

WHITEPAPER ULTRA SALESCLOUD

A new generation of digital marketing application chain based on
blockchain 3.0 technology

Ultra Salescloud Foundation, July 2018



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Executive summary

Ultra Salescloud - A new generation of intelligent marketing application chain based on blockchain 3.0 technology

The UST (Ultra Salescloud, abbreviation UST) is a new generation of marketing application ecosystem based on blockchain technology. It focuses on decentralized, intelligent, trusted, and traceable blockchain technologies, introduces multiple incentives at the same time. We will crack the pain points in the long-tailed market for malicious/false advertising and fraud traffic in digital marketing, builds the next generation of intelligent marketing blockchain ecology in the world (especially Greater China and Southeast Asia).



Significant competitive advantages in industrial resource & operation track record

Ultra Salescloud has 5,000+ large-scale advertisers, 100,000+ APP media platforms, nearly 200 million active end-users, more than 600 million user portraits, 10+ billion daily average advertising requests, the industrial resources and product operation track record far exceeding comparable projects in the blockchain space. Has matured DSP, DMP, OSS, advertising delivery intelligence engine, big data & AI center, operation system.



Trinity of community building, business development and concrete roadmap

Ultra Salescloud has utilized the active user resources accumulated for years, well established domestic/international partners and marketing network, overseas promotion channel globally especially in China & Southeast Asia. We have concentrate on highly collaborative community building, strategic cooperation, and technology R&D, forming a comprehensive capital operations and communityrelations team.



Blockchain technology and business model innovation

Ultra Salescloud adopts smart contract and “on-chain” of transaction results to ensure that the data is transparent and can not be tampered with, which improves overall transparency, authenticity, and traceability of the advertising industry chain. Using blockchain anonymous technology, data can hide sources and prevent user privacy violations and data abuse. Through the active management of advertising data by its audience, combined with big data and artificial intelligence, we can increase the click and conversion rate of advertisements effectively. In the blockchain technology architecture, the Ultra Salescloud will link with mainstream public chains such as EOS, ADA, Zilliqa, and Polkadot, to realize the The Internet of Value among multiple public-chain systems and data sharing & user ownership according cross-chain technology.

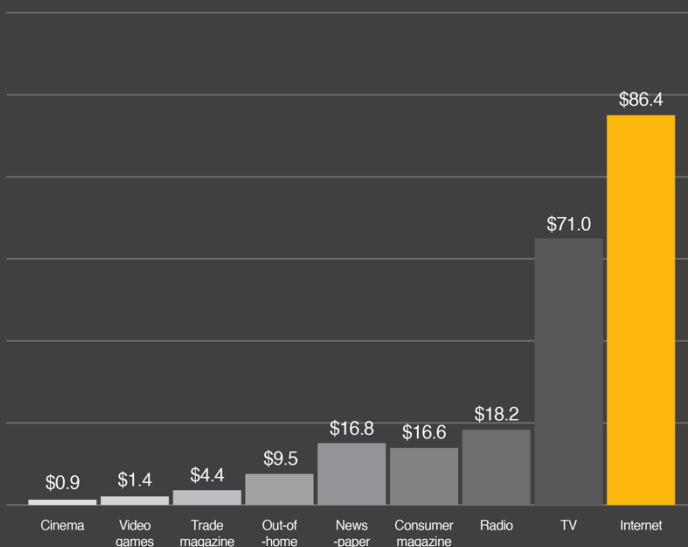


High-profile team, strategic investor and technical consultants

The core team comes from Silicon Valley and Greater China, they have more than 10 years of professional experience in digital marketing with Fortune 500 company, including the blockchain R&D, community relationship building, e-commerce, payment, financial organization, and academic institution. We have DFJ (the world's top blockchain industry investor ,Tim Draper), Hongshang Capital, Rice Ventures, Beihang Changying, Ferry Venturs, NutsCapital, and Huang Lianjin (Distributed Business Applications Founder and CEO) and leading organizations as our cornerstone investors or technical consultants.

