AD Plug

PROJECT BY
ADPLUG

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AD Plug

What is ADPLUG PLATFORM?

The ADPlug platform connects talented creators and amateur models from around the world with Clients (hereinafter referred to as "Clients"/"Clients") who want creative and differentiated advertising content, providing an opportunity to generate income for creators and models and reduce advertising costs for Clients. It is a P2P ad content creation platform.

In ADPlug, there is no need to hire models and staff, prepare a full set of equipment, and take a picture to create advertisement content. ADPlug aims to implement a decentralized advertising content ecosystem where Clients can select their favorite among models and creators around the world based on verified profile and portfolio information and create what they want while communicating through automatic translation chat.
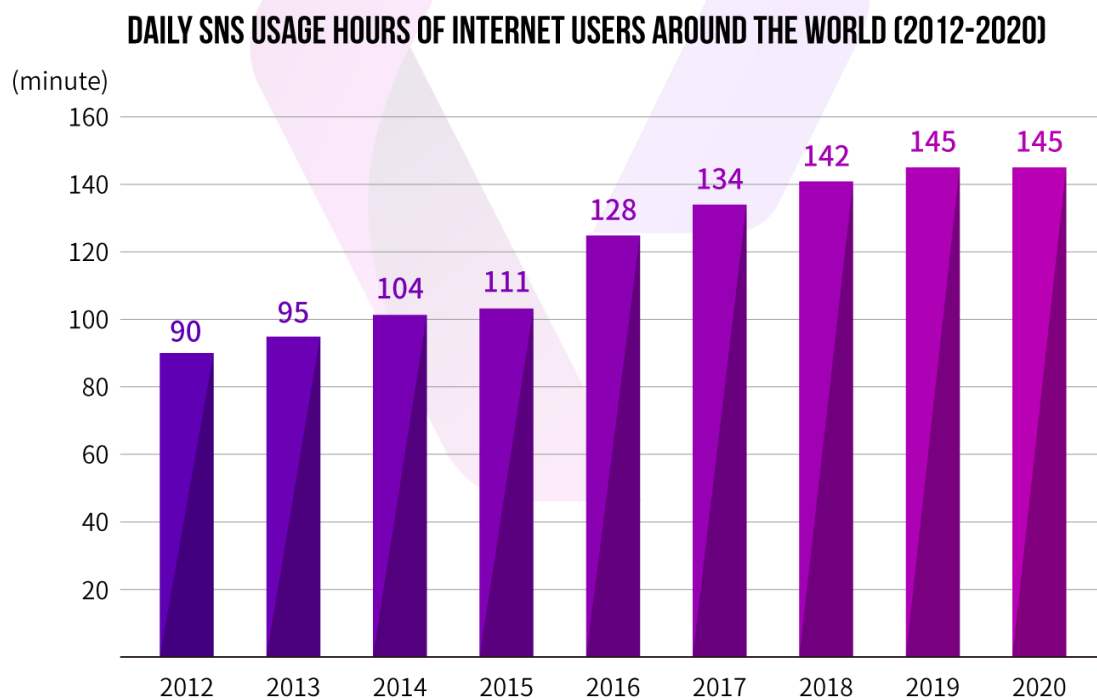
ADPlug platform is planned and developed by ADPLUG PTE. LTD. based in Singapore. However, the ADPlug service will not be provided in Singapore by means of IP blocking and people residing in Singapore and other countries that prohibit the sale and circulation of cryptocurrencies will not be permitted to subscribe to the ADPlug platform and use its services.

1. ABSTRACT

The ADPlug platform is a P2P Ad production platform that connects talented creators and models around the world to Clients who want creative and differentiated Ad content, allowing creators and models to generate income and small businesses to reduce Ad costs.

 With the spread of smart devices around the world, not only adults who are engaged in economic activities, but also many students share information, communicate, and promote themselves through social networks or social media. Some of them make fun and informative content almost at professional level and many experts also share or sell their content to the public through social media.

According to Hootsuite's DIGITAL 2020 Global Overview Report, 4.5 billion people worldwide use the Internet as of 2020, 3.8 billion of whom use social media. Many people use social media through smartphones, and the usage time has increased every year, reaching 145 minutes on average in 2020.

DAILY SNS USAGE HOURS OF INTERNET USERS AROUND THE WORLD (2012-2020)

(minute)

Year	Minutes
2012	90
2013	95
2014	104
2015	111
2016	128
2017	134
2018	142
2019	145
2020	145

Source: Statista 2021, Daily social media usage worldwide 2012-2020

In other words, 60% of the world's population watches social media for an average of

about two and a half hours a day, so the time spent watching public TV or cable TV is gradually decreasing.

This suggests that advertising on social media/social networks can be exposed to more people more often than commercials on TV. It also tells us that interesting videos that can draw people's attention can be more effective than paying high advertising fees to famous celebrities and making advertisements to broadcasting stations.

We sometimes see Asian women that Europeans consider to be a beautiful woman, who is actually considered as an ordinary person in their own country, and people with ordinary appearance in Europe are considered beautiful in Asia. In advertising, it is true that AD featuring European handsome and beautiful women are more effective in Asia than advertisements featuring Koreans unless the model is a famous celebrity. Particularly, when looking fashion magazines and advertisements in China and Korea, models from Russia, more specifically from Ukraine or Belarus, make up a large portion. As such, it would be a proof that advertisements using foreigners are working.

However, using foreign models for advertising incurs two or three times the cost of using domestic models. Because there are not enough models that can legally work, the supply is low compared to demand, so the model fee is expensive. And it doesn't mean that all fee goes directly to the model. More than half are taken by agents. Therefore, it is quite burdensome for Clients to create promotional materials or advertising content using foreign models.

We have been contemplating to solve these difficulties of Clients, and we have started the ADPlug project to solve the problem by establishing a token ecosystem.
This is a decentralized system that finds creators and amateur models hidden around the world through the establishment of a Symbol blockchain-based P2P platform and plugs-in them with Clients who want to create an advertising content. This gives young people who are suffering from financial difficulties an opportunity to make money by utilizing their talents, and gives Clients who cannot even think about making advertisements because of their costs an opportunity can make effective advertisements at a low cost. And the Gig Economy ecosystem in which all of this runs executed through a token called

ADMON. This is the token ecosystem that ADPlug pursues.

A video clip of young German people enjoying house beer made by a startup company founded by college fellows at an open-air pub in Munich, a picture of a French model wearing clothes by a female designer of Dongdaemun, a fashion mecca in Korea, posing nicely in front of the Eiffel Tower, and a video clip of native Africans hunting deer and gathering together to have a BBQ festival, and then, attracted by the smell of a pork cutlet made at a small restaurant in Osaka, Japan and leaving one by one …
You don't have to hire models and staff, pack your equipment and fly to another place to make this kind of advertising content.
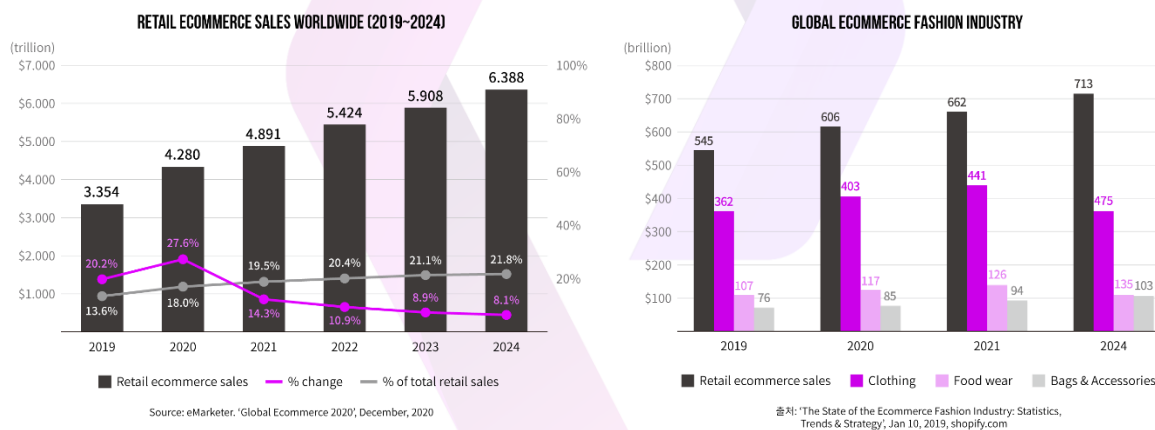
Based on proven profiles and portfolio information, ADPlug simply selects models and creators around the world, delivers what they want through automatic translation chat, and deposits them with ADMON tokens. In the case of a product advertisement or fitting photo, it may be inconvenient to send the product to the creator (or model) or local agent, but how convenient is it compared to leaving the country with the product to create an AD?

2. BACKGRAOUND

eCommerce Market Growth

The spread of smart devices has connected more than 60% of the world's population to the Internet, which has led to the rapid growth of the e-commerce market. In particular, the proportion of the fashion sector is increasing, which in 2018 it has grown to twice of 2014, accounting for about 27%, and is expected to be more than 38% by 2022.

