

Project Overview

ADRO PROTOCOL : Ads-to-Reward & Payment Ecosystem

A virtuous cycle reward platform where rewards do not stay as points but lead directly to immediate payments.

ADRO PROTOCOL is an integrated financial environment designed to ensure that all financial activities—from profit generation to asset management and real-world payments—operate organically within a single ecosystem by combining Internet of Things (IoT) and Augmented Reality (AR) technologies. We transform every moment of a user's daily life, such as staying in a specific place or moving, into valuable assets. We realize a connected economic structure where activities in the virtual world become real-time profits that can be used immediately in the real world.

Detailed Project Overview Guide

You can take a deep look into the vision and core values of ADRO PROTOCOL.

01. Welcome to ADRO PROTOCOL

- **Key Content** : Introduction of a next-generation economic ecosystem model where profits, management, and payments are integrated into one.
- **Key Points** : Realizing economic sovereignty where users create direct income with their own activity data, moving beyond simple rewards.

02. Vision & Mission

- **Key Content** : Global expansion strategy connecting all everyday spaces into a financial network through precision positioning technology.
- **Key Points** : Building a global financial network where small activities in our neighborhood lead to values that are accepted everywhere in the world.

03. Core Values

- **Key Content** : A transparent reward system based on data and a fair economic structure where users directly determine the rules of operation.
- **Key Points** : Structural innovation where user participation becomes a technical asset and its value leads to real-world payments.

Project Summary

Welcome to ADRO PROTOCOL

ADRO PROTOCOL is an integrated financial environment designed to ensure that all financial activities—from profit generation to asset management and real-world payments—operate

organically within a single ecosystem by combining Internet of Things (IoT) and Augmented Reality (AR) technologies.

We transform every moment of a user's daily life, whether staying in a specific location or moving, into valuable assets. We realize a connected economic structure where activities in the virtual world become real-time profits that can be used immediately in the real world.

💎 Why ADRO PROTOCOL?

1. Valuable Participation (Ads-to-Earn)

Users do not just consume information; they participate as active subjects of the ecosystem and earn fair rewards in real-time. Through IoT sensors and precision location technology, activities that previously existed only as data become substantial assets.

2. Powerful Real-world Utility

Assets received as rewards are not trapped within the app. ADRO provides an integrated payment solution that allows for immediate payment anywhere in daily life through strong linkage with online and offline merchants.

3. Sustainable Economy

We aim for a structure where everyone prospers by providing clear rewards to users and sharing transparent data across the entire ecosystem. Through smart contracts, we maintain a fair and highly reliable protocol without operator intervention.

🚀 Presenting a New Paradigm

The existing reward market has faced limitations due to low reward unit prices and restricted usage areas. **ADRO PROTOCOL** proves the core values below to solve these issues.

- **Immediacy** : A transparent and fast reward system conducted through digital contracts simultaneously with participation.
- **Assetization** : Evolution into a practical payment asset that is sophisticatedly used in the real economy beyond mere rewards.
- **Scalability** : A payment network reaching out to global hyper-local markets based on ultra-precision location technology.

With ADRO, every moment of yours becomes valuable. Now, experience the innovative financial Operating System (OS) proposed by ADRO PROTOCOL for yourself.

Core Solution

Beyond Rewards, Toward Real Economy

Introducing ADRO PROTOCOL's technological solutions that go beyond simple rewards to real economy payments.

The current advertising and reward market has limitations such as failing to precisely measure the value of participation and lacking connectivity with real life. ADRO PROTOCOL fundamentally solves this problem by combining blockchain technology and Internet of Things (IoT) infrastructure.

Problem Statement

Limitations of the Existing Reward Ecosystem

- 1. Undervaluation of Activity Data** : Precise movements or location-based participation of users are not recognized as valuable data.
- 2. Disconnected Reward Experience** : Points earned online are separated from payment methods in the real economy, resulting in low utility as assets.
- 3. Opaque Distribution Structure** : The process of calculating and executing rewards is operated centrally, leading to a lack of transparency and reliability in data.

ADRO's Core Solution

On-chain Reward Financial Environment Linking Advertising and Payments

ADRO PROTOCOL provides three core solutions that immediately convert the value of user participation into 'payable assets.'

1. Ads-to-Reward (A2R) Engine

Precisely analyzes user participation data on-chain to calculate optimal rewards. It assigns value to meaningful, data-driven actions rather than simple exposure and manages them transparently.

2. Hybrid Payment Gateway

A payment system that supports the immediate use of digital assets at online and offline merchants without complex exchange procedures. It maximizes user convenience by integrating existing financial infrastructure and blockchain technology.

3. IoT & AR Interaction Engine

Detects physical distance and interaction between users through IoT and Augmented Reality technology. This is the core engine of the hyper-local reward model that monetizes the user's location and movement itself.

