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01 Disclaimer

Important Note: As noted elsewhere in this Document, the Tokens are not being structured or sold as securities or any other form of investment product. Accordingly, none of the information presented in this Document is intended to form the basis for any investment decision, and no specific recommendations are intended. The Company expressly disclaims all responsibility for any direct or consequential loss or damage of any kind whatsoever arising directly or indirectly from: (i) reliance on any information contained in this Document, (ii) any error, omission, or inaccuracy in any such information or (iii) any action resulting from such information.

02 Company Information

PowerAD Global Ltd, a North Macedonia Limited Company, Founded by CEO Petar Hristov, with headquarter located at Leninova 75, 2400 Strumica, North Macedonia currently offers vehicles advertising products and a platform which can be used by wide variety of companies and individuals and introducing a Token of utility for that Ecosystem known as the PAD Network or “Padcoin.” The Ecosystem is intended to allow advertisers and vehicle owners to benefit from outdoor advertisement in a decentralized way utilizing blockchain.

03 Introduction

Nowadays, advertisements have different distribution channels and are getting more innovative, influenced by internet and social media such as: Facebook, Google, Instagram, TikTok, etc. In addition, this is an opportunity to benefit from digital distribution channels.

The marketing industry is a concept of "adhering" to the process of connecting producers (or potential producers) through a product or service to customers - both existing and potential. Marketing is used to identify, satisfy and keep the customer. Due to the stagnated market development and innovation in the past 2-3 years, marketing has emerged to set the stages in developing new markets and new concepts. Implementing marketing strategies as a measure to remain profitable requires businesses to shift their focus to production and the perceived needs and desires of their customers.

With the new technology advancements, the opportunities for developing various marketing campaigns for promoting brands are rapidly increasing. In addition, it costs less than traditional advertising.

The concept of PowerAD is to revolutionize and further develop the idea of offline advertising. PowerAD is an advertising platform that decentralizes the way ads are distributed to the end-users and gives individuals an opportunity to benefit from this. It is an advertising platform that pays people to advertise on their vehicles. PowerAD makes simple & measurable out-of-home advertising solutions for our modern world –we make launching outdoor advertising as easy as posting a Facebook ad. PowerAD has the technology to make buying out-of-home media trackable, easy, and at scale, by leveraging a pool of outdoor assets on our easy-to-use marketplace platform.

There are several ways to promote the product and we stand out by promoting a product that offers unique and innovative advertising campaigns, as well as original and attractive marketing. This is achieved by developing the Mobile Application PowerAD, which as a type of marketing product offers everything that is needed to develop and promote a brand on a global and local scale.

In short, PowerAD pays people to advertise on their vehicles. For car owners, PowerAD is the easiest way to earn an extra monthly income while driving and fulfilling everyday obligations. It is a neutral advertising platform that connects drivers and brands to create powerful advertising on vehicles.

Our vision is PowerAD to deliver campaigns across Europe and the rest of the world starting from startup companies to Fortune 500 companies. We will provide access to brands and drivers to a powerful real-time monitoring, analysis, and reporting platform. PowerAD will be also the first company in Europe to provide brands with real-time data through this unique medium supported by blockchain technology.

04 The Issue

When an advertisement is distributed through a vast number of channels (end-distributor/user vehicles), tracking of performance and payment of users becomes difficult to track. Therefore, the scalability of advertisement becomes difficult to manage.

Of course, multiple location tracking systems can be implemented to collect information about the advertising performance of vehicles. In addition, it would be hard to keep track of all activities in a scaled environment where we deliver advertisements to a large number of customers.

Every company wants to advertise its product and represent it to as many as possible potential customers in a cheaper and more innovative way.

Owning a car is expensive. Gas, insurance, car registration, parking, and other car-related costs are increasing daily, and it has been proven that in some cities it is cheaper to replace the car with sharing services like Uber and Lyft.

We live in an era where the marketing industry is playing a major role in our lives. If the brands want to achieve ultimate success, a combination of good strategy and innovative marketing is needed. A good advertisement makes the product successful, innovative, and most importantly, makes an excellent profit for any company.

Every successful company considers how to bring its product closer to a large number of people, a large market, and focus on new customers while paying less money for advertising.

Classic billboards and poster ads are an outdated way of advertising, especially those positioned in one place that rarely draws the attention of customers who walk the same street every day.