More specifically, experts predict that the global retail e-commerce market is expected to grow from $3.354 trillion in 2019 to $6.388 trillion in 2024, and that the proportion of e-commerce in the total retail market will grow from 13.6% in 2019 to 21.8% in 2024. The fashion e-commerce market is also expected to grow sharply from $545 billion in 2019 to $713 billion in 2022.

RETAIL ECOMMERCE SALES WORLDWIDE (2019~2024)

(trillion)

	2019	2020	2021	2022	2023	2024
Retail ecommerce sales	3.354	4.280	4.891	5.424	5.908	6.388
% change	20.2%	27.6%	14.3%	10.9%	8.9%	8.1%
% of total retail sales	13.6%	18.0%	19.5%	20.4%	21.1%	21.8%

■ Retail ecommerce sales ━ % change ━ % of total retail sales

Source: eMarketer. 'Global Ecommerce 2020', December, 2020

GLOBAL ECOMMERCE FASHION INDUSTRY

(brillion)

	2019	2020	2021	2024
Retail ecommerce sales	545	606	662	713
Clothing	362	403	441	475
Food wear	107	117	126	135
Bags & Accessories	76	85	94	103

■ Retail ecommerce sales ■ Clothing ■ Food wear ■ Bags & Accessories

출처: 'The State of the Ecommerce Fashion Industry: Statistics, Trends & Strategy', Jan 10, 2019, shopify.com
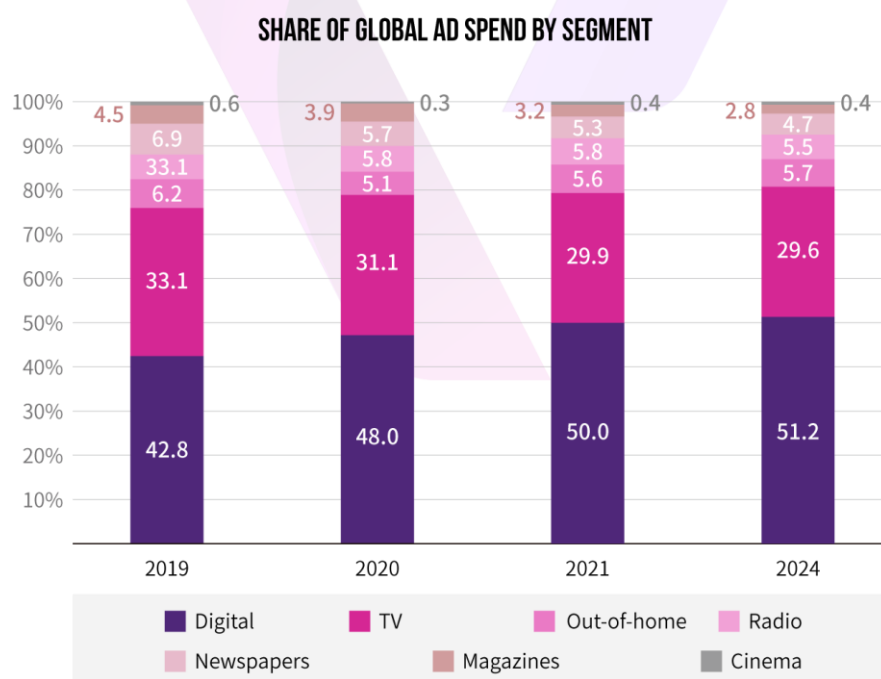
Most of these surveys were conducted before 2020, and do not reflect the impact of the pandemic caused by COVID-19. Pandemic has intensified the recession in almost all industries except health and quarantine sectors as the world controls borders and people refrain from going out, but the e-commerce market is growing by a large margin. Therefore, we believe that growth will be significantly above the aforementioned expectations of growth.

Increased proportion of Digital Media Advertising

The Internet has changed many things in our lives. In the past, information was obtained through daily newspapers, magazines or TV, and through promotional posters, signboards, billboards, or stories of people next to you on your way to and from work, but now you can access almost everything through the Internet. Even when you book a restaurant for lunch with a friend, you search the Internet for which of the restaurant is good at and what other people say about it. There are many people who go to the store to buy clothes, but many people choose to buy clothes by searching for various clothes and looking at detailed pages on the Internet shopping mall.
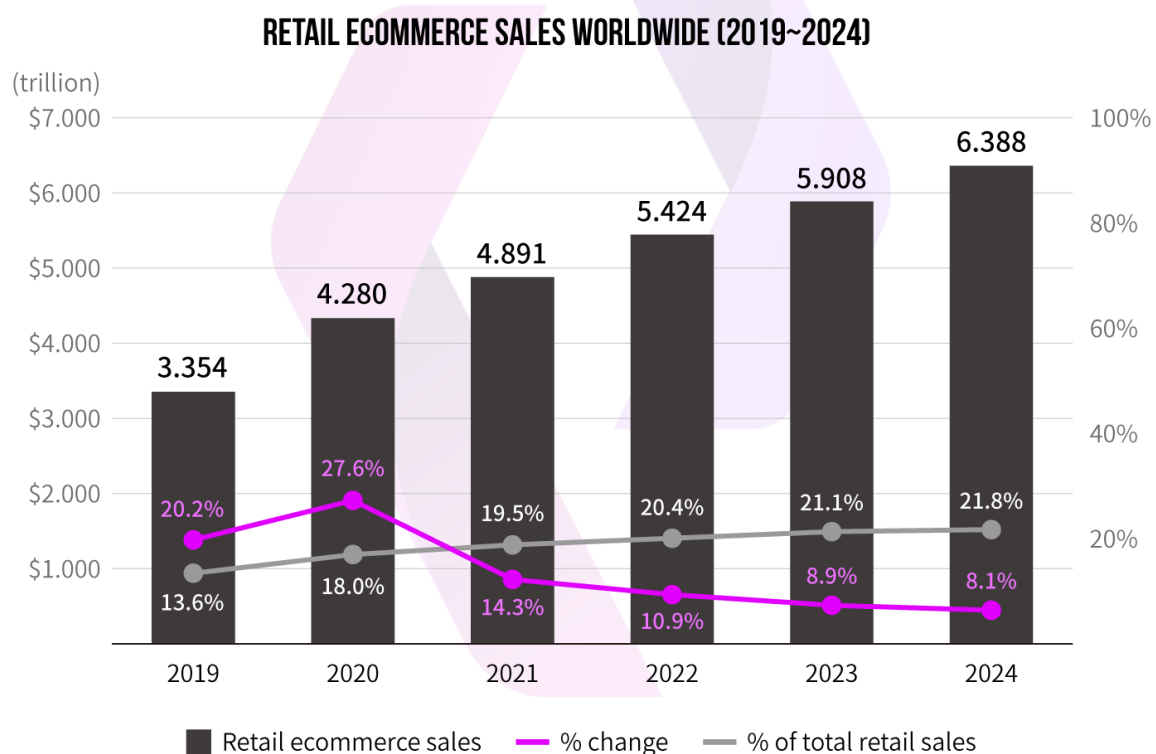
The advent of smartphones has broken the time and space limitations of people's Internet access. Now we can access the Internet anytime, anywhere, open the smartphone, find the information we want in a huge amount of information, and no longer have to hurry back home to watch popular TV series. In addition, we can see interesting videos made and uploaded by talented people from all over the world. If paying a certain amount of subscription fee every month or watch advertisements that appear on Play, you can watch the TV series you want.

SHARE OF GLOBAL AD SPEND BY SEGMENT

Source: Destsu, 'Share of Global Ad Spend by Medium, 2019-2022', February 2021

As people spend more time on smartphones, the advertising market has also changed. According to research firm Dentsu, digital media advertising has long since topped TV advertising in the global advertising market, and its share continues to grow, rising from 42.8% in 2019 to 51.2% in 2022.

The portion is increasing, but the amount of advertising spending is also increasing by more than 10% every year.
According to eMarketer in June 2020, global digital advertising spending is projected to reach $526.1 billion in 2024, compared to total media advertising spending, from 50.3% in 2019 to 62.6% in 2024.

RETAIL ECOMMERCE SALES WORLDWIDE (2019~2024)

(trillion)

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2023	5.908	8.9%	21.1%
2024	6.388	8.1%	21.8%

■ Retail ecommerce sales ── % change ── % of total retail sales

Source: eMarketer. 'Global Ecommerce 2020', December, 2020

It is true that digital media advertising is relatively less expensive than TV advertising, so it is an advantageous trend for Clients who are burdened with advertising costs. However, most of the digital media advertising is done through Internet portal sites and social media,

and it is still a big burden for Clients because it costs a lot of money to create content to draw attention to many people.

With the rapid growth of the e-commerce market due to the spread of smartphones, the global service of open markets such as Alibaba, Amazon, eBay, and Wish has advanced, and the consumer base is becoming global. As the number of social media users such as Facebook and Instagram has soared, the proportion of social media in advertising has become very high. Eventually, marketing channels have diversified, and the market is changing as advertising costs have to increase.

