

**SOCIAL
NEXT...**



**CONSUMER
CONNECTED
MARKETING**



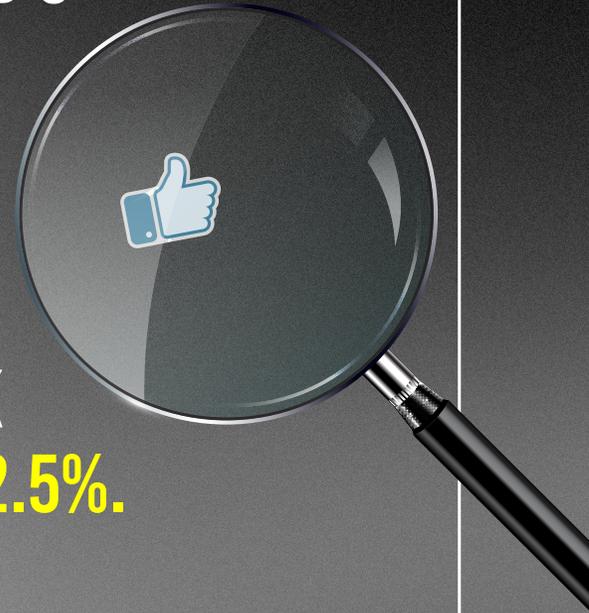


DIGITAL ADVERTISING AND MARKETING IS ALL THE RAGE.

Everyone knows how important it is...

**YET VERY FEW UNDERSTAND HOW TO MAKE IT WORK
EFFECTIVELY, ESPECIALLY WHEN IT COMES TO SOCIAL.**

FACEBOOK IS A FREE SOCIAL PLATFORM BUT GETTING YOUR BRAND'S MESSAGE OUT IS GETTING INCREASINGLY HARDER TO ACHIEVE. FOR YEARS, FACEBOOK HAS BEEN THROTTLING ORGANIC REACH ALLOWING BRANDS TO REACH FANS THROUGH POSTINGS.

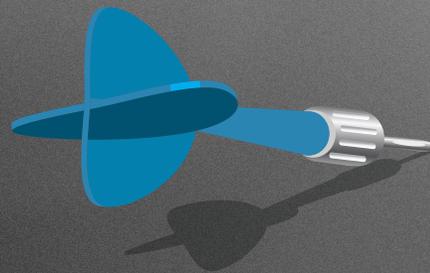


WITHOUT BOOSTING (**HIGH COSTS**) THE POST THROUGH FACEBOOK ADVERTISING, THE ORGANIC REACH WAS ESTIMATED TO BE ONLY **2.5%**. THAT MEANS OUT OF EVERY 100 FANS (WHO "LIKE" YOUR PAGE), **YOU CAN REACH FEWER THAN 3 PEOPLE.**

BUYING ADS ON FACEBOOK CAN RESULT IN A MUCH HIGHER REACH FOR YOUR POST BUT SUCH BOOSTS SELDOM RESULT IN HIGH ENGAGEMENT, I.E. LIKES, SHARES AND COMMENTS.

ENGAGEMENT IS ESPECIALLY IMPORTANT IN LIGHT OF FACEBOOK'S 2018 ANNOUNCEMENT THAT ITS NEW ALGORITHM WILL PRIORITIZE **"MEANINGFUL INTERACTIONS"** FROM FRIENDS AND FAMILY OVER CONTENT FROM BRANDS.

WHAT THAT MEANS IS THAT IT IS **NOW EVEN HARDER TO REACH OUT TO FANS ORGANICALLY.** UNLESS, OF COURSE, YOU ARE ABLE TO ACHIEVE HIGH FAN ENGAGEMENT.



**SINCE THIS CAN'T
BE ACHIEVED
THROUGH
BOOSTING
ALONE WHAT
CAN YOU DO?**



Addd  ON



CROWDVERTISING THE FUTURE. HERE AND NOW.

