

# TAD Graph

Extreme benefit

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English

# About US

Based on our know-how and experience of e-business, we are an advertising company which specializes in marketing and advertising your company brand with leading domestic and foreign companies.

In line with each promotion and campaign, we develop effective marketing tools and solutions, along with comprehensive marketing services such as consulting, execution and analysis in marketing strategy.

## Plan marketing suggestions



- Data analysis.
- Marketing strategy planning.
- Marketing product suggestions.
- Promotion planning.

## Operating support



- Operating proxy
- Marketing effect analysis.
- Marketing consulting

## Branding PR



- Branding PR.
- Press PR support .
- Viral marketing.

## Strategic business



- Marketing tool development.
- Promotion.
- e-promotion plan & implementation.



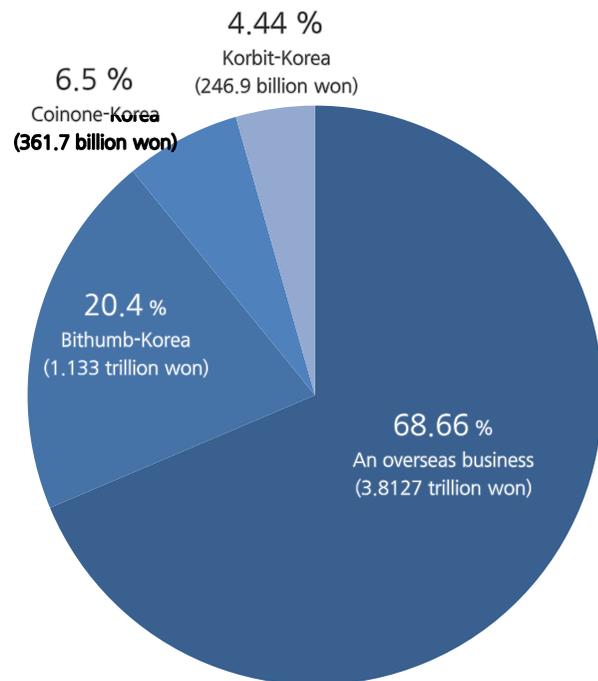
# Situation of the Korean cryptocurrency market

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## ■ Korea - globally 3rd place for crypto-currency exchange market

- 2.6 trillion won worth of crypto-currency traded daily (National IT industry promotion agency)
- Average 25-31% of the cryptocurrency exchange over the world is being traded through Korean exchanges
- Domestic crypto-currency investors: approximately 3 million
- "Bithumb," the 3rd largest crypto-currency exchange in the world

Korea - managing 31.3% of the global crypto-currency exchange

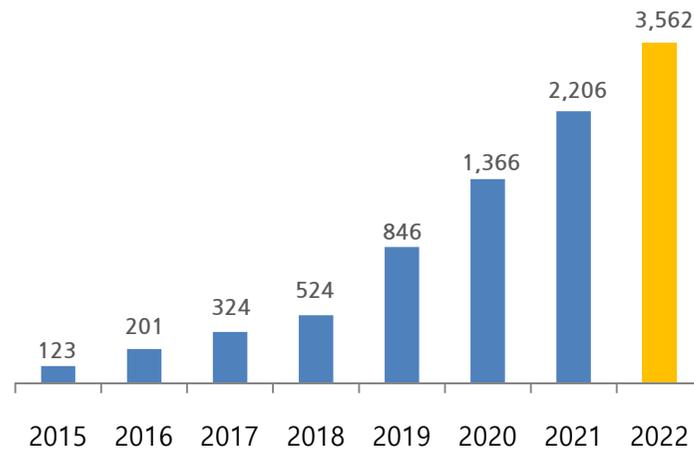


출처: <https://www.coindesk.com>

Average 61.4% increase of blockchain market expected every year

## • Situation of the Korean cryptocurrency market

- Unit : hundred million won
- Korea institute of science and technology information



## Successful case of Korean company ICO



### First successful ICO for a Korean company, with fund completed in only 16 hours

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- Issuing company: Boss coin
- Date : 2017.05.11
- Total number of issued coins: 5 hundred million
- Maximum number of issued coins: 5 billion
- Amount of ICO fund: total 15.7 billion won
- Total amount of funds raised in only 16 hours



### Successful case of loopchain-based Korean company ICO at the Hong Kong exchange

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- Issuing company : Theloop
- Date : 2017. 12. 19
- Total number of issued coins: 400,230,000 ICX
- Amount of ICO fund: total scale of 46 billion won
- Documented as the world's 14<sup>th</sup> largest scale of ICO in the year 2017.
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- Documented as 4<sup>th</sup> in the token market.



