

Cashtree : Blockchain Based Mobile Advertising Platform



www.cashreetoken.io

APRIL 2023 | WHITEPAPER

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Executive Summary

Cashtree has started to adopt blockchain-based technology to enhance our services quality for client's campaign performance, provide incentives that have economic value and can support the needs of Cashtree users and the community, and in addition to supporting the adoption of crypto and blockchain technology in Indonesia.

The Problem

- The digital marketing ecosystem is rapidly changing along with Google's new privacy policy that restricts cross app tracking on Android limiting our platform's movement.
- Web 3.0 and Blockchain industry in Indonesia taking over the market and trends.
- Crypto products such as DeFi are still too complex and not user friendly.
- Many existing projects in the token industry do not have the experience to convert traffic into revenue and an immature business model which causes the token price to fluctuate.

The Solution

In these waves of transformation Cashtree's new journey to Blockchain is opening the door to immense opportunity and will push Cashtree to be a winner. Cashtree will be "The Gate of Crypto Adoption", pushing crypto & blockchain adoption in Indonesia to a whole new level. Cashtree will issue Cashtree Token (CTT) and will design the grant system for users or partners to get benefits in Cashtree Business Ecosystem. Cashtree Token (CTT) will also be available for crypto payment methods in Indonesia, becoming the real case study as utility tokens.

Highlights

- Exponential growth of Indonesia's crypto investors (12.4 million per Feb 2022).
- Indonesia's 1,222.8% crypto transaction growth in 2020 - 2021.
- The Digital Advertising Market in Indonesia reached \$2.12 Bn in 2022 with YoY growth hitting 26.3% (\$ 443 mil). While spending on Social Media reaches \$ 900 mil (42.3% share), Programmatic spending is reaching \$1.69 Bn (79.7% share).
- It is expected that in 2026, 88% of ad spending will be via Programmatic Ads, and 69% Ads Spending is generated through mobile phones.

Why Cashtree?

Cashtree is the #1 and the most reliable advertising platform in Indonesia with over 20M user base (reward marketing model). With Cashtree's long history and experienced team members in Indonesia, Cashtree has gathered comprehensive data in Indonesia. Through Cashtree data, the relationship among MAU, cashout, and revenue has been proved.

Cashtree is able to be particularly responsive to market demand and create differentiated products to customer needs with massive user base and experiences. Cashtree's unique value propositions and strong competitive positions in the Indonesia market are enough conditions for Cashtree to be a Emerging Giant.

Success Keys

- Cashtree is connected to various DSP and SSP, a programmatic system for advertisers to purchase and manage ads inventories, that allows Cashtree to be able to convert Traffic into Revenue.
- Cashtree already has comprehensive data assets of networks, clients, partners, as well as owning a proven business model from Cashtree's journey in Indonesia since 2016.
- Cashtree team is a solid team that acquired extensive know how from years of experiences in operating rewards based platform with up to 20 million user based in Indonesia

01

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Cashtree Overview

Cashtree is the **largest mobile advertising platform in Indonesia** which has become one of the most reliable platforms to connect brands and/or advertisers with users so that brands and advertisers can run various digital campaigns and users will receive reciprocity from advertisers' campaigns. Thanks to the first innovative digital rewards marketing platform model in Indonesia and the aggressive marketing strategy, this platform has grown to be the largest mobile advertising platform in Indonesia with unique user data.

From the user perspective, Cashtree has the vision to free users in Indonesia from the need for phone credit and contribute to the lives of its users, by giving rewards towards users in the form of Cashtree Points which can be exchanged for credit and various other attractive prizes available on the Cashtree platform.

In line with our passion to provide the best service for clients and advertisers, continuously innovate and provide breakthroughs for the advertising technology industry in Indonesia, and our vision to share and contribute to the welfare of Cashtree users through economic and technological democratization, in **2022 Cashtree has started to adopt blockchain-based technology** to support transparency in campaign performance for clients, provide incentives that have economic value and can support the needs of Cashtree users and the community, and in addition to supporting the adoption of blockchain technology in Indonesia.

Blockchain has changed the world and digital marketing is going to another universe. In addition, Google recently announced a new private policy to restrict cross-app tracking on Android. All of them will change the digital marketing ecosystem and Cashtree will be a winner in these waves of changes.

Cashtree's plan to realize this mission is to build and expand the Cashtree ecosystem and Cashtree will introduce 'Cashtree's Grant Programs' to users and participants who contribute to build Cashtree ecosystem with **Cashtree Token (CTT)**. The data will be recorded in the Blockchain Network. Advertisers will be able to make target marketing campaigns successfully and more efficiently in the Cashtree ecosystem. By introducing Cashtree Token (CTT), Cashtree aims to increase the utility value of Cashtree Token as a form of contribution that has broad economic value for Cashtree users and the community.

The strategy is to maximize the potential of blockchain to provide transparent campaign performance reports which will become a value proposition for Cashtree in the advertising technology industry in Indonesia, and provide contributions that have economic value for Cashtree users and the community for every participant in the Cashtree platform and campaigns.

Cashtree recognizes the issue of growth in the digital advertising industry that used to be dominated by advertisers/clients, publishers, and users; is now crowded with many intermediaries, ad exchanges, and various cross-party data-sharing management platforms. This change causes users to experience various kinds of malvertisement practices as well as privacy violations and losses on the advertisers/client-side due to rampant fraud and bot practices for various types of digital campaigns.

02

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Cashtree Overview

Cashtree believes that the solution is a blockchain-based transparent advertising platform that can create a fair ecosystem that will be able to compensate users for every data and participation in each advertising campaign, as well as provide transparent campaign results and performance towards clients/advertisers. Cashtree's unique position as a mobile advertising platform company that adopts blockchain-based technology becomes crucial to creating fair conditions from the client/advertiser and user/user perspectives.

Cashtree : Centralized Ecosystem Challenges

During the years of Cashtree establishment, we have the vision to ease Indonesian citizens out of their daily needs for phone credit. To do so Cashtree has promised to provide rewards of **\$4 per person**. Cashtree's highest generated **Monthly Active Users (MAU)** is **4.3M**. After careful consideration, we believe that entering blockchain, therefore creating a decentralized rewards system that can provide a more sustainability and increase the valuation of rewards to users is the best strategy to approach this issue.

Cashtree : The Gate of Crypto Adoption in Indonesia

Cashtree believes that the world is vastly changing, and part of it is the blockchain that has taken over the financial industry by storm. Unfortunately, blockchain is still not widely or systematically understood. Many people in Indonesia either do not realize exactly how blockchain can help them, or do not understand how to start entering the crypto world. Through the Cashtree blockchain project, **Cashtree is committed to be the “gate” for crypto adoption in Indonesia**, bringing users to the magnificent crypto world and even giving users a reason to adopt the blockchain and crypto ecosystem. Unlike crypto exchange where users still need to deposit their money as the capital to invest, buy, or even trade digital assets, Cashtree is basically **giving them early capital and take them to the crypto ecosystem so seamlessly and smoothly through our Cashtree app and the implementation of Cashtree Token in Cashtree Business Ecosystem**. Using Cashtree, users can interact with the DeFi and crypto world in the most seamless and easiest way possible.



03

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Cashtree Value Proposition

1) The first mobile advertising platform implemented blockchain technology in Indonesia :

Cashtree as a mobile advertising platform with a large user base certainly has the main asset, namely user attention. The innovation made by Cashtree is to develop a protocol that can track and record user attention and user participation for each campaign in the Cashtree apps, as well as provide incentives for each user's participation. Cashtree appreciates every second of participation and contribution that users have given in supporting Cashtree. Later on, a form of incentive received by users is tokens.