1. the advertising industry market overview

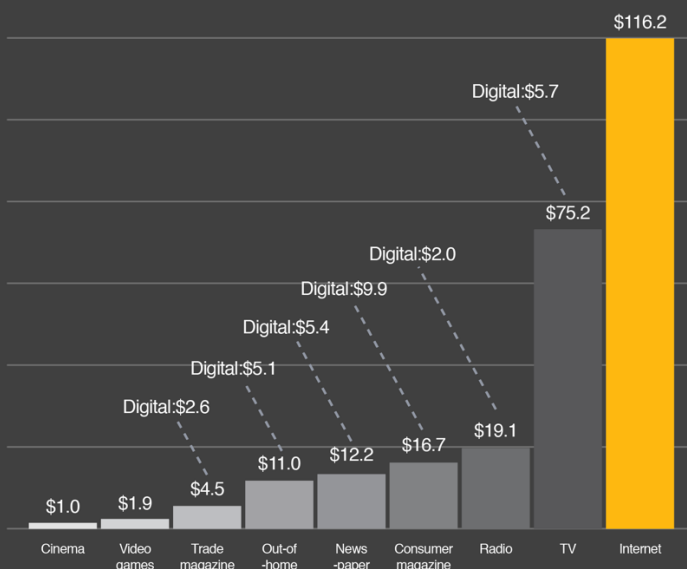
US Advertising Media Market Sizes(\$B) 2017



Global advertising market overview

Since Internet advertising has changed the way how advertising business conducted, the market size grew exponentially. According to PricewaterhouseCoopers, one of the big four accounting firm, announced the “Media and Media market's report” in 2017, it indicated the total scale of the American advertising market values 207 billion dollars, and Internet advertising market scale has been overtaking the TV advertising.

US Advertising Media Market Sizes(\$B) 2021

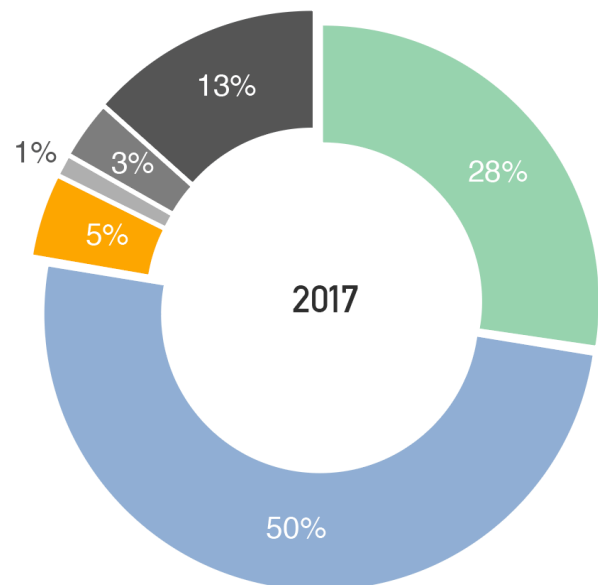
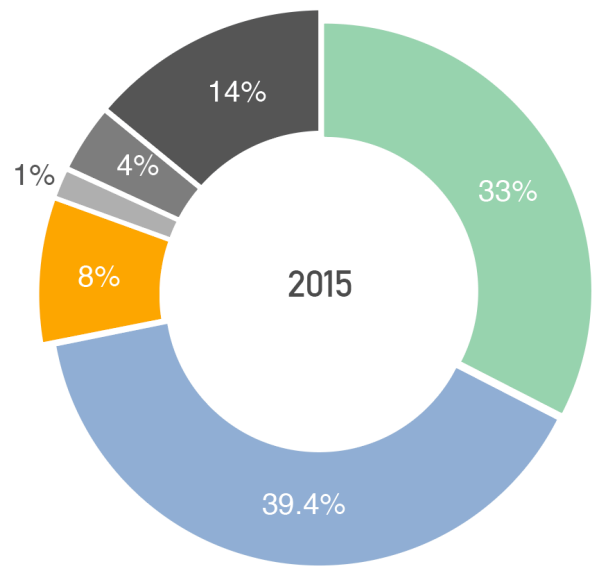






In 2017, total output of the Internet advertising market was 86.4 billion dollars, exceeded the market output of TV advertising which amounted to 71 billion dollars. The proportion of mobile advertising revenue in Internet advertising total output reached 54%, with the increasing of the panetration of mobile devices, the gap between mobile advertising and traditional online advertising will be further widened in a clear trend. It is expected that the scale of US advertising market will reach 116.2 billion dollars, far beyond the TV advertising marked amounted to 72.5 billion dollars in 2021.

