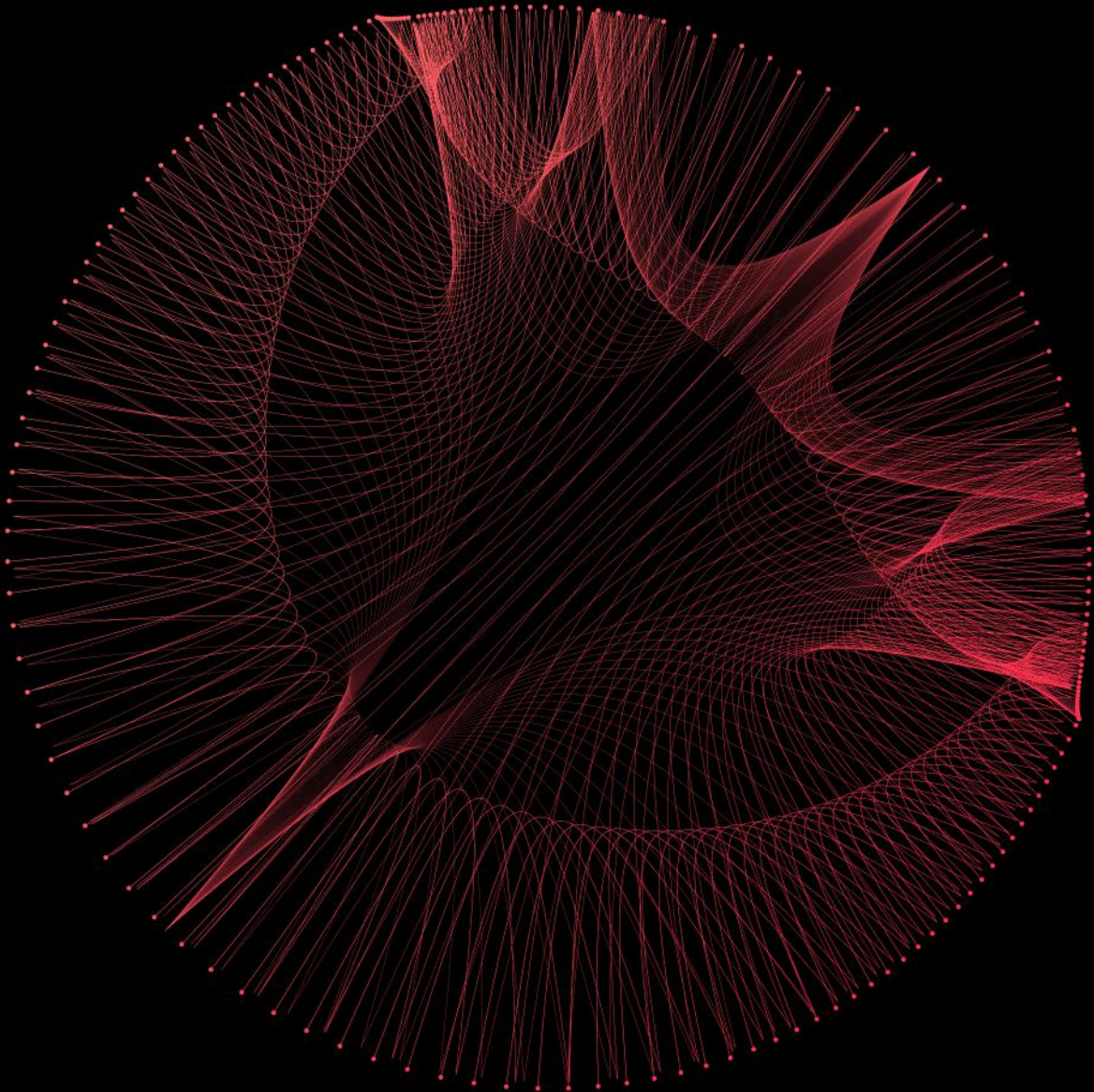


Decentralized Ad. Operating System.



IF YOU WISH TO MAKE AN OFFER TO PURCHASE ADOS, YOU SHOULD CAREFULLY CONSIDER AND EVALUATE ALL RISKS AND UNCERTAINTIES RELATING TO ADOS, AD-OS FOUNDATION LTD AND THEIR RESPECTIVE BUSINESS AND OPERATIONS, AND THE ADOS SALE, ALL INFORMATION SET OUT IN THIS FLIER AND THE TERMS AND CONDITIONS PRIOR TO ANY PURCHASE OF ADOS; ALL ADOS SOLD DURING PRIVATE PLACEMENT WILL NOT BE REFUNDED UNDER ANY CIRCUMSTANCES; WHILE WE BELIEVE THAT THE THIRD-PARTY INFORMATION AND DATA CONTAINED IN THIS FLIER ARE RELIABLE, WE CANNOT ENSURE THE ACCURACY OF THE INFORMATION OR DATA, AND WE HAVE NOT INDEPENDENTLY VERIFIED THIS INFORMATION OR DATA OR ASCERTAINED THE UNDERLYING ASSUMPTIONS RELIED UPON THEREIN. CONSEQUENTLY, NONE OF AD-OS FOUNDATION LTD OR ANY OF OUR RESPECTIVE OFFICERS, AGENTS, EMPLOYEES AND ADVISERS MAKES ANY REPRESENTATION AS TO THE ACCURACY OR COMPLETENESS OF SUCH INFORMATION AND SHALL NOT BE OBLIGED TO PROVIDE ANY UPDATES ON THE SAME; AD-OS FOUNDATION LTD SHALL NOT BE LIABLE FOR ANY LIABILITY, LOSS, CLAIMS OR PROCEEDINGS, WHETHER IN TORT, CONTRACT OR OTHERWISE, ARISING OUT OF OR IN CONNECTION WITH ANY RELIANCE ON THIS FLIER OR ANY PART THEREOF; ANY FUTURE PLANS IN THIS FLIER ARE OUR PROVISIONAL PLANS AND CAN BE CHANGED.