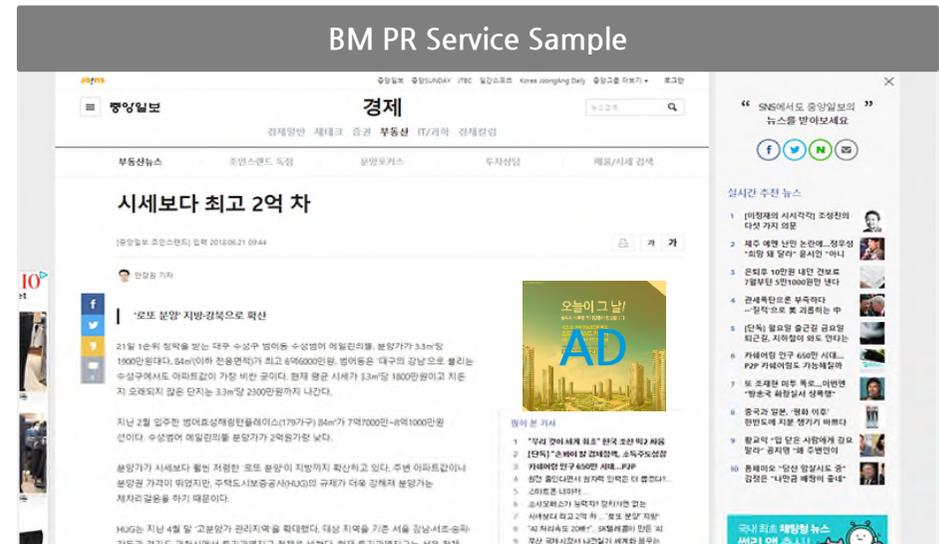
## Featured Service

# BM PR (Banner Matching PR)

## Featured Service #1

### A service providing PR and banner ad on the same page

- Differentiated from existing media PR services.
  - BMPR service displays both PR data articles and banner ads on the press company's article at the same time.
- PR distributed through leading reliable press company.
  - Appeals to users by providing information rather than just ads
- PR exposed through big domestic portals
  - PR exposure to many users available.
- Direct attraction to users available.
  - Intuitively attracts users through ads exposed within the articles.
- Service environment
  - PC/Mobile service (subject to change with the press company's situation)
- Ad exposure period
  - effective ads executed through 90 days of ad exposure.