Key Features

- **Hyper-local Multiplier** : A precision location-based reward system where the reward multiplier is amplified as the physical distance between users becomes closer.
- **Deterministic Reward** : A fair competitive environment where rewards are determined through interaction results based on physical laws, not luck.
- **Micro-Settlement** : An ultra-precision settlement system that assetizes even the most minute activity data without omission through a high-precision value division system utilizing a dual-token architecture.

ADRO PROTOCOL proves value through technology. We do not waste users' time and create an ecosystem where merchants and users grow together by converting data value into purchasing power in the real economy.

Market Analysis

The Broken Link : Advertising, Attention, and Rewards

The global advertising market surpassed **\$1 trillion (1.08T)** for the first time in 2025 and is expected to grow to approximately **\$1.1 trillion to \$1.3 trillion** by 2028. [Source] [Dentsu / WARC \(Global Ad Spend Outlook 2026\)](#)

The current digital advertising ecosystem is in an unbalanced structure where advertisers, media, and users are all dissatisfied. ADRO PROTOCOL aims to technically solve this "Broken Link" through Internet of Things (IoT) and Augmented Reality (AR) technologies.

⚠️ 3 Core Problems of the Ad Market

1. Advertisers : Skyrocketing Costs and Opaque Efficiency (Low ROI)

While digital advertising budgets increase every year, the actual purchase conversion rate felt by advertisers is declining.

- **Overflow of Invalid Data due to lack of IoT technology** : Ad Fraud damages caused by the absence of physical location verification technology are projected to exceed \$100 billion (approx. 135 trillion KRW) by 2026. [Source] [Juniper Research / Statista \(2026 Ad Fraud Report\)](#)
- **Oversized Intermediaries** : Complex intermediate stages between advertisers and users take a significant portion of the total budget as fees, hindering transparency.

2. Users : Labor without Rewards and Ad Fatigue

Users provide their time and attention, but the rewards for doing so are minimal or non-existent.

- **Low Perceived Rewards** : Most reward apps provide very low points compared to viewing time, and even these are difficult to actualize or use as cash.
- **Absence of AR-based Interaction** : One-way and forced ad exposure harms the user experience, and there is a lack of sophisticated AR interaction models to draw voluntary participation from users.

3. Ecosystem : Disconnection between Rewards and Real Economy (The Gap)

The most serious problem is that 'points' received as rewards do not lead to actual 'purchasing power.'

- **Closed Usage Areas** : Points that can only be used within a specific app have no value as assets.

- **Absence of IoT Payment Infrastructure** : There is no integrated IoT payment network that immediately connects the value of user activities to on-offline real-life payment methods.

Market Pain Points

Category	Current Status & Problems	ADRO's Perspective (IoT & AR Solution)
Advertisers	Unnecessary marketing obsessed only with click counts	High-efficiency marketing based on IoT physical verification
Users	Reward experience perceived as a waste of time	Asset formation experience through AR interaction
Platforms	Point systems that are difficult to cash out	IoT hybrid immediate payment network

ADRO's Core Hypothesis

"The ecosystem is innovated when user Attention becomes immediate Purchasing Power (Payment) through IoT and AR."

We believe that the act of users watching advertisements should be recognized as an economic activity, not just simple consumption. ADRO PROTOCOL begins a technological challenge to unify ad viewing and payment infrastructure to solve this problem.

Solving a problem begins with looking at the essence. ADRO will eliminate opacity in the advertising market through IoT and AR, returning users' time as true value.

System Detailed Logic

The Technical Backbone of ADRO PROTOCOL

Introducing ADRO's three-step technological hierarchy designed to realize transparent rewards and immediate payments.

ADRO PROTOCOL was designed to combine the reliability of blockchain with the practicality of payment networks. We build a scalable reward payment infrastructure by dividing the entire ecosystem into three core layers. In particular, we maximize data reliability by integrating IoT sensor data and AR interactions throughout the technological layers.

Architecture Overview

ADRO's architecture technically optimizes the flow from data generation to value conversion and final consumption.

1. **Protocol Layer** : Record of reliable data and reward logic (Core)

- 2. **Service Layer** : Intermediary layer that converts rewards into actual payment methods (Bridge)
- 3. **Application Layer** : Practical service interface experienced by users and merchants (Interface)

1 Protocol Layer (Reward & Trust Layer)

"The Foundation Where Assetization of Data Begins"

As the lowest layer, it manages the issuance of all ad participation data and rewards (Token/Point).

- **ADRO Ledger** : Records ad viewing logs and AR participation history collected through IoT sensors on an unalterable on-chain ledger.
- **Smart Reward Contract** : An automated contract engine that immediately distributes rewards to users according to pre-defined reward logic.
- **Verification Node** : A security node that cross-references AR spatial computing and location data to verify that the advertiser's budget is executed correctly without fraudulent clicks.

2 Service Layer (Finance & Payment Layer)

"The Core Engine That Converts Points into Purchasing Power"

A payment infrastructure layer that connects rewards generated in the protocol so they can be used in the real economy.

