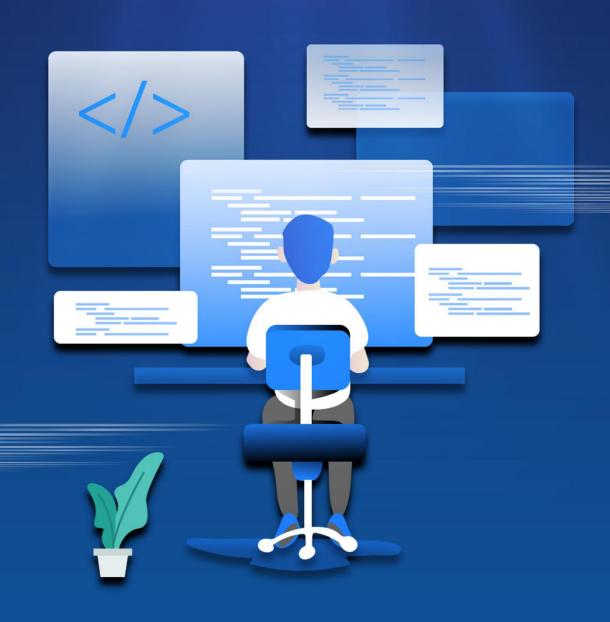
Advertising Chain Technical White Paper

Build consumer data blockchain network Reconstruct the global advertising market ecology



Abstract

The best way to apply digital evidence to the economy,

It is a wide range of social benefits generated by consumption as the core application.

--- ADC PUBLIC CHAIN TECHNICAL TEAM

Advertising chain creates an era of block chain collaboration based on advertisers and users, forming an open and shared new advertising consumption community, providing commercial support services, sharing value innovation networks of technological innovation and application innovation, leading the development of the times, and accelerating the construction of new number of advertising formats.

ADC uses the features of centralization, traceability and tampering of block chains to store and store all kinds of offline and online consumer related data in the ecosystem safely and credibly in the ecosystem. In accordance with the various needs of advertisers, the decentralized mechanism is used to coordinate the resources and roles in the ecosystem, and intelligent, reliable mining analysis and user positioning of consumer data are achieved. Finally, advertising can be accurately delivered to users through various channels.

In the whole process of advertising, ADC is based on Token and intelligent contracts, to ensure that participants are open, fair and traceable to submit demand, pay and gain.

The content of this white paper serves as a guideline for the development of Advertising chain. ADC certification management company I.E.C is used to guide the R & D and construction of ADC projects in the future.

The white paper is written in the light of the Founding Idea of Advertising chain and the current development and trend of related technology. The design of the book is not mandatory. The R & D team of ADC ecological application can make reasonable adjustments according to actual demand and Technological Development in the process of R & D.

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01

Market background





1.1

Project Origin

In the huge Internet market in the world, advertising expenditure has exceeded trillion every year. The marketing budgets of businesses and businesses are mostly occupied by centralized media such as search engines and social media.

Due to the centralization of the Internet, the lack of mutual trust among the stakeholders in the industrial chain brings many valuable links such as advertising verification, data monitoring, advertising interception and so on. The high trust cost diverts the interests of all parties.

From the point of view of enterprises (businessmen), how to put marketing capital and optimize channels to enable them to communicate accurately and quickly to target groups has always been a rigid demand of enterprises.

From the media perspective, Google and Facebook, Baidu, Yahoo and other traffic giants have basically monopolized the traffic market.

From the point of view of individuals and consumers, when using Internet services, they are often disturbed by unexpected advertisements.

Is there a set of solutions that can solve the trust problem between the parties, use technology to reduce the cost of enterprises, enhance the discourse power of medium and small media, and enable users to control privacy rights and even get profits?

This is (Advertising chain) the pain point we are solving.



1.2

Market situation

• Advertising reference for consumer buying behavior

In the process of consumer buying or using goods, five stages, including cognitive demand, information collection, evaluation and selection, purchase and post purchase evaluation, require that products be found at any stage. Consumers purchase a product is often based on understanding the product information, and the product has a certain brand effect. Or knowing is the premise for consumers to choose to buy this product. Advertising can improve the popularity of products. When consumers want to buy a product, they can appear in the consumer awareness domain, so that products can be selected. Advertising as an effective means to enhance the competitiveness of product brand is being chosen by more and more businesses.

Advertising implants in consumer scenarios

Advertising refers to inserting visual elements such as products or brand symbols into media such as movies, television networks, information media and other media in order to achieve publicity products, enhance product brand awareness, promote consumers' purchase and achieve marketing purposes.

In today's market, with the popularity of mobile Internet, many changes have taken place in consumer behavior. Hard advertising has been unable to attract consumers' attention. New advertising models are coming out. How to adapt to changes in consumer behavior and how advertising should be done can better promote consumers' purchase and become an important problem to be solved in enterprises and business platforms.

