FRIENDZ
A DIGITAL MARKETING REVOLUTION
ON THE BLOCKCHAIN

WHO
WE ARE
Friendz is a digital marketing company whose main goal is to connect brands with their target audience, taking advantage of the most powerful marketing tool ever: "word of mouth".

VISION
Friendz aims to make Friendz coins become the favourite tool used by brands to connect with their target audience all over the world on social media. Through the blockchain technology, Friendz will decentralize the digital advertising industry. Brands and companies will involve an international community of highly engaged users that will perform marketing actions on demand and will be rewarded for their activity.

METRICS

<table>
<thead>
<tr>
<th>Top Clients</th>
<th>Users</th>
<th>Revenues</th>
<th>Awesome People</th>
</tr>
</thead>
<tbody>
<tr>
<td>200+</td>
<td>200k</td>
<td>€1.2M</td>
<td>35</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Funding</th>
<th>Published Pictures</th>
<th>Reach</th>
<th>Interactions Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>500k</td>
<td>3.1M</td>
<td>1.5B+</td>
<td>80M</td>
</tr>
</tbody>
</table>

BUSINESS MODEL
Brands can use Friendz Coins to access digital advertising and other marketing services from Friendz platform, such as brand awareness and product placement campaigns, sharing content activities and market researches. The community takes part to the activities proposed and gets rewarded for creating and validating contents while following the brands’ rules. Users and approvers can use Friendz Coins to access special and premium features inside the app.

TOKEN SALE

<table>
<thead>
<tr>
<th>Name</th>
<th>Token Value</th>
<th>Total Suppy</th>
<th>Hard Cap/Min Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendz Coin (FDZ)</td>
<td>1 FDZ = 0.067 USD</td>
<td>1.5 Bn FDZ (no new tokens will ever be created)</td>
<td>750M FDZ / 50M FDZ</td>
</tr>
</tbody>
</table>

TOKEN DISTRIBUTION

- ICO 50.0%
- Reserve Fund 20.0%
- Partners 15.0%
- Advisors 70%
- Liquidy Fund 5.0%
- Team 5.0%
- Bounty Program 2.0%

TEAM

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daniele Scaglia</td>
<td>Commercial Partner</td>
</tr>
<tr>
<td>Cecilia Nostro</td>
<td>Marketing &amp; Communication team</td>
</tr>
<tr>
<td>Giorgio Pallocca</td>
<td>Development team</td>
</tr>
</tbody>
</table>

ROADMAP

- Q1 2018: ICO Event
- Q2 2018: Introduction of creativity approvers
- Q3 2018: The Nordics
- Q4 2018: Expansion of Friendz services to B2B clients
- Q1 2019: Users internal wallet
- Q2 2019: Widget payment system for commercial partners
- Q3 2019: Eastern Europe
- Q4 2019: South America
- Q1 2020: North America
- Q2 2020: Asia and Australia

TEAM

- Daniele Scaglia: Commercial Partner
- Cecilia Nostro: Marketing & Communication team
- Giorgio Pallocca: Development team

ADVISORS & PARTNERS

- Paolo Rebuffo: Exchange
- David Drake: Ico Partner
- Simon Cocking: Tax Advisor

TOKEN UTILITY

- Campaigns and marketing services
- In-app features and blockchain games
- Transfer to personal wallets

USE OF PROCEEDS

- Business development & marketing
- Personnel and professionals
- Development
- G&A
- Others