

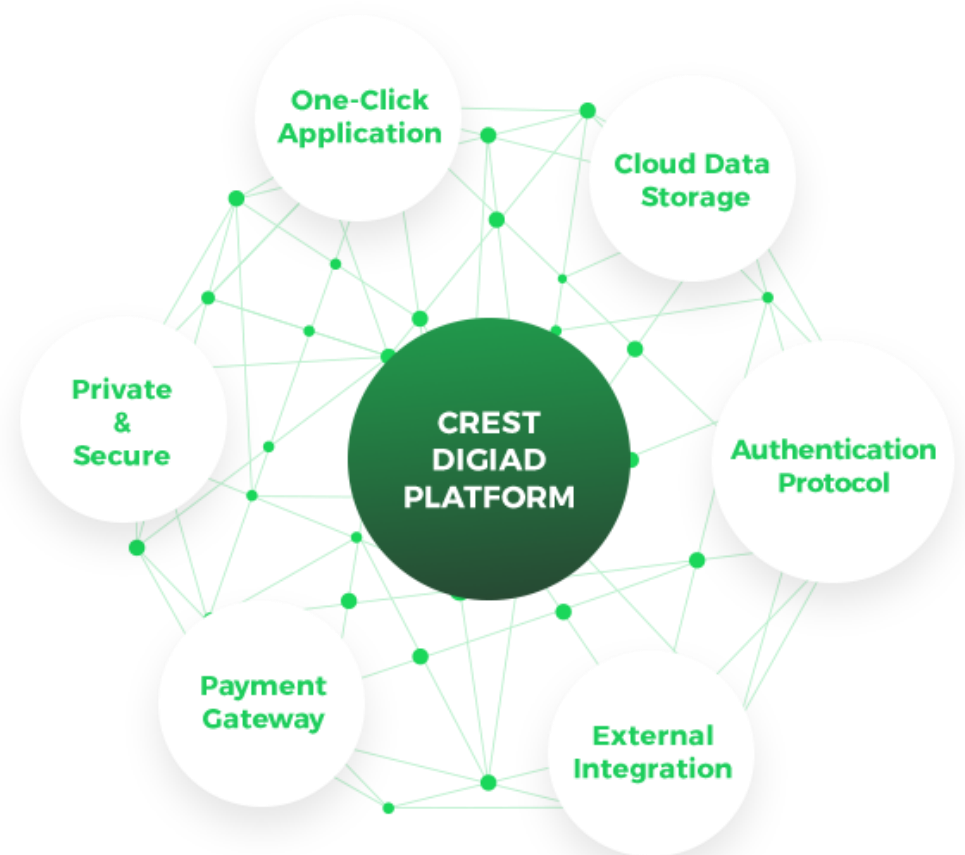
CREST TOKEN

....Community-Centric Token that pays Daily Passive Income....



About Crest DigiAd Platform

Crest DigiAd Platform is a “community-centric” online marketing & digital advertising platform designed to let you earn daily passive income in cryptocurrency by allocating Crest utility tokens to run several marketing and advertising campaigns



Online Marketing and Digital Advertising Industry

The digital advertising and online marketing industry have grown to become one of the most important forms of marketing and advertising. Global digital ad spending last year reached over \$204bn and is expected to reach beyond \$330bn by 2020. Alphabet Inc. (Google's parent company) alone account for over 17% of the market (\$34bn in 2017).

Promoters of Crest token have decades of experience and have generated substantial revenue in the online marketing industry over the last 10 years. Combining the Crest token with an established industry (online marketing) gives stability and capital protection to our community members within this volatility-prone cryptocurrency space.