By creating the PowerAD platform, we are here to make a change and offer new, cheaper, impressive, interesting, and fashionable marketing that will draw the attention of every person passing by the ad. Every company that wants to be successful needs to keep track and follow the spirit of modern times.

05 The Solution

PowerAD minimizes all these issues, and provides a simple and scalable solution for the respective issue. PowerAD is the first blockchain advertising platform that allows brands and advertisers to manage and scale advertising campaigns on private vehicles through our mobile apps and a real-time tracking system.

PowerAD makes the following difference:

- It offers real-time analytics, traceability, and measurability for unparalleled advertising performance.

With our easy-to-use platform, advertisers can:

- DEFINE their ideal target audiences with the help of predictive data.
- DESIGN campaigns from a plethora of available outdoor inventory.
- RETARGET any online audience that is exposed to real-world ads, increase sales & conversions.
- MEASURE the performance of multi-channel campaigns in real-time with live analytics, understand attribution, and return on ad spend (ROAS).
- ADAPT campaigns' location, duration, and audience using geospatial data.

PowerAD is a marketing platform for connecting drivers and brands to create powerful advertising campaigns with vehicles through a quality controlled PowerAD platform. This is mutually beneficial because it links authorized car owners and leading companies on the market.

PowerAD is the easiest way to earn extra income. Through its commercial mobile application and technology, PowerAD gives drivers an easy source of additional income by presenting their vehicle as an advertising space.

Brands control and directly measure results through the web platform. Brands and drivers gain access to powerful GPS platform tracking, analysis, reporting for new campaigns, notifications, statistics, scalability, and promotions supplemented by bonus offers/campaigns.

The innovative mobile application PowerAD is as simple as driving a car – drivers simply download the mobile application and log in as active drivers while in their vehicle. The system automatically accepts the driver and tracks his/her movement, speed, and mileage.

PowerAD is a revolutionary way for everyday drivers to earn extra income while performing daily activities, but it also enables businesses to connect directly to the audience, collaborate, and create a revolutionary marketing campaign with economic value.

With the PowerAD application, we provide a new, innovative, and interesting way of advertising.

PowerAD offers to brands and companies cheaper, more efficient, and more attractive advertising space that makes more impressions and gives amazing results.

PowerAD brings money back to car owners by connecting drivers who want to advertise on their cars to brands that require a unique way of advertising and are willing to pay their customers for doing that.

We created an application that connects brands to future marketing agents who by driving their vehicles in populated areas will advertise a product, thereby attracting the attention of thousands of potential customers.

Brands are charged for each passed kilometer, which means that brands get a powerful ad without spending a lot of money, but also drivers earn extra income.

Car maintenance is expensive. PowerAD is an application that can downgrade and solve this issue for vehicle owners, enabling them to make money in an interesting and easy way. All they need to do is brand their car for a period of time. The stickers are containing the brand logo or image and the car gets a new and more attractive look.

The drivers will benefit from this project and the most important thing is that they will earn extra money and cover their daily vehicle expenses.

Branding vehicles with unique stickers which are easily spotted on the streets and each brand is promoted to its potential customers, by its potential customers. Classic billboards and poster advertisements are an outdated way of advertising, especially when they are positioned in one place and rarely draw the attention of people passing the same street every day.

Instead of placing an ad on one street, we offer all brands a great opportunity to have an ad simultaneously on multiple streets and attract the attention of more customers.

We are also introducing a new PPK (payment-per-kilometer) system, which means that brands will be charged for each passed kilometer. The advantage is that drivers will advertise brands 24/7 in their neighborhood, pedestrian crossings, parking lots, and the companies will get a powerful ad without spending too much of their advertising budget.

The relevant control provided by the powerful and innovative PowerAD platform protects drivers and brands. Each member of the PowerAD network system is certified before gaining access to the system and transforming their vehicle.

How PowerAD blockchain network works:

Main concept of PAD Network is to build an ecosystem and Marketplace where advertisement campaigns can be published and further executed. Advertisers and Drivers will be the two main entities in the Marketplace, with one single goal – to make the advertisement more visible and accessible to the customers.

Marketplace

Marketplace is the main platform of the PAD Network where publishing, execution and performance tracking of the advertisements are provided. Drivers and Advertisers can connect to each other via Marketplace. Besides that, tracking on detailed performance and progress on both Advertisers and Drivers is available on the Marketplace.