- **Hybrid Payment Gateway** : A hybrid PG solution that simultaneously processes digital assets and fiat currency payments.
- **Merchant API** : Real-time linkage between global merchant POS systems and the ADRO ecosystem to support IoT-based payments.
- **Valuation Engine** : Immediately converts reward value into payment amounts according to real-time exchange rates and merchant policies.

3 Application Layer (User Experience Layer)

"The Touchpoint of Service That Meets Daily Life"

Includes applications and tools that users and merchants actually encounter.

- **ADRO User App** : An integrated wallet app providing AR ad viewing, reward management, and online/offline payment functions.
- **Partner SDK** : Supports external app developers to easily embed ADRO's reward and payment functions into their own services.
- **Merchant Dashboard** : A tool for merchants to manage real-time sales status and IoT-based payment data.

Value Flow

Phase	Executing Layer	Key Action
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Step 01	Protocol Layer	User's ad participation (IoT/AR verification) and reward confirmation
Step 02	Service Layer	Converting rewards into spendable liquid assets
Step 03	Application Layer	Completion of real-world payment via QR/NFC at merchants

A robust design creates sustainable value. ADRO PROTOCOL will provide a reliable reward financial infrastructure anywhere in the world through this three-tier layer structure.

Real Ecosystem

AC & ACS : The Dual Engine of ADRO Ecosystem

Beyond simple rewards, it becomes the center of all payments, shopping, and premium experiences in daily life.

The asset system of ADRO PROTOCOL is operated in a dual structure : AC (Ad Coin), the main asset, and ACS (Ad Coin Shopping), the engine responsible for the practical liquidity and utility of the ecosystem. ACS supports the value of AC and serves as a powerful link to the real economy through the IoT payment network.

AC & ACS Structural Overview

- **AC (Ad Coin)** : The key asset and store of value for the ADRO ecosystem. It symbolizes the fundamental reward value generated through user participation and IoT-based location verification.
- **ACS (Ad Coin Shopping)** : The powerful shopping and utility engine of AC. It is used for practical service fees, payment methods, and subscription fees, circulating actively in connection with AR commerce within the ecosystem.

Core Use Cases of ACS

ADRO PROTOCOL provides the infrastructure so that users can exercise their purchasing power in the following practical business areas through the ACS they have secured.

1. Entertainment & Digital Content (Digital Economy)

- **Game Money Linkage** : Secured ACS can be immediately converted into currency in AR-based games within the ADRO platform or used to purchase unique digital items.

- **Cultural Content Usage** : Receive differentiated benefits through ACS when booking tickets for major performances, exhibitions, or paying for movie fees. Includes access to premium content such as AR docent services.

2. Finance & Professional Information Subscription (Finance & Trading)

- **Premium Trading Subscription** : Pay monthly subscription fees for NASDAQ and virtual asset precision trading analysis tools with ACS.
- **Financial Insight Service** : Used to access expert investment reports and paid financial data.

3. Real Commerce & Special Deals (Commerce & Deals)

- **Hot Deals & Special Deals** : Provides a shopping environment where ADRO exclusive partnership products can be purchased at ACS-only prices. Enjoy benefits from nearby merchants immediately through IoT location-based hot deal notifications.

4. Graded Consumption Experience Group (Graded Experience)

- **Experience Group Participation Right** : Secure opportunities to participate in purchase experience groups for high-priced appliances, luxury goods, and premium services with ACS according to the user's activity grade.
- **Review Rewards & Product Purchase** : High-quality reviews written after verifying actual product use with IoT sensors are recirculated as AC/ACS rewards.

Virtuous Cycle with the Real Economy

Category	Business Model	Role of ACS
B2C Payment	Shopping, Tickets, Games	Providing immediate payment methods and discount benefits through IoT terminals
Subscription Economy	Trading Tools, Content	Maintaining value as a fixed monthly consumption point
Participation Economy	Experience Groups, Reviews	Graded access rights and tools for activating the ecosystem based on AR interaction

ADRO's reward is your purchasing power. Through ACS, we complete a perfect real business ecosystem where rewards in digital space lead to a meal offline and premium services online.

Tokenomics

Sustainability and Value Growth

ADRO PROTOCOL aims for a virtuous cycle tokenomics where user participation is converted into value and the growth of the entire ecosystem leads to an increase in token value.

The ADRO ecosystem simultaneously secures stability and flexibility through a dual-token architecture consisting of AC (Ad Coin), a store of value, and ACS (Ad Coin Shopping), which handles practical effective purchasing power.

Token Specification

Below are the basic specifications of the AC token, the base asset of the ADRO PROTOCOL ecosystem.

- **Token Name** : ADRO Coin
- **Token Symbol** : AC
- **Issuance Network** : BEP-20 (Binance Smart Chain)
- **Total Supply** : 10,000,000,000 AC
- **Token Type** : Utility and Payment Asset

Token Allocation

Tokens are allocated as follows for the long-term stability of the ADRO ecosystem.