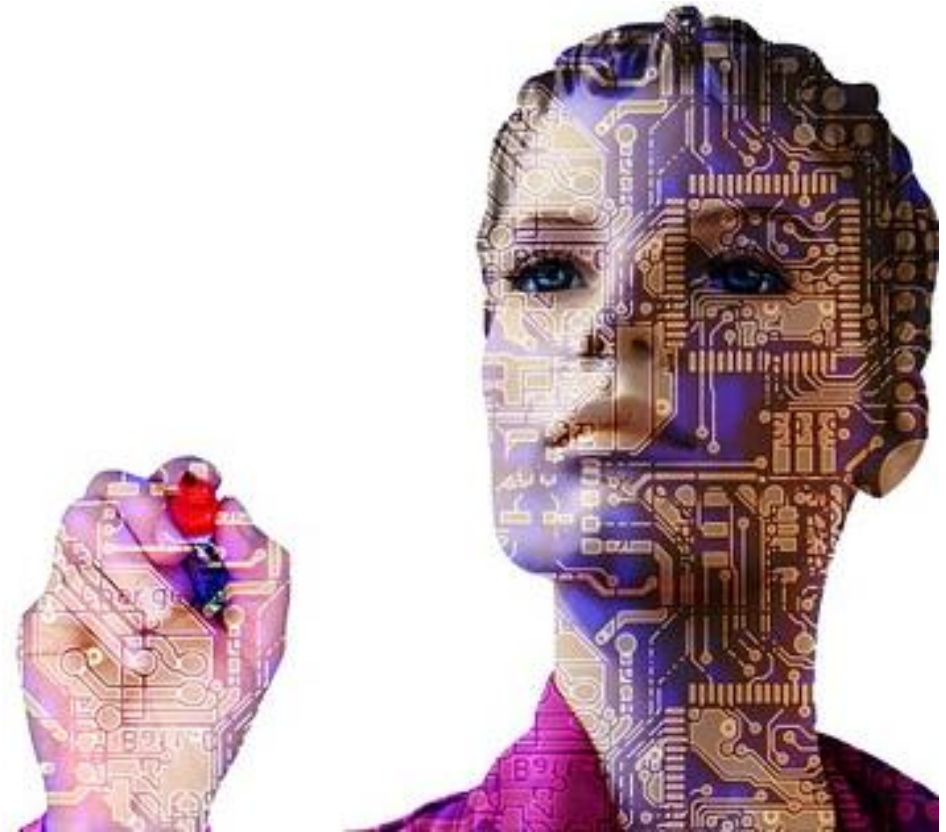
Why Crest Token



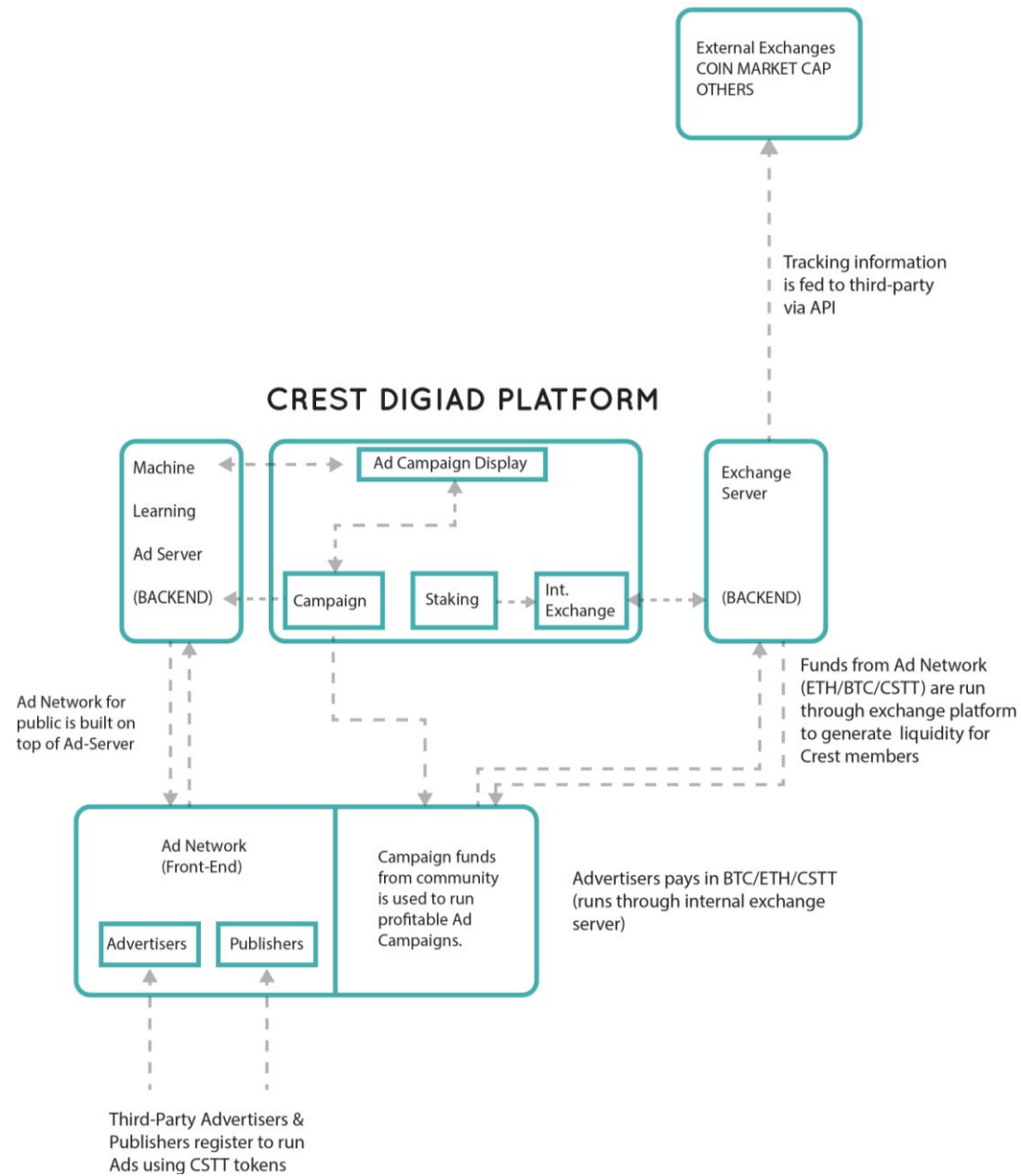
Millions explore the idea of generating passive income through online marketing and digital advertising but do not have the skills or resources to select and actively promote campaigns that can generate substantial income. Crest will combine the power of cryptocurrency and AI with the \$300Bn online marketing and digital advertising industry.

Why Crest Token, continued

Using our extensive industry knowledge, we develop a robust, user-friendly DigiAd campaign platform that runs on independent Ad Servers equipped with self-learning algorithms. These intelligent servers uniquely identify several data points using real-time, up-to-date website tracking and historical data on devices to determine which ads to serve a particular consumer at a specific time. Some of the industries we will focus on are; retail, technology, gaming, financial services, automotive, and health/beauty.