• Advertising trends in future consumer scenarios

In such an era of consumer upgrades, consumers pay more attention to quality, experience and personalized needs. Enterprises, advertising companies and businesses urgently need to narrow the distance from consumers. The idea of scene marketing is particularly important. It changes and promotes traditional advertising ideas, and focuses on content, creativity, technology and scenes. When data acquisition is more convenient and data analysis is more intelligent, we can get more accurate user portrait and crowd portrait, and integrate and integrate these information with many scenes resources under the line and line, and construct a large network of information flow with fast feedback and real-time adjustment. At that time, the significance of advertising to consumers will be greatly changed.

02

Demand and starting point





2.1

Flooding Internet advertising

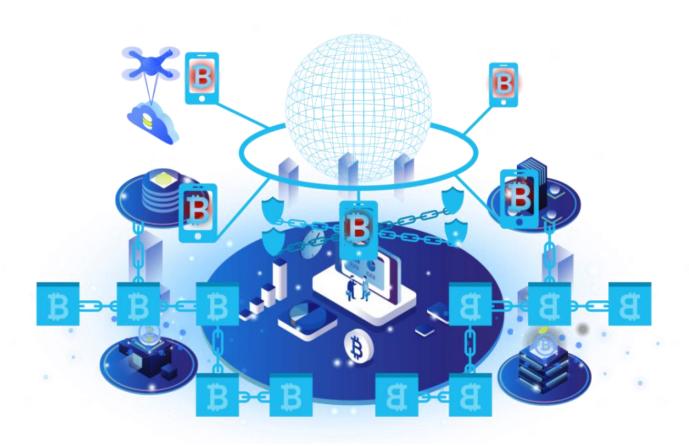
The speed and convenience of Internet dissemination also make advertising overrun, causing us to be seriously troubled by the Internet. When we want to open a web page with mobile phone and PC, it will automatically open an ad page, or there will be floating advertisements on both sides of the webpage. It will continue to move as we browse the web.In mobile terminals, sometimes we even block information that we want to browse. In many cases, there are more than one advertisement on a web page, and even more than a dozen articles. This kind of non counting purposes blindly inserting advertisements and compulsive advertising have seriously affected users' normal network usage behavior, not only disgusting the goods, but also making it difficult to purchase desire.It will also cause the audience to have a strong anti psychology and even pull the black business.



Block chain technology selection

What is block chain?

Block chaining is a new distributed infrastructure and computing paradigm that uses block chain data structure to verify and store data, use distributed node consensus algorithm to generate and update data, use cryptography technology to ensure data transmission and access control security, and use intelligent contract composed of automated script code to program and manipulate data.



• Do we really need block chains?

As the early participants and witnesses of the block chain, we (ADC technology team) believe that this innovative technology is irreversible and will not be short-lived.

First, people need real and valuable information to reduce the cost of trust.

Computers and the Internet make information sharing cheaper and more convenient, and enhance collaboration efficiency. However, the Internet can not stop the false information, many breach of contract also makes people headache, and the dissemination and replication based on the network is also very easy. The cost of people's trust has become bigger and bigger, which greatly hinders the further improvement of efficiency.

Second, people need a production relationship network that links consensus, behavior and value incentives.

Compared with the great leap in productivity generated by the industrial revolution, the change of production relations is not so great. Human production activities are centered on the organization, and are still the center structure of the top-down and Pyramid level. The more complicated the organization business is, the more the hierarchy is, the harder it is to achieve the objective and fair distribution of interests, so efficiency improvement is also more difficult. Block chain integrates distributed storage technology, encryption technology and P2P network technology. It has the advantage of centralization and trust. It is known as the value Internet. Block chain is most likely to solve the trust problem between people and create a new production relationship network -- point to point value exchange.



Technology breakthrough in advertising application scenario

The traditional Internet advertising market is a zero sum game market. Advertisers (Advertiser), traffic owners (Publisher), and users (User) three parties, because of mutual distrust, introduce many worthless intermediate links such as advertising verification, data monitoring, advertising interception and so on, which significantly reduce the profits of each side.

Moreover, according to the Internet survey and data statistics,

- > 80% of consumers and users have low receptivity to digital advertisements in browsing pages.
- > 49% of advertising requests have nothing to do with advertising.
- > 20% of planned advertisements have data extraction design.
- > 10% of advertising can form the power of brand communication and achieve the actual transformation results of consumer scenarios.

In the future, more than 3 billion new users (mainly emerging markets) will connect to the Internet through smart phones, and the base of mobile Internet will continue to increase. If we use block chaining technology solutions to innovate online advertising, we will link the participants of advertising to achieve a consensus in the way of centralization. To reduce the loss of human trust and transaction fees generated in the process of advertising, ensure the value transfer effectiveness of advertising among participants, and achieve the rational redistribution of advertising profits.