Category	Ratio	Purpose & Details
Ecosystem & Rewards	40%	User ad participation rewards and ecosystem activation contributions (based on IoT/AR activity)
Token Sale	20%	Initial investment attraction and liquidity supply (Private / Public)
Team & Founders	15%	Long-term incentives for core development and operation personnel
Marketing & Partnerships	15%	Global merchant acquisition and brand marketing costs
Reserve	10%	Reserve for unexpected market conditions and emergency liquidity funds

AC & ACS Liquidity Engine (The Engine)

The tokenomics of ADRO PROTOCOL has a flexible liquidity supply structure to provide seamless usability in real life while preserving the value of assets.

1. **Generation of Rewards** : When a user watches an advertisement or completes an AR mission in an area verified by an IoT sensor, rewards are immediately calculated and paid in ACS (Ad Coin Shopping).
2. **Securing Value and Swap (AC to ACS Swap)** : Users can purchase AC directly from the market and secure immediate purchasing power by swapping it into ACS, the shopping engine. However, to maintain ecosystem health and prevent game money cashing-out issues, a one-way structure is maintained where reverse conversion from ACS to AC is impossible.
3. **P2P Transfer between Members (ACS P2P)** : If ACS is insufficient when using a specific service, a P2P function is supported to directly transfer or exchange ACS between members within the ecosystem. This allows users to flexibly resolve liquidity within the ecosystem without going through external exchanges.
4. **ACS Full Consumption Structure** : All ACS acquired, swapped, or received via P2P is designed to be fully consumed within the ecosystem infrastructure, such as AR games on the ADRO platform, IoT shopping, content subscriptions, and hot deals.

Token Utility

Users and the ADRO Alpha platform exercise the following rights within the ADRO ecosystem.

- **Receiving Ad Rewards** : Obtaining immediate ACS rewards according to IoT/AR participation
- **Asset Swap & Payment** : Converting to ACS after purchasing AC to pay at online/offline merchants
- **P2P Use between Members** : Freely exchanging insufficient ACS between members to use services
- **Professional Service Subscription** : Using paid content such as NASDAQ trading analysis using ACS

A robust economic model creates a powerful platform. ADRO PROTOCOL will ensure that rewards become a powerful means of consumption in the real economy through a flexible P2P transfer and one-way swap system.

Technical Specification

The Power of Attention and Payment

Introducing specific asset utilization plans for the ADRO ecosystem where user participation leads to actual purchasing power.

ADRO PROTOCOL connects rewards from the digital space to consumption in the real economy through AC (Ad Coin), the base asset, and ACS (Ad Coin Shopping), the shopping engine. Each asset has unique utility within the ecosystem and performs complementary roles.

💎 AC (Ad Coin) Utility : Store of Value & Base Asset

AC is the core base asset of the ADRO ecosystem, securing long-term value and trust.

- 1. Securing Purchasing Power via ACS Swap :** Users can swap their AC for ACS, the shopping engine, to secure payment methods that can be used immediately at online and offline merchants.
- 2. Staking and Grade Upgrade :** When AC is staked (frozen) for a certain period, the ACS reward multiplier for ad viewing increases, or users acquire high-tier permissions required for premium services such as AR-based consumption experience groups.
- 3. Governance and Voting Rights :** Users can exercise voting rights on the operating direction of the ADRO Protocol, such as major policy decisions or prioritizing merchant onboarding.

🛒 ACS (Ad Coin Shopping) Utility : Practical Consumption & Reward Engine

ACS is the reward users earn through ad participation and a practical payment method that is fully consumed within the ecosystem.

- 1. Reward Receipt and Daily Payment :** ACS is paid immediately when a user watches an ad or completes a mission in a location verified by an IoT sensor. The acquired ACS is used for immediate payment like cash at affiliated online and offline merchants such as convenience stores, cafes, and marts.
- 2. Digital Content and Subscription Payment :** Used as the primary currency for various digital content consumption, including in-game item purchases, subscriptions for NASDAQ and virtual asset automated trading and analysis tools, and OTT service fees.
- 3. Hot Deal and Special Offer Purchase :** Used for purchasing limited-quantity hot deals and super-special products provided on the ADRO platform. Some products can only be purchased with ACS, increasing the holding value for users.
- 4. Peer-to-Peer (P2P) Transfer and Gifting :** ACS can be freely transferred to friends or other members. This allows for flexible asset movement, such as topping up insufficient payment amounts or gifting rewards to acquaintances.

🔄 Key Features of Asset Flow (Key Flow)

Category	AC (Ad Coin)	ACS (Ad Coin Shopping)
Nature	Store of Value & Gas Fee	Practical Consumption & Shopping Engine
Conversion	Swappable to ACS (One-way)	Reverse conversion to AC impossible (Blocks cashing-out risk)
Acquisition	Exchange purchase, Staking rewards	Ad viewing rewards (IoT/AR verification), ACS Swap, P2P receipt
Primary Purpose	Ecosystem participation & Asset growth	Real-life payment & Service usage

Value is proven when it is used. Through the powerful consumption utility of ACS, ADRO PROTOCOL will ensure that rewards go beyond simple numbers to become substantial assets that enrich users' lives.

