



ADToken LitePaper(V1.0)

ADToken is dedicated to building a decentralized advertisement alliance based on blockchain settlement and tokenize advertisement impressions to make them can be freely traded and transferred in the market.

ADToken Team
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1.Overview

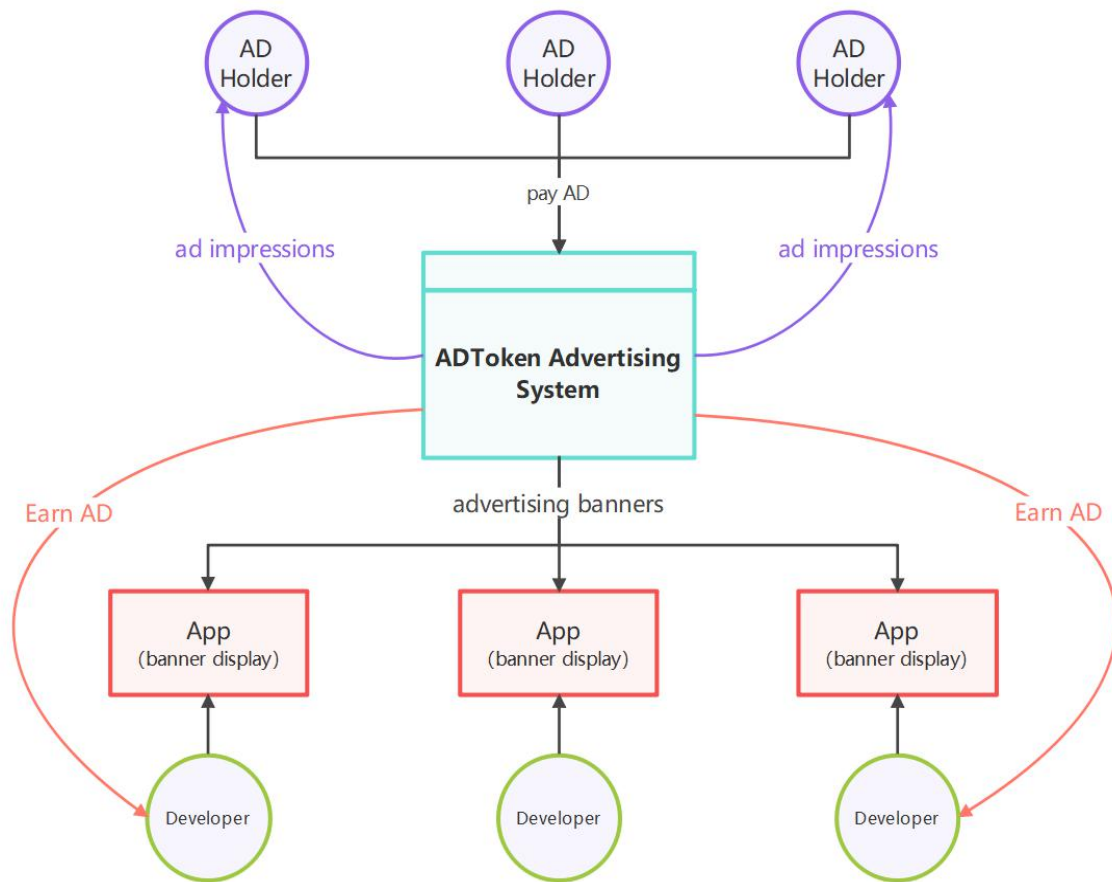
ADToken is an advertising value discovery, decentralized, permissionless, safe and transparent advertising trading community that is dedicated to build a decentralized advertisement alliance based on blockchain settlement, tokenning the advertisement impressions to make them can be freely traded and transferred in the market.

Advertising impressions in traditional platform cannot circulate freely, and the pricing power controlled by a very small group of people, which greatly limit the value discovery of advertising. The ADToken community uses the tokenization of advertising impressions, and the tokenized advertising impressions can circulate freely in the market, which will greatly realize the value of advertising impressions. The ADToken community create the AD token, which has a one-to-one correspondence with the advertisement impression. AD token can be freely exchanged for advertising impressions on anytime and in anywhere, and advertising is the basic value of AD token.

ADToken community advertising traffic providers come from millions of mobile application developers. Providing advertising spaces to traditional advertising platforms, they will give ADToken with surplus advertising inventory to maximize revenue in addition. The ADToken system guarantees that 100% of advertising impression revenue attributed to the developers. At present, thousands of mobile application developers have joined the community, and they contribute nearly 30,000,000 ad requests every day. We provide a better economic system than traditional advertising platforms, let more and more mobile application developers join the community.

2. Advertising system

Many mobile developers access the ADToken advertising system, contribute advertising inventory, and get AD as return. Anyone holds AD who can purchase ad exposure without permission.