03

Advertising Chain





3.1

ADC goals and missions

Advertising chain (Advertising chain) creates an era of block chain collaboration based on advertisers and users, forming an open and shared new advertising consumption community, providing commercial support services, sharing value innovation networks of technological innovation and application innovation, leading the development of the times, and accelerating the construction of new digital advertising formats.

target

Advertising chain aims to build a fair and transparent consumer advertising data ecosystem platform to connect advertisers (businesses and enterprises), consumers and developers to improve the settlement efficiency of advertising business, reduce the loss of advertising traffic fraud, and avoid advertising agency agents to maximize the effectiveness and profit sharing of digital advertising.

Mission

Advertising chain always puts the safety, stability and scalability of advertising in the first place. It can help to complete the advertising placement of block chain enterprises, popularize project knowledge, promote the concept of block chain project, and grade the project of block

chain.A series of comprehensive services such as block chain culture propaganda, etc., and promote mobile applications, promote local life services and promote brand activities based on traditional Internet, increase online sales and get potential high-quality fans.



3.2

ADC efficiency

Advertising as one of the oldest Internet business models, we will provide high quality digital advertising solutions for these new Web3.0 distributed applications.

Efficient advertising platform

Obviously, the current market needs high quality, high efficiency, pure and real quality advertising content and customized and personalized demand highlights; creative Idear..

In order to satisfy the real demand of the market, the ADC platform can allow businesses to make their own demands, and the advertising groups can submit their own demand data. The traffic providers have the authority to use the service. Of course, the action of data exchange is completed automatically by the platform through SDK algorithm. We use data matching and chain sharing to calculate the trading platform. Promote the formation and release of value copyright, so as to better promote the development of commercial advertising market.

Distributed democratic sharing and cooperation platform

Traditional node file sharing environment has many limitations, such as targeted, limited, unstable transmission and inconvenient use. Based on distributed account, we build a public collaboration network, aiming at the characteristics of mobile network resource dispersion and the demand of intelligent device file sharing data interoperability. JFSSM (JTang Filesyst em for

Mobile Computing), a peer to peer distributed file sharing platform based on intelligent agents, is proposed.

The DC Public chain sets up the network environment of file system and data interoperation to realize the user's sharing and cooperation. Through network computing, the encryption storage and traceability can be realized, and the private key ensures the right to create advertisements. Based on the implementation of public key transmission, cooperative operation and other technologies based on the public chain of the network, whether it is advertising content providers or traffic providers, promoters or object users of content output, they can smoothly access the public chain network to share file information for reliable and reliable collaborative operation.

Advertisement resource copyright library on Chain

The content on the Internet can be transmitted conveniently between the computer and the Internet due to the digitalization characteristics, and it also causes the contents to be easily downloaded and copied, thus resulting in unconsciousness infringement.

The ADC public chain will set up a chain resource copyright repository for all people, including the publisher's advertising content, accurately record the history of advertisers' delivery, use block chain technology to conduct copyright transaction tracing, ensure that advertising transactions are well documented and have laws to follow. For advertisers, it is to protect their enthusiasm and advertising revenue; for advertising absorbing groups, It is a guarantee for them to buy legitimate goods and services, no longer be messy, false and vulgar. The functions provided by the copyright library include advertising registration, copyright inquiries, digital identity and authorized inquiry.

04

Technology realization





4.1

Intelligent contract virtual machine improvement

The application of advertising in consumer scenarios is generally very complex. This complexity is reflected in data structure and operation frequency. In order to achieve the redefinition of rules, we have improved the current market generic and classic AI Fang intelligent contract virtual machine, enabling it to carry ADC's richer business, so we made some necessary improvements in the top level design of intelligent contract.

First, extract the general requirements from the potential application abstraction, and design the API interface and data structure in advance.

The two is to choose a Turing complete language to approximate the rules in the real physical world as far as possible.

Advertising chain uses Lua (Turing complete programming language) as the preferred language for intelligent contract programming on the Advertising chain block chain. It supports static compilation into bytecode and executes on demand in block chain networks. The lifecycle of contracts in block chain networks can be divided into five stages.

- (1) create Lua source code;
- (2) compiler compiles source code into GPC bytecode;
- (3) register temporary contracts with GPC bytecode and recharge contracts.
- (4) call contract API;
- (5) upgrading or destroying contracts;

Contract registration, call and upgrade need to consume ADC Token.

An active block chain network with very frequent contract calls to ensure the stable and efficient operation of the contract by.Adc developers while minimizing the startup and closing time of the process while designing the framework; two, any operation is consistent with the result of each call at different nodes at different times.