Contents

Executive Summary

1. Background
 2. Problem
 3. Solution
 4. Ecosystem
 5. Token Economy
-

1.0 Background

- 1.1 Evolution of Advertisement/Commerce Market and Its Challenges
 - 1.2 Private Information Protection and Data Rights
-

2.0 Problem

- 2.1 Paradox of Targeting and Privacy
 - 2.2 Paradox in Industrial Development and Consumer Utility
 - 2.3 Paradox in Technological Development and Advertisement Scams
-

3.0 Solution

- 3.1 Data Rights to the Consumer
 - 3.2 Micro Rewards and Consumer Economy Revolution
 - 3.3 Proof of Trust Between Relationships, Blockchain
-

4.0 Ecosystem

- 4.1 Main App
 - 4.2 Earning Apps
 - 4.3 Business Platform
-

8.0 Legal Disclosure

8.1 Statement, Guarantee, and Legal Responsibility

8.2 Points and Tokens

9.0 Indemnity Clauses

Executive Summary

1. Background

- In the rapidly growing IT market, consumer data and information is the competitive power of the corporation. However, the problems in the rights and interests of the consumer who provide the information still needs to be resolved.
- In the age where consumer information is used to produce value, the consumer must have the right to provide and refuse providing data, and this is reflected on the global policy basis and trend seen in Consumer Privacy Bill of Rights (CPBR), or the General Data Protection Regulation (GDPR) from the European Union (EU).
- If the rights to provide consumer information and data is with the consumer, the advertisement profits and economic gains that result from the usage of consumer information should also be fairly distributed to the consumers. Ad-OS recognizes that consumer by existence can receive incentives as a productive individual, and aims to support consumer economy via 'micro reward transactions' which has been overlooked in the past.
- Ad-OS Ecosystem seeks to help all entities in the advertisement market in addition to consumers. For advertisement clients, accurate and effective targeting will be provided with transparent advertisement fee calculation. For advertisement agencies, fair evaluation and business expansion for creativity and effort will be provided.

2. Problem

- The most important player in the advertisement market today is the 'consumer', who provides their own information and data. However, out of the hundreds of trillions in KRW that compose the world advertisement market, the consumer receives almost nothing in return.
- In the past, large transaction fees or delivery fees, etc. have cost more than the actual value of the rewards which made micro rewards restricted.
- Advertisers want more consumer information for more accurate and effective targeting, but consumers have been reluctant to provide personal information and risk of massive data leak accidents have grown insecurities.
- Various advertisement media and technologies were developed through technological advancement, but advertisement scams and means have developed as well, increasing losses for advertisement clients.

- As a result, trust between consumer, advertisement media, advertisement agencies, and advertisement clients have not been properly formed and the losses and respective interests have been distributed disproportionately.

3. Solution

- Moving data on a network along with economical value is cryptocurrency's characteristic and advantage on the blockchain system. With this method, it provides a possible solution to the 'micro reward transaction' problem that made it difficult or impossible for it to exist in the advertisement market.
- If appropriate incentives for the value of personal information were given along with secure sharing of personal information will form trust. With a trusting relationship the consumer will be willing to provide their information and participate in business activities.
- Through Ad-OS, consumers will be able to receive an interface where they can see how much economic value their information and activity has and how it is used and compensated. Through this interface, the consumers can become their own managing entities for the usage and compensation of their information and activities.
- Advertisement clients can use the business platform to make advertisements based on authorized consumer information and pay advertisement fees for the advertisements they have run. Also, they will be able to review consumer participation and incentive payment details.
- Blockchain only keeps essential calculation records or legal agreements that are needed for advertisement relationships, which enables it to address problems in speed, cost, private information protection that come up in early implementation stages of development.

4. Ecosystem

- Ad-OS Ecosystem consists of the Main App, Earning Apps, Business Platform, and cryptocurrency AmonD (AMON).
- The Main App will be developed to provide an environment to store, use, and exchange AmonD received as advertisement compensation received by the users, and become a personal processor to manage user information.
- The Earning App stands for the various applications that participating users use for advertisement campaigns. This is not only limited to the advertisement market but can include playing games, using contents, completing special missions to receive rewards in a variety of creative apps. The API and SDK needed to create the apps in a community or partnerships will be provided.
- Business platform will provide necessary advertisement fee calculating functions that advertisement agencies require to create/register advertisement

campaigns and review reports on performance or incentive payments on the registered advertisements. Ultimately, it will develop into a platform that connects data on user devices with anonymous statistical information without needing private consumer information to protect consumer data and increase target advertising efficiency at the same time.

- AmonD (AMON) is the cryptocurrency that ties together advertisement compensation and storage of participation value, and also serves as the evidence of advertisement campaign activity and consumer participation.

5. Token Economy

- Ad-OS was born from the business model development that can dynamically connect increasing sales in real economy with token value.
- The 4 core functions composing the token economy is as follows.

- 1) The first compensation method that consumer earns 'Point'
- 2) Cryptocurrency that can be exchanged with Points, 'AmonD (AMON)'
- 3) Cash sales that flow in through advertisement sales, creating 'Fiat' with liquidity
- 4) 'Altcoins' that become the accessory to cryptocurrency sales and liquidity.

Each function operates closely with each other and contributes to the development of token economy.

- AmonD Usages

- 1) 'Means of transaction' as a cryptocurrency
- 2) 'Means of event' that provides benefits with users
- 3) 'Means of payment' within the app
- 4) 'Means of exchange' with purchases from Altcoins

- The most important role and activity of Ad-OS Foundation is to expand the utility value of AmonD at each step and save the fiat currency and Altcoins gained through advertisement sales for liquidity to sustain the project.

1.0 Background

1.1 Evolution of Advertisement/Commerce Market and Its Challenges

Advertisement and commerce are the representative market in the IT industry. Until now, it was generally known that consumers received information through advertisement and use commerce to purchase goods or services, but because of technological developments, the border between advertisement and commerce is crumbling and are being molded into one.