3. **NEEDS & PROBLEMS**

In order to maximize the effectiveness of advertising in this situation, we need to create visual content that can attract social media users.

Pain Point for Clients

But what is the reality of Clients?

Because they should reduce the number of employees to survive the ever-intensifying competition, only a few companies have specialists in content development. Eventually, you have to ask outside professional companies or professional freelancers, so they have to bear various nominal expenses such as model, planning, filming, and editing costs, which will lead to higher marketing costs and lower product sales margins. Therefore it will lower the product's price competitiveness.

Advertising Market Problems

On the side, in the advertising content market, there are many outsourced producers and content freelancers who produce advertising content, and there are also a lot of models and creators. The reason why prices do not fall when supply is sufficient is that the demand is increasing, that the asymmetry of information makes it difficult for Clients with little knowledge in advertising content to find suitable creators, and that they can't know whether the price suggested by the creators is appropriate or not.

Difficulty in creating content for target markets

In addition, since the scope of e-commerce is expanding globally rather than staying in domestic, sellers should keep the global market in mind when creating advertising content.

If a Korean clothing vendor targets the Russian market, it will be better to make a look book with Russian models or make a detailed page of an online mall, and if a German beer maker targets the Chinese market, it will be a good idea to make a video of young Chinese people drinking beer deliciously in China. In addition, in the beauty and fashion sector, the preference for European models is very high, so the proportion of white models is overwhelming although the proportion of the Asain market is more than 40%. And even more than 90% of Vogue's Japanese magazine covers were white models. Therefore, white models are preferred in most beauty and fashion products.1

However, there are very few Asian models in Europe, and the number of European or American models in Asia is also very small. Therefore, the model fee is bound to be high, so for Clients in the beauty and fashion industries, creating advertising content using foreign models is more than two to three times more expensive than using domestic models.

It will not be easy to produce differentiated advertisements that can attract people's attention on social media. This is because the higher the quality of the content, the higher the production cost.

In addition, in advanced countries such as the United States, Europe, Japan, and Korea, labor costs are very high, which leads to an increase in advertising production costs.

Solutions to market problems

If we take a look at the interesting videos we watch on YouTube, Facebook, and TikTok, we can see that the background is very diverse. In other words, our eye-catching content is not only made in advanced countries such as Europe and the United States, but also in Africa, Indonesia, and Peru. This means that there are a lot of talented creators all over the world.

We have payed attention to this point. Wouldn't it be possible to create high-quality

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[1] NIKKEI ASIA, DATAWATCH 『Is high-end fashion blind to Asian models?』, Dec. 28 2017

advertising content at a low cost by connecting Clients around the world with talented creators and amateur models who are struggling because they don't have jobs?

AVERAGE INCOME AROUND THE WORLD(2019)

출처: WorldData.info
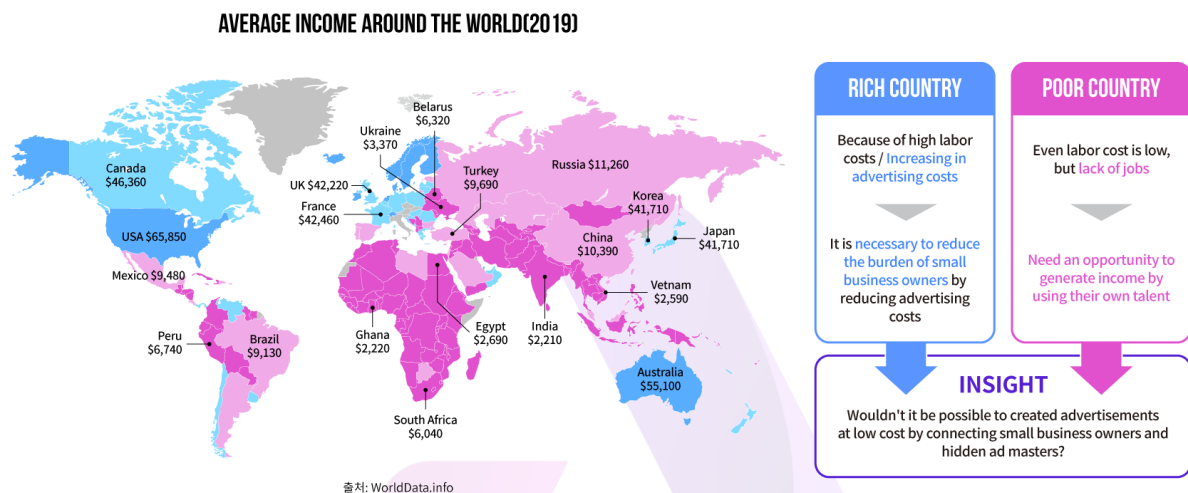
"What if I put the pictures taken by a French model wearing an improved hanbok that I made in the background of the Eiffel Tower on the product detail page of my shopping mall?"

"What if I post a video ad on Facebook that young Germans enjoy my house beer at an open-air pub in Munich?"

This idea can be realized through a platform that can bring together people from all over the world who are willing to provide their talents at low prices, DB them, and connect with Clients who need them.

Of course, our ADplug team checked whether this idea was practically possible and effective.

In the case of foreigner fitting models, on average, 1,000 dollars were needed for 3 hours of shooting and 1,500 dollars for 5 hours of shooting in Korea, but in Belarus, famous for the country of models, only 500 dollars were needed for 3 hours of shooting and 700 dollars for 5 hours. Of course, it included both the cost of sending and returning the product for

filming from Korea to Belarus and the cost of renting equipment.

Producing a one-minute commercial for YouTube in Korea cost $1,500 to $3,000 depending on the model level, location, and editing level, while Belarus required $500 to $1,000. The story and completeness of the advertisement were better in Belarus. If a Korean advertising production company plans to shoot overseas, the cost will be several times higher.

If you could cast a foreign model and shoot outdoors with the Eiffel Tower in Paris for 3 hours in the studio? This will be a great opportunity for Clients.

4. ADPLUG GOAL

Core Value

ADPlug combines a token ecosystem with the same value worldwide and a decentralized content production solution based on blockchain smart contract technology to implement Gig Economy through building and operating a P2P customized content creation platform that anyone around the world can participate in.

To this end, the ADPlug team wants to make the project's core values: Versatility for anyone to trade various contents, Economics of concluding a contract at reasonable prices through publicly available information, Safety to execute automatically when they meet the terms of smart contracts, and convenience to help global users communicate without difficulties through an automatic translation solution.

Advertiser Benefit
1. Use of foreign models at low cost
2. Produce overseas advertisements in a short period of time at low cost without the need for travel
3. Creating differentiated promotional content

Versatilty Economics

Business Owner **AD Plug** **Amature Model/Creator**

Model & Creator Benefit
1. Creating additional streams of income
2. Secure payment
3. Acquire opportunity to advance globally

Safety Profitablity

ADPlug Strenght
1. A platform providing customized advertising for advertisiers
2. Automatic trnalations and language support with chat tool