4.2

New consensus algorithm: RDPOS

Because of the distributed characteristics, the block chain needs a consensus mechanism to operate properly. From the practical consideration of security, Advertising chain selects DPOS consensus and improves RDPOS. on the basis of it.

Rdpos not only inherits the advantages of dpos, but also realizes the allocation of rights and interests after producing blocks without consuming extra computing power. It can also dynamically decide the execution results of intelligent contracts by agents or all nodes according to the transaction status of the network.

As a consumer oriented public advertising chain, its construction and expansion can not be separated from the miners' incentive means of nodes - Token support. Holding Token can not only get the basic services of block chain, such as contract publishing and network branching, but also participate in voting, and become a proxy node to provide services and get Token rewards.

We name the Token in the system or the ecosystem application ADC, each ADC holder is called the right person, and the corresponding voting weight is allocated according to the number of ADC holdings.

The aim of the improved doos algorithm is to further enhance the network transaction capability. For example, an advertisement release or transaction satisfies the intelligent contract's rapid verification, and also reduces the congestion of the whole network.

In addition, based on the dpos voting right, it is easy to form big head cheating. We adopt the way of voting by changing the voting rights to change the drawbacks of the fixed voting of the nodes, so as to avoid the entire network evolving into a centralized form.



4.3

Multiple mining roles

In the ADC ecosystem, there are many demands for mining, which can be rewarded through honest mining. The initial stages include: basic transaction accounting, execution of intelligent contracts, consumption data uploads, advertisement click viewing, etc. in the future, more digging roles can be added with the increase of ecological application depth..adc adopts rdpos to de centralization mechanism to ensure the result verification and consensus formation of mining.



Application and interface

The ADC main chain system will provide a complete set of perfect API and SDK for the third party to develop all kinds of DApp and other components in the ecosystem based on ADC infrastructure, as well as the application of other fields and ADC ecology to achieve data and function docking.

The main open interfaces include:

- 1. identity ID;
- 2. Token management and transactions;
- 3. consumer big data upload;
- 4. advertising and monitoring;
- 5. accurate user portrait analysis;
- 6. other business interfaces.



4.5

Privacy protection measures

ADC platform stores massive, comprehensive, real user consumption data and other types of data (such as advertising viewing data, credit data, etc.), and provides them to all parties in the ecosystem in a transparent way. User privacy is the content of ADC platform protection. Therefore, ADC platform has made specific consideration in the design of the architecture, and has formulated relevant rules and policies.

In the main chain platform, the identity of the user is identified by the address of ADC public chain (or mnemonic word) as ID. All data, assets and Token are bound with ID, and rely on cryptography technology to ensure its security and anonymity. Everyone, including the core members of I.C.E company, can not directly correspond to the user's real identity through the user's ID, thus effectively protecting the user's privacy.

At the same time, users have the power and opportunity to select any ADC advertisement data from any mall. In addition to selecting data uploads, they can also upload data sets (such as websites, categories, etc.) and keyword filtering at the upload tool side, while enjoying the convenience of data uploading while controlling their privacy. At the same time, ADC platform will also adopt various technologies. Active identification and abandoning of specific consumer data that involve user privacy and prompt users. These measures can further avoid users' concerns about privacy exposure and enhance users' trust in ADC.



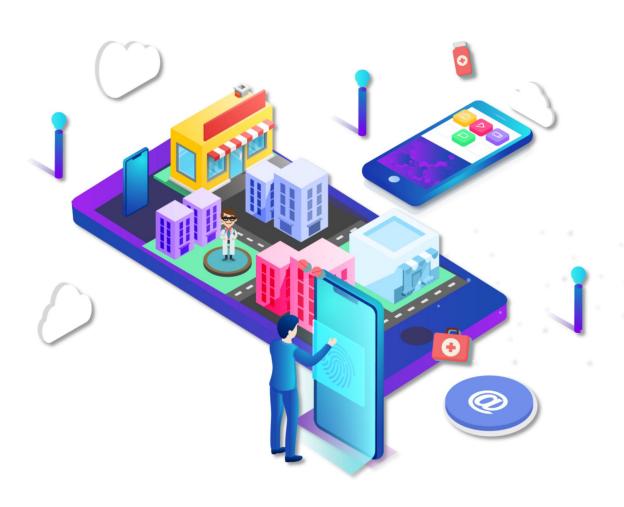
4.6

LC.F mall DAPP

I.C.E's technology team and operation team are responsible for building the ADC infrastructure and establishing the first DApp mall application to demonstrate to participants in the future ecosystem.

The functions of I.C.E DAPP include:

- 1. identity ID management;
- 2. ADC Token management, transaction and payment;
- 3. node information automatic uploading and miner reward;
- 4. advertising receives and watches;
- 5. advertising behavior detection;
- 6. activities, social networking and other functions.