Distribution and Lockup

Transparency and Long-term Stability

ADRO PROTOCOL establishes a transparent and systematic distribution and lockup plan for the long-term growth of the ecosystem and the stability of token value.

The total supply of 10,000,000,000 AC is allocated with the primary objectives of ecosystem activation, development stability, and market liquidity supply.

Allocation Details

The total supply is allocated to each sector in the following proportions.

Item	Allocation Ratio	Token Amount (AC)	Remarks
Ecosystem & Rewards	40%	4,000,000,000	User IoT/AR participation rewards and ecosystem activation incentives
Token Sale	20%	2,000,000,000	Strategic investment attraction and securing liquidity (Private / Public)
Team & Founders	15%	1,500,000,000	Long-term contribution rewards for core development and operation personnel
Marketing & Partnerships	15%	1,500,000,000	Global merchant expansion and AR hyper-local brand promotion
Reserve	10%	1,000,000,000	Response to emergency liquidity and other operational variables

Vesting Schedule

To prevent a sudden increase in market supply and prove the sustainability of the project, differentiated lockup policies are applied to each item.

1. Team & Founders

Has the most stringent lockup conditions to ensure responsible management of the project.

- **Lockup Period** : 24-month (2 years) lockup after listing

- **Release Method** : Monthly equal release after the 24-month lockup period ends (paid sequentially at 1/36th every month)

2. Token Sale

Released sequentially according to the conditions of each investment round.

- **Initial Liquidity** : Partial release of TGE (Token Generation Event) volume upon listing
- **Remaining Volume** : Phased release over 6 to 18 months

3. Ecosystem & Rewards

Distributed by being converted to ACS in proportion to the user's actual activity (IoT sensor verification, AR ad viewing, etc.), thus circulating based on actual demand rather than artificial market dumping.

Use of Funds

Funds secured through token sales and other means will be used for the global infrastructure expansion of ADRO PROTOCOL as follows.

1. **Technology Development & Infrastructure Construction (40%)** : Intensive investment in the enhancement of the ADRO Alpha platform, IoT data linkage security systems, and hybrid payment gateway technology development.
2. **Global Marketing & Merchant Acquisition (30%)** : Expanding the offline merchant network in major strategic countries such as Thailand and Japan, and conducting AR-based reward campaigns.
3. **Operations & Legal (20%)** : Utilized for operating local subsidiaries in various countries, obtaining payment licenses, and legal consulting fees for regulatory compliance.
4. **Liquidity Management & Reserve (10%)** : Retained as funds for market liquidity supply and response to unexpected operational risks.

Sustainable value starts with trust. ADRO PROTOCOL will create an ecosystem where investors and users grow together by transparently disclosing all token distribution and execution processes.

Buyback and Burn

Scarcity and Value Appreciation

ADRO PROTOCOL operates a powerful deflation model that increases the scarcity of AC and drives long-term value appreciation through continuous token burning and supply control.

We suppress inflation in the token ecosystem through a buyback and burn system linked to actual business revenue, moving beyond simple issuance limits.

Core Burn Logic

Various activities occurring within the ADRO ecosystem lead to natural token burning.

- 1. Ad Revenue-based Buyback & Burn :** A certain percentage of the advertising fees paid by advertisers to the IoT and AR platforms is used to purchase (Buyback) AC from the market. The purchased AC is immediately sent to a burn address and permanently removed from circulation.
- 2. Supply Reduction through AC to ACS Conversion :** When a user swaps AC to ACS for shopping or payments, that AC is removed from the market circulation. Since it is a one-way structure where reverse conversion from ACS to AC is impossible, the selling pressure on AC is permanently reduced by the amount converted.
- 3. Platform Operational Fee Burn :** Operational fees generated during asset swaps or use of specific services are systematically burned or attributed to the ecosystem fund, strictly limiting recirculation. However, ACS P2P transfers between members are provided without fees to activate the ecosystem.

The Virtuous Cycle of Value Appreciation

The system is designed so that business growth directly leads to an increase in token value.

- **Merchant Expansion :** As the number of usage areas increases, demand for ACS grows -> Acceleration of AC to ACS swaps -> Decrease in AC circulation
- **Advertiser Influx :** Increase in ad execution -> Expansion of AC buyback scale in the market -> Support and rise of AC price
- **Ecosystem Activation :** ACS full consumption structure -> Increase in partner revenue -> Reinvested as resources for marketing and buybacks

Supply & Demand Control

Category	Management Strategy	Expected Effect
Supply Control	Lockup and Phased release	Prevent initial oversupply and secure market trust
Demand Creation	ACS Shopping engine & Exclusive hot deals	Induce AC purchase and swap
Circulation Control	AC Staking and Grade benefits	Secure long-term holders and lock liquid volume
Permanent Burn	Ad revenue and Operational fee burn	Continuous reduction of total AC supply

Blocking Speculation and Cashing-out Risks

ADRO PROTOCOL has established the following mechanisms for regulatory compliance and ecosystem protection.

