JON GILLHAM & CHIRON BRAMBERGER

Founder & CEO
Mechanical Engineer & serial entrepreneur with 10+yrs digital advertising experience
Co-Founded leading Digital Asset Acquisition Private Equity Fund

Co-Founder & CTO
Full stack developer who Co-Founded and sold an ad network to Google for $23M
Developed General Motors’ first fully digitally integrated marketing system
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The current online advertising system is murky, inefficient and choked with middle-men who take 20%-50% of the total $220B Ad Spend.
3 Fundamental Reasons These Networks Exist

- **Fragmented Advertisers and Affiliates**
  - Advertiser or Affiliate

  Advertisers need to find/connect and agree on standardized terms/method of payment and so the participation in an existing network is one method to accomplish this.

- **Trust / Escrow Agents**
  - Affiliate Ad Network

  The ad network ensures advertisers pay and publishers get paid.

- **Fraud Prevention and Ad Delivery**
  - Affiliate or Publisher

  The complex un-auditable system is failing at reducing fraud which accounts for 20% of total ad spend.
“We serve ads to consumers through a non-transparent media supply chain with spotty compliance to common standards, unreliable measurement, hidden rebates and new inventions like bot and methbot fraud.”

Marc Pritchard
P&G Chief Brand Officer
$7.2B/yr Ad Budget
The World's Largest Digital Advertiser Mandates 4 Rules for Digital Advertising Or Will Pull Its Advertising Money

Validate ad viewability standards

Standarizing contracts for what counts as an ad-view would allow for better measurement of effective advertising.

Prevent ad fraud

P&G insists that any entity touching digital media must become certified to help ensure that it is free from fraud.

Transparent agency contracts

The current ecosystem is ripe with rebates and other undesirable activities.

Third party measurement verification

Ability to audit the full media buying process from advertiser to publisher is currently not possible.
Solution

SMART CONTRACT ENABLED AD PLATFORM

ADVERTISER
- Wants to Advertise Their Product/Service

NETWORK
- Target Near 0% Network Profit

PUBLISHER
- Wants to Get Paid for Having Ads on Their Site
Why AdBank Will Become The Standard Ad Token

We will win through **TECHNICAL INNOVATION** focused on being the best network for advertisers and applying **BUSINESS MODEL INNOVATION** to rapidly accelerate the network effects of blockchain technology.
Blockchain technology aimed at benefiting advertisers

**Layer 01**
AdBank Ethereum Smart Contracts
- Established industry viewability standards
- Decentralized patent pending anti-fraud solution
- Transparent fully auditable payments

**Layer 02**
AdBank Scalability State Channels & Tech
- Allow for real time bidding and payouts

**Layer 03**
AdBank & 3rd Party dApps
- Allow for 3rd party platforms to integrate into the benefits of AdBank
Business Model Innovation

ACCELERATE NETWORK EFFECTS BUYING EXISTING MARKETPLACES

01 **Acquire** - With $10M in funds raised, Adbank can move forward with acquisitions of existing ad networks.

02 **Convert & Improve Economics** - For each acquired ad network it will be converted to the AdBank platform and the economics of it will be improved.
  - Commission cut from 30% of spend to near 0% profit benefiting advertisers, publishers, users along with the AdBank token ecosystem.
  - Improved benefits for advertisers (standardized / auditable contracts / payment and decentralized fraud protection)

03 **Repeat**
 Continue cycle until benefits of the adoption of the platform takes over.

04 **Adoption**
 3rd party networks will choose/be pushed by advertisers to adopt industry standard AdBank platform to reduce their costs and access the benefits of AdBanks decentralized (Patent Pending) fraud protection and auditable process.

www.adbank.network
AdBank Token Marketplace

**Smart Contracts**
Decentralized, Transparent Agreements

**Acquisition**
ICO Proceeds to complete then acquire & convert networks to AdBank

**Network Effect**
First decentralized platform agnostic ad marketplace to get users

**Platform Agnostic**
Existing marketplaces / affiliate programs can use platform

**Fuel**
AdBank marketplace uses token driving trading volume

www.adbank.network
Technology Stack

**Layer 01**
AdBank with ADB Tokens

- Ethereum Platform
  - Smart Contracts
    - Blockchain
    - Ethereum Virtual Machine
    - Ether Cryptocurrency (ETH)
    - AdBank Tokens (ADB)

**Layer 02**
AdBank Core Platform

- AdBank Core Modules
  - Advertiser Accounts
  - Publisher Accounts
  - Affiliate Accounts
  - End User Accounts
  - Ads & Assets
  - Accelerated Cache Engine
  - Payment Processing
  - Analytics & Logging

- AdBank API
  - Exchange SDK
  - iOS SDK
  - Android SDK
  - Linux SDK
  - macOS SDK
  - Windows SDK
  - WebApp SDK

**Layer 03**
AdBank Core Apps

- AdBank Exchange
- AdBank Analytics Portal
- End User Portal
- Heuristic Security & Auditing Engine

**Layer 04**
AdBank Ecosystem

- Established industry viewability standards
- Decentralized AI based anti-fraud solutions
- Transparent fully auditable payments
- Allow for real time bidding and payouts

API gives applications access to AdBank key services via AdBank Core Modules, which maintain critical code and data for the entire AdBank network.