In 2018, the size of the world advertisement market was 670 trillion KRW, and the size of electronic transaction market was at 2.86 Quadrillion KRW. The connection and union of these two markets indicate an economic big bang that goes beyond imagination. Many businesses are focusing on investments in research and M&As to realize this goal.

Especially after the rise of Amazon as the number 1 electronic transaction company in the US have grown into a social problem resulting in sales drops in offline stores and a series of store closings. However, the advertisement sales from businesses with large advertisement media platforms such as Google of Facebook have been growing and reaching new peaks every year.

On the other hand, the rapid growth in the advertisement and commerce market have problems that cannot be ignored, and Ad-OS was born to solve these problems.

- First, as market size grows and technology develops, businesses were able to enjoy more profits through advertisements, but consumer benefits are at a standstill. If personal consumer information is enough to create economic value in this age, these profits must be fairly divided.
- Second, businesses require more consumer data that is accurate for effective advertisement and commerce. However, these demands also grow the risk of data leaks burdened on the company. Hence, advertisement technologies that safely protect consumer privacy is in demand.

- Third, despite advanced digital marketing technologies, advertisement clients suffer 23 trillion KRW in losses in advertisement scams (false accounts, usage of bot programs) alone. Therefore, they require a method that can calculate advertisements accurately to target customers and a means to prove consumer participation.

1.2 Private Information Protection and Data Rights

In the 4th industrial revolution, data is changing from supporting products and services to holding its own economic value. Also, data affects the growth of the company while serving at the catalyst for development in various industries, creating new value in data economy in all industries.

As the socio-economic value of data increases, the idea of national/personal 'Data Sovereignty' is rising all over the world. As the rights in data became more aware, the US, EU, and other nations have adopted policies to strengthen data rights to protect domestic consumer and business data and increase data usage.

These events have resulted in strengthening national data rights, increasing data nationalization policies. For example, violating the GDPR in the EU is penalized with 4% of all domestic and international sales or 20 million Euros (approx. 26.1 billion KRW), whichever sum is higher. Other general violations result in 2% of all domestic and international sales or 10 million Euros (approx. 13 billion KRW), whichever sum is higher. As GDPR was enacted to reinforce personal data protection obligations and levy heavy fines upon violation, many businesses who were unprepared for these consequences had to close their sites or terminate services to EU citizens or change policies to provide services after obtaining consent of personal information usage. This is not limited to the EU, but is shown in the general direction of the world as nations strive to obtain data rights.

As the times change to support personal information protection and data, the individual gained the right to decide data utilization and management as a provider of data. Hence, the methods where the individual actively participates in the collection/supply/utilization process to exercise rights as the central agent in data provided to 3rd parties.

As data rights have been reinforced, new data utilizations and profit return methods need to be discussed and socially agreeable methods need to be debated. Also, voluntary participation from individuals in data collection/supply/utilization process need to be induced to solve social problems and create mutual profit. The usage of personal information should be followed with fair profit distribution to allow individuals to exercise personal rights, induce economic participation in the economic ecosystem.

2.0 Problem

2.1 Paradox of Targeting and Privacy

Businesses collect data on user type, location, relationship with other users, usage time, etc. on their customers as they use business services to increase advertisement marketing effectiveness. However, businesses made a structure that made consumers impossible to use the service if they refuse to provide personal information, and users are burdened with the insecurity that follows allowing businesses to use their personal information in any manner of ways.

As data creates more and more added value, the 'revenue model that utilizes big data built from consumer information' was widely provided. As a result, the IT industry created vast amounts of profit from advertisement. However, in this process, the collected data was illegally distributed or leaked in large amounts in frequent violations of user privacy. In essence, the precise targeting based on user data grew the possibility of privacy violation.

2.2 Paradox in Industrial Development and Consumer Utility

Most forms of SNS and online platform companies have collected and utilized consumer information to create added value in their profit model successfully, and consequently developed into a certified business model. Businesses were able to use personal data to create more profit, but the consumer received almost no rewards and often become the victims of personal information leaks. This problem challenges the justification of this business model.

Now, the consumer is the agent in content creation in the IT industry ecosystem, and a revolutionary restructuring that fairly divides the created added value based on user activity to reward those who contribute most to the growth of platforms is needed.

2.3 Paradox in Technological Development and Advertisement Scams

From the growth of online advertisement market and developments in advertisement technology, advertisement methods that can deliver advertisement contents to specific target categories have been developed. Businesses that use these advertisement methods use business performance to measure and compare advertisement effectiveness before choosing the better advertisement agency, which speeds up the technological development.

On the other hand, as the active areas and added value of advertisement increases, fake user accounts have been made to create ineffective advertisement fees for advertisers or AD scams that fake advertisement performance in traffic or exposure have increased as well. Fake bot users made from software or numerous terminals have been utilized to obtain multiple rewards in other scamming methods.

Increasing transparency and effectiveness of advertisements through effective advertisement verification became a necessity. The precious capital that is invested in advertisement requires verification processes to ensure that the advertisement paid for is accurately delivered to intended targets.

3.0 Solution

3.1 Data Rights to the Consumer

In the age where customer service is created with data, it is important to let consumers know how their information is collected and utilized to eliminate uncertain information usage or misuse. Also, the value of personal information needs to be appraised to provide proper incentives. If a trusting relationship can be built from the safe sharing of private information, the user will be willing to share personal information and participate in business activities.

The Data New Deal policy incorporates consumers as a party in the data age, and allows users to manage the supply/utilization of data more closely. Users can confirm which data is being collected, and provide or refuse information based on their discretion. This premise is the US Consumer Privacy Bill of Rights (CBPR) and the EU General Data Protection Regulation (GDPR). In the light of these changes and policies, the 'strategy to collect as much as data as possible' becomes impossible and even if these strategies are forced, the security maintenance, legal penalties, and compensation upon data leaks increases dramatically.