2) Accelerate Crypto Adoption In Indonesia :

As the biggest mobile advertising platform in Indonesia with more than 20 million user base and 2 million MAU, Cashtree is in a very strategic position to push the acceleration of crypto adoption in Indonesia.

The biggest advantage that Cashtree brings to push the adoption is the ability to integrate crypto and blockchain technology into Cashtree platform in the most easy and convenient way to all of Cashtree users. As simple as joining and participating in the campaigns available in Cashtree apps, users can earn a token that has a countless utility.

This means that users can participate and interact with crypto without the need to spend anything but their attention and participation. This is even easier for users compared with other apps, for example crypto exchange ; where users can buy, sell, and invest in so many available crypto currencies but they need to deposit money and with a long KYC process.

3) Performance Reporting & Transparency :

Through using blockchain technology, all participation of Cashtree users for various campaigns by Cashtree's clients will be recorded on the blockchain and the system will provide transparent, real-time, real number reports to clients because of the blockchain characters that cannot be manipulated. This will increase the added value of trust for clients to use Cashtree. Cashtree upholds integrity and promises the best performance for clients.

Cashtree Value Proposition

4) Cashtree User Community :

The Cashtree Community is a very strong community that is spread all over Indonesia. With the support of the community, Cashtree has experienced exponential growth from 2016 with an initial user base of 900,000 people and reached over 20 million users in 2021.

5) Credibility and Trust :

Cashtree has been present in Indonesia since the end of 2015 until today to provide the best service for clients as well as users. Unlike most blockchain and cryptocurrency projects which often appear without clear credentials and identities, Cashtree is a company that was legally established and registered in Indonesia with crystal clear track record and real office address in Indonesia.

Success Keys



- Cashtree is connected to various DSP and SSP, a programmatic system for advertisers to purchase and manage ads inventories, that allows Cashtree to be able to convert Traffic into Revenue.
- Cashtree already has comprehensive data assets of networks, clients, partners, as well as owning a proven business model from Cashtree's journey in Indonesia since 2016.
- Cashtree team is a solid team that acquired extensive know how from years of experiences in operating rewards based platform with up to 20 million user based in Indonesia

Cashtree Token

Cashtree Token (CTT) is the newly introduced incentives for users inside of the Cashtree app and Cashtree Business Ecosystem. Cashtree Token will be used along with Cashtree Point ; our current incentives for users inside of Cashtree apps that can be exchanged with various rewards inside of Cashtree apps.

1. Cashtree Token on Arbitrum

The Cashtree Token (CTT) project will be launched on top of the Arbitrum network, because of the benefits of the Arbitrum network, such as the security, openness, and the interoperability and scalability. Arbitrum network also has greater access to interoperable decentralized applications on diverse platforms, which will benefit Cashtree further business expansion and future partnership plans. The Arbitrum Network is also known for its feasible gas fee, which is also an essential part for all the projects that want to enter the blockchain.

2. Cashtree Token Utility

Cashtree Token (CTT) is a blockchain based rewards system that provides vast benefits towards users. Cashtree token will have 3 main functions that users can enjoy thus increasing the benefits that Cashtree presents towards Users. These functionalities include exchange Reward / incentives inside Cashtree Business Ecosystem, monetization through trading at exchange, extra benefits and special offers when using Cashtree Token on Cashtree partners channels.



Earn Cashtree Token for contributions and engagement in Cashtree Apps, as the gateway to enter the web 3 world and interact with crypto world.

Real use case of utility token inside of Cashtree Business Ecosystem that offers tons of benefits for CTT users and holders, including special offers, promotions, and vouchers for all the partners and merchants in Cashtree Business Ecosystem

Cashtree Token Utility for Users

CashTree Token

Channels

Products & Benefits

CashTree Apps

User incentives : CashTree Token will be the direct benefit for users and introduce them to the crypto world. In a way, CashTree Token is a capital given to users for them to enter the crypto ecosystem without spending their capital like in exchange.

Exchanged into Rewards in CashTree app :

1. Phone Credits
2. E-Money Credits
3. Various rewards (smartphones, watches, etc)
4. Hotdeal Discount Vouchers : to be used to shop at Hotdeal Platform
5. Poppang Discount Vouchers : to be used to shop Poppang products.
6. Other partners to be added continuously.

Hotdeal (Video Commerce Platform)

Exchanged into Rewards in Hotdeal :

1. Special Discount (with minimum purchase amount) for all products
2. Free delivery vouchers for all products (with minimum purchase amount)

Poppang

Exchanged into Rewards in Poppang :

1. Special Discount (with minimum purchase amount) for all products
2. Earning CashTree Token for minimum purchase at Poppang (claim through redeem page)

Lagi Santai : Write, Share, and Earn

Earn CashTree Token for every contributions that generating traffic for the platform. Users can post articles, writings, essays, poems, ideas, or whatever they want to create, and earning CashTree Token for their contributions.

Exchanged into Rewards :

1. **Redeem Vouchers on CashTree Apps**
2. **Shop at Hotdeal**
3. **Digital asset trading in Exchange**

Digital Asset Trading at Exchange

Users can opt to withdraw their CashTree Token and send it to their exchange wallet to be traded on exchange once CashTree Token listed on the exchange in Indonesia, and later in global exchange.

CashTree Token Channels & Benefit

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Cashtree Token

3. How Much Cashtree Token Can Be Earned By Users ?

Cashtree Token as user incentives will be distributed periodically for 60 months. Cashtree is projecting to increase DAU & MAU each year, based on this projection we expect Cashtree adoption is going to keep increasing hence impacting the scarcity of Cashtree Token supply. This projection of scarcity will help the Cashtree Token price to stabilize or keep growing.

Below is the projection of how many Cashtree Tokens (CTT) each user will earn in a month along with the target projection of MAU growth yearly (2023 - 2028). The early adopters will be benefited the most since they can earn Cashtree Token more than the users that join Cashtree later.

With the possibility of the Cashtree Token price valuation that can keep increasing, the economic benefit that will be earned by users also multiply.