1. **One-way Swap Principle** : To prevent ACS earned as game money or content rewards from being recklessly leaked to exchanges for cashing out, all conversions are directed only towards consumption-oriented ACS.
2. **Focus on Payment Assetization** : By focusing the purpose of rewards on practical purchasing power (Shopping) rather than speculative profit, we maintain a stable payment ecosystem and protect it from external market volatility.

Value comes from real-world use, not numbers. Through the active consumption of ACS and the system of returning ad revenue to AC, ADRO PROTOCOL will complete a token economy that proves higher value as time passes.

Strategic Sales and Listing

Strategic Sales and Global Listing

ADRO PROTOCOL conducts phased sales for fair and transparent token distribution and executes a listing roadmap to secure global liquidity. All processes are operated based on the BEP-20 (Binance Smart Chain) network.

Token Sale Info

The sale criteria for AC, the base asset of the ADRO ecosystem, are as follows. For linkage with the real economy, the value is based on **1 ACS = \$1**, and AC is fixed at a **1,000 : 1** ratio with ACS.

- **Base Sale Price** : 1 AC = \$0.001 (Fixed)
- **Value Standard** : 1 ACS = \$1 / 1 ACS = 1,000 AC (1 AC = 0.001 ACS)
- **Accepted Currencies** : USDT, BNB, BTC, ETH, etc. (Real-time exchange rates at the time of sale apply)
- **Network** : BEP-20 (Binance Smart Chain)
- **Total Sale Volume** : 20% of total issuance (2,000,000,000 AC)

Sale Stages

The sale proceeds in three stages to control market supply and secure initial core partners.

1. Private Sale

- **Target** : Strategic partners, institutional investors, and early ecosystem contributors
- **Features** : Aimed at securing initial infrastructure construction funds, with long-term lockup conditions applied.

2. Pre-sale

- **Target** : Whitelist applicants and early community participants

- **Features** : Aimed at community-based expansion, with a slight discount benefit compared to the base price.

3. Public Sale / IDO

- **Target** : All general users
- **Features** : Aimed at wide distribution of tokens, conducted at the confirmed base price.

Listing Roadmap

Phased listing on major exchanges is promoted to increase global accessibility.

1. Decentralized Exchange (DEX) Listing

- **Platform** : PancakeSwap (BEP-20 based)
- **Purpose** : Formation of an immediate Liquidity Pool right after listing and support for free swapping.

2. Global Centralized Exchange (CEX) Listing

- **Target** : Global Top-tier exchanges and local exchanges in major strategic countries.
- **Strategy** : Inducing gradual and healthy market price formation based on established value stability.

Circulation and Value Management

- **Market Making (MM)** : Preventing sudden volatility in the early stages of listing and maintaining stable quotes.
- **One-way Swap Policy** : Encouraging the flow of purchasing AC and converting it to ACS to minimize selling pressure.
- **Transparent Disclosure** : Securing trust by regularly disclosing the use of token sale proceeds and burn status.

ADRO PROTOCOL will create a healthy listing ecosystem where both users and investors prosper based on firm value standards.

Token Sale Schedule

Token Sale Schedule

Phased Valuation and Sales Roadmap

ADRO's sales price increases in four stages in conjunction with the project's merchant acquisition and payment infrastructure expansion stages, providing the most powerful asset growth opportunities for early participants.

1. Detailed Pricing Tiers

Phase	Price	Target	Benefits
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Phase 1 (Seed)	US\$0.00 05	Strategic Partner	Lowest entry price & Profit maximization
Phase 2 (Private)	US\$0.00 07	Community Builder	Securing stable initial volume
Phase 3 (Pre-sale)	US\$0.00 09	1st Public Sale	Providing market participation opportunity
Phase 4 (Public)	US\$0.00 1	Final Public Sale	Final entry opportunity before listing

Listing Target Price : US\$0.0015 (Designed to allow for an approximately 300% value increase at the time of listing when participating in Phase 1.)

2 Asset Protection and Circulation Management

- **80:20 Split Principle** : A policy to preserve the value of the token by making 80% of the reward profit generated within the project immediately available as CASH and accumulating 20% as an ASSET (ADRO Token).
- **Weekday Payment System** : Securing the sustainability of the ecosystem by paying rewards from Monday to Friday based on the real-world business operating profits of the IoT and AR-based advertising infrastructure.

ADRO PROTOCOL aims for a transparent economic ecosystem where investors and users grow together through a clear valuation roadmap.

Listing Plan

Exchange Listing Strategy and Liquidity Management

ADRO PROTOCOL executes a phased listing roadmap so that users worldwide can conveniently trade and use AC anywhere. We focus on protecting asset value through stable quote maintenance and liquidity supply even after listing.

ADRO completed a successful Token Generation Event (TGE) last week and is currently in the preparation stage for listing on major global base exchanges.

Listing Status and Roadmap

Current status of the listing roadmap as of April 8, 2026.