Based on the Data New Deal, target marketing methods that launch personalized advertisements to consumers after collecting and analyzing consumer information also changed as well. Existing target marketing used consumers' overall consent for advertisement media or agencies to collect various data from them. However, as consumer obtains more data rights, all data is owned by the provider of data (consumer). Therefore, in the Data New Deal age, it will be important for target marketing strategies to form a trust relationship with the consumer in addition to clients by sharing utilization process in a transparent manner. This will be the core competitive power in the Data New Deal age. To perform target marketing based on data, the fact that the data has economic value must be shared with users beforehand and obtain consent on record, and a medium that saves all of the usage will be needed.

* Data New Deal Policy: Data New Deal refers to the data 'reset' policy that completely re-structures everything from scratch much like the New Deal economic policy in the 1930's in the US. The idea was put forward by Alex 'Sandy' Pentland, a professor at MIT. The idea is focused on giving individuals the means to control their private information to prevent businesses or other individuals from misusing the information.

3.2 Micro Rewards and Consumer Economy Revolution

Operating system plays the role of managing the overall computer system. It controls hardware and manage computer resources, aiding the executing of computer user programs and playing the intermediary role between the user and hardware. Similarly, Ad-OS plays a role in helping consumers get economic compensation for providing data while aiding with overall management. By providing the interface for users to use data economically and manage how their data will be utilized and compensated, Ad-OS will help users become the real agent in managing their data resources.

Advertisement clients can use Ad-OS business platforms to create/register advertisement campaigns and utilize anonymous statistical information from target users to run its advertisements the users they want. The advertisement will run for real-time users, and incentive rewards for participating users will be the compensation and proof of participation, helping solve the problem of AD frauds. Hence, the advertisement fee that is not given to user as incentives will be returned to advertisement clients or not requested at all.

To materialize this type of advertisement system, frequent data movement between users and advertisement clients and fee calculations is necessary. These differences will differ dramatically from the operating methods in the existing advertisement industry. Ad-OS will use blockchain to provide user data to advertisement clients securely to build a trust relationship, while utilizing cryptocurrency to give micro rewards for provided data. With these principles, Ad-OS will serve as the intermediary between users and advertisement clients and give consumers the opportunity to participate in business activities for economic wealth, since their potential consumption can be used to create profit.

3.3 Proof of Trust Between Relationships, Blockchain

Cryptocurrencies that are created through blockchain technology has the large advantage of moving economic worth along with the movement of data on a network. This advantage on the blockchain can materialize a different value through Ad-OS. By receiving incentives through Ad-OS, the proof that the advertisement has reached the consumer can be obtained. Hence, the micro reward transactions on Ad-OS holds the value of advertisement performance and reward records at the same time, and these results are available to both users and advertisement clients in a transparent ecosystem, preventing artificial interference or falsified performance.

The implementation of blockchain technology has the potential to solve technological/cost problems with speed and fees. Moreover, the recorded information on the

blockchain cannot be deleted, which made this technology the choice for Ad-OS to record anonymous data untampered in order to build relationship between users and advertisement clients.

Specifically, incentive rewards and calculation records must be proven true on the blockchain, and the data will be managed and recorded on the chain. However, the time and cost required in blockchain transaction process must be minimized by supporting a design that records the minimum required amount on-chain and managing user data agreements or advertisement client data usage records off-chain.

4.0 Ecosystem

As the advertisement operating system that gives data rights back to the consumer, Ad-OS will provide an advertisement operating platform that allows specific target marketing for businesses using statistical information between saved personal information on user devices and intermediary servers without the need to collect private information or directly handling information.

Users can receive incentives in the form of Points on the Earning Apps. These points can be swapped for AmonD (AMON) on the Main App, where the user can directly manage the data saved on the user device. On the other hand, advertisement clients can use the Ad-OS business platform to review anonymous statistical information required for target selection, create/register advertisement campaigns, advertisement results, and fee calculation.

4.1 Main App

The Main App of Ad-OS is the official wallet that manages user incentives and cryptocurrency assets as well as the personal data processor that manages the saved data on the device.

Main App will be able to exchange Points that the consumer can earn after viewing ads for AmonD (AMON). It will also have cryptocurrency wallet functions that can check Point and Token balance, accumulation and exchange history, as well as sending and receiving Tokens. Moreover, it will provide the environment for users to download contents and Earning Apps to earn Points, with expansion capabilities to grow into a user community.

In summary, the Main App will provide a step-by-step interface to allow users to directly manage data stored on the device as well as the data on Ad-OS Ecosystem. This white paper does not restrict the development of the Ad-OS ecosystem as it has the potential to be a personal data processor with wide range of capabilities.

4.2 Earning Apps

The theoretical basis of the Earning Apps is that the mining incentive methods that use computing power is harmful to the environment and is gives an economic disadvantage as the parties with more capital at their disposal can have the computing power necessary to mine cryptocurrency. As a response, Ad-OS gives incentives based on equal time and effort while allowing many of the internet masses that have never experienced blockchain and cryptocurrency to easily enter the Ad-OS ecosystem.

Earning Apps is the method that enables users to receive Points as incentives and all types of software that advertisement clients use to run their advertisement campaigns. This includes applications run on devices, websites on web browsers, offline communications equipment, beacons, and other various forms of embedded software on devices to exchange data and signals.

Ad-OS will provide API and SDK in order for development partners to create Earning Apps easily and participate in the ecosystem. This will secure the openness and growth of the platform and allow the creation of various creative methods users can participate in to receive advertisement rewards.

4.3 Business Platform

In order for Ad-OS to develop into a sustainable advertisement operating platform, an environment that allows advertisement clients to create/register advertisement campaigns freely is necessary. However, this function will be incorporated in the late stages of Ad-OS development, and will not be specified in this white paper.

On the other hand, the initial business platform will require functions for advertisement fee calculation such as advertisement performance report and incentive payment history for the advertisement clients. The trust created from this base will have a significant effect in the development of the ecosystem.