Campaigns

Campaigns are defined as series of linked advertisements with a single concept. In Marketplace, a campaign represents intent to spend a certain budget towards distributing those advertisements.

As campaigns represent a financial commitment on a smart contract, they can also be seen as smart, automated insertion orders.

PAD coin will be used for the campaigns and interaction between the entities. Additional stable coins can be introduced to govern services payments between entities. Main framework of all interactions in the network would be Ethereum and ERC-20 tokens.

Advertisers

The advertisers are representing entities which demand distribution channel for their advertisements. In order Advertisers to initiate advertisement campaign a possession of PAD tokens would be required. To apply for a free Driver, advertisers will also need a PAD tokens.

Drivers

Drivers and their cars are main distribution channel where advertisements are spread. Drivers will need PAD tokens to subscribe for listing themselves in the Marketplace as available for campaigns.

Distribution channel

In the context of the PAD Network main distribution channel for advertisements will be cars and possibility to wrap them with advertiser content.

Token burning

During the process of initiating campaigns and subscribing as driver for campaigns some of the tokens used by both entities will be burned. Other part of the tokens used for the same purpose will go to a pool for staking rewards.

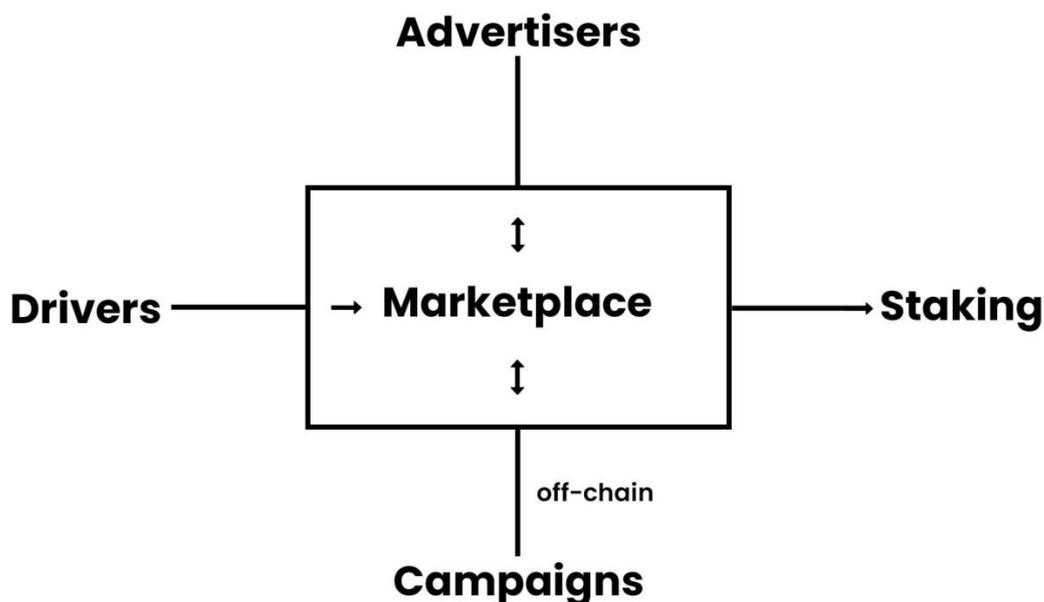
Campaign tracking and performance

The third part of the tokens goes for off-chain purposes, where statistics for advertising and order status will be collected.

Staking

Another possibility to use PAD tokens is to put them in the staking pools where additional rewards will be provided for the participants. Participating in staking will give further additional participation in governance of the PAD Network model and third-party validation on the Campaigns.

Important note: Due to the early stage of the development some of the concepts will be further introduced.



06 Economic Growth & Potential Benefits

Company metrics

- A mission-driven company revolutionizing out-of-home advertising.
- Raising capital to develop a scalable, double-sided marketplace.
- Backed by leading FITR (Fund for innovations and technology development of the Republic of North Macedonia) & WBAF (World Business Angels Network).
- 2 countries franchise contracts / 20 offices to be opened by the end of 2022.

Economic growth

- The more locations/franchises are opened, the more clients and users in the system. The more users in the system, the more tokens are needed.