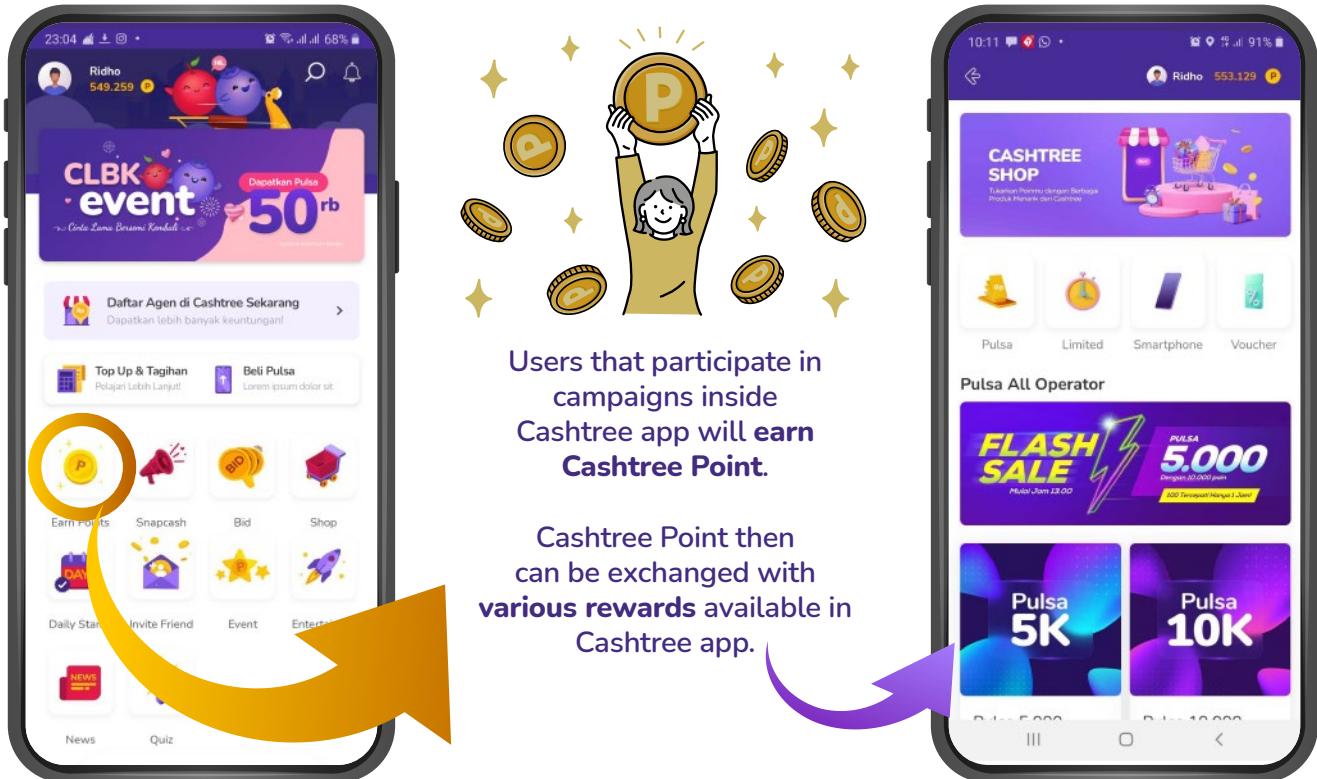
Period	Token Earned (Per User Monthly)	MAU Target Projection
2023	CTT 5.568507	2.8 M
2024	CTT 2.603283	6.0 M
2025	CTT 0.922471	14.0 M
2026	CTT 0.750533	27.5 M
2027	CTT 0.446973	46.3 M
2028	CTT 0.186531	69.2 M

Projection of Cashtree Token earned by each users with MAU target

Cashtree Token

4. Cashtree Rewards Model : Cashtree Point & Cashtree Token (CTT)

Cashtree Point is a form of user incentive that will be given to the users for each of their contributions on the campaigns from advertisers, which then can be exchanged into various rewards available inside of Cashtree application and has been used since the day 1 of Cashtree business. Now, Cashtree is entering the blockchain and will release a new incentive in the form of Cashtree Token (CTT).



Current Cashtree Rewards System : Cashtree Point

Entering the blockchain world, Cashtree understands the transition period will be challenging as most Cashtree users are already familiar with the current reward system that mainly focuses on giving away phone credit and rushing transition will risk decreasing DAU & MAU within the Cashtree app. Derived from stated concerns, Cashtree decided to implement the two token systems, a combination of Cashtree points & Cashtree Tokens as a joint incentive for users.

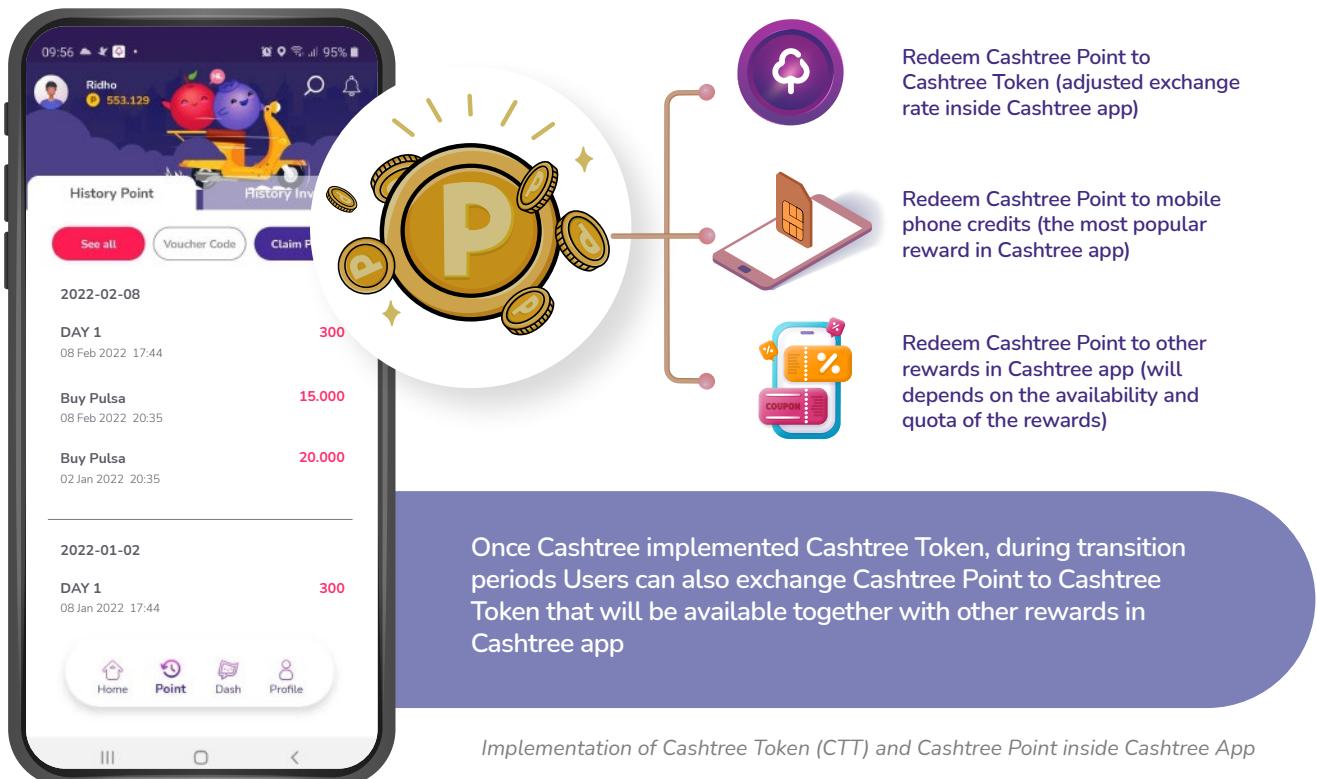
Cashtree Token

Dual Token System : Cashtree Point & Cashtree Token

In a way, Cashtree Point and Cashtree Token is a dual token system, even though Cashtree Point is more as off-chain token and only available as reward incentive inside Cashtree apps, and Cashtree Token as the on-chain crypto and utility token.

Cashtree Point will still exist in Cashtree apps, and still can be exchanged into rewards available in Cashtree apps such as Phone Credits, e-Wallet credits, vouchers, etc. However, after 2 years period of transition, Cashtree Point will only be available to be redeemed into Cashtree Token.

Cashtree Point is one of the tools to help maintaining and controlling inflation rate of Cashtree Token, aside from Buyback and Burn strategy that will be implemented in Cashtree Token.



Cashtree prioritizes the development of Cashtree's Token's function so that it can provide more benefits for users. This means the token's functions are not limited to being exchanged for rewards available on the Cashtree platform but across all products and partners in the Cashtree ecosystem, including:

1. Exchange for shopping vouchers and offers at Hotdeal Indonesia (video commerce platform)
2. Exchange for shopping vouchers and offers at Poppang, a cafe (retail) that sells Korean-style snacks
3. Passive income through Cashtree Token staking
4. Soon more function and collaboration with partners to give more benefits for users will be added continuously.