**WELCOME TO ADDDON THE PRIVACY BASED
SOCIAL NETWORK, THAT TRULY
PERSONALISES BRANDED ADVERTISING.**



CONNECTING PEER TO PEER TARGETED AUDIENCES

IN A FUN NEW ENGAGING WAY

WHY

EVOLVE & DISRUPT SOCIAL BY PRIVATISING ADVERTISING

**“PERSONALISE SOCIAL BRAND ENGAGEMENT WITH
TRANSPARENT AND EFFECTIVE CONSUMER CONNECTIONS”**

HOW

USER CONTROLLED, DATA TRANSPARENT AND FRAUD FREE MARKETING / SOCIAL NETWORK PLATFORM

AddOn is a unique platform that allows netizens to get paid for engaging and sharing a brand's post. Such shares by individuals, which features their own selfies together with their comments about the post, can easily go viral as friends and family members are more likely to engage with posts that contain images and messages by people they personally know.

**SAVE
MONEY**

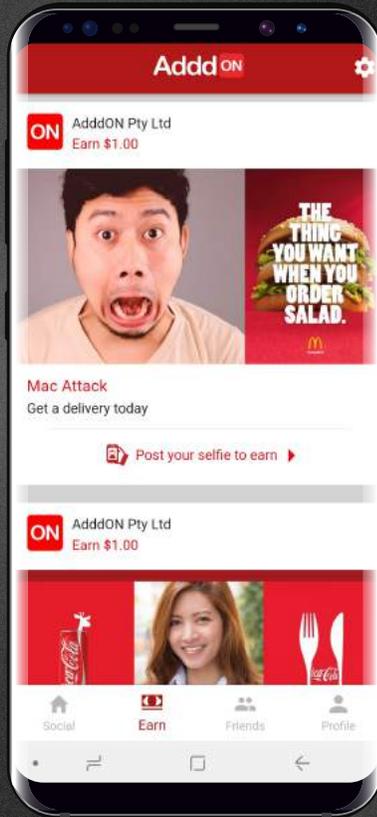
ADVERTISER
BRAND HEALTH

**MAKE
MONEY**

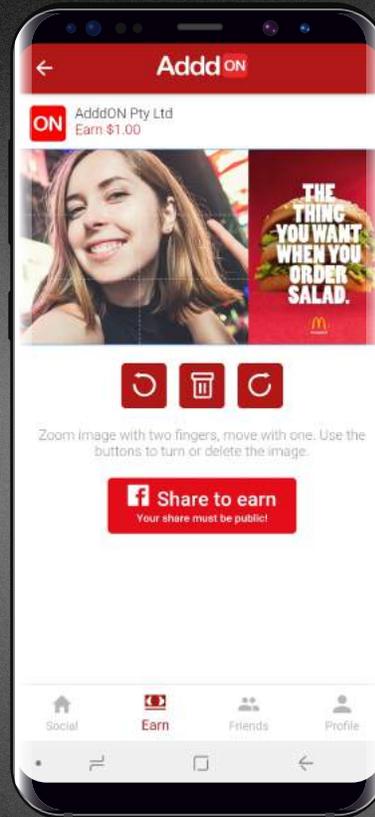
CONSUMER
BRAND LOVE

\$ocial
Both ways
Pay\$

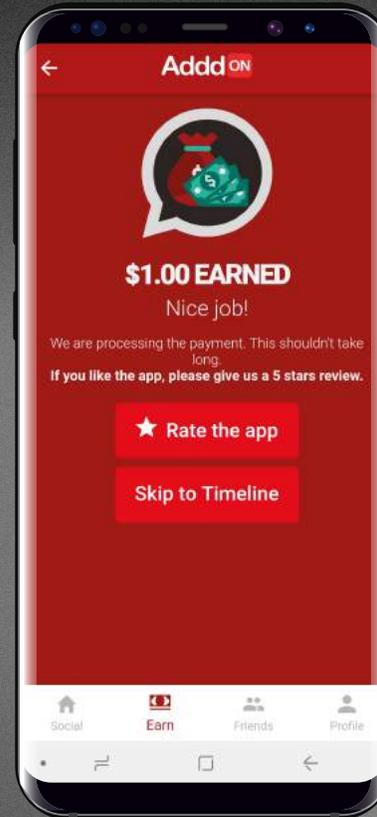
HOW ADDDON WORKS - CONSUMER



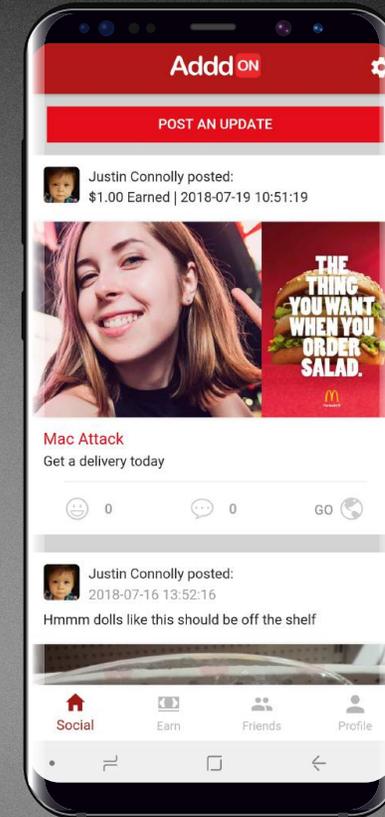
Select Ad to engage with