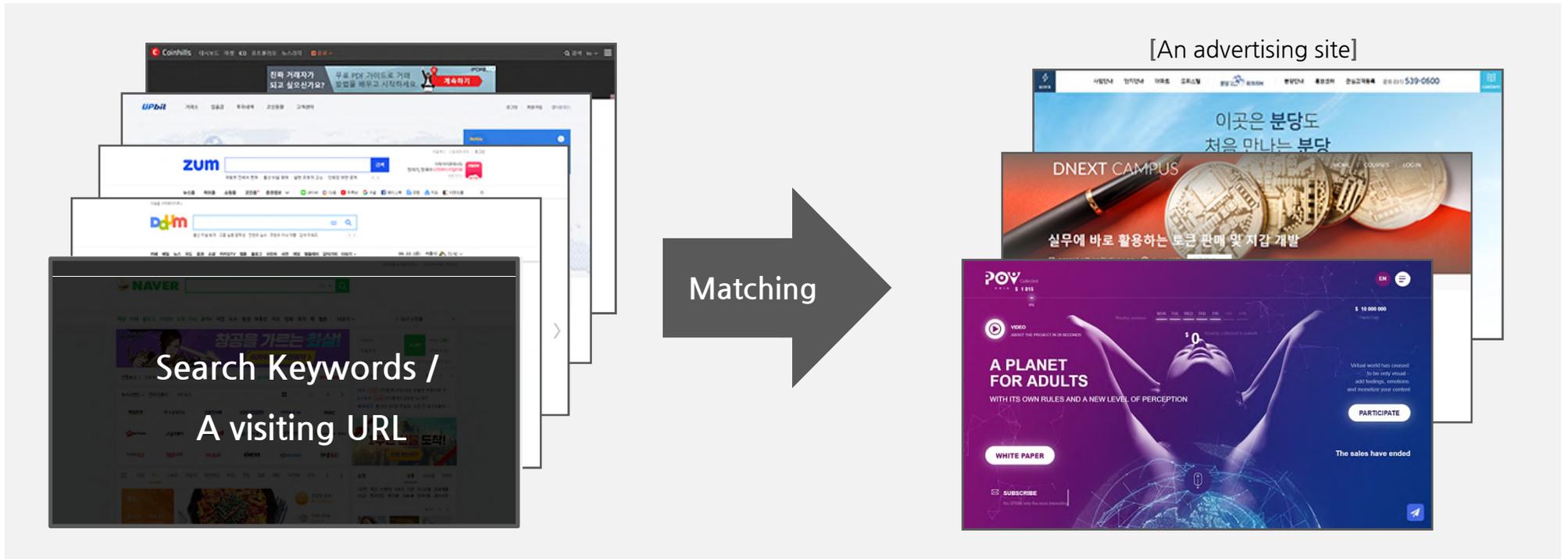
[Service providing PR and banner ad on the same page]

※ The position of the ad is subject to change for each press company.

# TM (Target Matching Solution)

## Featured Service #2

A service that exposes ad campaigns matched with interests by analyzing user keyword search info and visiting URL info



- User keyword search info.
- Visit URL info.
- Ad exposure matched through the analysis of two types of info.
- Maximize user interest through ad exposure matched with users' interests.

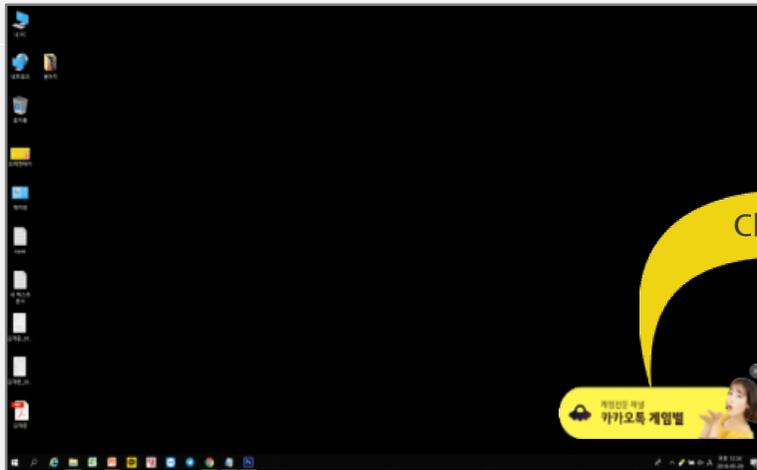
# TA (Time Ads Solution)

## Featured Service #3

### Ad solutions leveraging high user experience environments

- Effective for a wide-range user target and mass user attraction.
- Effective for securing potential customers by delivering continuous ad campaign messages.
- Set the time of ad exposure such as time/situation.

#### TM Service Sample



Ad campaign exposed at the bottom right of PC at specific times.



Redirected to advertiser's site when ad campaign is clicked on.



# News and Press

### A service that distributes PR to multiple press companies, including major domestic press companies

- PR exposed through major domestic portals (Naver, Daum, etc.).
- Affiliated with major domestic press companies and various press companies.
- Recognized as a form of information rather than a PR ad.
- Portal search exposure rate increased by setting various keywords within the PR article.



Official lab of AFP relaxnews the world's third major telecom company.