05

Business mode



ADC brings the block chain to all kinds of consumption scenario platforms, and opens up a new shortcut to advertisers and users. We hope to solve the pain problems of advertising industry through the block chain technology, such as potential click fraud, high middleman cost, difficult realization of the main media of the tail media, unpredictable advertising effect, and difficult data collection.



5.

Consumption data analysis and mining

Consumption data acquisition mode: users use ADC Token as payment tool to pay the merchant to complete the transaction, while the transaction information is uploaded automatically on the chain.

Data structure: < user ID (address or mnemonic form), time, location, place, payment method, consumption list list< brand, type, quantity, amount,...>,...>

The user upload data is bound to the user's ID. According to the setting rule of the center, this ID can not correspond to the real identity of the user in the system, thus effectively protecting the privacy of users.

At the same time, users can also set up the data category and keyword filtering on the uploading tool side to further avoid users' concerns about privacy exposure and enhance users' trust in ADC.



Advertising audience screening

For advertisers:

- Based on the user's portrait, we select various combinations of user characteristics (such as age, sex, interest, activity area, etc.) and conduct group advertising on selected people.
- 2 The main user selects a suitable user portrait service provider through the full information (service history and evaluation information) on the ADC platform, submits specific requirements through intelligent contracts, and pays ADC Token as the service charge according to the service provider's charging standard.

Advertisers can combine the above two selection methods to get effective and ideal advertising target users and enhance the effect of advertising.

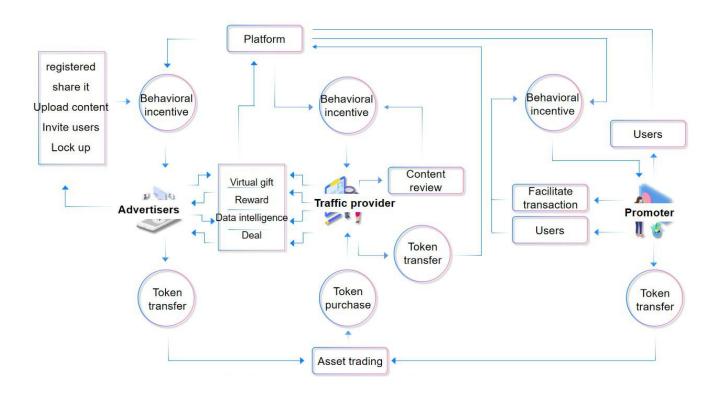
• For users:

For example, when users click on ads in DApp mall of I.C.E, their viewing and clicking actions will be uploaded to ADC network as advertising access data. ADC intelligent contracts cooperate with specialized miners, according to user's advertising access behavior, in accordance with the advertisers' placing and award rules set in the contract. In addition to getting the base ADC Token corresponding to the advertisement, If users meet the rules set by advertising, they will be regarded as effective delivery, rewarding users with a certain amount of ADC Token award. Meanwhile, ADC can analyze user's advertising watching and clicking behavior through big data technology, update user's credit degree, and detect malicious fraud, and make corresponding treatment.



Advertising delivery process

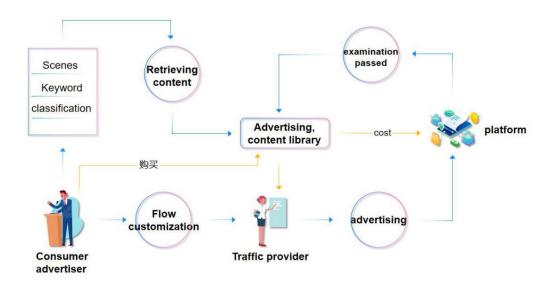
• ADC advertising ecological process



There are 5 roles in application ecosystem of ADC system: platform, traffic provider, advertiser, promoter, user group, external transfer role: asset transaction. Through asset circulation between them, assets circulation in ADC ecosystem is realized.

Advertising delivery process

The platform connects advertisers and traffic providers (merchants), advertisers provide picture resources, businesses provide users with intelligent data analysis needs, advertisers pay the cost to businesses and platforms, and do what they want, to complete transactions, transactions will be recorded in the block chain system, open query.

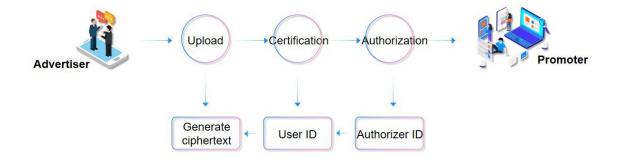


Copyright and empowerment tracking

Advertising registration: advertisers will generate the only fingerprint hash after uploading the content. After being authenticated by the public notice period, the content will be recorded on the block chain with the advertiser ID.