Potential benefits

- PowerAD shares up to 30% of its campaign income with drivers.
 - If the client uses 10.000PAD to run a campaign, up to 30% of the PADCoin is allocated to drivers, appointed on that advertising campaign.
 - 70% of the PADCoin will be burned via smart contracts.
 - PowerAD will burn all tokens that have been used on the platform quarterly until we reach a maximum supply of 100.000.000 PADCoin.
 - The more tokens are burned, the price of the token on the market will increase.
- In addition, by using our platform, companies, and brands will significantly increase their presence when it comes to outdoor advertising, which connects them to vehicle owners. We expect the following bi-annual growth: 20 countries, over 200 cities, over 500 brands, 10000 active users/drivers.

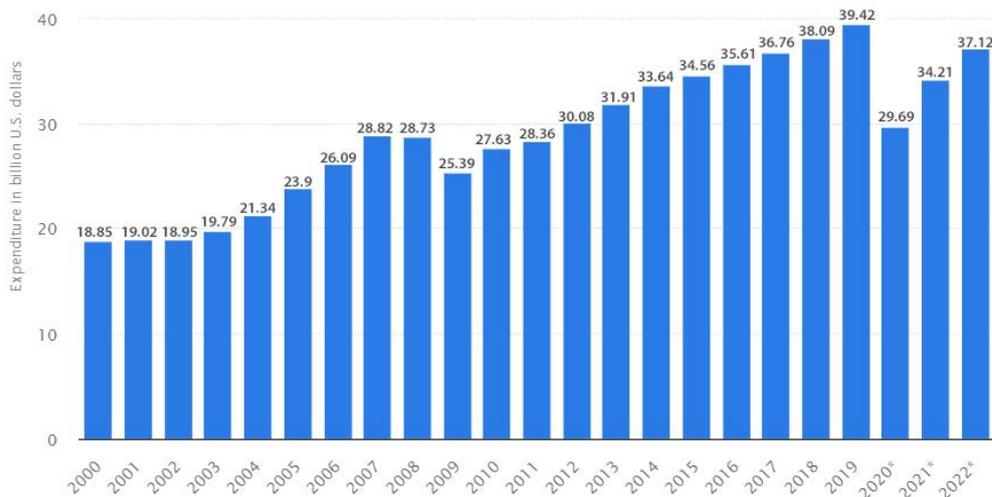
The revenue model is based on driver costs. The brands create a marketing campaign through our web platform where they select locations, set a campaign budget, and monitor vehicle performance in real-time.

The model of our company earnings derives from driver & advertisers fees per campaign.

Some of the Global Marketing Analysis (GMA) are:

- 34.21B US global advertising market.
- 3.8% market growth - Europe & Central Asia.
- PowerAD expected annual growth: 10 countries / 50 brands / 100 cities / 10.000 users.

2000 to 2022 Outdoor advertising expenditure worldwide (in billion U.S. dollars)



07 Tokenomics

PAD token is ERC20 token based on the Ethereum network.

Private Sale

It will be available for invite-only whitelisted users. The maximum amount per person would be:

10,000 USD on the price of 0.10\$ per PAD token.

Maximum distributable tokens during the Private Sale will not exceed 5% of the total distributed tokens during the IEO.

Private Sale is open for 2 months before Initial Exchange Offering execution.

On purchase of 5,000+ USD, PAD buyers will receive 10% PAD coins bonus.

On purchase of 10,000+ USD, PAD buyers will receive 20% PAD coins bonus.

Pre-Sale

Pre-sale will be open on a first come, first served basis for 10 days before Initial Exchange Offering.

Maximum distributable tokens during the Pre-Sale will not exceed 20% of the total distributed tokens during the Initial Exchange Offering. Pre-Sale is open for 14 days before IEO execution.

Private Sale will be contracted via Legal agreement with every individual and investor.

Initial Exchange Offering listing

Initial Exchange Offering will be max 10 days with the possibility of an automatic early completion in pursuing the final goals of IEO.

Price during the start of Initial Exchange Offering will be 0.25\$ per PAD token.