Overview of advertising market in China

As the fastest growing emerging market in the world, the trend of rapid development of Internet advertising is remarkable in China. In 2015 ,the total scale of Chinese advertising market was 69.3 billion dollars. Among them, Internet advertising occupies the first place in 39%, while TV advertising accounted for 33%. In 2017, the total size of the Chinese advertising market was up to 88.5 billion dollars, Internet advertising ranks No.1, its proportion in advertising market reached c.50%, the second one is TV advertising, which has only proportion of 28%.

According to i-Research Report, Chinese advertising market scale reached to 59.8 billion dollars in 2017, an increase of 32% yoy, the rate of growth kept its momentum for past few years. In the next two years, market scale will still keep growing in high growth rate, the total market scale is expected to exceed 119.6 billion dollars in 2020.

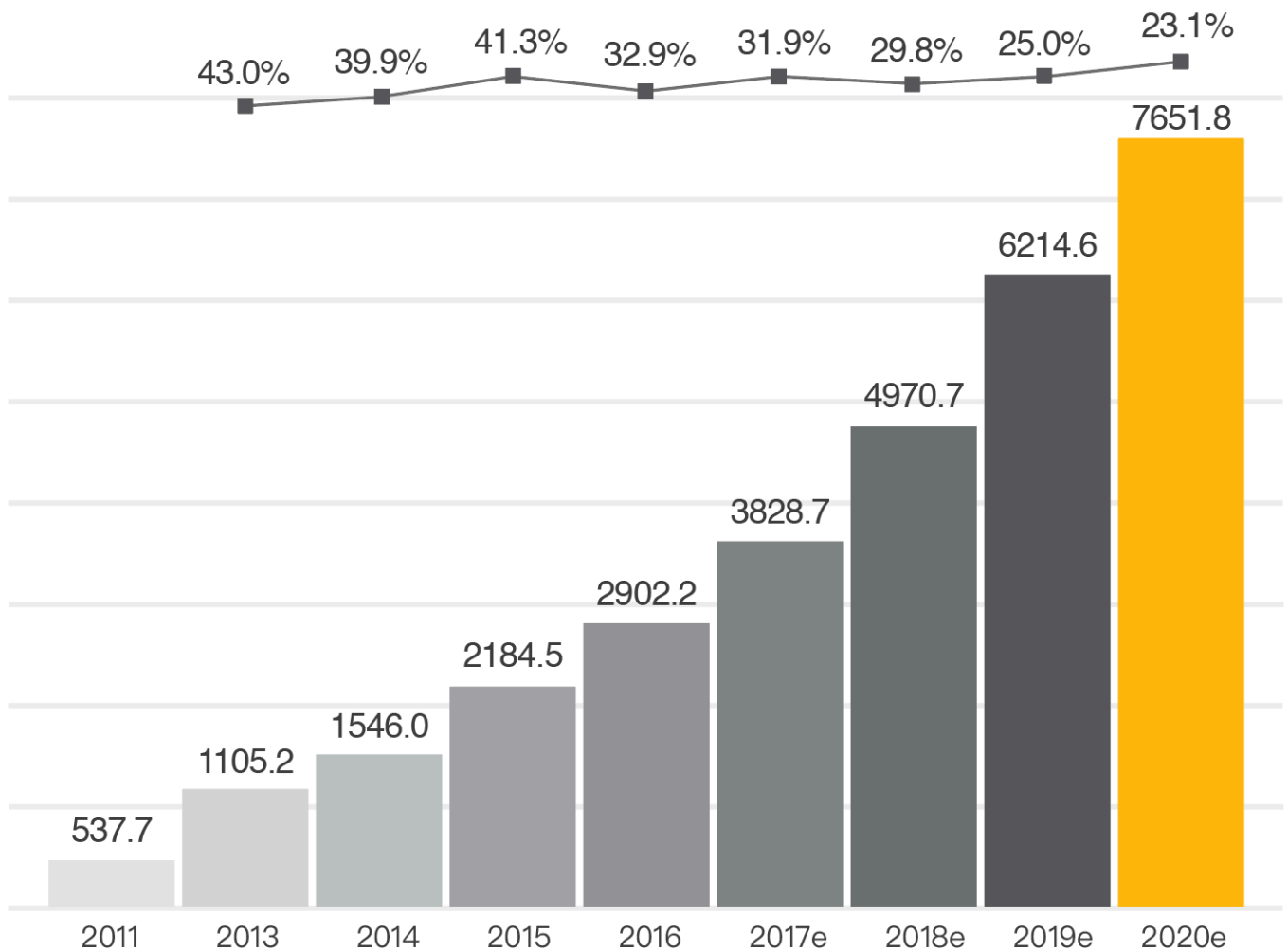


Major distribution channels in China's advertising market	
	Internet
	Television
	Outdoor
	Newspapers
	Radio
	Magazine



In terms of mobile advertising, the mobile advertising market reached \$27.4 billion in 2016, with a growth rate of 75%, sustaining high-speed growth trend. The growth rate of the mobile advertising market is much higher than that of overall online advertising market.

The performance & forecast of China's online advertising market during 2012-2019↓

