

A Decentralized Network for the Advertising Industry

We are excited to introduce the MAD Network, a decentralized ad tech ecosystem designed to minimize the role of intermediaries and return lost value to advertisers and publishers. Our platform will cut costs and optimize targeted ad placement by facilitating trustless data exchange, effectively providing an alternative to the duopoly of Facebook and Google.

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WHAT IS THE MAD NETWORK?

The MAD Network is a set of decentralized applications designed to seamlessly connect every stakeholder in the complex ad tech value chain. The MAD Network aims to facilitate peer-to-peer exchange of ad campaigns, ad inventory and data via a distributed network of exchanges, servers and data management platforms to recoup lost value for publishers and advertisers. The MAD Network will be comprised of multiple blockchain layers including a payment rail and a proof-of-real-work blockchain.

2

WHAT DOES THE FUTURE OF AD TECH LOOK LIKE?

We are changing how money flows through the system to expose inefficiencies and lay the foundation for effective, decentralized, private, and fully autonomous exchange of ad impressions and data. With the advent of an open network, advertisers and publishers will have unparalleled transparency into the placement of each ad.

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WHAT PROBLEMS DOES THE MAD NETWORK SOLVE?

Today's ad tech ecosystem is convoluted and inefficient. Up to 60% of every dollar spent by advertisers is absorbed by intermediaries, a pervasive industry phenomenon called "the disappearing ad dollar". By disintermediating middlemen of high cost and marginal value, we are able to return much of the 'disappearing ad dollar' back to advertisers and publishers.

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THE MAD NETWORK TOKEN (MAD)

MADtoken is escrowed to activate a payment channel for the accounting, fulfillment and instant reconciliation of ad delivery.



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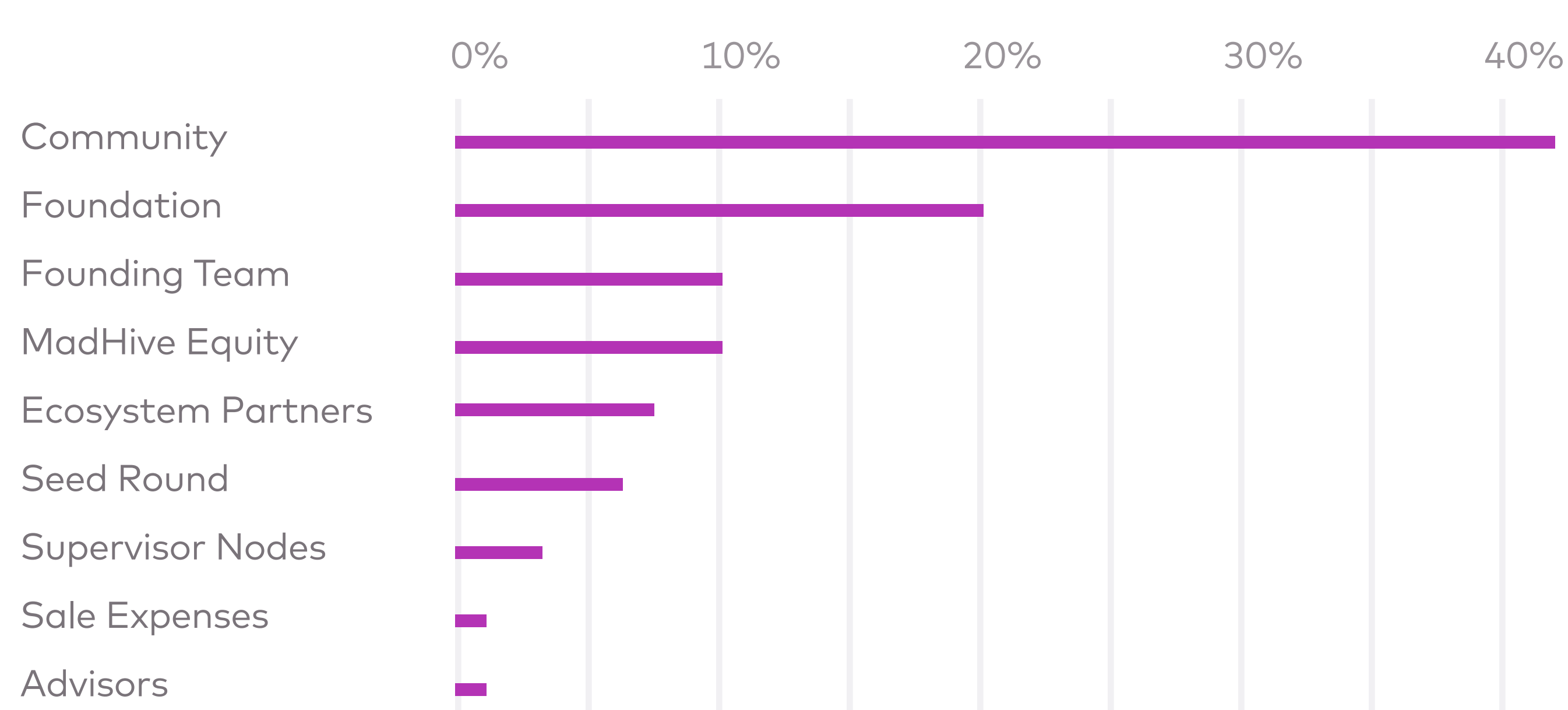


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TOKEN ALLOCATION



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USE OF FUNDS

R&D	50%	\$12,000,000
Platform	15%	\$3,600,000
Business Development	15%	\$3,600,000
Marketing	10%	\$2,400,000
Token Launch	5%	\$1,200,000
Legal	5%	\$1,200,000

ECONOMIC OVERVIEW

Symbol	MAD
Total Tokens	220,000,000
Price Per Token	\$0.25
Token Type	ERC20
Fundraising Goal	\$25,000,000
Implied Market Cap	\$55,000,000
Token Sale Date	12/14/17