Advertising authorization: advertising can be authorized to promoters on the trading platform for promoters to use in different scenarios. Merchants ID and content fingerprint hash are recorded on the block chain.

Authorized query: authorized query: input content fingerprint hash can query all the authorized promoters and authorization scenarios, so we can judge whether the promoters use the advertisements legally.





5.4

Advertising extension

ADC not only provides services for pure chain Dapp, but also solves the problems of traditional Internet advertising market. Among them, ADC intelligent contract can solve DSP's real-time settlement problem for SSP and ADN, at the same time, it provides data retroactive capability for DSP, so that enterprises and businesses can trace the whereabouts of advertising. It can play an important role in enhancing mutual trust, eliminating intermediaries, and reducing the cost of data validation in the middle industry.



5.5

Advertising pricing strategy

We help to provide advertisers with the best pricing strategy. Advertisers can reward their content by rewarding ADC Token. For example, he has an advertisement for a block chain project. The platform will provide three options for pricing participants: the price is too high, the price is right, and the price is too low.

The person in charge of the project side needs to vote in the form of bets. The highest number of votes will become the "public choice". The voters of the remaining options are shared

equally with the voters of the advertisers. The formula can be expressed as: F(x) = max (low, fit, high).

F (x) is the price that the public thinks, X is the input content, low represents low price, high represents high price, and fit represents the right price.

The strategy of ADC system optimization only provides a reference for the pricing of advertisers, and is not mandatory.



5.6

Digital money economy and incentive strategy

The participating roles within the system will distribute income fairly and transparently, and improve the quality and accuracy of advertising, thus greatly enhancing the value of the whole economic system.

The provider of the traffic provider, the advertiser and the three party, sign the order contract through the ADC intelligent contract. The transparent transaction process eliminates the distrust in the traditional advertising order process, and provides the foundation for the efficient operation of the advertising economy.

06

Ecological construction





6.1

Technology R & D management organization

I.C.E.DISCOUNTS INTERNATIONAL CO.LIMITED-I.C.E. international discount Co., Ltd. is located in the Republic of Seychelles (Republic of Seychelles), founded in 2016, with registered capital \$5.000.000.00.

I.C.E. is a.Wendel investment strategy established by Wendel, a French investment company, as Investing for thelong-term.





Founded in 1704, Paris investment company Wendel SA is the oldest company in the top 10 companies so far. According to Forbes, the company focuses on long-term investments in industry, media and service companies, and holds smaller shares in the energy and real estate sector.

Wendel reported that net income in 2017 was \$9 billion 160 million, which is a continuation of the four year growth trend, starting from \$7 billion 240 million in 2014. In the past two years, even though sales have increased, the company has experienced a net loss. On average, Wendell's portfolio has decreased in the past ten years.



6.2

Technology R & D team

The Advertising chain team is an international block chain technology team with 11 core members. The I.C.E is responsible for the international operation of the whole project. We will consider establishing a large number of network nodes in Europe, North America, Southeast Asia, Japan and Korea, China and other regions, and establishing volunteer community and propaganda organizations. The team is committed to Advertising chain technology development and landing practice. With the help of community strength, Advertising chain technology will gradually take root.



CEO: Olivier Allot

Wendel's director of financial communications and data intelligence, currently I.C.E's CEO.

Olivier Allot has served as deputy director of investor relations at Wendel since 2007. He started his career in Paris on the SBF stock exchange in 1996. He served as a spokesman for four years and then became an investor relations officer until 2007.

Mr. Allot graduated from Sorbonne, with a master's degree in banking, finance and insurance, a master's degree in management and administration, a CEFA and SFAF double diploma. He also has a MBA degree in strategic management and competitive intelligence from the Paris Institute of economic war.



CTO: Peter Chenkov

Currently living in France, Marseilles has a lot of experience in the field of block chain technology. He highly values the concept of block chain to centralization, and has been committed to promoting this concept. Now, with the help of Advertising chain, he has begun to practice the concept of centralized management, and consumer finance is the first thing he thought of.



Strategic Advisor: George Kim

Advertising Chain Co founders served Google's business strategy and McKinsey and Stanford University.



Strategic Advisor: Sebastian Colin

Advertising chain co-founder, chief architect and product development leader. Eeraler is also MetaCafe's founder of technology, is a frank leader in the field of block chain.



Product Consultant: Eeraler Hertzo

Advertising chain, co-founder of Advertising chain, is a successful platform for community participation and intelligent contract promotion. It has rich experience in market operation.



Technical consultant: Distch Kestin

8 years of experience in block chain and intelligent contract. Recognized experts in cryptography and security field (12 years, more than 2000 quotes). Argon2 (winner of Password Hashing Comptition) and Equihash designer.



