

PROJECT RATING UPDATE

Feb 2019

AdEx

Upgraded to

CCC

Stable Outlook

Upgrade Reason

AdEx has a stable outlook in 2019. The company's roadmap has been completed on schedule and updated in a timely manner. In 2018, the percentage of company's technical staff increased and it has also announced cooperation with W3F.

Current Stage

The company is currently entering the adoption and improvement phase of the AdEx system, which includes a large amount of commercial development work. As the use of AdEx system increases, software development will be driven by market demand and feedback.

Analyst | Jiawei Xing

TokenInsight provides customized service such as project code analysis and project community analysis, etc. For more information, please contact bd@tokeninsight.com or visit tokeninsight.com

AdEx 2018 Performance

AdEx Prototype

✓ Completed

1 AdEx's first prototype included a basic ad bidding system. The system provides front ends for advertisers and publishers, as well as SDKs for publishers.

AdEx Protocol

✓ Completed

2 The company launched the AdEx protocol to fully connect the advertising industry and the blockchain industry.

DApp Update

3 ✓ Completed

AdEx DApp introduced new features that will improve user matching and user reporting.

ADEX

Risk

AdEx is an advertisement trading platform based on Ethereum. By utilizing blockchain technology, AdEx aims to bring efficiency to parties with the industry. However, it currently only provides a single advertising form. In addition, transactions on its platform involve complex process, which is difficult for advertisers to use.

Summary

Team

Co-Founder, Ivo Georgiev

- 2017 - Present: Co-Founder at AdEx Network
- 2015 - Present: CEO at Stremio
- 2014 - 2015: Lead Engineer at Comaven
- 2013 - 2014: Software Developer Finmaven

Co-Founder, Dimo Stoyanov

- 2014 - Present: Co-Founder at Stremio
- 2016 - Present: Co-Founder at Network
- 2003 - 2007: BA in Marketing and Trade Economics, University of Economics - Varna

Project

Ad Exchange

AdEx is a blockchain-based ad exchange aiming at disrupting the existing online advertising landscape and addressing its significant problems: advertising fraud, privacy, and consent to receiving sponsored messages, etc. AdEx is completely transparent and built on top of Ethereum smart contracts.

The Publisher Portal

The portal server itself will be responsible for monitoring bids and accepting them for the free properties, based on rules set out by the publisher themselves. The publisher will be able to set-up automatic bid accepting through the publisher portal.

The Advertiser Portal

Similarly to the publisher portal, the advertiser portal is a client-side DApp bundled with a server that contains a hyperlog instance.

Ecosystem

Market Cap: \$ 10,962,163

Ranking: 278

ADE Token

Within the AdEx ecosystem, AdEx tokens (ADX) will be used internally to buy or sell advertising space and time. Advertisers would be able to create ads, and then place bids for them, setting the bid in ADX token.

Token Allocation

80% for sale to the public; 2% for bounty programs; 2% for WINGS DAO; 6% for AdEx advisors and vested for 12 months; 10% for AdEx Team and vested for 12 months.

Rating CC

Outlook	Stable
Label	Advertising
Total Supply	100,000,000
In Circulation	73,430,701

Score

TEAM



PROJECT



ECOSYSTEM



Analyst

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12 Sep 2018

AAA: The technical foundation is extremely solid and project risk is extremely low.

AA: The technical foundation is very solid and project risk is very low.

A: The technical foundation is solid and project risk is relatively low.

BBB: Technical feasibility is very good and project risk is controllable.

BB: Technical feasibility is good and the risk of the project is moderately controllable.

B: Technical feasibility is moderate and project risk is limited to a controllable extent.

CCC: The technical foundation or idea has certain problems and the project has relatively large risks.

CC: The technical foundation or idea has considerable problems and the project carries large risks.

C: The technical foundation or idea has substantial problems and the project suffers from extremely large risks.

D: The project is riddled with problems and carries an extremely high risk of failure.

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