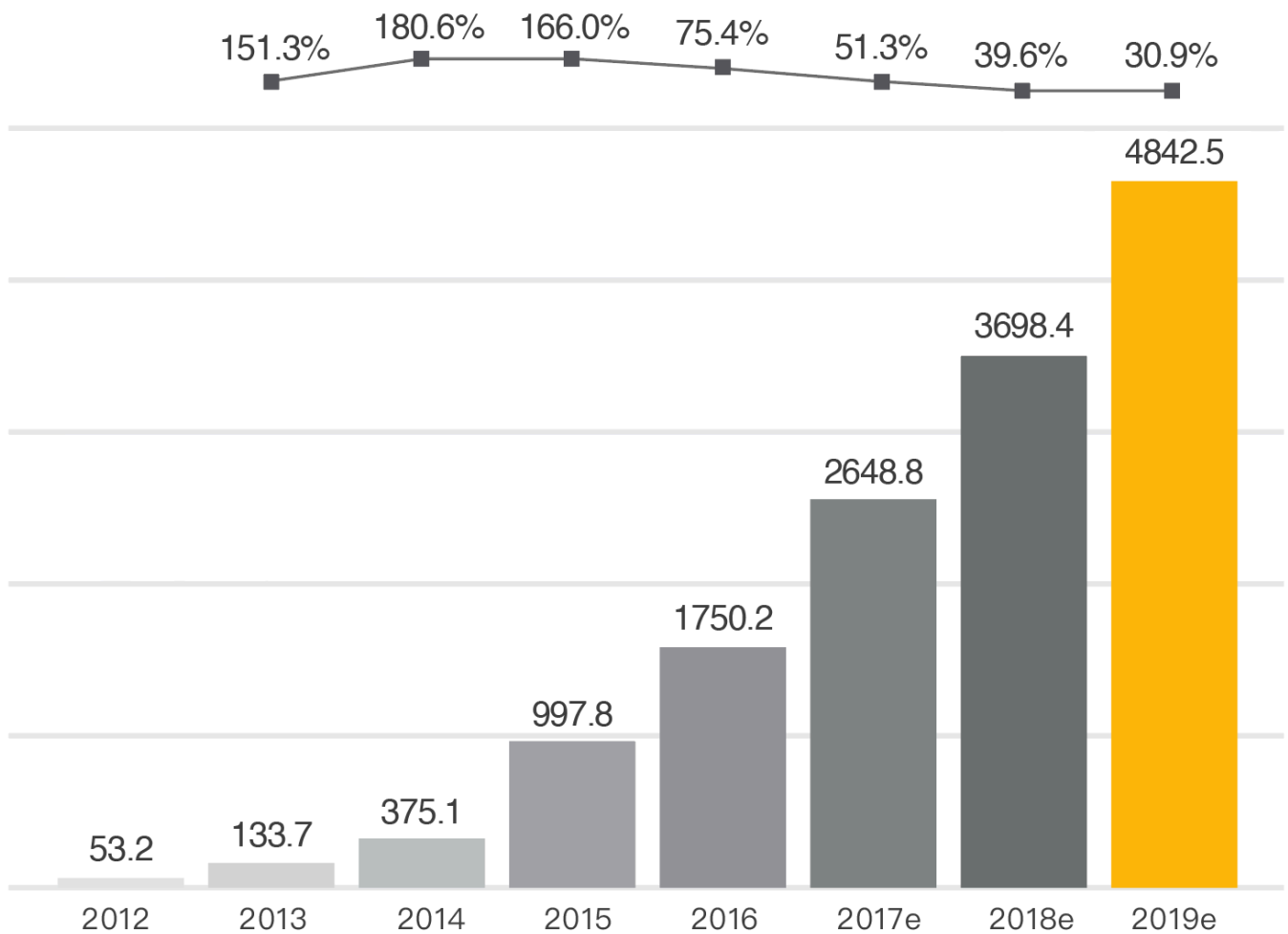


Note: Starting from the 2014 Q4 data release, the market size of mobile marketing is no longer counted. The market size of mobile advertising includes mobile display advertising (including video display advertisements, in-app advertisements, etc.), search advertisements, Mobile advertising such as information flow advertisement.