(How does the advertising system work)

3.DeFi

The total bonus of the DeFi module mining pool is 300,000,000,000 AD, and each block is about 30,000 AD, which lasts for around 1 year. The distribution of each block reward is based on the proportion of each mining pool (block mining can be adjusted according to the situation, the distribution ratio of each mining pool can be adjusted according to the situation)

Staking reward:

- 1) Single currency stake AD to obtain high returns and obtain the staking of LP qualification
- 2) Provide liquidity, stake LP to get AD rewards

Staking reward unlocking mechanism:

All the staking rewards obtained will enter a frozen account, and the rewards must be withdrawn through the unlocking step.

Set the longest unlocking period for 5 days and the shortest period for 1 day and could accelerate to unlock.

According to the ratio of 1: n to unlock, for example, if you unlock 1000AD, you need to take out 1000n AD to unlock, and the unlocking time is 5 days.

The unlocking time can be accelerated. According to the proportion, if you take out the 2n times AD of the reward to unlock, the unlocking time will be shortened to 4 days, and so on, the fastest unlocking time is 1 day, you need to take out the 5n times of the reward AD to unlock, the parameter n is a positive integer, and the minimum value is 1, which can be adjusted as needed

4.Token distribution:

Total issuance: 1,000,000,000,000

50% airdrop, used to encourage users to advertise, discover the core value of AD, and burn the repurchase tokens according to the airdrop repurchase situation.

30% ADToken DeFi reward

10% team (24 months linear release)

7% early investors (12 months linear release)

3% marketing promotion brand building

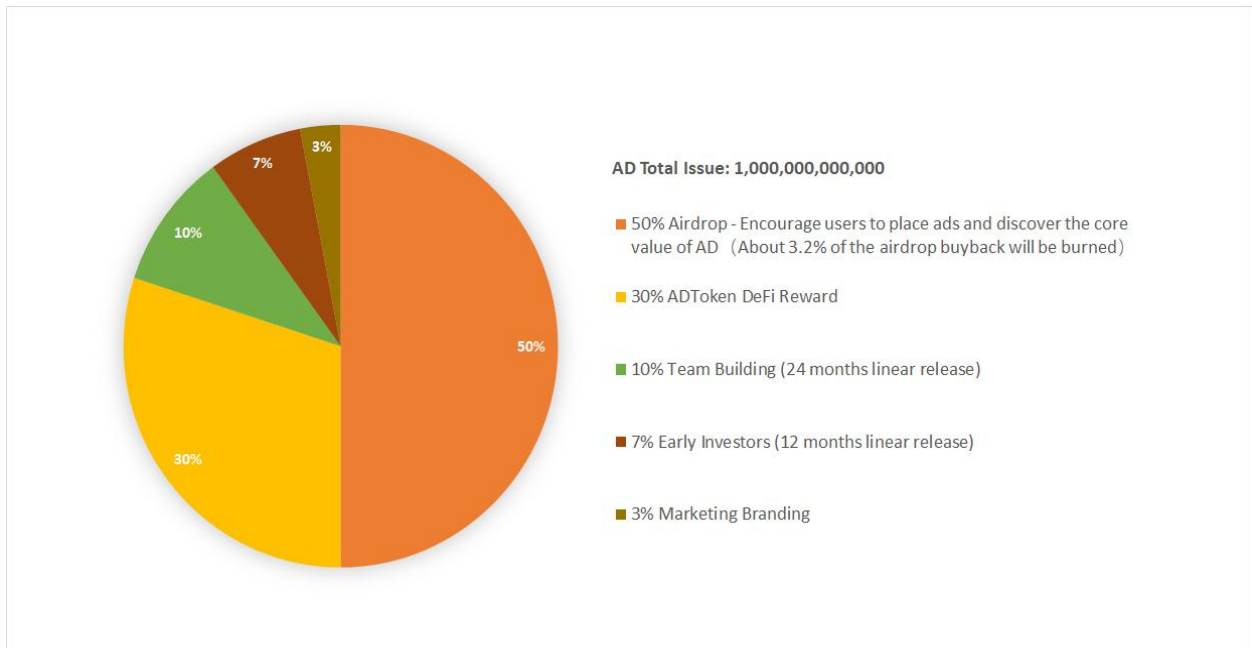
Contract Address: 0x538b972E46B86373638B14fa6F6a9C51f796394b

Decimals: 18

Token Name: ADToken

Symbol: AD

NetWork:Binance Smart Chain(BSC)



5. Development Road Map In Two Years:

Stage1:advertising system

March 2021	ADToken project was established
April 2021	The development of ADToken advertising system started
July 2021	ADToken issuance
August 2021	ADToken airdrop
September 2021	The ADToken advertising system was launched

Stage2:DeFi

October 2021	DeFi begins development
November 2021	Auditing the contract code
December 2021	DeFi goes online

Stage3:Win Games

May 2022	Lottery
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Stage4:NFT

July 2022	NFT creating and exchange
October 2022	Metaverses Advertisement System