When the initial user base and advertisement client numbers have grown to a certain amount and the data quality and quantity reach a meaningful size in the advertisement market, an environment that supports advertisement target settings and respective advertisement fee policies will be required to grow advertisement client inflow dramatically. In this process, Ad-OS will provide advertisement clients with anonymous statistic information and user device data to maximize personal information privacy and advertisement effectiveness for advertisement clients.

The development of business platform is considered one of the later stages in the Ad-OS project. In the initial stages, the business platform will include manual/semi-automatic technologies, and will require management from the Ad-OS team.

5.0 Token Economy

5.1 Composition

The 4 main factors that compose the Ad-OS token economy are 'Points, AmonD (AMON) for which the points are exchanged for, fiat currency coming from advertisement and platform sales for liquidity, and Altcoins. Each of these factors have unique characteristics and functions that rely on each other and contribute to the growth of Ad-OS ecosystem and token economy.

5.1.1 Point

- Point is the initial compensation method to reward users for their participation in advertisement campaigns or completing missions.
- In order for users and advertisement clients to directly recognize the amount of compensation, a basic currency unit of the service area 1 Point = 1 Won (KRW, South Korea). It is not a guarantee of payment or any other form of collateral.
- Points can be used to on the Main App to be exchanged for tokens based on the market price.
- The reason for not providing compensation directly in AmonD and using points to exchange with AmonD is as follows.

1) Due to the price fluctuations of AmonD, the user requires a standard to recognize the fixed value of their activity.

2) The rewards earned by the user are typically small and accumulated frequently, and using these small transactions on the blockchain will result in excessive fees and time.

3) Consideration for flexible service, security, and expansion in the long-run.

5.1.2 AmonD(AMON)

- AmonD is the utility token issued by Ad-OS, represented as AMON in exchange market.
- AmonD can be exchanged for Points accumulated by the user or purchased through the cryptocurrency exchange.
- The usage of AmonD is as follows.

1) A participation method to earn rewards and compensation

2) Payment method for various apps provided by Ad-OS

3) Exchange method for purchasing other Altcoins

- Following the aspiration of one token for all, the total issuance amount for AmonD will be limited to the current world population at 7.6 Billion. Under no circumstances will any more additional tokens be issued
- For token holder rights and response to inflation, the tokens provided to users will only be supplied with marketing event and will not be given for free with the exception of marketing purposes.

5.1.3 Fiat

- Fiat is the cash sales that Ad-OS will receive from advertisement clients, which is liquidity.
- Ad-OS will keep fiat currency above a certain amount to allow necessary liquidity supply capabilities for when users wish to exchange tokens for fiat currency without having to rely solely on the cryptocurrency exchange. However, the balance amount and other specifics will not be specified in this white paper, and will be announced after policy decisions.
- Fiat can be used to protect AmonD value and token holder rights from sudden market value changes or unforeseen circumstances. The holding a certain amount of cash assets can be a hedge against this pressing situation.

5.1.4 Altcoins

- Altcoins is the crypto currency sales that can be received through advertisement clients that are Altcoin developers in the form of advertisement fees or through token swaps, which serve as a substitute for liquidity.
- Users can obtain purchase/investment opportunities for these Altcoins through the Main App. The payment method will be AmonD.
- The exchange structure between AmonD and other Altcoins will have the following implications.

1) Widens the application area of the Altcoins, which is a shared problem in the blockchain ecosystem (each Altcoin can be used as a payment method to advertise its own project)

2) Ad-OS will discover intriguing Altcoin developers to participate in the Ad-OS ecosystem

3) Increase usage, value, and demand of AmonD

4) Reduce the AmonD supply in the market by exchanging for other Altcoins, and the foundation can increase AmonD reserves

5.2 Token Demand

Demand for AmonD is the most important factor for token economy. The principles that create token demand in the Ad-OS ecosystem from users, advertisement clients, partners, and foundation is as follows.

5.2.1 User

- Benefits proportional to the amount of AmonD will be given to the user.
- When purchasing or exchange with Altcoins held by Ad-OS, AmonD is the payment method.
- AmonD can be used as a form of currency for specific services.

5.2.2 Advertisement Client

- Can charge AmonD for payments regarding platform usage fee or advertisement fee.
- Clients can purchase a large amount of AmonD above a certain amount to replace platform usage fee or advertisement fee with participate in Ad-OS Ecosystem .

5.2.3 Partner

- Ad-OS business partner can have the opportunity to participate in the ecosystem by purchasing and staking a certain amount of AmonD for the development of the ecosystem and token holder community.
- Earning App partners must effort to avoid sharing sale revenues or increase shares in revenue with Ad-OS.

5.2.4 Ad-OS Foundation

- Ad-OS can purchase AmonD to secure deposit of AmonD to supply its uses.
- If liquidity is needed in the market, Ad-OS can purchase its own AmonD after policy agreements if necessary.
- If the revenues occurring from services need to be divided with a partner, the AmonD can be purchased by the foundation to pay dividends.

The main activity and mission of the Ad-OS Foundation is to continuously develop, maintain, and expand the token demand. However, each method will be achieved step-by-step, and parts of these methods might not be achieved, or have no effect.

5.3 User Incentive

The user is the main supporter of the token economy in the Ad-OS Ecosystem. Hence, it is important to continuously introduce new users steadily to the ecosystem, use services, and participate in advertisement campaigns. Participation incentives will be created in the following manner.

5.3.1 Experience

- Of all the online users around the world, the proportion of the online users that have used or owned cryptocurrency is only 1% (about 3.2 million). (Source: statista, Number of Blockchain wallet users worldwide from 1st quarter 2015 to 4th quarter 2018)
- It does not mean that the other 99% do not care about cryptocurrency. Many want to participate but difficult usage method, financial burden, fragmented services, etc. have prevented them from the experience.
- Ad-OS team aims to provide UX/UI and user-friendly, free opportunities to increase wide participation in cryptocurrency.