Cashtree Token

5. Comparison of Cashtree Point & Cashtree Token

Cashtree Points

Limited Rewards / Prize Stock Inside Cashtree Apps

Cannot monetize rewards

Limited Function (only can be used inside Cashtree app to be exchanged with rewards)

Cashtree Token

Cashtree Token can be used in wider and broader ecosystem inside Cashtree Business Ecosystem. With various partners and merchants that will be available inside Cashtree Business Ecosystem, Users will have limitless and various benefits of Cashtree Token

Cashtree Token can be monetised and traded in exchanges. However the full benefits can be experienced by the users and holders by using Cashtree Token inside Cashtree Business Ecosystem, where Cashtree Token not only can be used to be exchanged with rewards and products with special price in the ecosystem, but also comes with extra benefits

Cashtree Token offers more functionality. Not only as a rewards that can be exchanged for various benefits and offers inside Cashtree Business Ecosystem, Cashtree Token can also offer benefits such as Earn Program or Staking Feature once the function is available

Cashtree Point VS Cashtree Token Comparison

6. Cashtree Mission To Earn

The users who will complete various missions will get more points to change into the CTT. Mission will be composed to meet a variety of demands for ESG (Environment, Social and Governance) and Cashtree's clients. The cash out though CTT will be controlled to keep the price through various mechanisms and Clients can donate CTT and pay the related fee with CTT for these missions.

Cashtree Token

7. Cashtree Point : New Regulation (T&C) for Inflation Management

Along with the process of transition towards blockchain, Cashtree will implement new rules and regulations that will help manage the inflation of Cashtree Points, and also to help the transition going smoothly for the users and the company. During transitioning to the blockchain, Cashtree will announce and implement new rules and regulations, including but not limited to:

1. Cashtree points automatically reset to 0 if you do not log in to the user's account for 3 months
2. There will be a daily redemption limit from Cashtree Points to Cashtree Token.
3. Cashtree Points have a 1-year expiration date, if points are not redeemed they will automatically reset to 0 Cashtree point
4. Benefits such as phone credit, e-money, etc will continue to be provided as an option to redeem Cashtree Points for at least 2 years forward, but in the future, Cashtree aims for 100% token redemption so that Cashtree Point can only be redeemed into Cashtree Token.

8. Cashtree Token & Application Security

The Cashtree's team is taking the security of Cashtree Token and Cashtree application with all due diligence. Cybercrime is overwhelming the world, and the crypto space is not untouched. Users and companies of this new ecosystem can profit fast; however, they can lose even faster due to cyber attacks on blockchains and crypto wallets.

Cashtree Token is developed with security in mind and applies security in every part of the crypto ecosystem:

1. Smart Contract for Cashtree Token is developed following the secure development lifecycle, audited by a recognized security firm, and launched in a reliable blockchain network, Arbitrum, following its hybrid security model.
2. Cashtree Token is provided through a reliable crypto exchange, which demands the highest standards of security.
3. Cashtree application, which stores Cashtree Token, is built with the security best practices to prevent data leaks and fraud.

Cashtree Business Ecosystem

Cashtree Business Ecosystem is the realization of Cashtree's vision to be able to expand its business as a global company, as well as provide wider benefits to Cashtree users. Focusing on Indonesia as our core market, Cashtree has prepared every step and strategy to be able to scale up to the global stage. The development of the business ecosystem is essential to make Cashtree a sustainable business and provides the prospect of a multi-industry function for the Cashtree Token.

1. Introduction To Cashtree Business Ecosystem

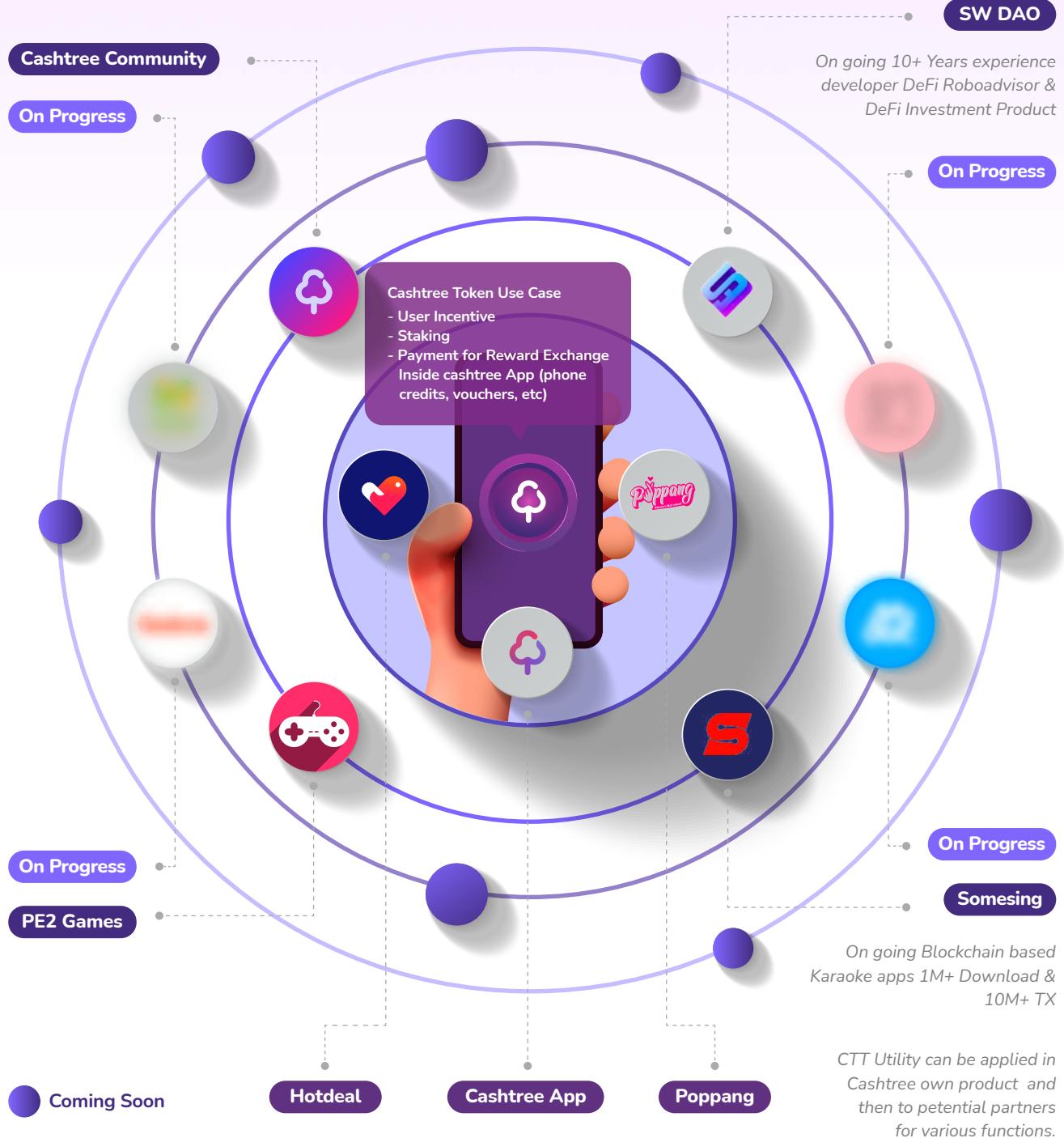
Cashtree Business Ecosystem is a blockchain-based digital ecosystem where Cashtree is the driving axis for various entities and business units within the ecosystem. The main focus of Customer & User-Centric, Cashtree Ecosystem will redefine the meaning of an entertainment platform. The Cashtree Ecosystem will be filled with various complementary entities, including reward & entertainment platforms, video commerce, F&B (cafes), P2E Games, Defi Social Platforms, and a variety of future developments.

