



# AD'COIN

## Company Overview

April 2023



- **83% OF INTERNET USERS SAY THEY ARE "IRRITATED" BY ONLINE ADVERTISING, WHICH THEY CONSIDER TOO INTRUSIVE**
- **THE DATA OF EACH FRENCH INDIVIDUAL INTERNET USER ARE PUBLISHED, ON AVERAGE, 340 TIMES PER DAY, WITHOUT MUCH TRANSPARENCY**
- **25% TO 40% OF ONLINE ADVERTISING INVESTMENTS NOT SEEN BY A HUMAN (€3 BN LOSS)**

## PROBLEMS

*User problems*

**1. CONSENT**

**2. FRUSTRATION**

*Advertiser problems*

**3. DIGITAL FRAUD**

## SOLUTIONS



***A system that solves both users' and advertisers' problems through its value proposition.***

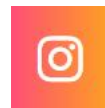
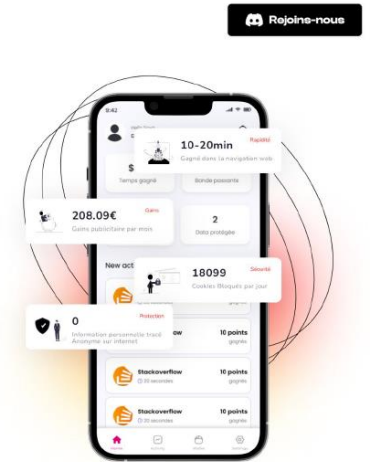
# Reprenez le contrôle de vos publicités mobiles

Ad'coin was founded by 2 friends to share their passion about technology and advertising.

Ad'coin's mission is **to reconnect people with advertising by providing only advertisements they want and blocking advertisement they no longer want to see.**

The more targeted the advertising is, the more it will reach our users and they make money doing it.

Ad'coin gives the promise of unique discounts from your favorites brands and earn money with the cashback.



@adcoin\_official



@adcoinofficial

1

**Unique premium business model benefiting from strong market tailwinds**

2

**Attractive market with significant untapped potential for Ad'Coin**

3

**Growing and diversified customer base animated by active digital marketing strategy**

4

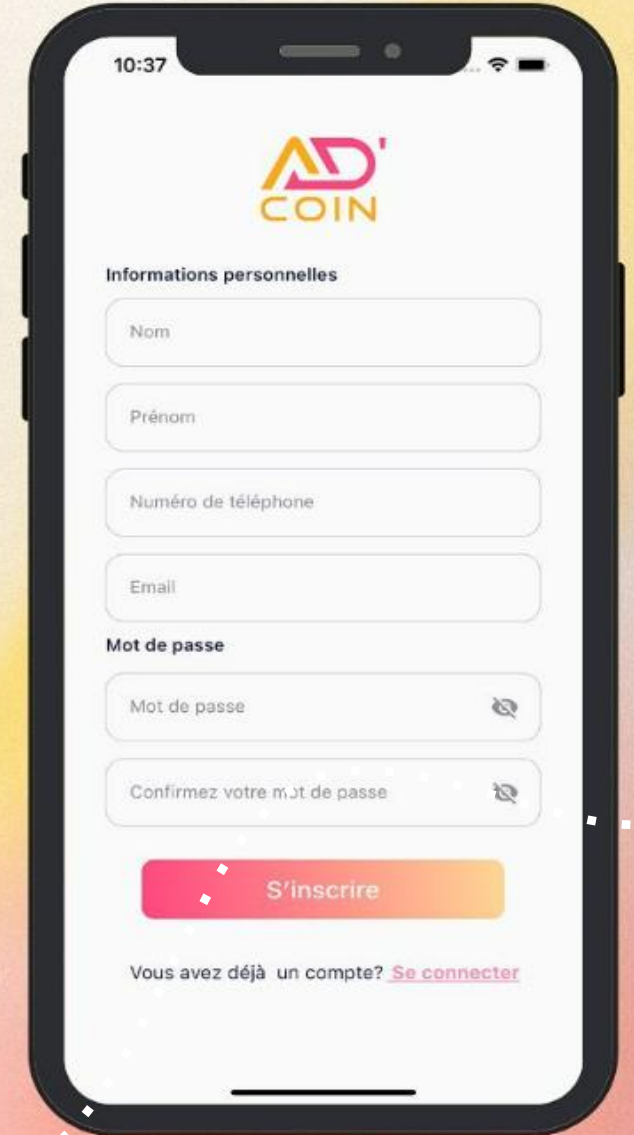
**A digital-first and tech-enabled business model dedicated to advertisers**