Take selfie and position



Share to earn instantly



Social feed time-line

HOW ADDDON WORKS - CONSUMER BRANDED AD

Personalised
unique brand ad
friend connected
audience

Justin Connolly posted:
\$1.00 Earned | 2018-07-19 10:51:19

Mac Attack
Get a delivery today

0 0 GO

Likes

Comments

Brand owners
click through site / location

Shared



Justin Connolly shared a link.
3 hrs ·

APP.ADDDON.COM
Mac Attack
Get a delivery today

Like Comment Share

Brand owners
click through site / AdddON tracked

HOW ADDDON WORKS - ADVERTISER

1: GETTING STARTED

Easy sign up



3: ALLOCATE BUDGET

Never exceed budgets



5: VIEW RESULTS

Easy engagement data



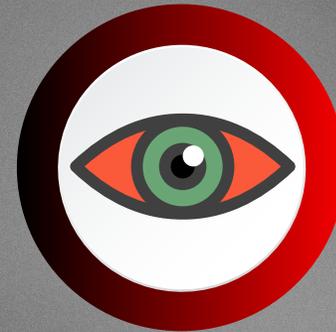
2: CREATE CAMPAIGN

Simple template system



4: VIEW REAL-TIME

See Ads as they happen



A young man with dark hair and glasses is smiling broadly while looking at a laptop screen. He is wearing a blue and grey long-sleeved shirt. The background is a blurred indoor setting, likely a cafe or office, with other people and shelves visible. The overall mood is positive and focused.