Statistical terminal including mobile phones and tablets, MMS, and mobile newspapers are not involved in the mobile advertising market.

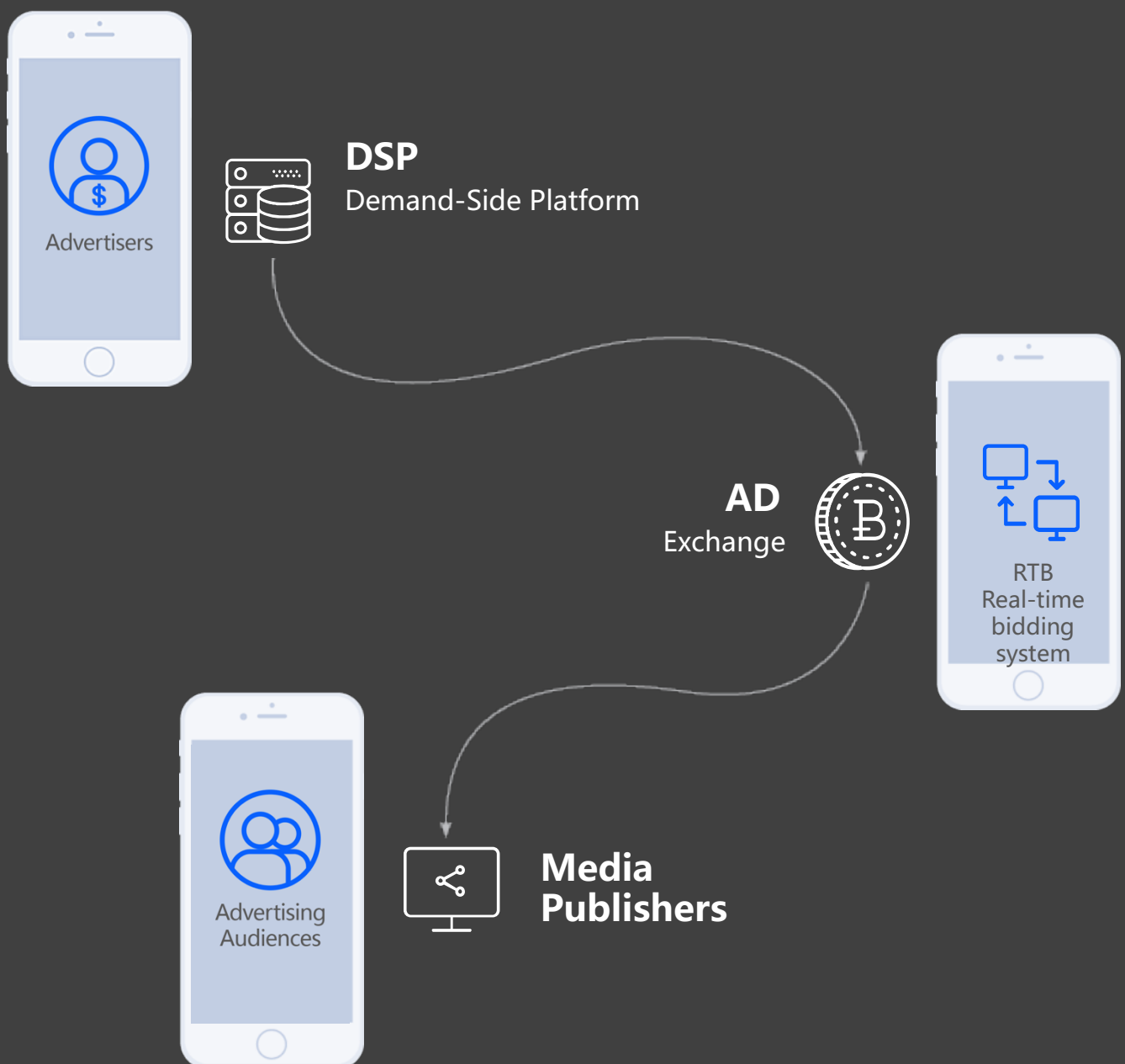
Source: According to the company's public financial report, public interviews and i-Research statistical forecast model.