5

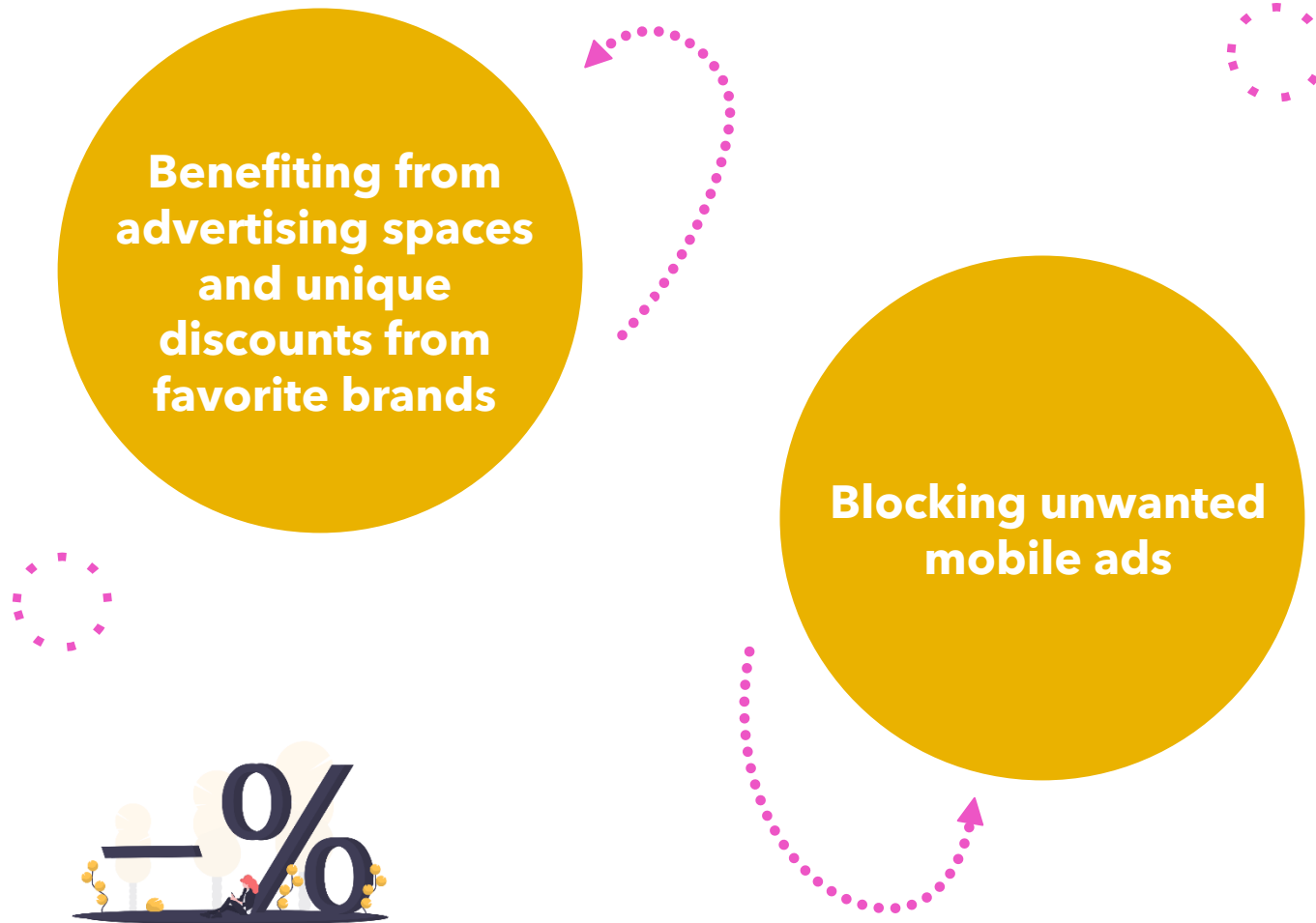
**Significant potential to grow in existing and new online markets**

6

**A founder-led management team with complementary expertise in advertisement and technology**



# 1 UNIQUE PREMIUM BUSINESS MODEL BENEFITING FROM STRONG MARKET TAILWINDS (1/2)



## AD'COIN IS WELL-POSITIONED TO BENEFIT FROM CURRENT INDUSTRY TRENDS:



Blockchain technology is one of the advanced mobile app development trends. It improves the security of your mobile app as well as data exploitation.