Technical limitations

Maximum tokens produced are: 200,000,000

Adjustable emission: All unsold and unallocated tokens will be destroyed, and additional release of tokens will not be possible. Token burning will be held quarterly, and the burning supply will depend on the services fee spent on the platform as we bring the total supply of 100,000,000 PAD

Explorer: <https://etherscan.io/token/0x992a8a9f4bde0fb2ee1f5bbb3cb7b1e64748e13d>

Purchase information

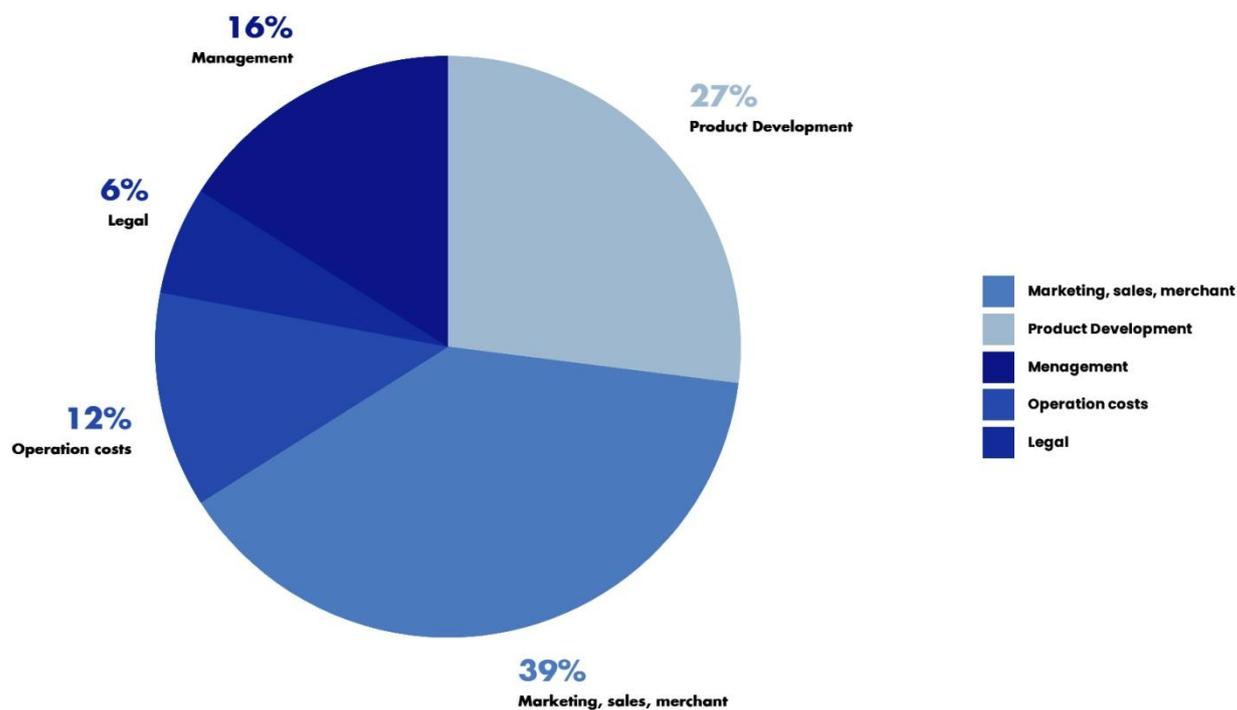
Secured ways to purchase tokens: Bitcoin (BTC), Ethereum (ETH), Tether (USDT)

BTC wallet address: bc1q93cslrsajrnwx0mdq6a77unrdg0n2mpu3k9gh

ETH wallet address: 0xf00b4C9324F3Aab3b2d5b1f00bAcaA74F8A81b41

USDT wallet address: 0xf00b4C9324F3Aab3b2d5b1f00bAcaA74F8A81b41

Budget allocation



27% will be used for further Product Development.

39% will be used for Marketing sales, merchant acquisition & partnerships. Expenses for attracting the retailers to the platform, making partnerships with payment providers, website builders, loyalty programs services providers, other partners, new franchises.

12% Operational costs.

6% Legal. Company and subsidiaries establishment, contracts with the retailers, development of legal opinions about the entire stack of BitRewards services and retailers' operations, etc.

16% Management.

All company members and advisors have 6-month lockup period after the IEO.