Classification	Exchange Type	Listing Status	Remarks

Decentralized Exchange	PancakeSwap (DEX)	Preparing	Preparing to operate BEP-20 based liquidity pool
Global CEX	Global Top 10 CEX	Preparing	Listing review and technical integration in progress
Regional Base Exchange	Local CEX in Thailand, Japan	Preparing	Purpose of local fiat (Fiat) payment linkage
Tier 1 Global CEX	Major Global CEX	Targeted	Expansion of global recognition in H2 2026

Listing Strategy

ADRO PROTOCOL promotes listing for practical payment infrastructure expansion, not just increasing the number of exchanges.

1. Accessibility First

We prioritize listing on local exchanges in major strategic countries so that assets received as rewards can be conveniently managed. This is to maximize usability in countries where the ACS payment network (IoT/AR based) is established.

2. Maintaining Value Stability

We suppress sudden volatility based on the guideline price of **1 AC = \$0.001**. Through collaboration with professional market makers (MM) in the early stages of listing, we form stable buy/sell quotes.

3. Liquidity Provision

By maintaining a sufficient liquidity pool within the DEX (PancakeSwap) at all times, we minimize slippage even during large capital inflows and provide a stable swapping environment.

Risk Management & Security

- **Market Monitoring** : Detecting abnormal transaction signs and responding immediately through 24-hour real-time transaction monitoring.
- **Security Partnership** : Ensuring the stability of BEP-20 smart contracts through continuous collaboration with global security audit firms.
- **Transparent Circulation Management** : Transparently disclosing the movement and release status of foundation-owned supply through GitBook and official channels.

Healthy market formation creates sustainable growth. ADRO PROTOCOL will move beyond simple listing to prove practical economic utility and build a digital asset ecosystem that users worldwide can trust.

Price Defense Strategy

Sustainable Price Management and Ecosystem Valuation

ADRO PROTOCOL maintains a value standard of 1 AC = \$0.001 for the stability of the real-economy payment system. We implement a multi-faceted price policy to suppress rapid price fluctuations and preserve practical purchasing power even after listing.

Sustainability of the ADRO ecosystem starts with the stability of asset value. We adhere to the following policies to protect users' reward values from market volatility.

Price Foundation

The price policy of ADRO PROTOCOL prioritizes connectivity with the real economy.

- 1. Anchor Price Setting :** We apply a standard of 1 AC = \$0.001 during initial listing and service payments. This is to help users intuitively understand the value of their rewards and prevent confusion during real-life payments.
- 2. Ad Execution Unit Price Linkage :** Advertising fees paid by advertisers to the IoT and AR platforms are adjusted in linkage with the market value of AC. This creates a structure where the supply and demand of AC are naturally adjusted according to actual business revenue.

Price Defense and Appreciation Mechanism (Defense Mechanism)

Mechanisms to control market selling pressure and support the price floor after listing.

- 1. Revenue-driven Buyback :** A certain percentage of the revenue generated from the IoT/AR ad platform and payment fees is invested in purchasing AC in the market. Purchased volume is either burned or attributed to the ecosystem fund to control circulation.
- 2. Inducing One-way ACS Swap :** We provide additional benefits when users convert AC into ACS, the payment engine. Volume converted to ACS cannot re-enter exchanges, effectively locking real selling volume permanently. (Fixed ratio of 1 ACS = 1,000 AC)
- 3. Staking Reward Policy :** We grant higher membership tiers to users who hold or stake AC long-term. Differentiated utilities, such as increased ACS accumulation rates and priority participation in hot deals, are provided based on tiers to strengthen long-term holding incentives.

Market Operation and Management

- **Volatility Mitigation :** Preventing sudden price dumping or pumping and maintaining stable liquidity depth through professional Market Making (MM) partnerships.
- **Transparent Circulation Management :** Real-time monitoring and regular disclosure of the movement status of foundation-owned and ecosystem-distributed supply.
- **Ecosystem Fund Operation :** Strategically deploying a prepared Reserve for price stability in case of sudden market shocks.

Practical value creates price. ADRO PROTOCOL will build a solid financial ecosystem where the value of 1 AC can be substituted with actual purchasing power anywhere in the world, moving beyond simple arbitrage.

Reward System

Reward Distribution and Referral Strategy

ADRO PROTOCOL operates a transparent and legal reward system to expand the ecosystem through user participation and referrals. All rewards are executed based on advertising revenue resources, aiming for a sustainable virtuous cycle structure.

1. Reward Distribution and Payment Principles (Reward Policy)

To maintain the health of the ADRO ecosystem, all rewards are paid according to the following criteria.

Item	Details	Remarks
80 : 20 Split	80% of rewards allocated to ACS (Payment), 20% to AC (Asset)	Preventing selling pressure and promoting consumption
Payment Schedule	Every Monday ~ Friday (5 days a week)	Based on IoT / AR real business operating revenue
Min. Application	Immediately usable from 100 ACS or more	Securing liquidity within the ecosystem
Fees	0% fee for P2P transfer between members	Supporting community activation

2. Referral Reward Structure (Referral Tiers)

In compliance with local regulations, we aim for a 1st-tier (Direct) referral structure to provide fair rewards according to ecosystem contribution.