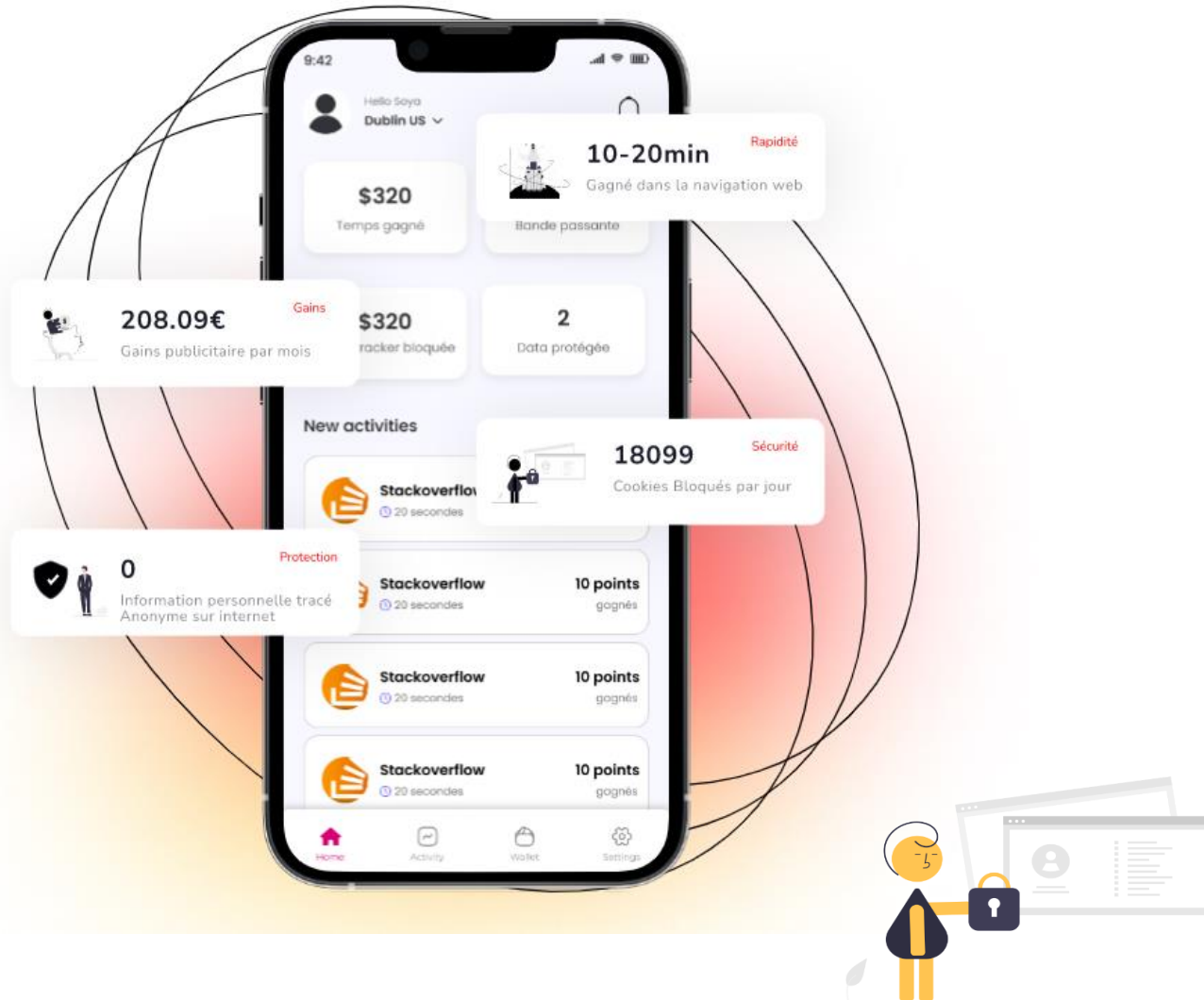


Mobile commerce has been a rapidly growing trend in the last few years. Most mobile users adopted m-commerce as their go-to place for shopping.



Passive income apps are ideal to do extra work and to earn passive income.

# 1 UNIQUE PREMIUM BUSINESS MODEL BENEFITING FROM STRONG MARKET TAILWINDS (2/2)



## AD'COIN FIGHTS AGAINST DIGITAL FRAUD



40% of online ads are never seen by Internet users and are subject to ad fraud according to the World Federation of Advertisers (WFA).



On mobile, according to the IAS, 49.2% of visible impressions on mobile web and 46.6% of visible impressions for in-app mobile ads