08 Certain Risks Relating to Trade, Purchase, Sale, and Use of Tokens

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By trading, purchasing, owning, and using Tokens, Purchaser expressly acknowledge and assume the following risks:

a. Risk of Losing Access to Tokens Due to Loss of Private Key(s), Custodial Error or Purchaser Error

A private key, or a combination of private keys, is necessary to control and dispose of Tokens stored in Purchaser digital wallet or vault. Accordingly, loss of requisite private key(s) associated with Purchaser digital wallet or vault storing Tokens will result in loss of such Tokens. Moreover, any third party that gains access to such private key(s), including by gaining access to login credentials of a hosted wallet service Purchaser use, may be able to misappropriate Purchaser Tokens. Any errors or malfunctions caused by or otherwise related to the digital wallet or vault Purchaser choose to receive and store Tokens, including Purchaser own failure to properly maintain or use such digital wallet or vault, may also result in the loss of Purchaser Tokens.

b. Risks Associated with the Ethereum Protocol

Because Tokens and the Ecosystem are based on the Ethereum protocol, any malfunction, breakdown, or abandonment of the Ethereum protocol may have a material adverse effect on the Ecosystem or Tokens. Moreover, advances in cryptography, or technical advances such as the development of quantum computing, could present risks to the Tokens and the Ecosystem, including the utility of the Tokens for obtaining Services, by rendering ineffective the cryptographic consensus mechanism that underpins the Ethereum protocol.

c. Risk of Mining Attacks

As with other decentralized cryptographic tokens based on the Ethereum protocol, the Tokens are susceptible to attacks by miners while validating Token transactions on the Ethereum blockchain, including, but not limited to, double-spend attacks, majority mining power attacks, and selfish-mining attacks. Any successful attacks present a risk to the Ecosystem and the Tokens, including, but not limited to, accurate execution and recording of transactions involving Tokens.

d. Risk of Hacking and Security Weaknesses

Hackers or other malicious groups or organizations may attempt to interfere with the Ecosystem or the Tokens in a variety of ways, including, but not limited to, malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing, and spoofing. Furthermore, because the Ecosystem is based on open-source software, there is a risk that a third party or a member of the Company team may intentionally or unintentionally introduce weaknesses into the core infrastructure of the Ecosystem, which could negatively affect the Ecosystem and the Tokens, including the utility of the Tokens for obtaining Services.

e. Risks Associated with Markets for Tokens

The Tokens are intended to be used solely within the Ecosystem, and the Company will not support or otherwise facilitate any secondary trading or external valuation of Tokens. This restricts the contemplated avenues for using Tokens to the provision or receipt of Services and could therefore create illiquidity risk with respect to the Tokens Purchaser owns. Even if secondary trading of Tokens is facilitated by third party exchanges, such exchanges may be relatively new and subject to little or no regulatory oversight, making them more susceptible to fraud or manipulation. Furthermore, to the extent that third parties do ascribe an external exchange value to Tokens (e.g., as denominated in a digital or fiat currency), such value may be extremely volatile and diminish to zero.

f. Risk of Uninsured Losses

Unlike bank accounts or accounts at some other financial institutions, Tokens are uninsured unless Purchaser specifically obtain a private insurance to insure them. Thus, in the event of loss or loss of utility value, there is no public insurer, or private insurance arranged by Company, to offer recourse to Purchaser.

g. Risks Associated with Uncertain Regulations and Enforcement Actions

The regulatory status of the Tokens and distributed ledger technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether regulatory agencies may apply existing regulation with respect to such technology and its applications, including the Ecosystem and the Tokens. It is likewise difficult to predict how or whether legislatures or regulatory agencies may implement changes to law and regulation affecting distributed ledger technology and its applications, including the Ecosystem and the Tokens. Regulatory actions could negatively impact the Ecosystem and the Tokens in various ways, including, for purposes of illustration only, through a determination that the trade, purchase, sale, and delivery of the Tokens constitutes unlawful activity or that the Tokens are a regulated instrument that require registration or licensing of those instruments or some or all the parties involved in the trade, purchase, sale, and delivery thereof. The Company may cease operations in a jurisdiction if regulatory actions, or changes to law or regulation, make it illegal to operate in such jurisdiction, or commercially undesirable to obtain the necessary regulatory approval(s) to operate in such jurisdiction.

h. Risks Arising from Taxation

The tax characterization of Tokens is uncertain. Purchaser must seek Purchaser's own tax advice in connection with purchasing Tokens, which may result in adverse tax consequences to Purchaser, including withholding taxes, income taxes and tax reporting requirements.