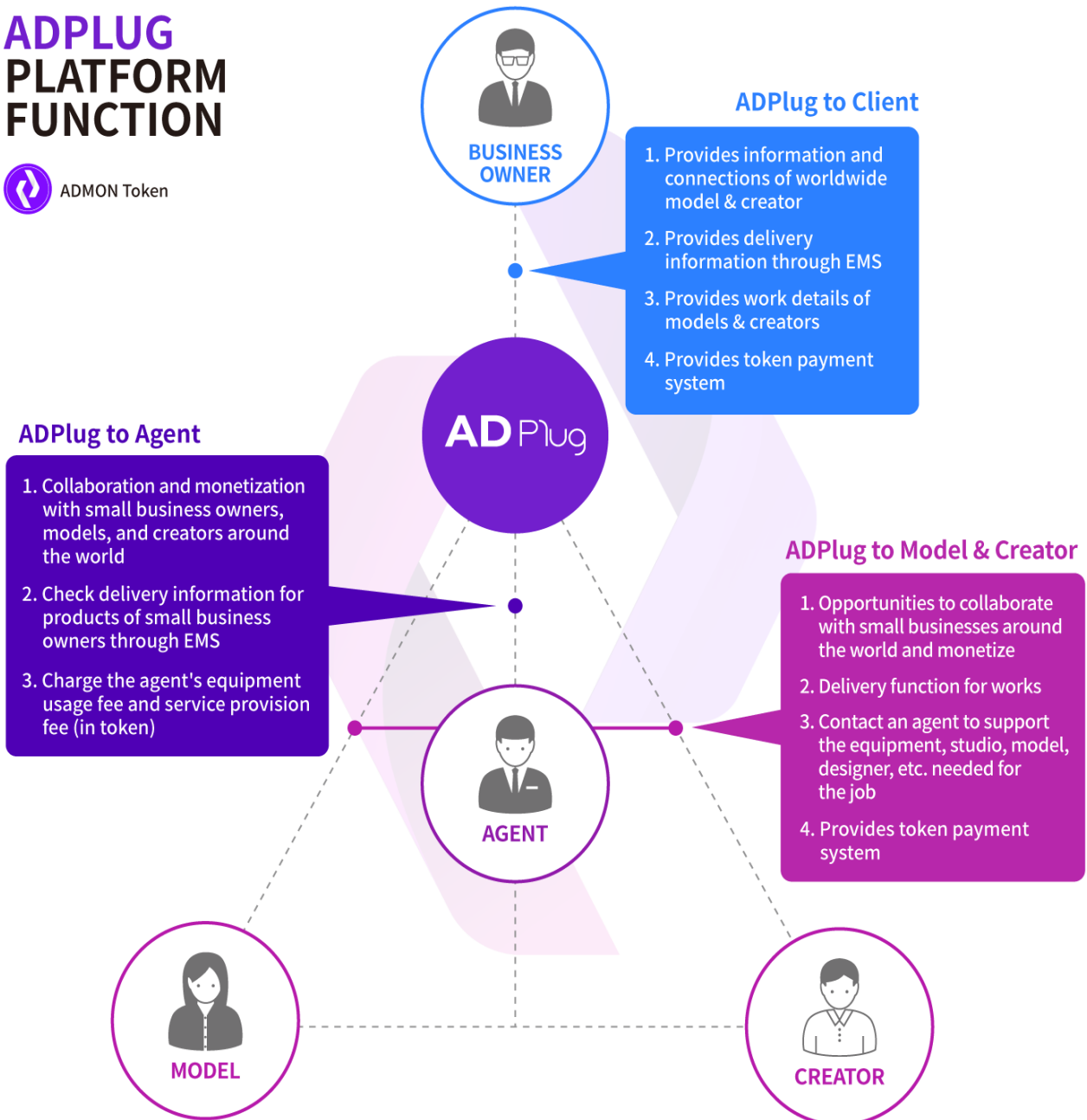Convenience Efficiency

Goal

What ADPlug ultimately wants to create is to build a P2P advertising content Gig ecosystem that connects creators, amateur models with small businesses around the world and creates unique and exotic advertisements at low cost by making it easy for anyone with talents and by allowing anyone to conveniently purchase the talents[2].

BUILDING A P2P ADVERTISING CONTENT GIG ECOSYSTEM
THAT CONNECTS CREATORS AND SMALL BUSINESSES AROUND THE WORLD
TO CREATE OVERSEAS ADVERTISEMENTS AT LOWER COST

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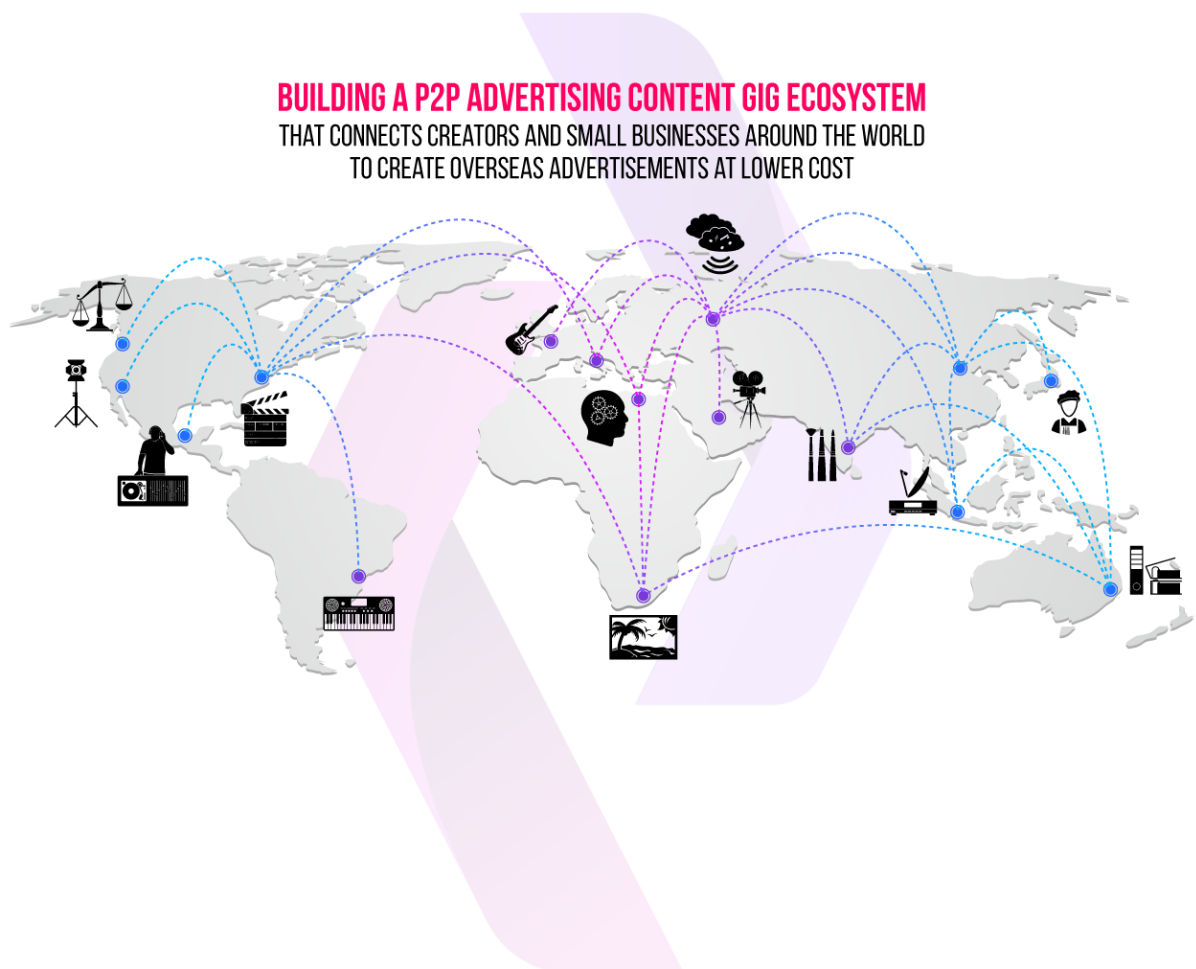
[2] In many cases, the publishing and display of such advertising content will be subject to the local laws related to advertising. The ADPlug platform is a P2P platform for direct transactions between advertisers and Creators and ADPlug does not monitor any advertising content by the participants on the ADPlug platform. It is recommended for the parties to plan the contents of the advertisements to be within the scope of relevant requirements.

5. ADPLUG ECOSYSTEM

ADPLUG PLATFORM FUNCTION

ADMON Token

BUSINESS OWNER

ADPlug to Client

1. Provides information and connections of worldwide model & creator

2. Provides delivery information through EMS

3. Provides work details of models & creators

4. Provides token payment system

ADPlug to Agent

1. Collaboration and monetization with small business owners, models, and creators around the world

2. Check delivery information for products of small business owners through EMS

3. Charge the agent's equipment usage fee and service provision fee (in token)

ADPlug to Model & Creator

1. Opportunities to collaborate with small businesses around the world and monetize

2. Delivery function for works

3. Contact an agent to support the equipment, studio, model, designer, etc. needed for the job

4. Provides token payment system

AGENT

MODEL

CREATOR

ADPLUG Platform Service

STEP 1

Portfolio Registration

Upload portfolios of models and creators

STEP 2

Check the portfolios

Small business owner selects after checking model and creator information

STEP 3

Chat and Cost Calculation

Consultation on work content and cost between client and worker through online chat service provided on the website

STEP 4

Pay the cost

Content production cost is paid with ADMON, and the paid amount is escrowed until work is completed by smart contract

STEP 5

Product shipment

Check product delivery status by entering invoice information after sending the product required for content creation

STEP 6

Overseas content production

Production of overseas contents such as product advertisement shooting and fitting shooting

STEP 7

Confirmation and final approval

Final approval after the client confirms the work

STEP 8

Pay to models and creators

Transfer the payment that was escrowed to models and creators

ADPlug provides the platform service that plug-ins models and creators who produce content such as producing fitting photos or promotional videos with Clients who request for producing and purchase, communicates through chatting, provides results, and terminates when paid by ADMON token.

Models and creators(hereinafter referred to as "Creators") register their profiles and portfolios as they open accounts on the platform. They must go through the KYC process when signing up for membership, and the authenticity of their profiles and portfolios will be verified through the voluntary participation of the ADPlug operation team and other users. KYC proceeds through the submission of a document that can confirm a copy of the subscriber's passport and address, and confirmation of e-mail and telephone number, and

confirmation of e-mail and telephone number is carried out by linking solutions of specialized companies.

Clients who want to request content also go through the same KYC process when signing up for membership on the platform, search for the model or creator they want to work with, and select the appropriate person. At this time, the ADPLUG platform will shorten the client's search time by recommending the best creator or model through AI analysis of the client's requirements.

Clients and Creators(including models) communicate through chatting. This chat provides a translation solution so you can choose automatic translation at any time.