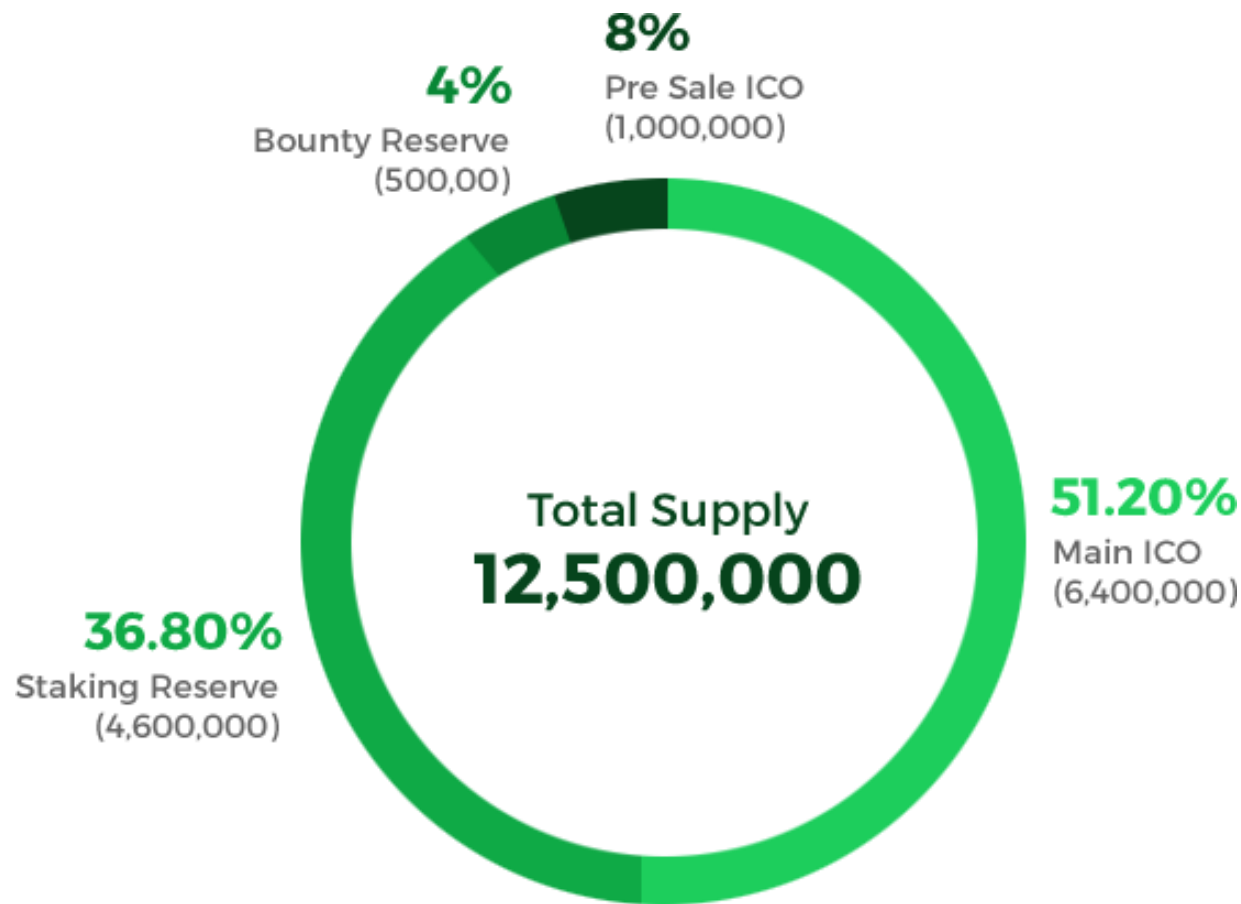


How Crest Platform Works

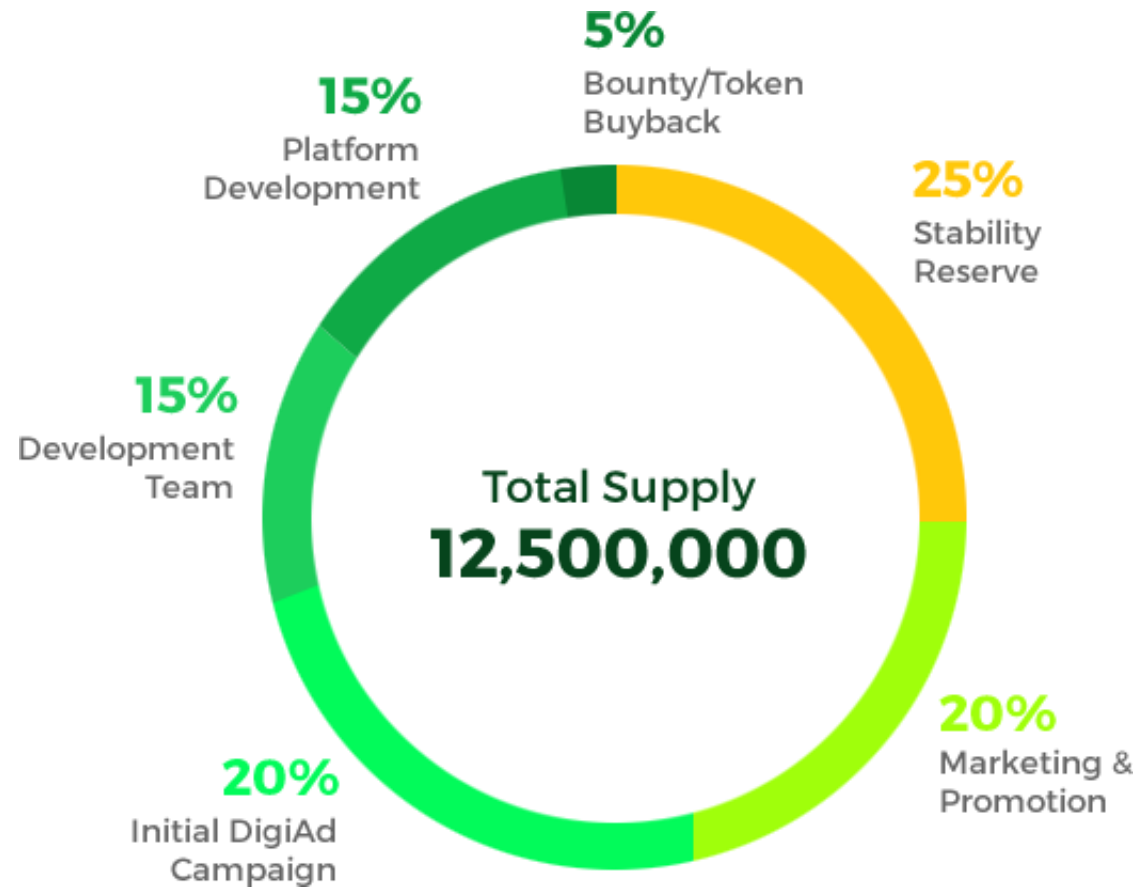


Token Information

Our token is an ERC20 token and will be issued via smart contract. Ethereum (ETH) and Bitcoin (BTC) will be accepted during the ICO.



ICO Funds Distribution



**Stability Reserve funds will be locked up to guarantee platform stability*

***Development Team funds will be released over 12 months*

Pre-Sale ICO

Price is \$0.25 per token, with min/max token purchase of 100/10000 CSTT. This will allow our early supporters to partake at the lowest price possible.

100% of raised fund will go towards promoting the ICO and kick-off full platform development.

Main Sale ICO

Tokens will be sold in 16 rounds of 400,000 tokens per round. Price will start at \$0.35 and increase by \$0.10 per round with the last round price of \$1.85. Token purchase limit will range between 20 to 1500 CSTT at different rounds during the ICO.

Passive Income Streams for Members

1. Referral Program

We have a very generous and fair referral system for additional income. You earn 10% of DigiAd campaign capital from users you directly introduce to our platform.

2. DigiAd Campaign

This offers highest investment returns. We generate profit for our members by allocating the dollar value of their Crest token to fund ad campaigns on our DigiAd platform. Depending on your initial ad spend purchase on our platform, you can earn between 1.15% and 2.25% daily consistently for 89 - 179 days.

Ad spend size	\$100 - \$1000	\$1001 - \$5000	\$5001 - \$10000	\$10000 +
Daily payout	up to 1.75%	up to 1.9%	up to 2.0%	up to 2.25%
Ave monthly payout	up to 43.5%	up to 45.75%	up to 47.25%	up to 51.0%
Total payout days	179 Days	149 Days	119 Days	89 Days

**Kindly note that your initial capital release is inclusive in the daily payout return.*

3. Internal Exchange / Trading

Buying and selling of CSTT tokens on the internal and external exchange.

Due to the expected popularity of our platform and the value that will be created, we anticipate CSTT token to be trading around 100X ICO price in 12 months of full platform launch.