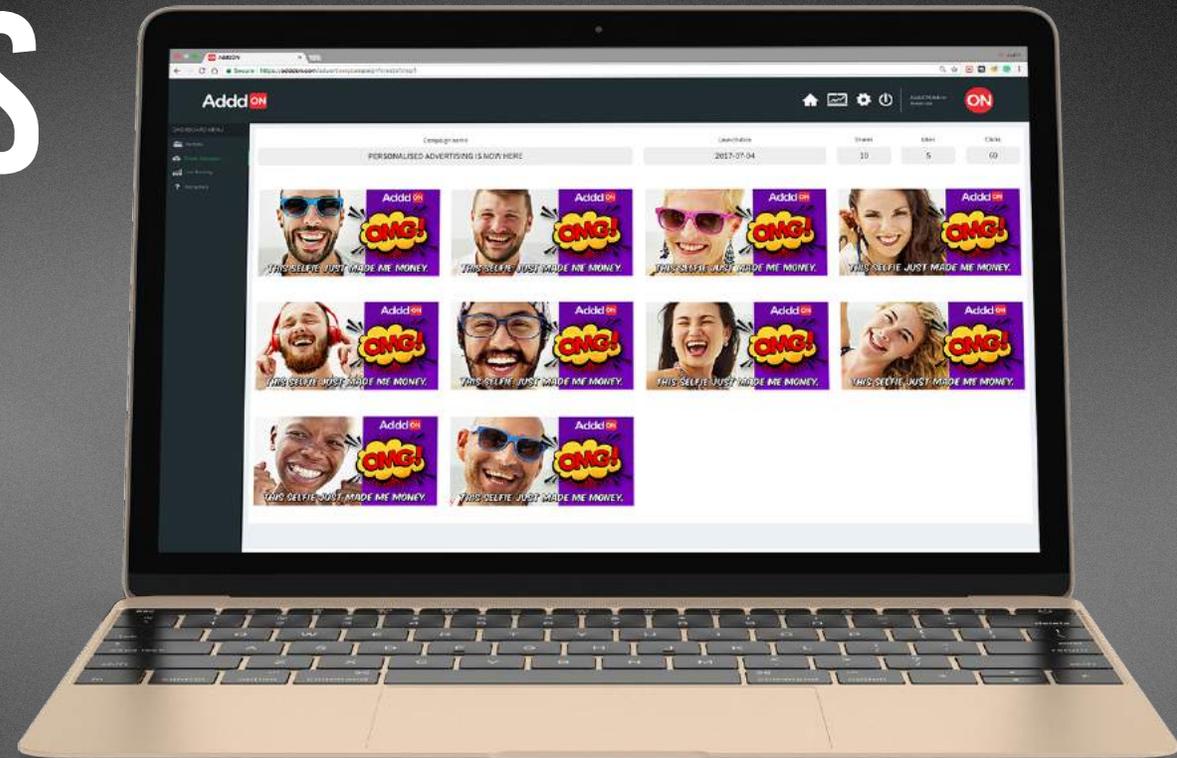
**BRANDS OWNERS
CAN WATCH THEIR
CAMPAIGNS
GO VIRAL.**

PERSONAL FRIEND CONNECTED AUDIENCES

HOW ADDDON WORKS - ADVERTISER

ADVERTISERS DASHBOARD

WATCH YOUR CAMPAIGNS
REAL-TIME LIVE



ADDDON OPPORTUNITY - COMPETITIVE ADVANTAGE



AD BLOCKERS

MOBILE AD BLOCKING BROWSERS ARE NOW A MAINSTREAM TECHNOLOGY. Ad blocking is detrimental to the entire advertising ecosystem. More than 25% of INTERNET.

Source: eMarketer.com



DIGITAL TRANSPARENCY

MARKETERS ARE OFTEN LEFT IN THE DARK about how and how much they pay their agencies, or even connect with their targeted audience and comes at a time when transparency is an increasingly serious issue for the media industry globally.

Source: Mumbrella Asia Pte Ltd.



AD FRAUD

Digital advertising is seen by more BOTs than by real people. Advertising fraud costs the industry more than \$16.4 Billion a year.

Source: 2017 CNBC.

ADDDON OPPORTUNITY - COMPETITIVE EDGE

1ST TO MARKET

Never done before in the marketing ecosystem.
User Control.
Patent Pending.

INCENTIVE

User gets rewarded for engagements.
Selfies are an adiction, monetise them.

EASE OF USE

Choose your brand,
Shoot your selfie then share to be paid.

PROFILES

With the Audience settings, brands can hit their intended targeted consumers.

TRANSPARENCY

Brand owners will finally have accurate data ROI they can trust.

REAL RESULTS

Advertisers Dashboard
What you see, is what you get.
HUMANS not BOTs.

THANK YOU

www.addon.com