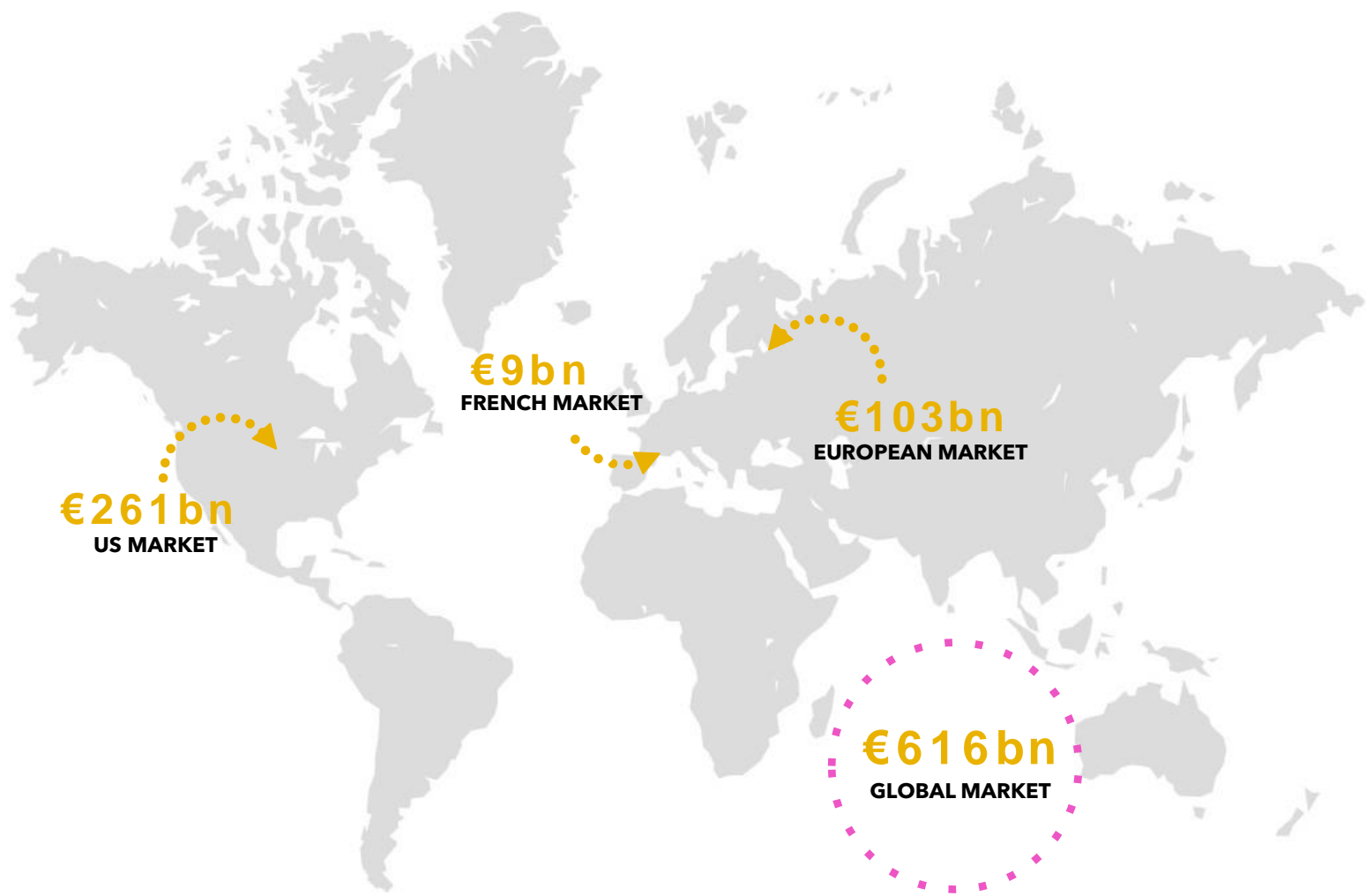


37% of French people are unsatisfied with their mobile advertising. The WFA estimates that ad digital fraud could reach \$50 billion by 2023.

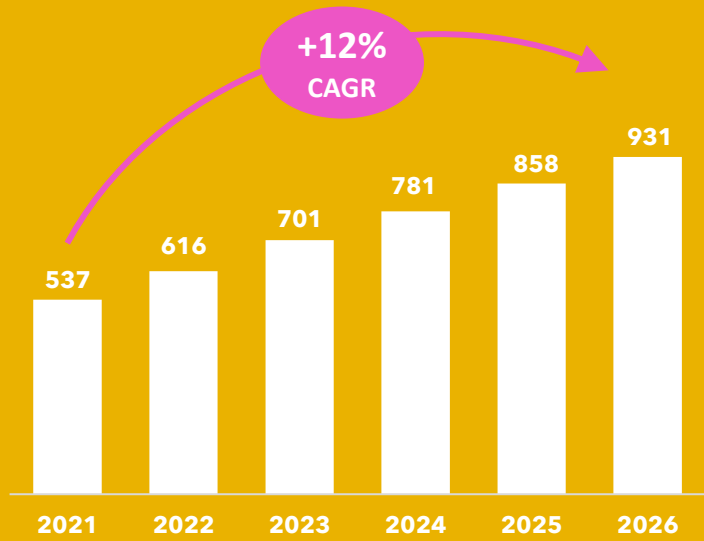
*"Ad digital fraud is harmful for the industry that feeds it, it diminishes the trust that advertisers can place."*

*Jean Marie Le Guen  
Managing Director of IAB France*

2 ATTRACTIVE MARKET WITH SIGNIFICANT UNTAPPED POTENTIAL FOR AD'COIN



DIGITAL ADVERTISING SPENDING WORLDWIDE



ADVERTISING REVENUE DISTRIBUTION BY DEVICE



3 GROWING AND DIVERSIFIED CUSTOMER BASE ANIMATED BY ACTIVE DIGITAL MARKETING STRATEGY

SOCIAL COMMUNITY

Instagram



Instagram followers

Facebook



Facebook community

Website

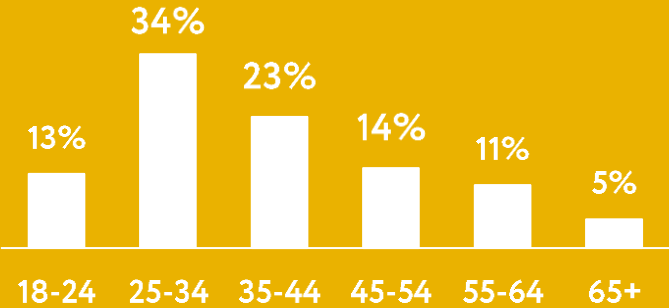


Website traffic



COMMUNITY INSIGHTS

AGE



GENDER





## 4 A DIGITAL-FIRST AND TECH-ENABLED BUSINESS MODEL DEDICATED TO ADVERTISERS (1/3)

The Ad'Coin solution will be available on mobile device only and promises to be a game changer for advertisers:

- Allows advertisers to ensure their ads are reaching the right audience
- Allows advertisers to get feedback from a targeted audience
- Allows advertisers to use data from a targeted audience
- Allows advertisers to attract web traffic
- Allows advertisers to grow sales
- Re-establish trust between advertising and people<sup>(1)</sup>
- Authentify users and secure data using the blockchain

### SERVICE OFFERING



Receive consented advertising with negotiated offers



Blocks all unwanted ads on the phone



Access to cashback on discounted purchases made through the app



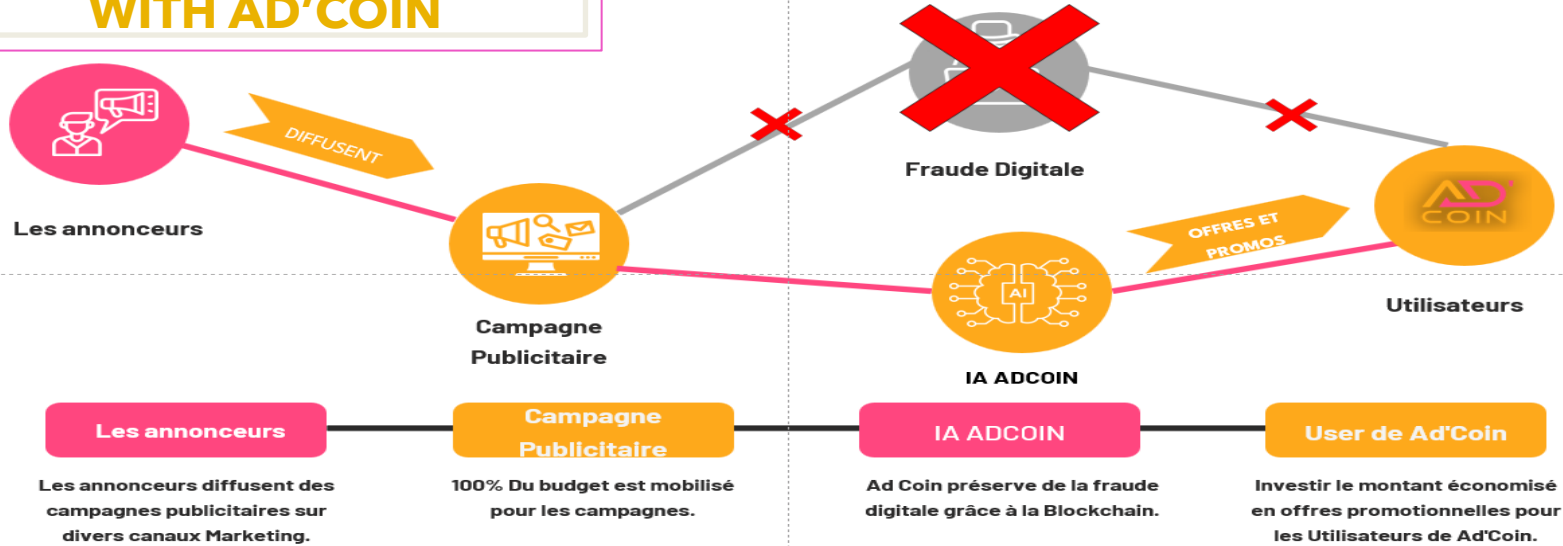
Complete paid surveys from brands and attend focus groups

