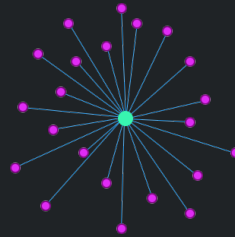


# GLAD

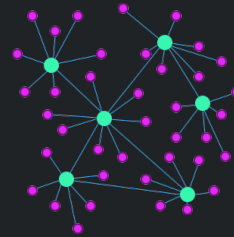
## GLOBAL ADVERTISING COIN

GLAD is a Cryptonote based coin which will be used in distributed platforms for Online Advertising.

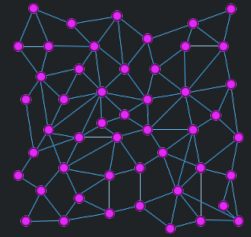
Starting a new era  
in advertising.



CENTRALIZED



DECENTRALIZED



DISTRIBUTED



### Why the GLAD Network?

GLAD is a Cryptonote based coin which will be used in GLAD platform for Online Advertising. We are building a holistic, distributed advertising platform based on blockchain. GLAD offers to buyer and seller side advanced Distributed DSP, SSP and DMP platforms which will work on all devices.

As technology developed, like all habits; the methods of digital advertising has changed in terms of displaying, selling and purchasing. Advertisers explored the new features and advantages of Digital Platforms and has been moving from traditional to digital as they experience the benefits of the new advertising era.

With full-stack Distributed DSP platform GLAD do not address only advertisers rather it addresses all buyer side such as media agencies and trade desks and do not exclude them in programmatic advertising circle. We are developing a full-stack Distributed DSP platform for all buyers so they can get their own advanced Distributed DSP and reach millions of publishers directly.

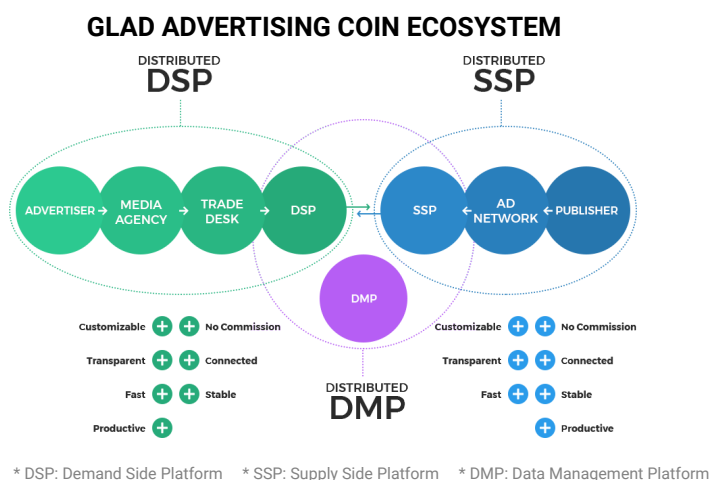
GLAD offers full-stack Distributed SSP platform to publishers and ad networks to manage their inventories and achieve maximum revenue from their ad spaces. Publishers who has high traffic and ad networks can get their own Distributed SSP platform with full transparency to monitor performance of their inventory..

### Current Progress

Glad.network and GLAD Coin are live. Glad is on private presale progress.

### Coin Features

1. Distributed DSP, SSP and DMP platform.
2. Multichannel infrastructure.
3. Advanced targeting options on Distributed DSP
4. Advanced inventory targeting on Distributed DSP
5. Managing inventory with advanced rules on Distributed SSP
6. Transparent and granular reporting on Distributed DSP and SSP
7. Cost advantage for buyer side.



### Coin Sale Key Dates

- Private Pre-Sale**  
May 31 - June 30
- Initial Coin Offering (ICO)**  
July 02 - August 31

### Advisors

**Andrea Febbraio**  
Advisor

**Aydin Çamlıbel**  
Advisor

**Jun Hao**  
Advisor

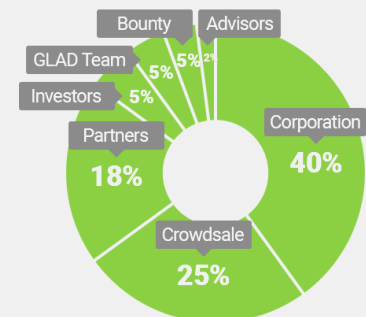
**Brian Wu**  
Advisor

**Rifat Elhadef**  
Advisor

**İsmail Hakkı Polat**  
Advisor

**Thomas Brill**  
Advisor

### Coin Distribution



25% of the tokens will be available for sale to the public.

- 75% is divided as:
- 40% GLAD Corporation
  - 5% GLAD Team
  - 18% Partners
  - 2% Advisors
  - 5% Bounty Program
  - 5% Investors

### Our Vision

Glad.network aimed at changing online advertising network landscape as we know by providing Distributed DSP, SSP and DMP platforms.

### Additional Information

More detailed info at:  
[www.glad.network](http://www.glad.network)  
For general support:  
[info@glad.network](mailto:info@glad.network)

### Allocation of Funds



**Development: 45%**, will be spent for the core GLAD development team for preparing necessary tools.  
**Advertisement & Marketing: 40%**, will be used for advertising of the product for finding more advertisers and creating a steady ad supply.  
**Legal & Administration: 10%**, will be paid for legal and administrative situations.  
**Contingency: 5%**, will be available for unexpected situations.