Cashtree Clients



and so many more..

Cashtree Business Ecosystem

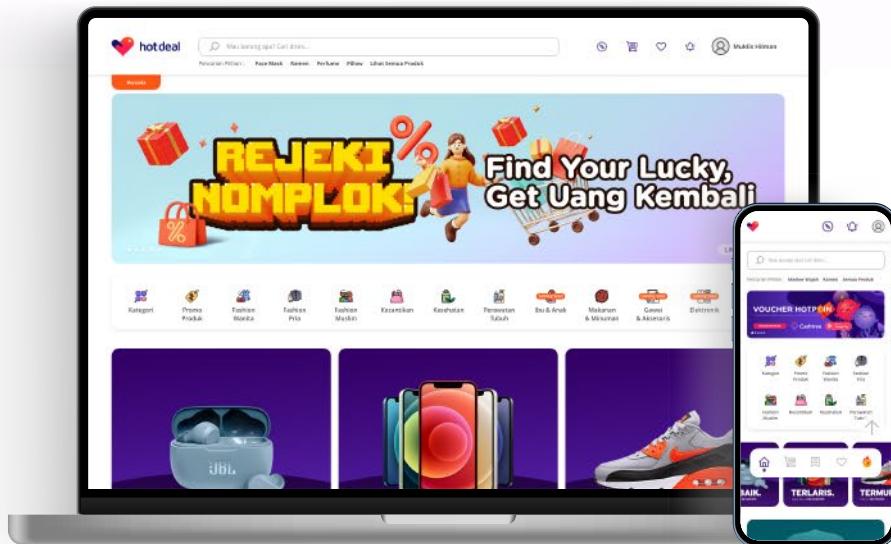


The Cashtree Ecosystem will showcase the potential adaptation of blockchain and cryptocurrency technology onto the main Cashtree platform, which will provide economic value not only within the Cashtree ecosystem but also to generally connect and enrich the lives of Cashtree users and the wider community in Indonesia and globally.

Cashree Business Ecosystem

1) Hotdeal.id : Video Commerce Platform

Hotdeal (www.hotdeal.id) is a new e-commerce platform that utilizes video as the main communication medium for users. Hotdeal is determined to provide users with an immersive video shopping experience and become the first video commerce platform in Indonesia.



Preview of Hotdeal interface

Currently, Hotdeal has more than 15 merchants and **20+ brands with 50+ products from various categories** such as health, beauty, and F&B and will continue to grow in the future.

Cashree Tokens can be used in Hotdeal to be exchanged for discount vouchers or other discounts which later can be used to shop at Hotdeal.

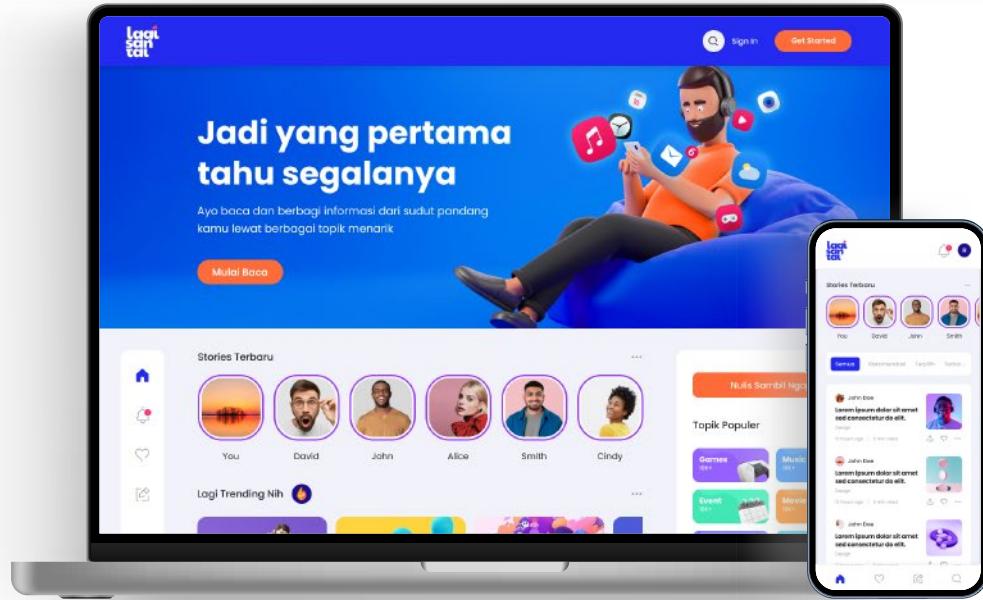
2) Lagi Santai : Write, Share, and Earn (www.lagisantai.id)

One of the products in the Cashree Business Ecosystem that will be developed is Lagi Santai (www.lagisantai.id) ; an open platform with a blog article concept where users and the community can share their work and stories. Lagi Santai is a meeting place for content creators and storytellers, various experts in their fields as well as new creators can share information, interact and realize their works and ideas into content and present it to the world.

Lagi Santai prioritizes the experience of sharing stories between users and contributors from various fields and backgrounds that are dynamic and mutually supportive, and uphold the authenticity of the work of the contributors. Lagi Santai believes that important ideas and works will drive future generations.

CashTree Business Ecosystem

Lagi Santai introduces **a model where creators and contributors can share their work and earn incentives from works published on this platform.** The incentive received for contributors is a digital asset (cryptocurrency) called CashTree Token which not only has economic value for contributors, but also has various functions within the CashTree Business



Preview of Lagi Santai interface

Write, Share, and Earn Model

Contributors who create and publish stories and/or works through the Lagi Santai platform will receive incentives in the form of CashTree Tokens that can be withdrawn and traded on crypto exchanges that have listed CashTree Tokens on their platform.

Lagi Santai will provide incentives with fair calculations for Contributors, which are taken from revenue sharing between Lagi Santai and Contributors for every traffic and reading time of each of their works and articles. Lagi Santai revenue aside from the traffic generated, also coming from Premium Article and Ads Placement.

Cashree Business Ecosystem

Lagi Santai introduces a model where creators and contributors can share their work and earn incentives from works published on this platform. The incentive received for contributors is a digital asset (cryptocurrency) called Cashree Token which not only has economic value for contributors, but also has various functions within the Cashree Business Ecosystem.

3) P2E Games (Play To Earn)

Cashree will work alongside game studios in Indonesia to then develop P2E Games in the Cashree Ecosystem. Because it cannot be denied that games are a very attractive medium for users. By providing P2E Games in Cashree Apps, Cashree will be able to manifest itself as the main platform for entertainment and mobile advertising that provides benefits to its users.

4) Poppang : Korean Snack F&B Cafe

Poppang is the new player in F&B market in Jakarta. This cafe is selling Korean most popular snacks and street foods, with a new twist and concept. Poppang's first store is located in the most sophisticated and right in the heart of the business district in Jakarta, **ASHTA District 8 @ SCBD**. Today, Poppang has opened **2 new stores in Grand Metropolitan Mall Bekasi, and Lippo Mall Puri Indah, West Jakarta**.