### ADVERTISERS WHO EMBRACED AD'COIN SOLUTION

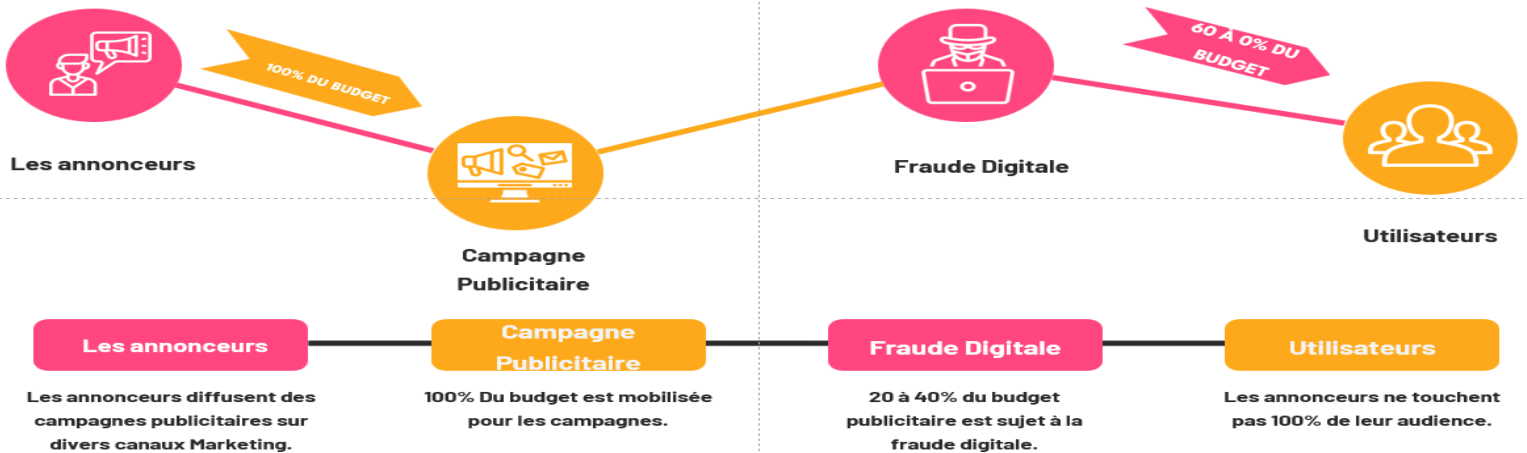


# 4 A DIGITAL-FIRST AND TECH-ENABLED BUSINESS MODEL DEDICATED TO ADVERTISERS (2/3)

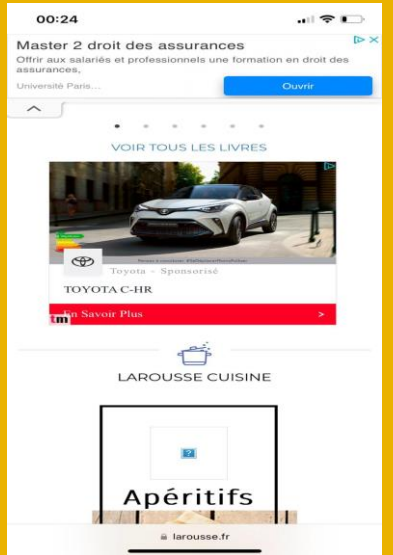
## WITH AD'COIN



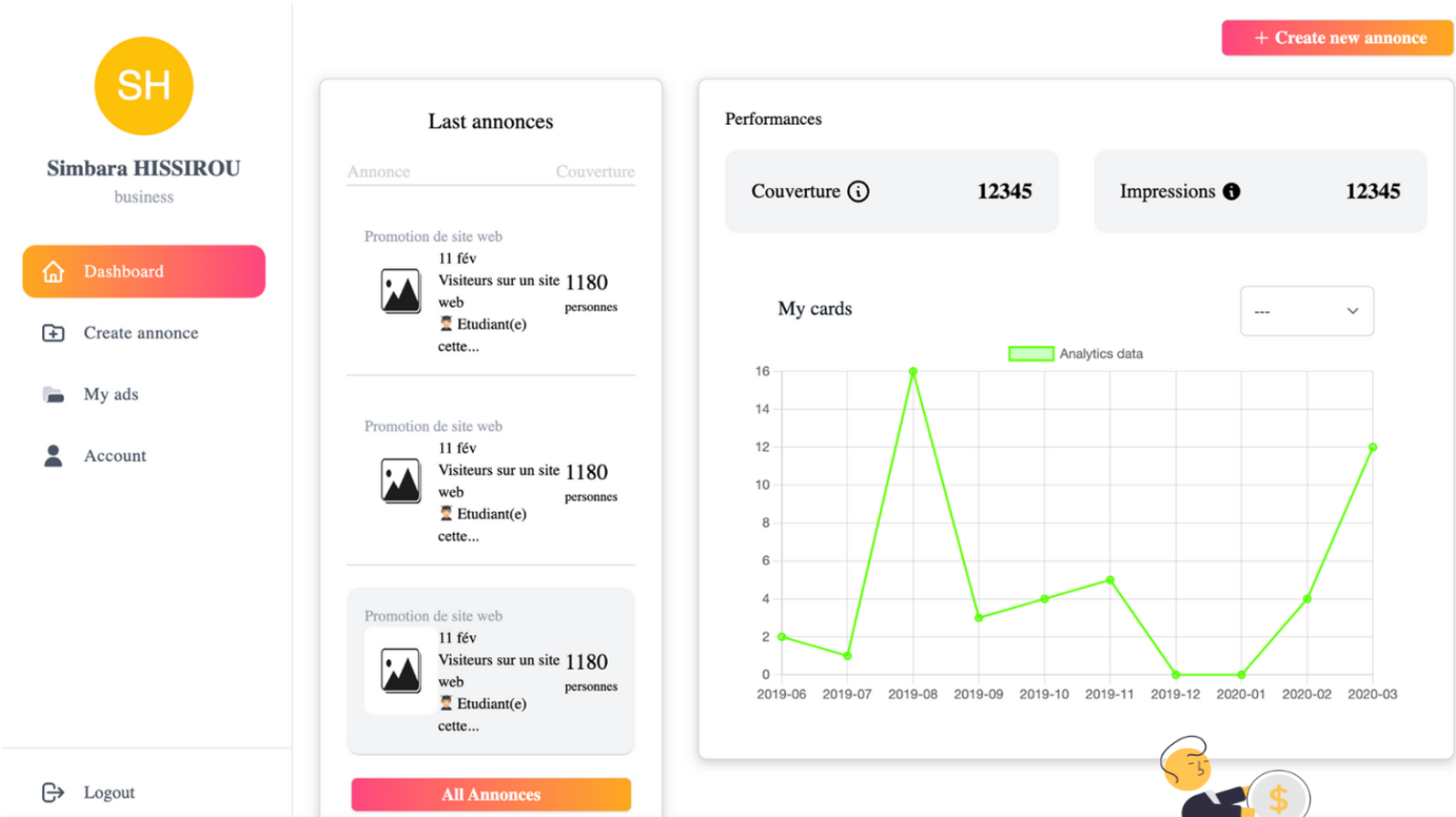
## WITHOUT AD'COIN



## EXAMPLES



# 4 A DIGITAL-FIRST AND TECH-ENABLED BUSINESS MODEL DEDICATED TO ADVERTISERS (3/3)



## ADVERTISER SUBSCRIPTION OFFER

### 1 AD'COIN FREE

Free  
Monthly fee per advertising campaign allowing to broadcast a campaign with 2 data targeting max