#### Portal Search > News section

#### Article Page

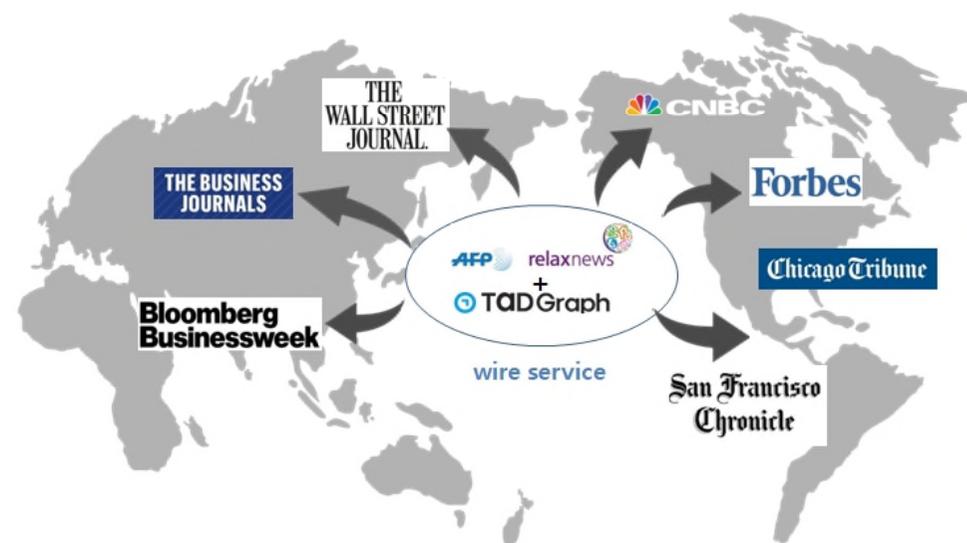
## Wire Service

### New and Press #2

TadGraph is a public relations lab in Korea by AFP Relaxnews, one of the world's three largest news networks, and has extensive press releases that can be sent to over 3,000 media outlets in more than 80 countries.

TadGraph provides a wire service to send press releases to each country contracted through AFP's worldwide news transmission network. The press releases to more than 3,000 media worldwide will be decided by each media outlet, and the news will be omitted.

- More than 3,000 media outlets in 80 countries around the world sent their press releases through AFP Media Network.
  - Forbs, Business Journal, CNBC, etc a press release to the world's leading media outlets
- Increased exposure through strong portal(Google, Yahoo, etc) searches and news stands.
- Press releases on new services, high-interest issues, etc., are likely to appear in more media outlets.
- Procedural inquiry



※ There is no guarantee of individual press release rates. (Korean press releases excluded.)

# DA (Display AD) Service

## New and Press #3

A service that promotes a display ad on the press company's homepage.

- Ad promoted through major press companies and various press companies.
- Ads with various frame type exposure.
- URL link within ad and direct phone contact service.
- High press company exposure efficiency.

**DA Service Sample**

※ Advertising locations may vary by media.

## Service Cost

Service	Device	5 press companies	10 press companies	15 press companies
Media PR service	PC / Mobile	\$ 2,000	\$ 3,800 5% Off	\$ 5,800 10% Off
※ Featured service Banner Matching Press Release	PC / Mobile	\$ 3,000	\$ 5,700 5% Off	\$ 8,100 10% Off

Service	Device	paid type	Ad unit price	Minimum ad budget
Display AD	PC / Mobile	CPC	\$ 0.3	\$ 5,000
※ Featured service Time Ads Solution	PC	CPM	\$ 3 / 3,000 view	\$ 5,000
※ Featured service Target Matching Solution	PC	CPC	\$ 0.5	\$ 5,000

※ Contact for detailed service execution contents

※ VAT excluded for all services.

## Partner Media

- Affiliated with 4 top domestic press companies and various other press companies.
- Official lab of  relaxnews  the world's third major telecom company.



chosun.com

중앙일보 dongA.com



경향신문

스포츠한국

머니투데이



아주경제

세계파이낸스

세계일보

국민일보

한국경제



이데일리

헤럴드경제

상생의 시장경제를 지키는  
브릿지경제

소통하는 언론  
Newsin



THE FIRST  
당신의 시작 / 우리의 동행

시사뉴스



이투데이

로이슈

헤럴드 POP

환경일보



online KOREA

# Thank You!

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## Contact Us

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