If there is an agreement between the two sides, the contract will be signed. This contract is written as a smart contract based on the Symbol blockchain and the client must deposit the payment in ADMON token at the same time as the signature. When the client signs the final approval the deposited token automatically sends to the content Creator wallet, excluding platform fees and agent fees. This is not due to the central administrator, but to the multi-signature and escrow functions of the Symbol, which are automatically carried out by the smart contract.

In the case of fitting model, the client sends the products that the model needs to wear through EMS. The model receives these products and takes photos at the client's desired location with the desired concept, and when the client signs the approval, the payment will be made in the same process as in the previous content. At this time, there may be occasions when the contract is not fulfilled after the model receives the expensive product. If this happens, no one will trust the ADPLUG platform. For this reason, ADPLUG selects an agents in each region or country for smooth operation of the platform. The client does not send the product directly to the model, but to the local agent, who lends the product to the model for filming, recalls it, and returns it to the client when the contract is over.

In the case of advertising content production, which must be included in the production, the product can be exchanged through an agent as in the case of fitting models. In this case, the parties to the smart contract will be clients and Creators (including models) and agents.

Of course, because there is an additional shipping cost to return the product, if the client does not want it, the product will not be returned and will be sold or used for donation activities by agent according to the client's instructions. The agent pays the profit from the sale to the client in ADMON tokens.

The client has to deposit the payment in ADMON token to conclude the contract. Clients must purchase ADMON tokens from the exchange, and for clients who don't have an account on the exchange, we will provide the link to the exchange where ADMON token is listed and the detailed instructions on how to sign up for each exchange.
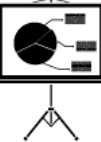
Creators (including models) submit the completed content to the client and when the client finally approves, they receive the ADMON token deposited and escrowed by the client. Creators will want to convert ADMON to their local currency and use it, which would be very inconvenient for countries without an exchange. For this purpose, a local agent may provide a service to exchange ADMON into local currency. In this case, the agent must obtain a currency exchange operator license in the respective country. At this time, the agent has an account on the exchange and sells the ADMON received from the Creator to cover this service.

Clients will evaluate the models or creators based on the results of the content they have commissioned to produce. Models and creators will be rewarded with a certain amount of ADMON tokens according to the accumulated evaluation scores of clients, apart from content production costs. This will contribute to encouraging more models/creators to participate in the platform and produce high-quality advertising content.

ADPLUG Agent's Role

In the ADPLUG ecosystem, agents act as branch offices of the ADPlug within a region or country and play a very important role in ensuring that the token ecosystem works smoothly.
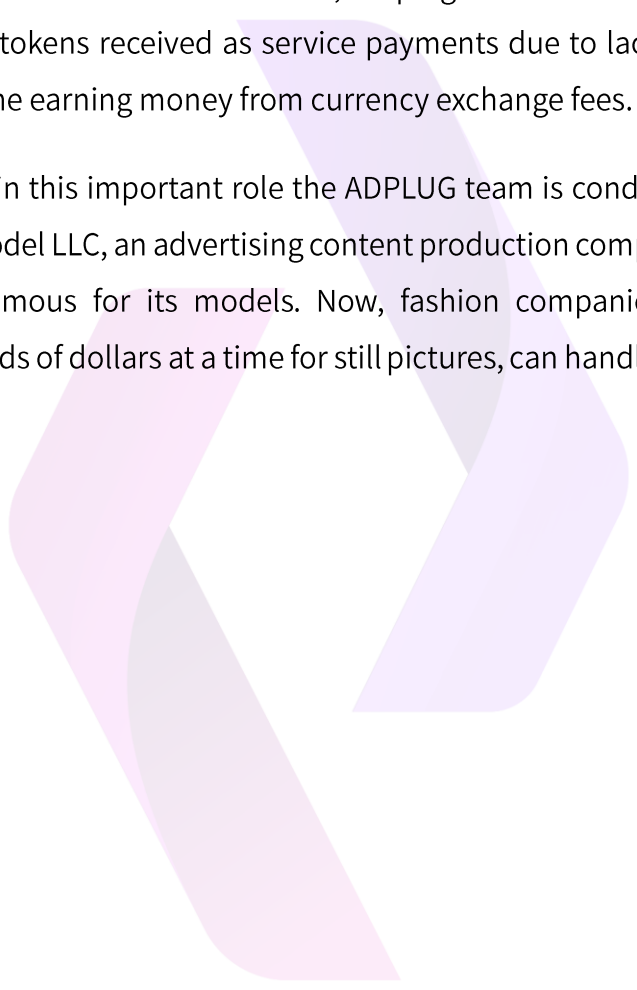
Let's define the agent roles as follows:

Profit Model

1. Operating Studio
· Set up a studio equipped with shooting equipments.
· Rent a studio to a model/creator.
· Rent a photographic equipment.

Studio rental
Equipment rental

2. Managing products for shooting
· Receive, store, and provide to model/creator shooting products delivered from ADMON agents (or clients) in each country.
· After shooting is finished, collect, check and return products to the agent(or client).

Agent fee
Product sales fee

3. Managing models
· Verify the profile and portfolio of model/creators in the region in charge of the agent.
· Identify and manage model/creator for rental of products for shooting.

4. Supporting production
· Support shooting for models without a photographer
· Support video/photo editing.

Shooting fee
Editing fee

5. ADMON token Exchange office
· If there is no fiat exchange in the jurisdiction (country), only agents who have acquired a currency exchange license
· Receive ADMON tokens from creators and exchange them into local currency.
· Clients can purchase ADMON from local agents for content creation requests.

Exchange fee

The agent does not act as an administrator on the ADPLUG platform. The agent is selected by strict screening by ADPLUG team among local operators who have secured studios and professional photographers. Agent will serve as an observer for ADPLUG's ecosystem to work smoothly by helping models and video editing whenever necessary.

If the agent has obtained a currency exchange license in the country, it will also serve as a currency exchange office for ADMON tokens, helping Creators who have difficulties in cashing out ADMON tokens received as service payments due to lack of a fiat exchange, while at the same time earning money from currency exchange fees.

As the first operator in this important role the ADPLUG team is conducting a pilot project by selecting B2theModel LLC, an advertising content production company located in Minsk, Belarus, which is famous for its models. Now, fashion companies in Asia that paid hundreds to thousands of dollars at a time for still pictures, can handle it for at least a third of the cost.
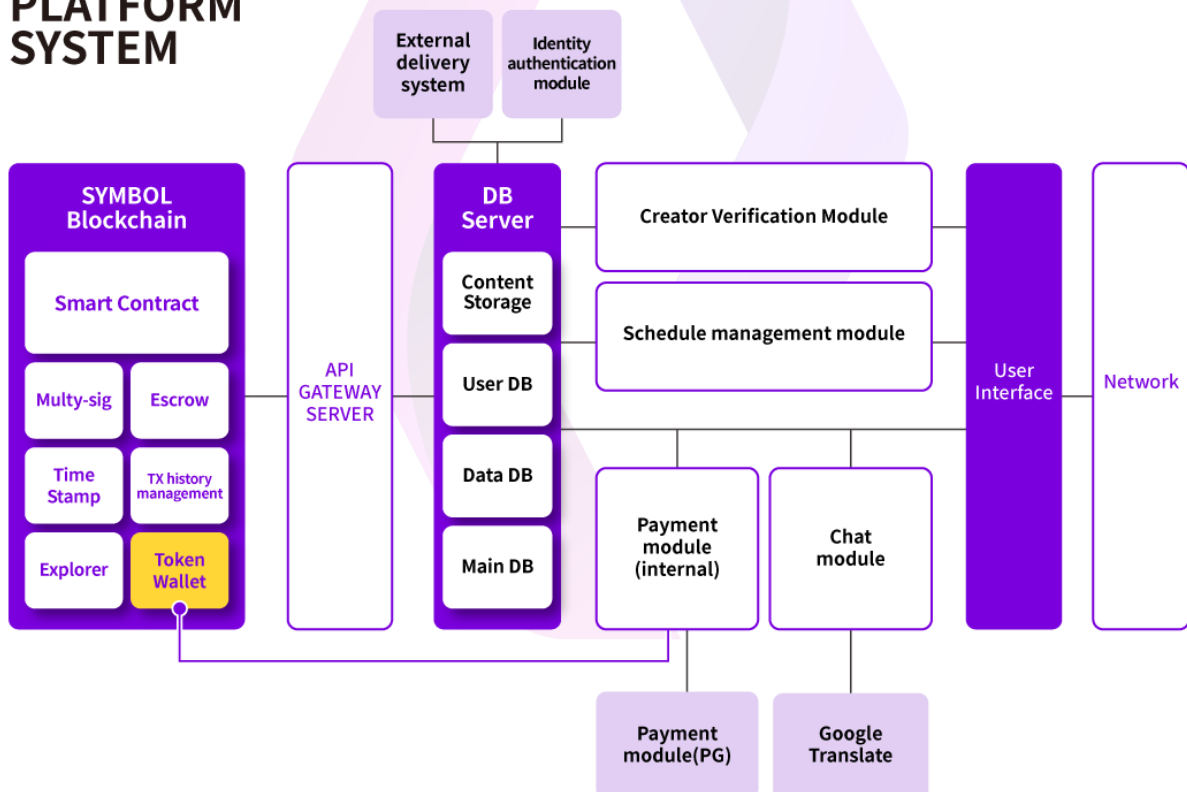
6. ADPLUG PLATFORM SYSTEM

ADPLUG platform systems are classified into five main categories:

- Blockchain Solution

- DB Server

- User Interface

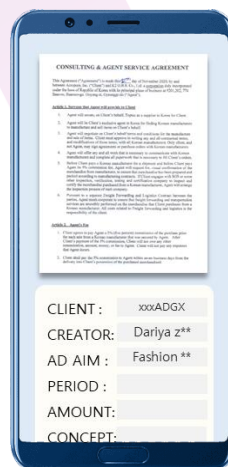- Chat service

- Payment

Blockchain Solution

The ADPLUG platform will be based on the Symbol blockchain developed by NEM GROUP LIMITED and launched in March 2021.

