch

Core Team Marketing – 3 yrs

<https://www.linkedin.com/in/pachara-pairoch-40b3401a7/>



Tanakorn Phoochaliaw

Core Team iOS – 8 yrs

<https://www.linkedin.com/in/tanakorn-phoochaliaw/>



Surasak Piriya-aroonrot

Core Team Android – 7 yrs

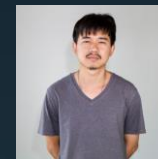
<https://www.linkedin.com/in/surasak-piriya-aroonrot-a29508b7/>



Prakan Sornbootnark

Core Team Android – 4 yrs

<https://www.linkedin.com/in/earth-prakan/>



Warayut Boonchai

Core Team Designer – 9 yrs

<https://www.linkedin.com/in/warayut-boonchai/>



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It's time to disrupt social media



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