5.3.2 Viewing

- Simple advertisement viewing is the lowest micro incentive in the form of rewards, but it can be used by anonymous users who do not need authorized personal information or by users who are using the service for the first time to participate in the ecosystem.
- Out of the various advertisement inventories existing in the market, the low priced advertisements for unspecified masses is prevalent, and this will help the platform in the early stages and the advertisement business.

5.3.3 Participating in Advertisement through Personal Authentication

- Businesses want more specific and material consumer participation. Advertisement campaigns commonly require an individual's gender, age, residential area, and user verifications in personal authentication. This offers a higher level of compensation compared to simple advertisement aimed to unspecified masses, which increases the incentive for user efforts.
- If users complete missions to satisfy advertisement campaign participation requirements with personal authentication for a higher compensation, they will be able to add to ecosystem activity and productivity.

5.3.4 Target Advertisement through Certified Personal Authentication

- If users trust Ad-OS, they will be more willing to actively participate in the Ad-OS ecosystem for more plentiful compensation and rewards. At this point, HPL (Human Presence Level) will be introduced to allow users to specifically identify themselves for higher compensation and business targeting.
- For users to increase HPL, the user must provide more detailed information. At this stage, it is not advisable for users to simply answer questions or provide additional personal information. This is because it is difficult to prove the information given and there is a risk of falsifying information. As a countermeasure, authorization methods that check existing data on the device along with analysis, cooperative data, and authorization sensors will be used to check for information legitimacy and utilization for advertisements or campaigns.
- HPL can be considered as a form of mining power that users have. At each stage, targeting and compensation levels can be increased gradually.



ANONYMOUS



ONLINE USER



VERIFIED ONLINE USER



IDENTIFIED USER



FINANCIALLY IDENTIFIED USER

5.4 Member Participation

Advertisement clients, advertisement agencies, app developers, Altcoin developers and other business partners serve an important role in solving problems and obstacles in the existing advertisement market with support from the Ad-OS foundation. The benefits they provide to the Ad-OS user and community are also equally important. It is important to have continuous inflow and participation from business partners.

Ad-OS will continuously create and propose new value and benefits to provide to partners, and design the business system for the business partners to benefit from each other within the Ad-OS ecosystem. Instead of replacing the middle man, Ad-OS aims to support a platform where anyone can be a middle man and where middle man can also use the platform.

5.4.1 Advertisement Client and Advertisement Agency

- Until now, providing small micro advertisement compensation to consumers was difficult due to large transaction fees and access to personal financial account information. To provide gifts as advertisement compensation, personal information such as consumer address was necessary and excessive shipping fees also played as barriers.
- These barriers put a restriction on advertisement agency creativity as well as restricting the search for methods to provide better advertisement compensation to increase advertisement effectiveness.
- Through Ad-OS, the numerous micro reward transaction can be accomplished with low cost, giving way to various and creative advertisement campaigns. Also, users who trust in the platform can provide more detailed information, which leads to more precise target advertisement. This ultimately leads to increases in advertisement performance, which will result in continuous Ad-OS ecosystem participation from advertisement clients.

5.4.2 Business Partner (App Developer)

- Numerous app developers who do not have an inherent profit model offer their services for free, while collecting advertisement fees that users watch as the main source of income. As users use the app, the accumulating points become meaningless as the user terminates service use, and this limitation results in low user loyalty, frequent breakaway, and shortened service lifespan which contributed to losses for the app developer.
- Ad-OS seeks to add value to the valuable time and effort invested by app services that are discarded by using AmonD to exchange these points. Through this method, the users can use the service longer with loyalty, while app developers can maintain a long-term relationship with users to help grow their business.

- In addition, API/SDK will be provided to simplify development for normal apps to sync with cryptocurrency. This will allow apps to be developed without professional knowledge in blockchain development. This will allow various creative services to participate in the Ad-OS ecosystem.
- However, until these synergy effects are widely known, the Ad-OS Foundation will directly provide the Earning Apps in the initial stages.

5.4.3 Business Partner (Altcoin Developer)

- Numerous Altcoin developers initiate various events such as air drops to spread awareness of their coin and secure coin holders. This was also limited to targeting very few out of the 1% cryptocurrency users.
- Due to repeated advertisement reduction/halting announcement from various advertisement media such as Google, Facebook, etc. made developers lack the media to advertise their projects.
- Because it is difficult to secure usage for Altcoins, it is difficult to secure initial coin holders and users. Also, there is a lack of environment where coin circulation and pricing system can exist before growing in the cryptocurrency exchange market.
- Ad-OS supports a platform that is not determined by centralized advertising intermediary, but from user decision and opinions to help Altcoin publicity and supply. Altcoin developers can pay for their advertisement fee in their own coin.
- Furthermore, Altcoin Warehouse business model will be developed to fill the empty space in the Altcoin circulation market and support coin holder growth before opening in the cryptocurrency market for developer and user profit.

6.0 Roadmap

1Q. 2018 | Concept Buildup

Concept from ID2020 project that issues a citizen registration card for the entire world population based on blockchain technology to meet the 'Sustainable Development Goal' by UN to change the world.

2Q. 2018 | Project Launch

After considering the 99% of internet users who have not experienced blockchain and cryptocurrency, a research is started for platform and service that they can use without any obstacles.

3Q. 2018 | Patent Application (1st)

Patent application for 'Altcoin advertisement apparatus and method based on blockchain', the main technology and principle used in the platform and service.

4Q. 2018

Develop Service Prototype

Complete prototype that shows the relationship between Main App, Earning Apps, and tokens.

Patent Application (2nd)

Patent application for 'Advertisement apparatus and method using advertisement module included in application'

1Q. 2019

Token Launch

Expand Ad-OS within the blockchain ecosystem in various businesses by issuing Ad-OS tokens, AmonD (AMON) (ERC-20 Tokens that are limited to 7.6 billion)

Patent Application (3rd)

Patent application for technologies and methods that will be applied to Earning Apps expected to launch within the year, and apply for global patents for registered patents

2Q. 2019

1st Earning App Launch (Time to Point)

Provide Points to reward user time and effort and use the micro rewards to create an economical model with a meaningful amount of points with user consensus in a simple community game.