The Symbol introduces POS+ consensus algorithms to overcome the limitations of NIS1 mainnet of NEM GROUP's traditional POI consensus algorithm and satisfy users' needs.

Unlike Ethereum, a newly built blockchain mainnet that can only be programmed through a separate virtual machine, it is made in C++, a language familiar to developers, and can be built in an api module way while supporting Java, making it easy to create enterprise solutions.

Multisig and aggregate transaction functions of Symbols are linked to contract tools provided within the platform, allowing production payments to be automatically paid according to the terms and conditions of the contract.

Since the Symbol's smart contracts can be modified through multisigns of those involved, there is no need to rewrite smart contracts like Ethereum if the contract changes in the middle.

Above all, Symbol's POS+ consensus algorithm is designed to bring transactions to the nodes with the lowest Tx fee, so the transaction fee can be kept low due to the competition of each node, and the processing speed is about 100 TPS, which is nearly 10 times faster than that of Ethereum.

Example of using smart contract service

| ethereum	VS	Symbol
POW	Consensus Algorithm	POS+
10~15TPS	Transaction Processing Speed	100TPS
Usually expensive, more expensive with high volume	Transaction Fee	Affordable regardless of transaction volume
Programmable only through the Ethereum Virtual Machine (VNM), which can be made in multiple languages such as Solidity, Vyper, Bamboo, etc., and somewhat complex	Programming Language	Written in C++. Javascript support makes it easy to create enterprise solutions
Smart contract cannot be modified	Flexibility	Smart contract can be modified
Security function should be added when writing smart contract	Security	Security functions are built into the protocol. Includes multi-signature, encrypted messaging, and automatic escrow swap.
Smart contracts are affected by bugs and cannot be patched or fixed, requiring new contracts and forks whenever errors are found	What to do in case of error	The flexible architecture allows users to fix bugs through plug-in and re-run, saving time and money.

DB Server

ADPLUG must store and manage detailed information of models and creators from around the world. In addition, it is essential to have content storage that can share contents produced according to the client's request. It will be built as a collection of other databases for operating the system. As for customer information management, each country has established laws and regulations for the protection of customer information, so ADplug will take into consideration the data collection, and usage related regulations in each given territory or region, and adjust the handling practices based on specific regional requirements.

User Interface

The ADPLUG platform is planned to be built in a Responsive Web form, available on both the web and mobile.

The ADPLUG service web is designed to allow clients to find information about numerous models and creators at once. In order to ensure that information from service providers on the platform is evenly exposed to users, the location and order of exposure by advertising or paying for it can not be changed, and the information of models and creators will be exposed in the order of time and in turn.
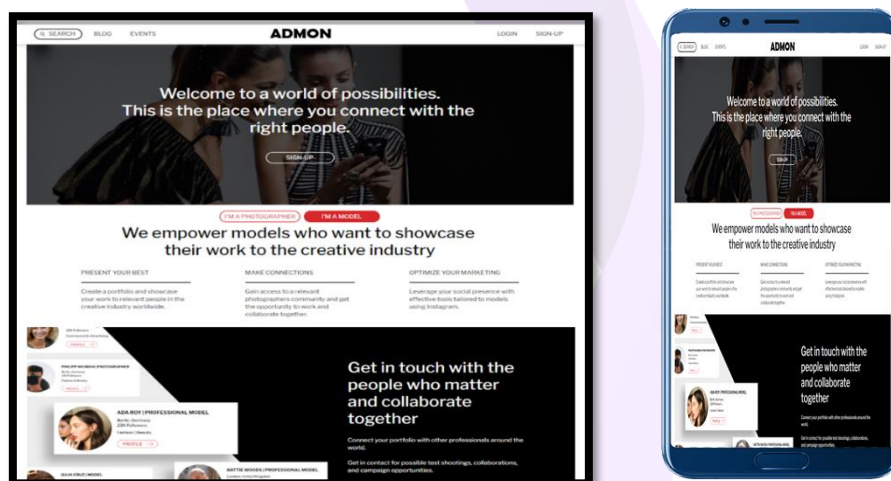
Chat Service

ADPLUG is a platform that anyone in the world can participate in.   Therefore, there will usually be a time difference between the client and the model or creator, so each user can set their own available time. Contract negotiations such as advertising concept and product description are carried out through the Creator and client chat. At this time, the Google translation solution can be linked so that the other person's writing can be automatically translated according to the user's choice to facilitate communication.

Payment System

In the ADPLUG platform, ADMON Token is used as the main payment method. Therefore, the ADMON Token Wallet is linked by default. Members who already have an ADMON Token wallet can register their wallet address, and members who do not have a existing wallet can automatically register by installing a formal wallet through the provided link Since it can be used only when there is a balance in the wallet, users without ADMON must purchase ADMON tokens through the exchange and deposit it in a registered wallet whenever necessary.

When payment is made, the amount of ADMON tokens is locked according to the signed smart contract, and when the second multisig (the model or creator's billing sign and the client's approval sign) is made, the lock is released and transferred to the biller's wallet.

Because the price of tokens is highly volatile, models or creators who are content service providers must bear the risk of price fluctuations during the production period. It would be fortunate if the market price rises when the contract is terminated and the payment is received, but vice versa, there will be no choice but to lose money. This is contrary to the values of the ADPLUG project, which is intended to benefit all users.

The ADPLUG platform provides users with a choice. In other words, if the content provider does not want a price change risk at the time of signing the contract, the price can be fixed at the ADMON price when the client pays, and content provider can receive it in dollars through agent when he receives it at the end of contract. Of course, this option is not

provided by the ADPlug platform itself, but by a service provider that has acquired a license related to cryptocurrency futures trading, and the service is proviced through api linkage with the service provider[3]. Therefore users must separately sign up for membership and apply for services with the company, and for this, they must pay a certain rate of fee.

When this option is used, from the user's point of view, it is simply recognized that the client receives the amount escrowed by deducting the fee at the end of the contract, but this is a kind of forward exchange transaction in which the client deposits ADMON under the contract and purchases ADMON at the same price.

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[3] The ADPlug platform provides just APIs to service providers, and does not directly carry out its work. Therefore, the user should fully understand the terms and conditions of the service provider before deciding whether to use the cryptocurrency futures trading service.

7. ADMON TOKEN

The token used in the ADPLUG ecosystem is the Admon token (ADMON). ADMON tokens are initially issued as ERC-20 tokens, but when the symbol blockchain-based ADPlug platform is completed, ERC-20 based ADMON tokens will be swapped by issuing new ADMON tokens based on the Symbol blockchain. The specific information is as follows:
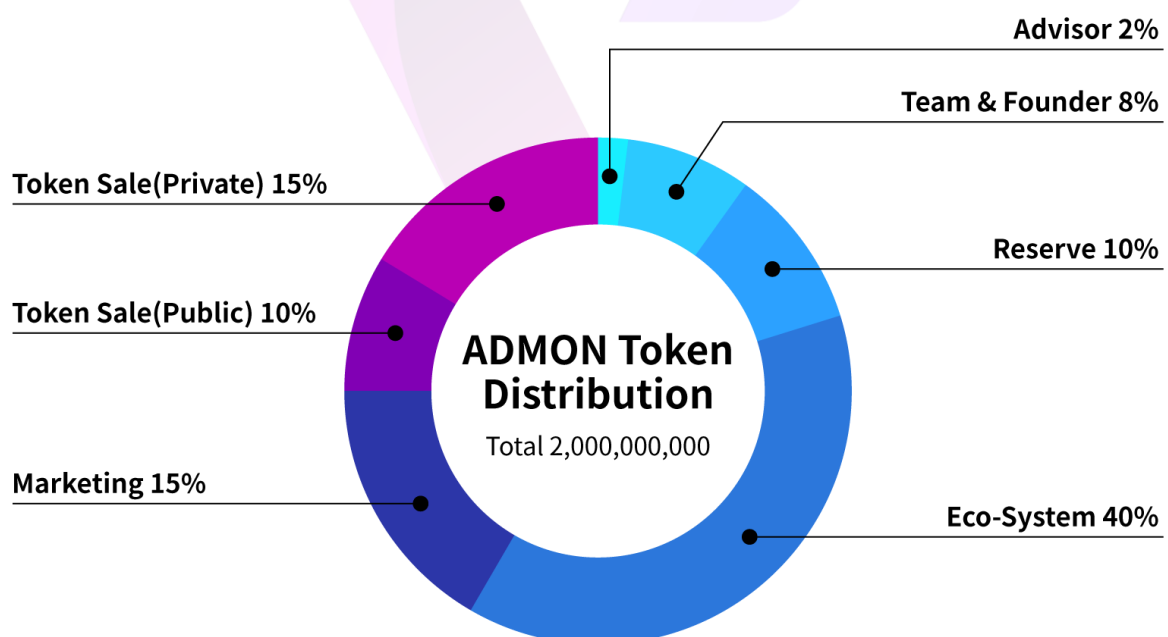
Token Basic Information