### 2 AD'COIN PRO

29.90€  
Monthly fee per advertising campaign allowing to broadcast a campaign with 6 data targeting max

### 3 AD'COIN EXPERT

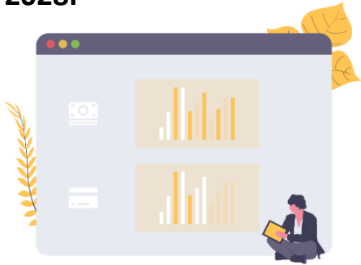
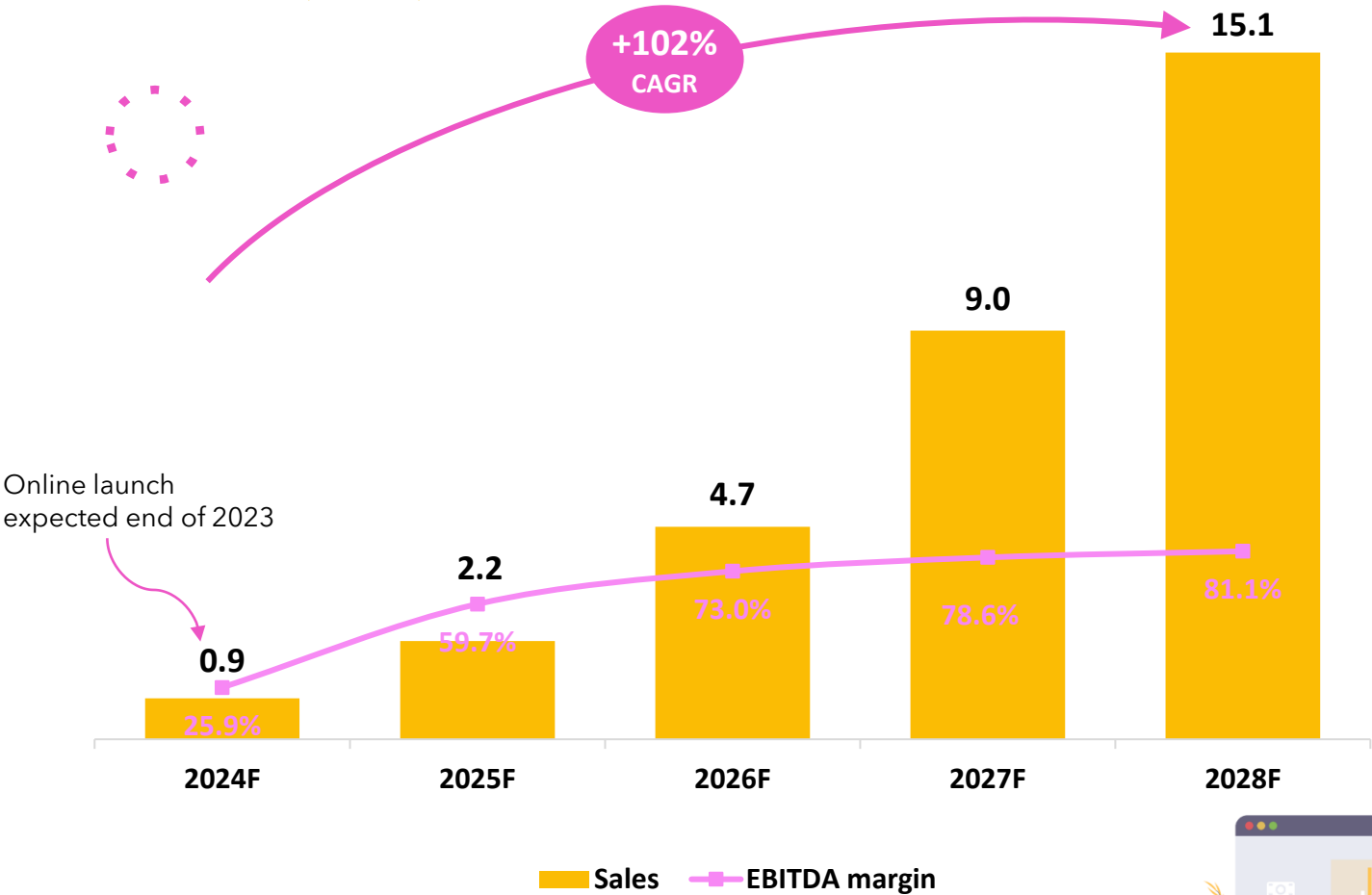
99.90€  
Monthly fee per advertising campaign allowing to broadcast a campaign with all data targeting available