Main App Launch (Point to Token)

View the point balance for users to use them for exchanging/saving/using them with tokens, along with the core Main App function that records transactions on the blockchain network.

3Q. 2019 | 2nd Earning App Launch (Mission to Point)

Provide tests/deliver larger incentives for users to complete specific missions desired by advertisement clients with clear human engagement confirmation/verification.

4Q. 2019 | 3rd Earning App Launch (Fun and Easy)

Sync mobile game points for the 2 billion mobile gamers around the world to increase user numbers. Expansion of base by applying technology to popular apps with a single, easy install.

1Q. 2020

Main App Upgrade (AMON to Altcoin)

Upgrade App store, Event functions in the Main App to deliver functions that allow AmonD (AMON) and other Altcoins for purchases/exchange.

Altcoins Warehouse Launch

Launch warehouse business model that will aid circulation and usage of various Altcoins in an Ad-OS Main App upgrade.

2Q. 2020 | Earning App Upgrade (In-app purchase)

Expand Earning App base that uses AmonD as the payment method to establish AmonD (AMON) demand and exchange between cryptocurrency exchanges. Launching of demo service.

3Q. 2020 | Ad-OS Open Platform Launch

Launch open platform with API/SDK needed for Ad-OS community and partners to create and launch various creative Earning Apps without individual burdens.

4Q. 2020 | Ad-OS Business Platform Launch

Launch Business Platform that can create/maintain performance and records for mutual trust between advertisement clients, advertisement agencies, and users within Ad-OS ecosystem.

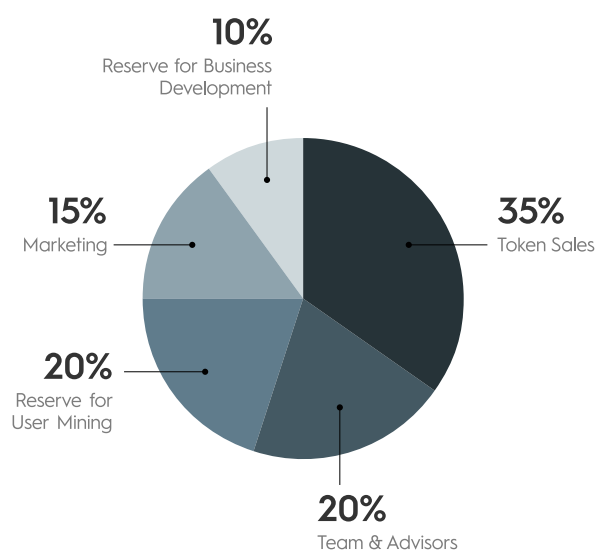
7.0 Token Launch and Usage Plan

7.1 Overview

AmonD (AMON) is limited to 7.6 billion tokens in total. 1AMON= ¥10

- Token: AmonD (AMON)
- Total number of tokens: 7.6 billion AMON
- Hard Cap: 26,600,000 USD
- Soft Cap: 2,600,000 USD
- Token Sale Schedule: Private Sales Only (Public Sales; to be announced)
- Token Listing Target: within 2019 (specific schedule to be confirmed later)

7.2

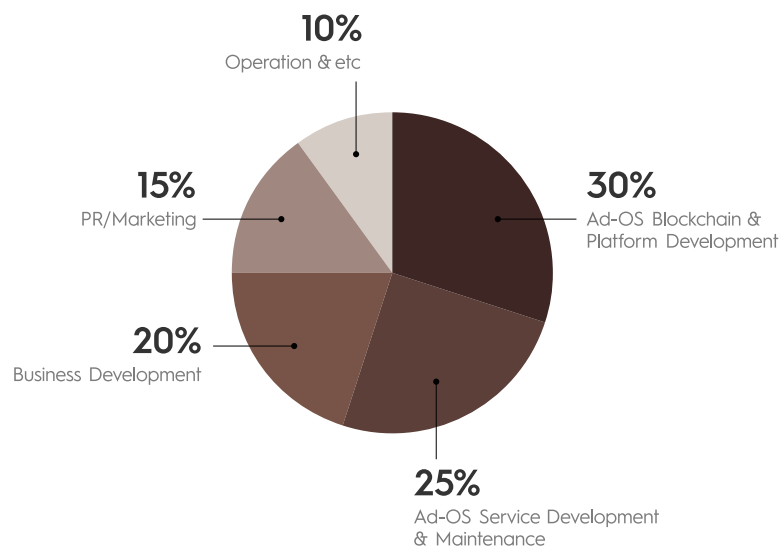


- Token Sales: 35%
- Team & Advisors :20%
- Reserve for User Mining: 20%
- Reserve for Business Development: 10%
- Marketing: 15%

Changes in token issuance and distribution plans will be announced on the homepage

<https://ados.foundation>

7.3 Usage Plan



- Ad-OS Blockchain & Platform Development (30%)**
 Costs associated with development, operation, and maintenance of Ad-OS tokens, smart contracts, and other blockchain technology development, as well as Ad-OS Altcoins Warehouse, Open Platform, and Business Platform.
- Ad-OS Service Development & Maintenance (25%)**
 Cost associated with the development and operation of Ad-OS Main App, Earning App, and other user services.
- Business Development (20%)**
 Costs associated with business development of Ad-OS Ecosystem to a global scale, securing partners, and demand/usage of AmonD (AMON).
- PR/Marketing (15%)**
 Costs associated with promotion/marketing of Ad-OS platform and service to users around the world and expansion of awareness.
- Operation & etc. (10%)**
 Costs associated with management operation, legal, accounting, payment fees, and other costs in business operation.