i. Risk of Competing Ecosystems

It is possible that alternative ecosystems could be established that utilize the same open-source code and protocol underlying the Ecosystem and attempt to facilitate services that are materially like the Services. The Ecosystem may compete with these alternatives, which could negatively impact the Ecosystem and Tokens, including the utility of the Tokens for obtaining Services.

j. Risk of Insufficient Interest in the Ecosystem or Distributed Applications

It is possible that the Ecosystem will not be used by many individuals, companies, and other entities or that there will be limited public interest in the creation and development of distributed ecosystems (such as the Ecosystem) more generally. Such a lack of use or interest could negatively impact the development of the Ecosystem and therefore the potential utility of the Tokens, including the utility of the Tokens for obtaining Services.

k. Risks Associated with the Development and Maintenance of the Ecosystem

The Ecosystem is still under development and may undergo significant changes overtime. Although Company intends for the Tokens and Ecosystem to function as described and intends to take commercially reasonable steps toward those ends, Company may have to make changes to the specifications of the Tokens or Ecosystem for any number of legitimate reasons. Moreover, the Company has no control over how other participants will use the Ecosystem, what products or services will be offered through the Ecosystem by third parties, or how third-party products and services will utilize Tokens (if at all). This could create the risk that the Tokens or Ecosystem, as further developed and maintained, may not meet Purchaser expectations at the time of trade or purchase. Furthermore, despite Company's good faith efforts to develop and participate in the Ecosystem, it is still possible that the Ecosystem will experience malfunctions or otherwise fail to be adequately developed or maintained, which may negatively impact the Ecosystem and Tokens, and the potential utility of the Tokens, including the utility of the Tokens for obtaining Services.

l. Risk of an Unfavorable Fluctuation of ETH or BTC Value

If the value of ETH or BTC fluctuates unfavorably during or after the Private-Sale or the IEO, the Company team may not be able to fund development or may not be able to develop or maintain the Ecosystem in the manner that it intended. In addition to the usual market forces, there are several potential events which could exacerbate the risk of unfavorable fluctuation in the value of ETH and/or BTC, including uncertainties created by the lack of resolution to the Bitcoin scaling debate, the possibility of a so-called "Hard Fork" of Bitcoin if one of the competing camps in the scaling debate decides to force the issue; another DAO-like attack on the Ethereum network; or significant security incidents or market irregularities at one or more of the major cryptocurrency exchanges.

m. Risk of Dissolution of the Company or Ecosystem

It is possible that, due to any number of reasons, including, but not limited to, an unfavorable fluctuation in the value of ETH and/or BTC (or other cryptographic and fiat currencies), decrease in the Tokens' utility (including their utility for obtaining Services), the failure of commercial relationships, or intellectual property ownership challenges, the Ecosystem may no longer be viable to operate, or the Company may dissolve.

n. Risks Arising from Lack of Governance Rights

Because Tokens confer no governance rights of any kind with respect to the Ecosystem or the Company, all decisions involving the Company's products or services within the Ecosystem or the Company itself will be made by the Company at its sole discretion, including, but not limited to, decisions to discontinue its products or services in the Ecosystem, to create and sell more Tokens for use in the Ecosystem, or to sell or liquidate the Company. The decisions could adversely affect the Ecosystem and the utility of any Tokens Purchaser owns, including their utility for obtaining Services.

o. Unanticipated Risks

Cryptographic tokens such as the Tokens are a new and untested technology. In addition to the risks included in this Document, there are other risks associated with trade, purchase, possession, and use of the Tokens, including unanticipated risks. Such risks may further materialize as unanticipated variations or combinations of the risks discussed in this Document.

09 Governing Law

Polenak Law Firm (<http://polenak.com/home/>) has advised PowerAD under the laws of North Macedonia on regulatory issues regarding virtual currencies and on the legal aspects related to this white paper. This document and its content shall be construed in accordance with and be governed by the laws of North Macedonia, without any reference to its conflict of law principles. Any dispute, controversy or claim arising out of or in connection with the Document shall be finally settled by arbitration in accordance with the Arbitration Rules of the Arbitration Institute of the Skopje, Republic of North Macedonia.

10 Team & Advisor

Detailed information about Team and Advisors is published on the project web page: <http://www.padcoin.org/>.