Smart Contracts give the API access to AdBank (ADB) tokens transactions on the Ethereum network.

Ensured growth as AdBank and external developers build future products.
Technology Flow

Addresses Advertisers 4 Core Problems

- Standardized viewability statistics
- Transparent Agreements on the Blockchain
- Third Party Verification Using the Blockchain
- Patent Pending Anti-Fraud AI Integrated to the Blockchain

AdBank’s Patent Pending Anti-Fraud & Anti-Rebate AI System uses the internal AdBank analytics data warehousing and cutting edge artificial intelligence to compare trends between the analytics and the larger block-chain.

This allows the system to “follow the money” and reveal any “rebate laundering”, emergent fake user traffic data, and other fraudulent markers in traffic and token data. It is based on deep neural networks, fuzzy logic, and other time proven AI technologies.
Multiple Ad Network Flow

The AdBank System is open all third parties, unlike other private ad networks. When a publisher requests an ad from AdBank Core Services, the request is processed against the AdBank Network as well as all other third party networks. The most relevant ad, with the best price for the publisher, is automatically delivered.

Although the AdBank Network charges a near 0% fee on ads delivered from its portal, third party networks are still able to set their own fee on each ad. The best ad, regardless of network, is delivered. Even with a higher fee, a third party ad network may still have ads that pay a publisher a higher rate, even after the ad network fee is deducted.

This is win-win situation for everyone. Advertisers get to sell ads in the best placement possible, third party ad networks get to continue to make their fee when they offer the most relevant ad. AdBank Network can deliver ads at near 0% fee when offering the most relevant ad, and publishers get the maximum payout possible from across all networks connected to the AdBank Platform.
# Competitive Analysis

The ONLY Ad Network Agnostic Digital Advertising Platform

<table>
<thead>
<tr>
<th>Tokens</th>
<th>Ad Network Agnostic Protocol</th>
<th>Path to Disruption?</th>
<th>Anti Fraud AI (Patent Pending)</th>
<th>Transparency on Middle Men %</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdBank</td>
<td>Yes</td>
<td>Clear Path - Acquire, Convert &amp; Become Ad Network Agnostic</td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>BAT</td>
<td>No</td>
<td>Maybe but requires changing consumer behaviour</td>
<td>N</td>
<td>Y</td>
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<td>AdEx</td>
<td>No</td>
<td>Maybe but needs to attract advertisers and publishers</td>
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<td>Papyrus</td>
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</tbody>
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*AdToken - Building a database of "safe" publishers not a digital advertising solution*
Roadmap

PHASE 01
Release White Paper

PHASE 02
Develop Platform

PHASE 03
Acquire & Convert Existing Networks

PHASE 04
Integrate Platform to All Networks

www.adbank.network
Token Sale

Public Token Sale ends January 21\textsuperscript{st}
*Or when tokens sell out

1 ADB = 0.00003 ETH = $0.03 USD *

Total supply: 1,000,000,000 ADB

Circulating supply: 560,000,000 ADB

Hard cap: 10,000 ETH

Market cap: 18,666.67 ETH / $17,733,333.33 USD *

Exchange Rate: 1 ETH = 30,000 ADB *

Each ADB token will be priced at 0.00003 ETH for the crowdsale with a total of 51\% of the total supply up for sale.

There will be no bonus for the final two weeks of the ICO. Tokens will be transferred once the token sale has ended.

* exchange rate at time of publishing
Join the ICO!

You can reach us on , or email us at hello@adbank.network

QUESTIONS?

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Core Team

**FOUNDER**

**Jon Gillham**

**CEO**

Leadership, compliance, finance

- Co-founded a successful digital asset acquisition firm
- Owns over 6,000 websites generating 6 figures a month
- Former Exxon Mobil Engineer
- Athlete, Mechanical Engineer, Serial Entrepreneur

**Chiron Bramberger**

**CTO**

Tech & Patent Creation

- Founding member of a video game ad platform sold to Google
- Created General Motor’s first fully integrated vertical marketing software
- Previous clients include NASA, eBay, and the FBI

**Angelo Dodaro**

**CMO**

Marketing & Communications

- Serial entrepreneur and digital marketing expert and agency owner
- Brand work includes Tesla Motors, Tiff, CARA Foods, Mud Hero
- Avid cryptocurrency investor
- International Keynote Speaker: Advertising & the Blockchain

**Leon Pereira**

**COO**

Community Relations

- Co-founded XRP exchange, one of the first Crypto exchanges in Vietnam
- Created a thriving 6-figure business in a competitive retail market
- Founder of largest Ripple group on Facebook

**Kelsey Cole**

**CBO**

Brand & Business Development

- Top 30 Under 30 (Marketing Magazine)
- Current digital agency owner & former head of PR at Revlon Canada
- Co-founder of Blockchain PR Company OnChain.Media
- Brand work includes: L’Oréal, Garnier, Revlon, Red Bull, Juicy Fruit, MaiTai Global & the Extreme Tech Challenge

**CO-FOUNDERS**

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