Personal Reward

- **Ad Viewing Reward** : 100% payment of ACS rewards set by the advertiser (upon completion of IoT location and AR gaze verification)
- **Mission Performance** : Additional bonus ACS paid upon completion of specific AR actions or hyper-local missions

Direct Referral Reward

- **Direct (Tier 1)** : A certain percentage of the rewards earned by members directly recommended by oneself through ad viewing and activities is paid as a bonus.

- **Membership Grade Bonus** : The accumulation rate for Tier 1 referral rewards is applied differentially according to one's activity score and grade.
- **Earnings Limit** : To maintain a healthy ecosystem, a daily receipt limit is set in proportion to the size of assets held and the amount of activity.

3. Reward Fund Management

- **Securing Resources** : Guaranteeing sustainable rewards by allocating more than 40% of total advertising sales to the user reward fund.
- **Buyback Linkage** : Regularizing AC buybacks and burns in the market using a portion of advertising revenue to maintain the value of reward supplies.
- **P2P Activation** : Maximizing reward efficiency and expanding the real-life payment range by allowing members to freely exchange insufficient ACS.

ADRO PROTOCOL will complete a payment-centered reward revolution where rewards become actual purchasing power.

Operations and Roadmap

Decentralized Decision Making and Ecosystem Growth

ADRO PROTOCOL has successfully completed the TGE (Token Generation Event) and initial infrastructure construction in Q2 2026. Starting from Q2, we enter the practical governance execution stage where the foundation and the community build the framework of the ecosystem together.

ADRO's governance aims to coordinate the balance between stakeholders and preserve the long-term value of the ecosystem. We are currently in the core execution stage of Phase 1.

Phased Governance Implementation Roadmap

This is the real-time governance roadmap starting from Q2 2026.

Phase	Period	Key Features	Decision-making Entity	Status
Phase 1	Q2 2026 (Current)	Ecosystem stabilization & initial merchant policy establishment	ADRO Foundation	In Progress
Phase 2	2026 3Q - 4Q	Introduction of community proposal & voting system (Beta)	Foundation + AC Holders	Planned
Phase 3	After 2027	Fully decentralized governance & on-chain voting	ADRO DAO	Planned

Key Governance Areas

Governance participants exercise rights over the following matters that determine the sustainability of the ecosystem.

1. Ecosystem Parameter Adjustment

- **Reward Distribution Rate** : Adjusting the percentage of advertising revenue allocated to the user reward fund
- **Burn Policy** : Decision-making on policies regarding buyback and burn cycles and scales

2. Merchant and Partnership Expansion

- **Selection of Strategic Merchants** : Voting for priority countries and core categories during global expansion
- **Platform Policy** : Establishing ACS payment fees and merchant onboarding criteria

3. Finance and Fund Management

- **Ecosystem Fund Utilization** : Approval of fund execution for new technology development or marketing campaigns

Governance Operating Principles

- **Transparency** : All voting processes and results are disclosed transparently and recorded on-chain.
- **Fairness** : To prevent authority from being concentrated in a specific few, a voting cap and verification system are operated.
- **Expertise** : Proposals with technical defects or security risks are submitted after prior review by an expert group.

Autonomous growth completes innovation. Based on the achievements of Q2 2026, ADRO PROTOCOL will build a democratic reward financial ecosystem created together by participants worldwide.

Compliance and Legal Notice

(Legal Disclaimer)

This document is for informational purposes only and does not constitute an offer to sell, a solicitation of an offer to buy, or investment advice in any jurisdiction.

- **Character of ADRO Token** : ADRO tokens are not stocks, bonds, profit-sharing securities, or other financial instruments and should not be construed as securities. This token does not grant ownership of portfolio assets, claims to profit distribution, or other financial rights. The core function of the token is to exercise governance authority within the protocol ecosystem.

- **Notice regarding Profit Expectations** : ADRO tokens should not be purchased or held in expectation of future profits or returns. The appreciation in the value of the protocol is determined by the active governance participation and collective decision-making of all token holders, rather than the efforts of a specific entity. This is fundamentally different from the "expectation of profits arising from the efforts of others" as defined in the Howey test of U.S. securities law.
- **Not Legal Advice** : All participants are responsible for seeking independent professional advice regarding their financial situation and the laws of their jurisdiction. Simple phrases such as "Not financial advice" do not imply a waiver of legal liability.
- **Risk Factors** : The purchase and holding of ADRO tokens involves significant risks, including but not limited to regulatory uncertainty, market volatility, risks inherent in technological investment in IoT sensors and AR advertising infrastructure, technical risks, and lack of liquidity.
- **Jurisdictional Restrictions** : Citizens or residents of certain prohibited jurisdictions, including the United States and mainland China, may not participate in this protocol.