Technical consultant: Paul Yaksin

She has worked in Undev, FunBox and Voltmobi. with rich experience in Ruby, Javascript and Erlang.



Financial Advisor: Michael Terpin

Focused on the experience of investing in bitcoin and encrypted assets of block chain venture capital and.6 private professionals in Wall Street. She worked in Carlyle Capital Gruop, Blackstone Group and Schroders Group, graduated from Harvard University, and has a doctorate in finance.



Legal adviser: Carlo Whitley

15 years of legal experience. He served as a commercial lawyer for the US General Company and a technical and intellectual property lawyer at IBM and Morgan Chase Bank.



Market public relations: Maria Layer

More than 10 years of public relations experience, one of the most recognized public relations leaders in the field. Maria's awards include "PR Profile of the Year 2015", "Most Influential Networker 2013" and "PR Professional PR 2012".



6.3

Ecological core elements

ADC eco business

ADC includes all kinds of businesses in the ecosystem. There are businesses that offer physical services, but also providers of online services, or both.

The basic needs of businesses include:

- 1. Developing marketing to acquire customers;
- 2. Selling goods or services to customers in order to make profits;
- 3. Purchase goods to other businesses as customers.

According to the marketing needs of businesses, the core business application of ADC ecosystem is to scientifically and effectively analyze consumer data uploaded by consumers, and help businesses select the most suitable users according to their own needs, so as to help businesses develop efficient and efficient marketing activities.

This kind of logic based on user's past real consumption history can achieve accurate business marketing, while the block chain's notarization of consumer data also further ensures the effectiveness and effectiveness of the results.

The ADC platform will provide the corresponding infrastructure and server interface support to businesses. Users can conveniently make payments through the ADC official DApp or other third party developed DApp when they consume the business, and the payment form can be ADC Token, so that the public chain token can be circulated in commercial transactions.

If Merchants join the ADC ecosystem as the identity of the certification merchant, then the consumer data uploaded by the user and the merchant will be uploaded to the ADC chain, and the merchant will also receive ADC Token as a reward.

In addition, by developing various business activities in the ADC ecosystem and getting users' evaluation, businesses can establish their own business credit and gain more economic benefits on the basis of good business credit.

ADC eco advertising service provider

In the ADC ecosystem, the marketing of businesses to users is mainly in the form of advertising. The core value of Adc ecology is based on the fact that users upload rich and real personal consumption data, and orientate the most suitable users of marketing advertising according to the specific marketing needs of the business, with accurate data analysis and mining methods. Therefore, in the ADC ecosystem, it is necessary to introduce various kinds of advertising service providers to complete data analysis and user screening. For example, we can pre analyze user consumption data, form user profiles, and select users according to the marketing needs of users.

All kinds of advertising providers register on the ADC platform and provide services to businesses. The service remuneration in the form of ADC Token can be obtained by completing the quantity and quality of services. Its service history and business evaluation will also be recorded in the ADC block chain.

The business cooperation between merchants and advertising providers is based on the intelligent contract of ADC public chain and ADC Token as the form of service fee payment.



ADC certification effectiveness





ADC introduction

ADC Token is an encrypted currency running on the chain. It is the core of the ADC advertising economy, and all kinds of transactions in the economic system are carried out by ADC certification.

Advertising industry is closely related to economic interests. Economic rules determine how participatory roles are encouraged or contributed to injury. A good economic system should encourage active contributors and punish users of cheating and illegal Internet users, thereby enhancing the safety and overall value of public chain network operation.



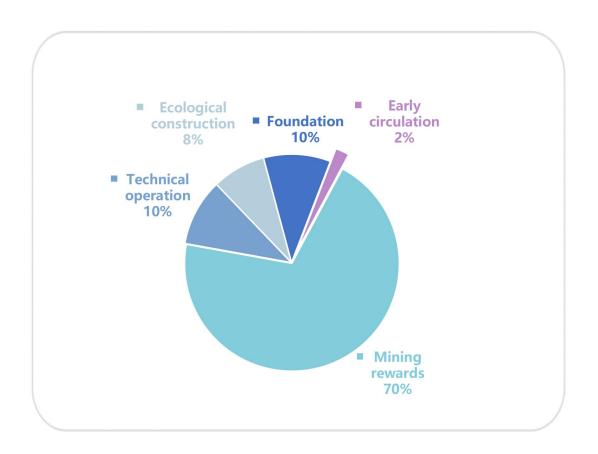
Issuance plan

Full name of public chain: Advertising chain

Abbreviation: ADC

Total issued: 990 million

Core algorithm: rdpos+pow



Award for Mining: 70%

Ecological construction: 8% (20% per year)

Foundation: 10% (lock up 3 years)

Technology operation: 10% (lock in 3 years release in batches)

Pre circulation: 2% (for flash)

Token application

- 1) an efficient means of payment.
- 2) digital currency capable of supporting lightning networks.
- 3) transaction and circulation fees for various commodities in the mall.
- 4) support for the certification of assets of third parties, businesses and individual users.
- 5) can be obtained through participation or contribution to the construction of the mall.