#### OPTIONS

- 1 prioritization option at €19.90
- 1 targeting adjustment option at €29.90

# 5 SIGNIFICANT POTENTIAL TO GROW IN EXISTING AND NEW ONLINE MARKETS

BUSINESS PLAN (in €m)



## DIFFERENT ONLINE MARKETS



FASHION



RETAIL



FOOD



ENTERTAINMENT

6 A FOUNDER-LED MANAGEMENT TEAM WITH COMPLEMENTARY EXPERTISE IN ADVERTISEMENT AND TECHNOLOGY



SIMBARA HISSIROU

CEO

Marketing Sales Finance



ABDOUL-WAHAB ZAKARI

CTO

Technology



PREVIOUS EXPERIENCES

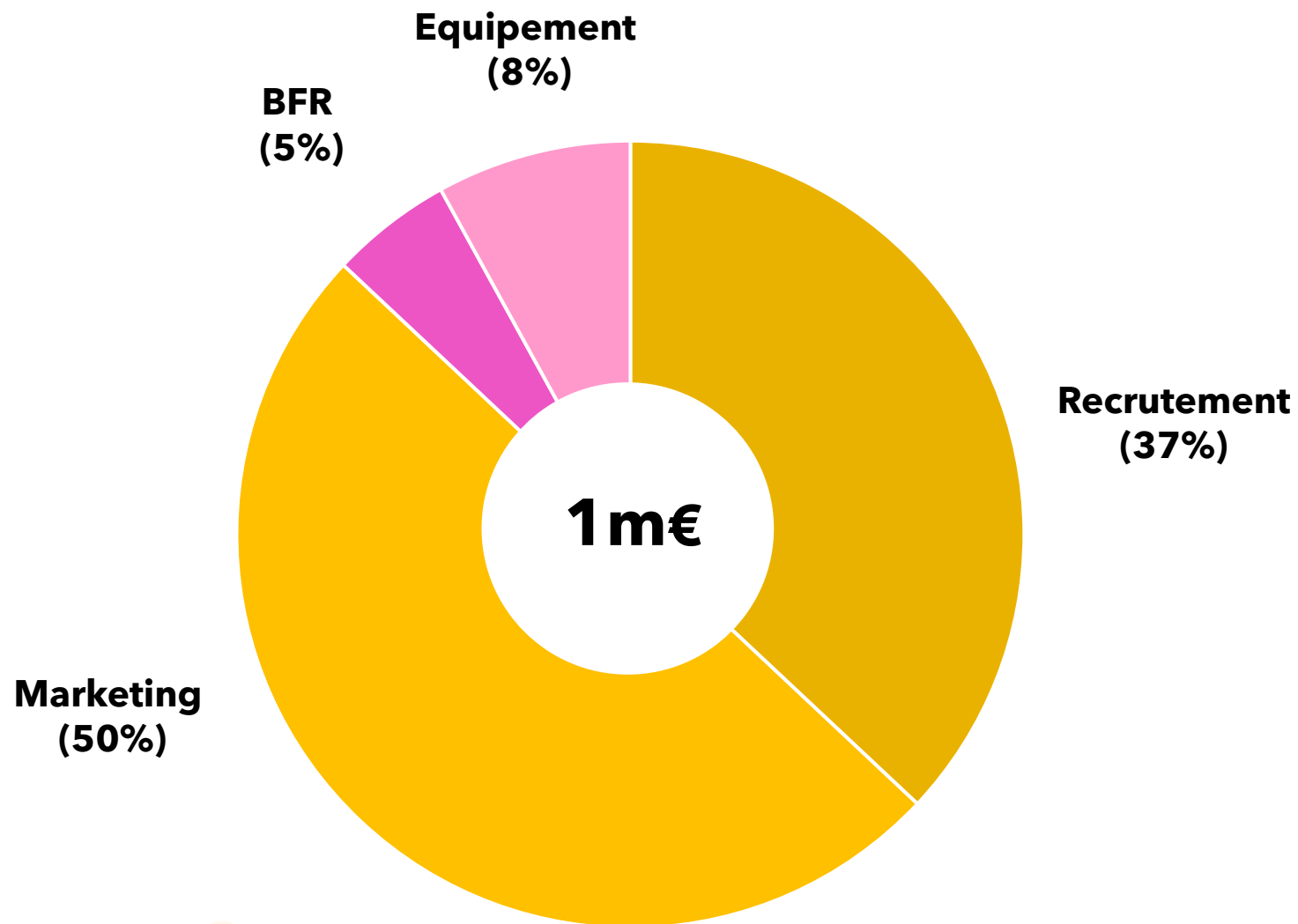
Customer Director Advertising at



Advertising

Full Stack Developer at





A smartphone screen displaying the AD' COIN registration form. The form includes fields for personal information (Nom, Prénom, Numéro de téléphone, Email) and password (Mot de passe, Confirmez votre mot de passe). A pink button labeled "S'inscrire" is at the bottom. Below the button, it says "Vous avez déjà un compte? [Se connecter](#)".





**STATION F**



**CONTACT**

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