In 2023, Poppang will open **11 new stores** totalling up to 13 stores in 5 cities in Indonesia. In 2024, Poppang will open for franchising and aiming to expand its business reaching 50 outlets in Indonesia. **In 2025, Poppang is aiming to open a total of 100 outlets.**



Cashtree Business Ecosystem

Implementing Cashtree Token to Poppang will benefit users with special discount vouchers to shop on Poppang Store, and also Users can receive **Cashtree Token** cashback for each purchase of Poppang products.

The use case of Cashtree Token implementation in Poppang is a showcase of the promising collaboration between Cashtree Token and retail players in different industries, and **will open the door to upcoming collaborations** with other sectors and partners, such as restaurants, food delivery services, etc.

5) Cashtree's Future Partners

Cashtree's commitment remains to deliver the best service of entertainment to Cashtree's users. In order to do so, Cashtree will collaborate with diverse types of partners aiming to enable access to a variety of content and activities for our users.

"We will give additional meaningful benefits to advertisers that will pay a considerable portion of fee through CTT."

6) Cashtree Goes Global

Cashtree will be soon available for global audiences and market, bringing Cashtree services to advertisers and clients, and entertainment for global audiences.

Together with it, Cashtree Token will be reach global users with strategic partnerships and collaborations with brands and companies to embodied the benefits and utility of Cashtree Token for Cashtree users and CTT hodlers.

Cashtree App will be available globally

Cashtree will open its services globally, helping brands & clients to advertise their products and services and bringing benefits and entertainment to more users

Cashtree Token : Global Reach

Cashtree Token will build partnerships with various brands & companies all around the world to bring benefits to CTT users & hodlers!



Future Development

For the first 24 months since the implementation of Cashtree blockchain project and Cashtree Token, Cashtree will focus on accelerating the crypto adoption to all of Cashtree users by increasing the DAU / MAU, and also reacquisition of all Cashtree users. Together with this, Cashtree will start to distribute the Cashtree Token as the rewards. Cashtree will also exploring the IDO opportunities to make CTT available for early adopters, bringing benefits of Cashtree Business Ecosystem. After that, Cashtree is aiming to join a Launchpad program with the objective to have Cashtree Token listed on Indonesian exchange.

On the Cashtree Business Ecosystem, the development of products and services will keep going. Implementation and integration of Cashtree Token into Cashtree other products and partners such as Lagi Santai, Hotdeal, and Poppang is the starting point.

In the third year of the project, Cashtree will build Dapps and makes Cashtree fully run on the blockchain, becoming the first mobile advertising platform in Indonesia to implement crypto and blockchain technology. Cashtree will also building partnership with various partners that will bring benefits for Cashtree users and adding value to Cashtree Business Ecosystem, and expanding the utility of Cashtree Token even more.

We aim to reach product finalization by early 2026 and by that time, Cashtree will dominate the Indonesian market. Furthermore, Cashtree will expand the business and push the adoption of Cashtree Token by opening the mobile advertising platform service for global clients, starting with neighboring countries in SouthEast Asia, and will soon be expanding globally.

Continuously, Cashtree will keep on expanding the business and partnerships with all partners, merchants, and platforms to give more value added services and expand the use of Cashtree Token in Indonesia for the first phase, and later on with global brands and partners.

In summary, Cashtree was, is and will be the pioneer in digital marketing in Southeast Asia.

Tokenomics

1. Total Token Circulation

Cashtree Tokens will be released with a maximum amount of **5,000,000,000** Cashtree Token (CTT) with the following distribution:



Description	Vesting Period		Percentage	Number of Token
	Initial Distribution Terms	Subsequent Distribution Terms		
Total Token Circulation	5,000,000,000			
Private Sale	18 Months Upfront Lockup	Monthly Distribution across 24 months	12%	CTT 600,000,000
Public Sale	No Lockup	No distribution until new exchange listing	5%	CTT 250,000,000
Foundation (Corporation)	18 Months Upfront Lockup	Monthly Distribution across 36 months	10%	CTT 500,000,000
Team	6 Months Upfront lockup	Monthly Distribution across 36 months	10%	CTT 500,000,000
Partner	18 Months Upfront Lockup	Monthly Distribution across 24 months	8%	CTT 400,000,000
Advisor	18 Month Upfront Lockup	Monthly Distribution across 24 months	2%	CTT 100,000,000
(Ecosystem) User Benefit	No Lockup	Monthly Distribution across 60 months	30%	CTT 1,500,000,000

Tokenomics

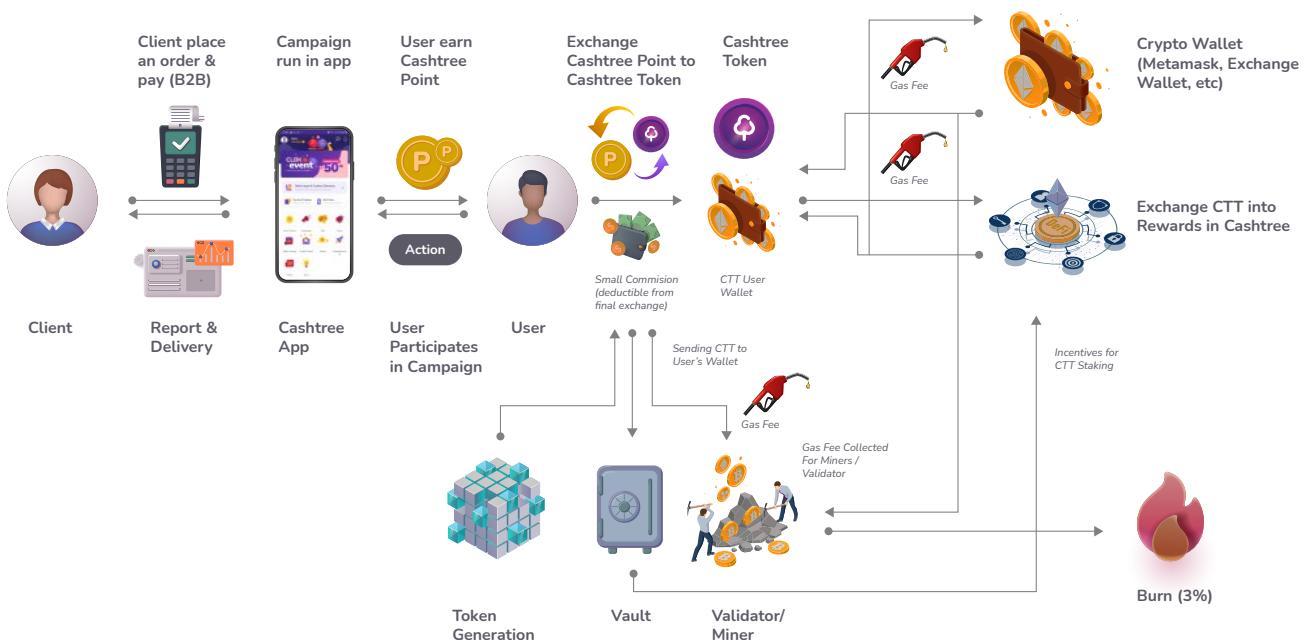
Description	Vesting Period		Token %	Number of Token
	Initial Distribution Terms	Subsequent Distribution Terms		
(Ecosystem) Marketing	No Lockup	Monthly Distribution across 24 months	10%	CTT 500,000,000
Liquidity	No Lockup	No Lockup	6%	CTT 300,000,000
Reserves & Contingency	No Lockup	No Lockup	7%	CTT 350,000,000
Total			100%	5,000,000,000

2. Lock Up Commencement Date

Lock up commencement date of Cashtree Token will start at day 1 of the first CEX listing

3. Circulation Mechanism

Here's the diagram showing the circulation and mechanism of Cashtree Token (CTT) generation and distribution to users.