08

Business route





8.1

Development schedule

The R & D work of ADC project is advancing continuously. As of now, a number of core R & D forces, including the founding team, are committed to R & D and improvement of the system, and are continuing to expand.

In the initial stage of the project, the team's main R & D efforts will focus on the development of the underlying facilities of the ADC public chain. The upper ADC application ecosystem will be



8.2

Execution planning

> 2019 Q4

- (1) the starting point, goal, advantage and final definition of ADC public chain;
- (2) discussion and design of ADC business model, business model and Token economy;
- (3) the establishment of R & D team (public chain R & D team, ecological application R & D team).

> 2020 Q1

- (1) configure the public chain research and development environment (IDE, mail group, Github, etc.);
- (2) the c++ language is used to implement the research and development of the infrastructure of the underlying public chain.
- (3) (ADC) the first attempt at the first attempt of the upper ecosystem (I.C.E mall) was completed.
- (4) the interaction and design of the underlying structure and application of data acquisition in I.C.E mall.

> 2020 Q2

- (1) implementation plan of consumption data storage processing and information structured output (public chain API data transmission) landing;
- (2) the first round of public chain tests completed.

Third, fully publicize and educate community users in advance, and coordinate all relevant exchanges to cooperate.

> 2020 Q3

- (1) the deployment of the public chain on-line environment is completed, stable version is released and downloaded.
- (2) community wide deployment nodes start.

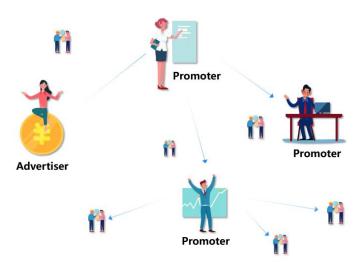
> 2020 Q4

- (1) the public chain should be continuously constructed and optimized, and the evolution of various block chain technologies should be followed up.
- (2) the iteration, optimization and improvement of ADC ecosystem application system, and continuously increase all kinds of supporting functions needed by the ecosystem to support and support different types of business ecosystem construction and operation in the application of certification.



8.3

User growth strategy



The early users of Advertising chain mainly come from the big data marketing resources and market connections owned by the team. In the early stage of project DAPP ecological application, The team will also provide a certain number of ADC tokens for the certified advertisers to release the tasks and test results. The users who complete the real name

09

Risk and Disclaimer





9.1

Risk warning

Policy risk

Block chain is still in its early stage, and most countries in the world are not clear about the regulatory policy of block chain projects, which may have an uncertain impact on the development and mobility of projects.

Technology risk

The ADC token issuing standard based on Advertising chain block chain technology is relatively compatible at present, but it does not exclude any new problems that may arise from the upgrading of the public chain. There may be loopholes in the process of updating the project, and it will be repaired in time, but it will not guarantee any effect.

Overall risk

At present, the team has a perfect technology and business team. However, there are unpredictable factors and uncertainties in the development of technology development. The existing business models and co-ordination ideas do not match well with the market demand, which leads to the difficulty of achieving or not meeting the investors' expectations.

Competitive risk

At present, there are many projects in the block chain industry, and the competition is very fierce. With the rapid growth of its core team members and the promotion of operation, ADC will bring pressure to the project, and whether the project can be widely recognized in many excellent projects. This is related to the team itself, and is also affected by many competitors in the market. It does not exclude the possibility of vicious competition.

Transaction risk

ADC, as a digital currency asset, has a high degree of uncertainty in trading. Therefore, digital money has risks of skyrocketing, plunging, all-weather trading and dealer trading. If participants do not have investment experience, they may lose their personal assets. Investors should choose their investment methods according to their own situation and experience.

Hacker risk

In terms of security, we have always asked ourselves the highest standards. However, the hacker attacks are still unavoidable. With the increase of ADC digital assets, it is more likely to become the targets of criminals, and there are some unforeseen risks.



Disclaimer

The white paper, whether as a whole or in part, does not constitute ADC and build a block chain network of consumer data. Any investment selling advice, instigation or invitation to sell stocks or securities in related companies.

Before you decide to purchase any ADC token, you should seek independent professional advice. You will be responsible for any and all valuation, assessment and decisions you invest in the "ADC token".

The information in the white paper is currently applicable only to the date of the cover of this document. Information on the ADC business and financial status may be changed at any time after the cover date of the white paper. In any case, Neither the delivery of the white paper nor any sales actions arising from the issuance of the relevant initial coins will not indicate that such