- Token Name : ADMON
- Token Symbol: ADMON
- Token Standard: ERC-20 (to be swapped to SYMBOL-based tokens later)
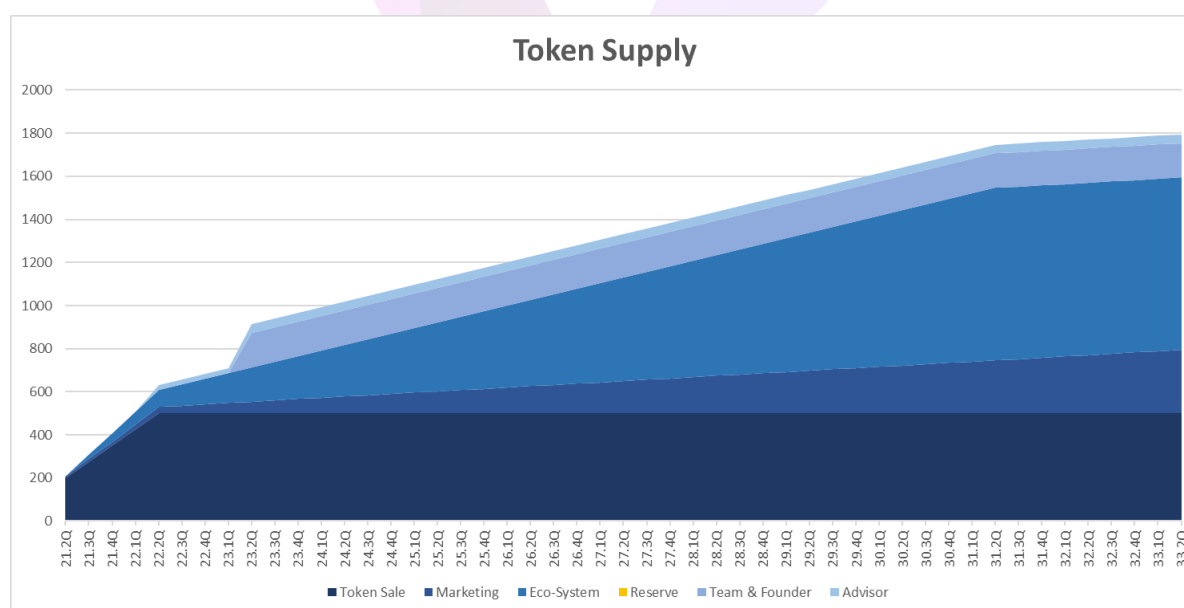- Token Supply: 2,000,000,000 ADMON
- Token Issuer: ADPlug Pte Ltd.

Token Allocation

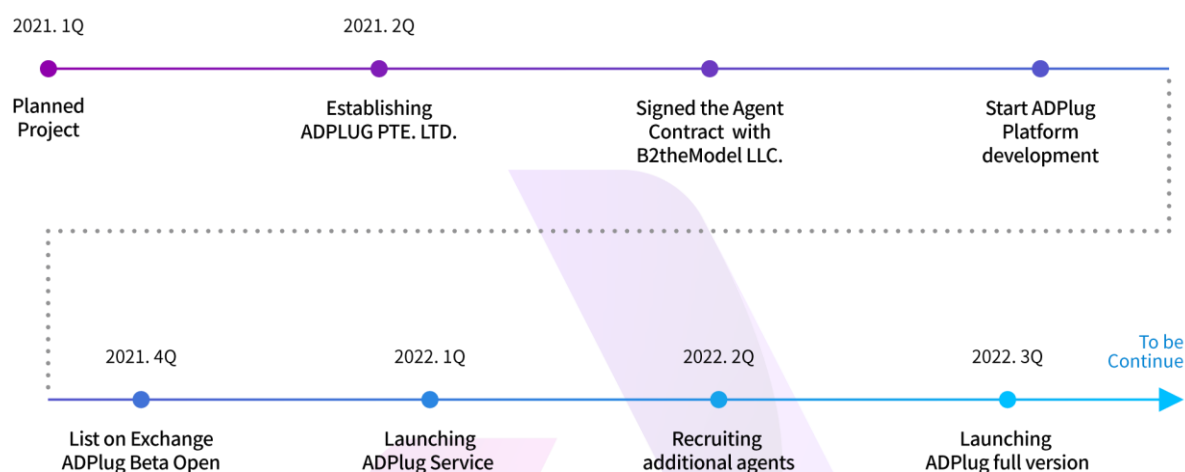Tokens issued for the ADPLUG ecosystem will be distributed as follows and used to build the ecosystem.

ADMON Token Distribution
Total 2,000,000,000

- Advisor 2%
- Team & Founder 8%
- Reserve 10%
- Eco-System 40%
- Token Sale(Private) 15%
- Token Sale(Public) 10%
- Marketing 15%

Division	Portion	Token Amount	Remark
Token Sale	15%	300,000,000	Private Sale (Unlock by 25% every 6months after issuing)
	10%	200,000,000	Public Sale
Marketing	15%	300,000,000	Marketing / Bounty / Promotion, etc.
Token ecosystem maintenance	40%	800,000,000	For supply liquidity and reward for ecosystem contributors . (Unlock by 2.5% of the allocated amount every quarter after issuing)
Reserve	10%	200,000,000	Held by the company to stabilize the market
Team & Founder	8%	160,000,000	Lockup for 2 years after issuing
Advisor	2%	40,000,000	Unlock 50% by one year
Total	**100%**	**2,000,000,000**	

A total of 2 billion Admon tokens will be issued, but they will be distributed only up to 10% when listing, 30% until the second year after listing, and the distribution volume will gradually increase as the ecosystem becomes active.

8. ROADMAP

2021. 1Q	2021. 2Q		
Planned Project	Establishing ADPLUG PTE. LTD.	Signed the Agent Contract with B2theModel LLC.	Start ADPlug Platform development

2021. 4Q	2022. 1Q	2022. 2Q	2022. 3Q	To be Continue
List on Exchange ADPlug Beta Open	Launching ADPlug Service	Recruiting additional agents	Launching ADPlug full version	

The ADPLUG project started with AGINT PTELTD in Singapore in 2018. After a long preparation process, we established ADPLUG PTE. LTD. a project corporation, and started the project in earnest by signing an ADPLUG agent contract with B2theModel LLC in Belarus.

Currently, the development of ADPlug Paltform has begun, and the token supply will begin with the listing of the exchange within the third quarter of 2021, and the ADPlug Beta version will be launched.

The ADPLUG team will do its best to develop stable systems and upgrade services with the aim of launching the full version of ADPlug in the first quarter of 2022.

9. DISCLAIMER

Please read all of the contents of this disclaimer carefully. If you are unsure about your future actions, we propose you seek advice from other experts such as law, finance, and taxation.

Legal Notice

(a) this Whitepaper has been distributed only for general reference purposes to the ADPLUG project based on the time of writing and may be reviewed and modified. Please note that this Whitepaper reflects the latest information based on the date of the cover page and is not the final version. After that date, the information contained in this document, such as business operations and the financial status of the ADPLUG Project, may change. This Whitepaper may be updated on an irregular basis.

(b) No one is obliged to enter into a related contract or legally binding pledge with the sale of ADMON Token, and no funds shall be received on the basis of this Whitepaper. ADMON Token's pre-listed sale on the Exchange is made through a legally binding agreement, and details are provided separately from this Whitepaper. In the event of a discrepancy between the Agreement and the contents of this Whitepaper, the Agreement shall take precedence.

(c) This Whitepaper shall not, in any event, constitute a token sale or purchase offer from an ADMON Token issuer/distributor/company, and the presentation of this document (or document itself) should not be considered or relied on for any contract or investment decision.

(d) ADMON Token is not intended to form a unit of securities, business trust, or collective investment plan, each definition of which is subject to the definition set forth in the Singapore Securities and Futures Act(Cap. 289) or the equivalent regulations in other jurisdictions. Therefore, this Whitepaper is not provided in a business plan, business statement, proposal, etc., and should not be construed as an investment offer or

recruitment, such as securities, units of business trust, units of the collective investment plan, etc.