The performance & forecast of China's mobile advertising market during 2012-2019↓



Industry pain point

There are four main types of stakeholders in current mobile marketing sector, advertisements, media publishers, advertising audiences, advertising agencies (demand side platform DSP, advertising exchange, supplier side platform SSP, etc.).



For example:

The advertiser is Procter & Gamble (P&G), which needs to advertise its shampoo, P&G puts the advertising requirements and content on the demand side platform. The media publisher is www.sina.com. There are a lot of available advertising space on www.sina.com. Sina puts the information on the saleable advertising space which is on supplier platform. The demand side platform and the supplier side platform perform matching algorithm in the advertising transaction market. After the matching is completed, P&G's advertisement can be displayed on the advertising space of www.sina.com and displayed to the advertising audience, the advertising audience may click or purchase when they see the advertisement. All the processes are completed by program automatically, the overall response period is less than 0.05 seconds, It is so fast that the advertising audience can't even notice it. However, in this seemingly perfect, highly automated business process, advertisement, media publishers, advertising audiences and advertising agencies have many dissatisfaction.

1. Advertisers - the cost of advertising is severe wasted

For advertisers, the major pain points are insufficient traffic, high traffic costs, low accuracy of ad delivery, and traffic cheating, which lead poor advertising results and wasted advertising costs. There are also fraudulent acts in online ad illegal advertising companies, advertising agents or various third parties, they all have record of advertising fraud. According to sector report published in 2017 made by Adloox, third-party audit company, and Association of National Advertisers, global advertisement fraud caused losses of up to \$16.4 billion in 2017. Among the most is malicious robots, fake websites which caused a loss of \$7.2 billion. Because of the opacity in

all aspects in advertisement from production to delivery, the data has serious artificial fraud, lacking effective supervision and evaluation mechanism, data fraud has resulted in a large waste of advertisement budget as the ratings and circulation, media click-through rate and traffic in the Internet era is opacity. It's widely accepted that John Wanamaker's saying, the father of modern advertisement & marketing, got to the very point of the pain points in advertisement. The advertising audience is an important pillar of the entire

2. Media publishers - poor advertising profits

For media publishers, the amount of advertising space and traffic available for sale is limited, generally only achieves linear growth, requires a host of money to develop and maintain high-quality advertising content or services. The increase in online advertising profits can promote the media business into a virtuous circle, so that the media has the resources and power to focus on developing higher quality content or services, thus gain more advertising profits.

At present, in the long-tail traffic market in the whole network, media and platform publishers have been plagued by lacking participation of high-quality advertisers, the inability to quickly realize real flow of traffic, advertising can't sell the ideal price of advertising space and settle the advertising fees without timely. In order to earn higher profits, some media and platform publishers use fraud in traffic, clicks, and other fraudulent acts, They undertake some malicious /fraud advertisements, which are extremely harmful to the entire industry, greatly reducing the participation enthusiasm of high-quality advertisers to participate in the medium and long tail traffic market. They are willing to bid for head media advertising at much greater cost rather than participate in the medium and long tail traffic market with abundant traffic resources.