**Please be aware that Crest platform will not manipulate trading activities on our exchange. The true value of Crest token at any particular time will be determined by market forces (supply and demand).*

4. Staking Income

Staking allow early members to earn monthly dividends in the form of CSTT tokens. Staking can be canceled anytime, and tokens can be traded on internal exchange or used to fund a DigiAd campaign.

Period From	Period To	Monthly Dividend
June 2018	November 2018	10%
December 2018	May 2019	4%
June 2019	onwards	2%

5. Bounty Program

Our bounty program will allow users to earn free CSTT tokens and bonuses in several ways, during and after the ICO. These includes but not limited to;

- **First 1000** supporters at Presale and **First 500** that buy at each ICO rounds will receive free CSTT tokens.
- Whitepaper translations; YouTube reviews; content creation; social media campaign etc.
- Bugs identification
- Weekly campaign raffle

Price Stabilization via Token Burn

Buy-back program: Once the internal exchange launches, we will attempt to buy-back specific amount of tokens per week and burn until price stabilizes beyond \$15/token. A market cap around ***\$200m*** will position Crest Token in the ***Top 100 coin on CoinMarketCap***.

Marketing and Promotion Investment

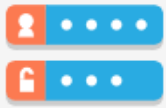
We will embark on a robust marketing campaign from the Pre-sale phase all the way to when the platform is fully functional and beyond. We have allocated **20% of ICO fund** for purely marketing and promotion of the platform to give us more visibility and attract new members on a daily basis. We anticipate platform to grow to over 250,000 members within our first 90 - 120 days of full platform launch.

Roadmap



How to Participate in ICO

1



Register or log in
to your Crest
account

2



Follow the instructions
outlined on your
ICO dashboard

3



Deposit ETH or BTC
to the address provided
on your dashboard

4



Receive your CSTT
token to your ERC20
compatible wallet

5



You're done!
You're done!
You're done!

What Makes us Unique from the Rest



Business model
independent of
cryptocurrency volatility



Fully developed platform at
the close of ICO



Daily communication via
email and active social
media platforms



No hold on to your Bitcoin
or Ethereum during or after
the ICO



Lower and higher purchase
cap range during ICO



Generous bounty program



Weekly Token buyback &
Token Burn



Clear and openness on
ICO funds allocation

Our Future Plans

We have a lot of plans for the immediate and long-term future of the Crest platform. Our initial focus is to establish solid and profitable ad campaign platform with a very strong and vibrant community base. Once this is achieved, we will roll out our phase two plans which includes;

1. Develop our External Ad Network to accommodate third party Advertisers and Publishers to run ads using CSTT tokens.
2. Promote hundreds of ad offers, with total ad spend target exceeding \$100million within our first full year.
3. Expand our Exchange platform with capability of trading CSTT tokens with 10 – 50 top cryptocurrencies on CoinMarketCap.
4. And much more

Team

We have an amazing team with diverse skills to make Crest token a unique success.



in

Ben Sanders
Project Lead



in

Erin Cotter
Online Marketing Head



in

Aleksandar Djordjevic
Senior Software
Developer



in

Nihal Patel
Blockchain Developer



in

Angela Brasington
Senior Marketing
Strategist



in

Dean Matthew Lapinid
Lead Community
Manager



in

Chad Copeland
Creative Designer



in

Annah Todd
Digital Marketing
Consultant

During and after the ICO, we expect our team to grow rapidly to include more;



Online Marketing
Experts



Blockchain and
Web Developers



Data Analysts



AI Programmer



Social media
marketing experts

Disclaimer

CSTT tokens are not intended to constitute securities in any jurisdiction. Our whitepaper does not constitute a prospectus or offer document of any sort. Our team is dedicated to delivering on every item listed in this whitepaper in line with our stated roadmap. However, due to the volatility of cryptocurrencies, we encourage our participants to make their own assessment and decision on information being provided.

contact@cresttoken.com