CashTree Token Circulation & Mechanism Diagram

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Disclaimer : This document is the final version as of April 2023, with the possibility that changes or future developments may occur at any time. Cashtree may change and update the content of this Whitepaper from time to time. Readers are advised to always check for the latest updates of this Whitepaper document through the official Cashtree website.

Tokenomics

4. Deflationary Mechanism

Cashtree will implement several strategies to reduce the supply of circulating tokens and to maintain the value of the tokens.

Buy Back & Token Burning

To help in reducing the inflation and also to create scarcity for the CTT, Cashtree will implement the 'buy back' and also token burning. Cashtree will buyback the CTT circulated in the market using the capital from Cashtree advertising revenue and also conduct non-periodic buyback. Total Cashtree Token to be burned are 3% from total circulation (approx 35,355,303.87 CTT) (the total number of token to be burned shall be subject to change depending on the situation). This step is taken to help reduce volatility using the Quantity Theory of Money (QTM). Cashtree is applying the logarithmic / exponential formula for Burning mechanism of :

Total : Token circulation on that period
Log : Logarithmic of total token circulated

$$\text{Burn} = \frac{\text{Total}}{\log(\text{Total}) \times 4}$$

Tokenomics

Total Token Allocation for Product (User Incentives)

Description	Period	Token Distribution	Percentage	Burning (Token Circulated / log (Total) x 4)	Burning (in %)
User Incentives Allocation		1,500,000,000			
Distribution 1	Q1 2023	CTT 150,000,000	10.0%	4,586,543.72	3.05770%
Distribution 2	Q3 2023	CTT 120,000,000	8.0%	3,713,247.55	3.09437%
Distribution 3	Q1 2024	CTT 120,000,000	8.0%	3,713,247.55	3.09437%
Distribution 4	Q3 2024	CTT 105,000,000	7.0%	3,272,582.04	3.11674%
Distribution 5	Q1 2025	CTT 105,000,000	7.0%	3,272,582.04	3.11674%
Distribution 6	Q3 2025	CTT 90,000,000	6.0%	2,828,679.16	3.14298%
Distribution 7	Q1 2026	CTT 90,000,000	6.0%	2,828,679.16	3.14298%
Distribution 8	Q3 2026	CTT 120,000,000	8.0%	3,713,247.55	3.09437%
Distribution 9	Q1 2027	CTT 120,000,000	8.0%	3,713,247.55	3.09437%
Distribution 10	Q3 2027	CTT 120,000,000	8.0%	3,713,247.55	3.09437%
Total		1,140,000,000.00	76%	35,355,303.87	3.10490%

Cashtree Token Burning

Reserve 24% - **CTT 360,000,000.00**

Token allocation for incentives 76% - **CTT1,140,000,000.00**

Roadmap

Phase 1

DAU & MAU, Reacquisition

Cashtree is introducing blockchain to its users through Cashtree Token.

In this first phase, Cashtree will start with Token Generation Event, building CTT utility in Cashtree Business Ecosystem, and aiming for Listing at Exchange.

For the first 24 months since the implementation of Cashtree blockchain project and Cashtree Token, Cashtree will focus on accelerating the crypto adoption to all of Cashtree users by increasing the DAU / MAU, and also reacquisition of all Cashtree users. Together with this, Cashtree will start to distribute the Cashtree Token as the rewards. Cashtree will also explore theIDO opportunities to make CTT available for early adopters, bringing benefits of Cashtree Business Ecosystem. After that, Cashtree is aiming to join a Launchpad program with the objective to have Cashtree Token listed on Indonesian exchange.

The focus of Phase 1 is to increase DAU & MAU and also reacquisition of Cashtree users, along with building the MVP of Cashtree and Cashtree ecosystem especially Cashtree Apps and Hotdeal platform, and expanding the utility of Cashtree Token

Our strategy is to have CTT available for public and being listed in Indonesian exchange. We also exploring the possibility to do IDO before joining Launchpad. With Cashtree track record and huge user base, the listing and IDO process should be a mutual collaboration between Cashtree, the DEX for IDO, and CEX where CTT will be listed.

DAU & MAU Reacquisition Plans :

- Introducing and implementing CTT into Cashtree Apps
- Social Media Management
- Media Coverage & PR Activities
- Community Channels :
 - Official Telegram Channels
 - Official Discord Channels
 - Official SNS Channels
- Events Online : AMA, Airdrop, Giveaway, Quiz
- Events Offline : Joining blockchain & crypto conferences and seminar events in Indonesia

Whitepaper

Development : Cashtree Token

Pre-Sales / Private Sales Periods

Integration with Hotdeal (ecommerce platform) where Cashtree Token can be used to buy special discount voucher to shop in Hotdeal.

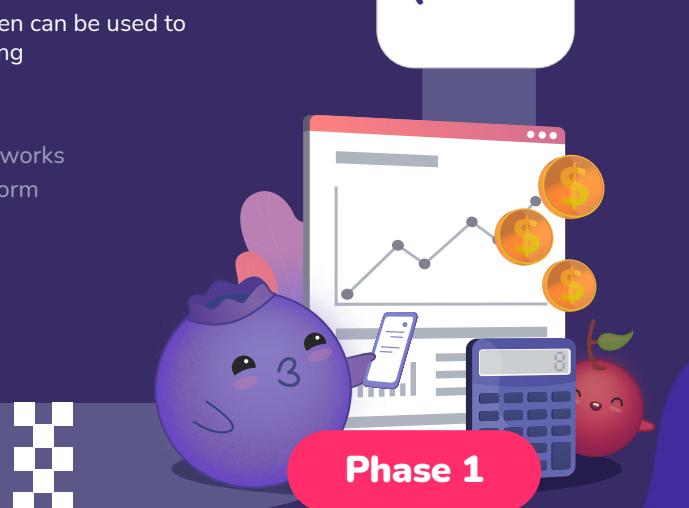
Integration with Poppang (F&B retail cafe) where Cashtree Token can be used to buy special discount voucher and special priced product bundling

Integration with LAGI SANTAI platform.

Lagi Santai Contributors who create and publish stories and/or works through the Lagi Santai platform will receive incentives in the form of Cashtree Tokens

Listing @ Indonesia Exchange : Public Sales Period

**Q1 2023 -
Q2 2023**



Roadmap

**Q3 2023 -
Q1 2025**

Phase 2



Phase 2

Collaboration & Partnership

Collaborations : Global crypto & blockchain company

Partnering with global crypto and blockchain company, Cashtree will introduce various of crypto products and benefits to for Cashtree Users and CTT holders.

Building & Expanding Partnership to increase Cashtree Token Utility.

Building new products inside Cashtree Ecosystem to provide benefits and entertainment for Cashtree Users.

Phase 3

Dapps, User Data Utilisation

Cashtree is officially fully running on blockchain and is scaling up with bringing all the campaign data into the blockchain, and becoming the first mobile advertising platform in Indonesia that fully runs in blockchain and contributes in driving the blockchain adoption in Indonesia.