(e) ADMON Token shall not be understood, interpreted, classified, or treated as an opportunity for buyers to participate in it or to receive any return/income/payment/profit or any portion thereof in connection with the ADPLUG platform, ADMON Token, and related products.

(f) The coin/token issuance method specified in this Whitepaper shall not be reproduced, distributed, etc. in whole or in part by regulatory or prohibited jurisdiction.

(g) The information in this Whitepaper has not been reviewed, inspected, or approved by regulators. This action has not been taken in any jurisdiction and will never be taken.

(h) If you wish to purchase ADMON Token, you should not understand, interpret, classify, or treat ADMON Token as follows:

a. Money other than cryptocurrency.

b. Bonds and stocks issued by any institution;

c. Rights, options, derivatives for these bonds and stocks;

d. The rights under contracts for difference or other contracts to guarantee investment returns or to avoid losses;

e. Units or derivatives of securities, such as collective investment plans and business trusts.

Restrictions on distribution and propagation

(a) Distribution or propagation of all or part of this Whitepaper may be prohibited and restricted by the laws or regulatory requirements of any jurisdiction. If the restrictions apply, you must be aware of, seek legal advice, and comply with, and ADPLUG PTE. LTD. and ADPLUG employees, representatives, associates, etc. (hereinafter referred to as 'ADPLUG PTE. LTD. and affiliates') are not responsible for them.

(b) If you have read or possessed this white paper due to distribution and dissemination, you must not share this white paper or its contents with others for any purpose in any other way such as distribution, duplication, etc. and must not allow or cause this situation.

Excluding Responsibility

(a) Related services provided by ADMON Token, ADPLUG PTE. LTD. and its associates are provided 'as it is' and 'as possible'. ADPLUG PTE. LTD. and its associates state that they do not explicitly or implicitly guarantee or describe the accessibility, quality, suitability, accuracy, adequacy, completeness, and that they bear no responsibility for errors, delays, omissions, or actions taken dependent on them.

(b) ADPLUG PTE. LTD. and its affiliates do not describe, guarantee, promise, or claim to any subject or individual any form of authenticity, accuracy or completeness, including the information set forth in this Whitepaper.

(c) ADPLUG PTE. LTD. and its affiliates assume no contractual or tort liability, for any indirect, special, incidental, or consequential losses (including but not limited to losses in investment/income/profit, utilization, and data) arising from your acceptance or reliance on this Whitepaper. And this applies to the fullest extent permitted by applicable laws and regulations.

Warning for future forecasting statements

(a) Certain expressions in this Whitepaper contain predictable statements about the future, future events, prospects, etc. of the project. These are not historical fact-based statements and are identified by similar expressions to words such as 'scheduled', 'estimated', 'believed', 'predicted', and 'expected'. In addition to this Whitepaper, presentations, interviews, videos, and other publications may include these future forecast statements. The forward-looking statements contained in this Whitepaper include, but are not limited to, future results, performance, and achievements of ADPLUG PTE. LTD. and its associates.

(b) Future forecasting statements contain a variety of risks and uncertainties. These statements do not guarantee future performance and should not be overly dependent. When risks and uncertainties materialize into reality, the actual performance and development of ADPLUG PTE. LTD. and its affiliates may differ from the expectations set by the future forecast statements. ADPLUG PTE. LTD. and its affiliates are under no obligation to provide updates on future forecast statements. You are solely responsible for the non-realization of the forward-looking statements if you act on the basis of future forecast statements contained in this Whitepaper, ADPLUG PTE. LTD., and its affiliates' homepages and other materials.

(c) As of the date this Whitepaper was created, the ADPlug platform is not complete or fully operational. Although an explanation has been made on the premise that the ADPlug platform will be complete and fully operational in the future, it should not be interpreted as a guarantee or commitment to its completion and full operations.

Potential Risk

(a) Before deciding to purchase and participate in the ADMON Token, we recommend that you read the following carefully and fully analyze and understand the factors and risks involved. Risks include, but are not limited to:

(i) Risk of storage-related buyers' negligence, such as restriction of access to ADMON Token due to loss of identification and loss of essential personal keys related to digital wallets stored ADMON Token.

(ii) Risk of changes in value after the publication of ADMON Token due to global market and economic conditions. ADPLUG may not be able to fund the development of the ADPLUG ecosystem or maintain the ADPLUG ecosystem in its intended direction due to this uncertainty in ADMON Token value.

(iii) Risks associated with changes such as changes in the political, social, and economic environment, changes in the stock or cryptocurrency market environment, changes in the regulatory environment of the countries in which ADPLUG PTE. LTD. and its

affiliates operate, and changes in their ability to survive or compete in such environment. Existing/new regulations on blockchain technology that are disadvantageous to ADMON Token can be applied in certain jurisdictions, which can lead to significant changes in ADPLUG ecosystem and projects, such as ADMON Token abolition/loss.

(iv) Risks related to changes in the future capital needs of ADPLUG PTE. LTD. and its affiliates, and changes in the availability of capital and financing to meet them. Lack of funding can affect the development of the ADPLUG platform and the use and potential value of the ADMON Token.

(v) ADPLUG activities may be suspended, disbanded, or launch plans may be suspended for various reasons, such as adverse changes in ADMON Token value, business relationship failure, or competitor's intellectual property rights claims during development/operation.
And this may negatively affect the ADPLUG ecosystem, ADMON Token, and the potential use of ADMON Token.

(vi) Risks related to the lack of interest by companies, individuals, and other organizations in the ADPLUG platform and services and the limited public interest in the creation and development of distributed applications. This lack of interest may limit funding or affect the development of the ADPLUG platform and the utilization and potential value of ADMON Token.

(vii) Risk of applying significant changes to key features and specifications of the ADMON Token or ADPLUG platform prior to the launch or implementation of the ADPLUG project and the ADPLUG ecosystem. The ADPLUG intends that the capabilities of ADMON Token and ADPLUG will be consistent with the contents of the Whitepaper, but these changes are nonetheless applicable.

(viii) Risks of competition between ADMON Token and other platforms that could potentially adversely affect the ADPLUG platform (e.g., when do not achieve commercial success or have a bleak outlook by competitive projects).

(ix) Risk of interfering with ADPLUG platform infrastructure and ADMON Token utilization by intentionally or unintentionally planting harmful or malicious codes on ADPLUG platform by third parties or other individuals. The blockchain used in the platform is also vulnerable to such attacks, so it poses a risk to the operation of the platform and related services.

(x) The occurrence of catastrophic events such as natural disasters by force majeure may affect ADPLUG PTE. LTD. and its affiliates' business operations and other factors beyond our control. Mining attacks, attacks by hackers or other individuals may result in theft or loss of ADMON Token sales revenue, theft or loss of ADMON Token, and impairment of ADPLUG ecosystem development capabilities.

(xi) ADMON Token and other cryptocurrencies are new, unproven technologies and are continuously evolving. The full functionality of ADMON Token is not yet complete and there is no guarantee of completion. As technology advances, advances in encryption technologies and methods, changes in consensus protocols and algorithms, and so on can pose risks to ADMON Token, ADPLUG projects, the ADPLUG ecosystem, and the use of ADMON Token.

(xii) ADMON Token grants no decision rights to any other entity regarding the ADPLUG project, the ADPLUG ecosystem, ADPLUG PTE. LTD., etc. All decisions, including suspension of ADPLUG service, ADPLUG ecosystem, additional creation and sale of ADMON Token used in ADPLUG ecosystem, sale and liquidation of ADPLUG PTE. LTD., etc. are made at ADPLUG PTE. LTD.'s discretion.

(xiii) ADMON Token's tax and accounting practices are uncertain and may vary from jurisdiction to jurisdiction. Purchases of ADMON Token may negatively affect tax processing and are encouraged to seek independent tax advice. In addition to the risks stated above, there are other risks that ADPLUG PTE. LTD. and its affiliates may not anticipate. Or there can also be risks of unexpected combinations and variations.

(b) ADPLUG PTE. LTD. and its affiliates' business, financial position, operational outcomes,

and prospects may be substantially and negatively affected if the risks and uncertainties above are developed in practice. In such cases, you may lose some or all of your ADMON Token value.

Disclaimer for additional information and updates

With respect to ADMON Token, ADPLUG PTE. LTD., its affiliates, and related businesses and operations, no one has the right to provide information/explanation other than those contained in this white paper, and even if such information/explanation is provided, the authority of ADPLUG PTE. LTD. or its affiliates should not be construed as granted or representative of them.

No advice

No information in this white paper shall be regarded as business, legal, financial or tax advice for ADMON Token, ADPLUG Platform, ADPLUG PTE. LTD. or its affiliates. For ADMON Token, ADPLUG PTE. LTD. and its affiliates, and related businesses and operations, we recommend that you seek advice from other experts such as legal, finance, and taxation. The financial risk of purchasing ADMON Token may apply indefinitely.