8.0 Legal Disclosure

8.1 Statement, Guarantee, and Legal Responsibility

- Our Ad-OS team (composed of Ad-OS FOUNDATION, CIRCLOGIC and its shareholders, employees, and subsidiaries) created this whitepaper with the goal of delivering specific information about future plans and goals to advocates and supporters of our Ad-OS project. Hence, this whitepaper is not intended to attract investments and has no relation to investment proposals.
- Ad-OS team offers this whitepaper from the point of view at the 'time of writing', and any and all contents in this whitepaper can be changed in future updates. The Ad-OS team does not guarantee accuracy or expansion of any part of the whitepaper and claims no legal responsibility.
- For example, the Ad-OS team does not (i) claim that the whitepaper was written within legal rights without violating 3rd party rights, (ii) that the contents discussed in the whitepaper has commercial value or commercially viable, (iii) that the whitepaper is suitable for the specific goals of its readers, (iv) that the contents of the whitepaper is free of errors. The legal responsibility waiver is not limited to these examples.
- If any reader uses this whitepaper to make personal decisions (including but not limited to referring or reasoning with this whitepaper to make a decision), the resulting profit, loss, and all consequences is solely upon the reader. In other words, if a reader experiences losses, damages, debt, and/or other damages from using this whitepaper, the Ad-OS team is not responsible for any compensation or other forms of responsibility.

8.2 Points and Tokens

- The Points and AmonD (AMON) are not associated in any way with shares and voting rights within the Ad-OS Team.
- The Points and AmonD (AMON) are solely for the purposes of using the various services offered on the Ad-OS project and platform.
- Holding Points or AmonD (AMON) does not grant any fixed amount of income, compensation, or any other guarantees.
- If a fixed benefit is provided to a user, it is limited to a fixed format that is based on the additional contribution in Ad-OS services or user community discretion and decision.

9.0 Indemnity Clauses

1) This whitepaper is created for reference in information on the plans with Ad-OS team, and is not reviewed or authorized by the proper legal authorities. This whitepaper is solely for the purpose of providing information, and is not to be used for legal, accounting, tax, and/or financial counselling or suggestion. It is not intended for inducing coin or token purchases/sales, nor is it for providing evidence of transaction. Coin and token purchases should be decided after consulting legal, taxation, financial and/or accounting professionals to understand the potential profits, liabilities, and losses. By purchasing coins and tokens, the purchaser acknowledges that they must assume economic risk for an unpredictable length of time.

2) The statements and information included in this whitepaper is not based on the current standpoint and is a prediction of the future. These statements and information that predict the future is uncertain because it includes risks associated with information that is known or not yet known. The actual results from participants may be different than the implied or stated results in this whitepaper.

3) This whitepaper does not have any power in legal liabilities for the Ad-OS team. The CEO, board members, employees, etc. in the Ad-OS team does not have any legal responsibilities on the accuracy or reliability of this whitepaper and are not responsible for any resulting consequences. Ad-OS Team reserves the right to add, change, or delete any part or whole of the whitepaper. Any additions, changes, or deletions will be announced by the Ad-OS team on the homepage, SNS, etc.

4) This whitepaper is not a plan for share issuance, inducing investments, or purchases. Hence, participants acknowledge that coins and tokens do not represent shares, and that this whitepaper is not for the purpose of issuing shares. Participants fully acknowledge that AmonD (AMON), tokens, or points do not entail any other profit dividends or voting rights. Participation based on these goals is highly ill-advised.

5) Ad-OS team will continuously review the contents of this whitepaper for legal issues, but do not guarantee the legality, violation of 3rd party rights, commercial value, or integrity of this whitepaper. The Ad-OS team is not responsible for any compensation, refunds, or other responsibilities for investor losses, damages, debts, and other financial losses from the utilization of this whitepaper.

6) AmonD (AMON) tokens cannot be provided, circulated, resold, or transferred to citizens, natural persons, and legal entities from nations whose laws and policies restrict or prohibit digital token transactions (henceforth referred to as "restricted participants"). Hence, restricted participants cannot participate in token transactions related to this whitepaper. The responsibilities that occur as a result of participation of restricted participants are solely upon the individual or entity that provided, circulated, resold, or transferred the tokens to the restricted participants.

7) If the Ad-OS team determines that a prospective participant lack proper identity credentials , is a restricted participant, or other potential misunderstandings, the prospective participant can be denied coin or token purchase requests at any time. Also, participating in token/coin transaction for the purpose of preparing criminal capital intended for illegal drug trade, money laundering, terrorist funding, etc. is strictly prohibited. If a restricted participant purchases coins or tokens, or if coins or tokens are purchased for illegal, unauthorized purposes with illegitimate capital, the transaction can be halted at any time, and the respective coin or token purchase cancelled or rendered invalid.

8) Whether a participant can legally purchase coins or tokens in their area, or if the participant can legally resell the coins or tokens to another buyer is solely upon the participant to decide. This whitepaper does not offer any evidence to support these decisions, and the Ad-OS team does not claim any legal responsibility for the participant decisions.

9) Ad-OS plans to continuously review the legality of the business with the Main App and the numerous subsequent Earning Apps, but depending on individual national laws, regulations, or policies, the commercial regulation and authorization may be denied. Participants acknowledge that the service may be terminated depending on individual national law.

10) The token distribution in the white-paper may be changed due to road map of the project and other changes in the situation related to technology development, and other changes in the situation that may affect the issue and distribution of token. Ad-OS may notify the changed reasons for this change through its website and e-mail to participants.

11) This whitepaper and other related documents may be translated into other languages than Korean. If there are any discrepancies between the Korean version and a foreign language version, the Korean version holds precedence.

12) The indemnity clauses of the Ad-OS team and the Ad-OS Ecosystem is not limited to the content mentioned above.



**Decentralized
Ad. Operating System.**

Address 10 Anson Road #23-14C
International Plaza Singapore 079903

Homepage <https://ados.foundation>

Mail contact@ados.foundation