Building & Expanding Partnership to increase Cashtree Token Utility and widen the Cashtree Business

Timeline

- Cashtree Business Ecosystem
- Cashtree Token Partnership :
- Hotdeal
Poppang
LagiSantai.ID
P2E Games
DeFi Platforms
- Others :
Future partnership with retail merchants to expand Cashtree Token utility

Development : Cashtree Dapps

Phase 3

**Q2 2025 -
Q1 2026**



Roadmap

Phase 4 Product Finalisation

Building & Expanding Partnership to Increase Cashtree Token Utility

Cashtree Token will keep expanding and building partnerships with companies, partners, and merchants to enrich Cashtree Business Ecosystem and bringing benefits for users.

With various partners and merchants that will be available inside Cashtree Business Ecosystem, Users will have limitless and various benefits of Cashtree Token

Cashtree Ecosystem is fully built and Cashtree becomes the center of mobile entertainment and advertising platform in Indonesia, providing services and benefits with promising rewards and passive income for all users.

Phase 4



Cashtree's Future Partners

Cashtree's commitment remains to deliver the best service of entertainment to Cashtree's users. In order to do so, Cashtree will collaborate with diverse types of partners aiming to enable access to a variety of content and activities for our users.

Cashtree Goes Global

Cashtree will be soon available for global audiences and market, bringing Cashtree services to advertisers and clients, and entertainment for global audiences.

Together with it, Cashtree Token will be reach global users with strategic partnerships and collaborations with brands and companies to embodied the benefits and utility of Cashtree Token for Cashtree users and CTT hodlers.

2027 and Beyond

Phase 5



Phase 5 Product Finalisation

With the solid product finalization and success in Indonesia, Cashtree will bring the ecosystem into the global stage and become a multinational company. Starting with nearest neighbor countries, Cashtree is aiming to go worldwide and globally.

Building & Expanding Partnership to Increase Cashtree Token Utility

Cashtree also will on keep building and expanding partnerships with various companies, merchants, and projects to join Cashtree Business Ecosystem to provide the best use case for Cashtree Token and bringing benefits for Cashtree Token holders and users globally.

Team & Advisor

Team Member



Dallen Kim
Founder & Co-CEO

Co-Founder & COO of People
(Developed "Dungeon & Fighter", the highest grossing game of all time)
Working in People from beginning until exit
Investor & Advisor, Pulse9 - Company that develops the first global Virtual Idol "ETERNITY"
22+ years of experience in StartUp / IT
Advisor & Investor on various startup companies Industry



Bonifacio
CSO

PT. Cashree For Indonesia
Head of Business Development
MarComm Asst. Manager - AXA Mandiri GI
Business Development - PEACH (UK AdTech Company)
Master Degree in Design - ITB
12+ years of experience in creative industry as Project Manager dealing with global clients



Agust Tampubolon
Co-CEO & CTO

Software Architecture & Senior Engineer
Front End Developer Asst. Manager AXA Services Indonesia
Xuenn Software Solution
SCRUM Certified
B.S in Information System
10+ years of experience in IT Industry



Robin Jang
Co-Founder & CPO

CoinOne Indonesia COO
Publishing PM for Perfect World
Bachelor's Degree in UIBE, China
14+ years of experience in IT Industry



Ridho
Head Designer

Graphic Designer with 12+ years of experience in design and creative industries
Hakuhodo Indonesia Advertising Agency
Electronic Solution
Topindo Lucky Sport
PT. Cashree For Indonesia
B.A Visual Communication Design



Ridcat Simbolon
Senior Software Engineer

10+ years experience in IT industry
B.S Informatics Engineering
PT. ARC Indonesia
PT. HDI Indonesia
PT. Cashtree For Indonesia
Senior IT Manager & Backend Programmer

Team & Advisor

Team Member

Rifa Herlandy
Product Development

10+ years of experience in IT Industry
B.S Information System
PT. Media Baru Digital
PT. Cashtree For Indonesia
Project Operation Manager
Product Development Manager

Advisor

Alexander Markl
Advisor

Current co-founder, CEO of Sun Labs, Digital asset management solution provider
Prev. Co-Founder, CIO of SW Capital; crypto quant trading firm (\$50m AUM)
12 years experience in digital product engineering, 6 years in quantitative digital asset trading

Keebeom Kim
Advisor

Current CTO of Kakao Entertainment, CEO of Supercomix
Founded Valuepoton, a data-driven marketing/advertisement platform startup, in 2015 and sold the business in 2017
20+ years of engineering and platform business not only in Korea, but also in South East Asia

Jenny
Advisor

Current co-Founder, CFO of Sun Labs, Digital asset management solution provider
Prev. Co-founder of crypto quant trading firm SW Capital, overseeing quantitative strategy research
6 years experience in digital asset trading
Expert in quantitative analysis, econometrics, data science

Team & Advisor

Advisor



Heuibae Kim
Advisor

CEO & Founder SOMETING
Blockchain based karaoke apps on Klaytn with
more than 1.5M users and 10M TX

Solid business relationships with major mobile
companies in Korea

7+ years of experience, comprehensive
technical know-how and expertise in mobile
“Singing Content Platform” and blockchain
Industry



Sangsoo Kim
Advisor

20 years experience in Private Equity, Venture
Capital, Infrastructure and Startup

CPA, CFA

Accounting Director - MVL

Regional Head - Korea Venture Investment
Corporation

KPMG Samjong Accounting Corp.



Tammy
Advisor

20 years experience in the finance and
technology sectors.

Investment strategist - Citibank

Co-founder of Jenga K (Blockchain
consultancy) and Lodestart (Startups research)
Accelerating and advising various global
blockchain projects



Gun Gun Febrianza
Advisor

9 years experience in the IT Development

5 years of experience in blockchain scene
Blockchain Architect PT Rantai Oxygen
Indonesia

Author of 6 Programming Books

Founder of Discord Blockchain Indonesia (DBI)



Jay Lim
Advisor

10+ years of experience in Startup
Acceleration, Investment, and Strategy.

Vice President/ Hanwha Asset Management/
Global Innovation Team

Shinhan Financial Group

E&Y



Balqis
Advisor

B.A Humanities in Korean Studies

ASEAN International Mobility Scholarship
Awardee

Harvard National MUN Diplomatic
Commendation

Euro MUN Academic Excellence

Team & Advisor

Advisor



Nikolay "Niko" Akatyev
Advisor

8 years cyber security experience, 10 years software development experience

CSSLP, CCSK

Digital forensics mentor at Korea Best of the Best (BoB) Cybersecurity program.

Founder of Seoul Tech Society, crew at Div0 Singapore cybersecurity community & organizer of Global Cybersecurity Camp (GCC).

Organizing Committee International Conference on Digital Forensics and Cyber Crime (ICDF2C).

Regularly published academic papers and presented at cyber security conferences.



Robby Jeo
Advisor

Founder & CEO Kommunitas (IDO Platform)

Serial entrepreneur, investor, and advisor

Polygon Advocates for Indonesia Region

Highly analytical skill, effective communicator, and serious amount of business acumen. His strength is at Business Development to expansion and building connections.



Nanda Ivens
Advisor

Former CMO of Tokocrypto

20+ years experience in advertising, communication, and digital marketing

Former Director of Edelman Digital
Former CEO XM Gravity
Former APAC CEO of Mirum Agency
Former Strategic Advisor of Telkomsel

Cashtree Token Community Official Channels

**Here are the official community channels for
Cashtree Token project**

Website : www.cashtreetoken.io

IG : <https://www.instagram.com/cashtreetoken>

FB Page : <https://www.facebook.com/cashtreetoken>

Twitter : https://twitter.com/Cashtree_Token

Telegram : <https://t.me/CashtreeToken>

Medium : <https://medium.com/@CashtreeToken>

Discord : <https://discord.gg/RPcAXXSKEY>



www.cashtreetoken.io



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