3. Advertisement audience - irrelevant advertising harassment

According to Business Intelligence's research report, Ads on news sites gobble up as much as 79% of users' mobile data, up to 79% data transfer is used to download advertisements when visiting mainstream news media sites. It is conservatively estimated that 40-50% of mobile data is spent on malicious, irrelevant advertisements. Based on average mobile 2G data, the average users will spend \$20-22 per month on irrelevant advertisement data. Unwanted data increase network operators cost so that they will further set data package price higher and user-related advertisement data costs are increase as the same time. The calculations have not considered invisible costs such as irrelevant advertisement waiting time, battery and mobile device's depreciation. Advertisement audience, which is an important pillar for online advertising, the commercial basis for realizing advertising monetization. It has not received good service and incentives, has been harassed by malicious/unrelated advertisement, and their personal privacy has been violated. They also have no corresponding incentive or compensation in the whole process of online advertising. Because the advertising market pursues Impression and Click Through Rate, advertisers, advertising agencies and the media have to slap overwhelming advertisements to the advertising audience, ignoring the relevance and quality of the advertisements. Although some technical advertising platforms (such as Baidu, Google, Facebook) used the corresponding technology to improve the relevance of advertising, but the effect is not significant. Irrelevant advertising is not only increases the dislike of the advertising audience, reduces the user experience, but also causes the advertising audience to suffer losses in time and resources.

Blockchain + Digital Marketing Opportunities

The digital marketing traffic market is divided into two parts: the head (about 60% of the total network traffic) and the middle-long tail (about 40% of the total network traffic) traffic market. The head market is basically made up of Tencent and Ali's publisher arms (such as

UC), Baidu, today's headlines and other TMT giants, they create market share of 99% of the entire advertising market currently. The middle-long tail market accounted for 40% of the total network traffic, but only contributed 1% of the market share. After years of rapid growth in the digital marketing industry, the middle-long tail market has a few key pain points, such as malicious/fraud advertising, traffic chaeating, etc., and is in a "trust crisis".

How to solve the current industry pain point, establishing a healthy and sustainable digital marketing ecology, let 40% long tail traffic resource release its underlying commercial value is a huge business opportunity.

The business model of blockchain + digital marketing is focused on decentralized, intelligent, trusted, and traceable blockchain technologies, it introduces multiple incentives which can be used to solve the pain points, namely malicious / fraud advertising and traffic cheating by lack of trust, reshaping a healthy and sustainable middle-long tail traffic market. The commercial value hided in the sector innovation will highly probably create a new ecosystem which market size will beyond that of Baidu, Tencent, Google or Facebook in a near future.

2. A new digital marketing chain based on blockchain 3.0 Technology

1. What is Ultra Salescloud?

The essence of Ultra Salescloud is solving the problem of "trust crisis" in a wide range of industries through the decentralized, intelligent, trustworthy, traceability, multiple incentive mechanism, establish scalable, credible consensus mechanism, Ultra Salescloud utilizes the technical characteristics of blockchain, combined with marketing technology, big data and artificial intelligence technology to break malicious/fraud advertising, fraud traffic in middle-long tail traffic market. To establish a healthy, sustainable digital marketing ecosystem, making 40% of the long tail traffic market unlock its genuine business value.

Malicious/false advertising, traffic fraud and other industry pain points,

Break malicious/fraud advertising, fraud traffic in middle-long tail traffic market. To establish a healthy, sustainable digital marketing ecosystem, making 40% of the long tail traffic market unlock its genuine business value.

2. Ultra Salescloud mission

Using the "blockchain + digital marketing" technology to solve the key pain points of the medium and long tail traffic market, and establish a healthy and sustainable digital marketing ecosystem. The major innovations are as follows:

1. Decentralized advertising content pre-approve mechanism to solve malicious / fraud advertising problems, using the blockchain's open and transparent, non-tamperable and traceable, to ensure that the advertising transaction process is transparent and credible, can support the next generation review system.

2. Using cryptographic anonymity technology, data sources can be hidden to prevent user privacy violations and abuse.

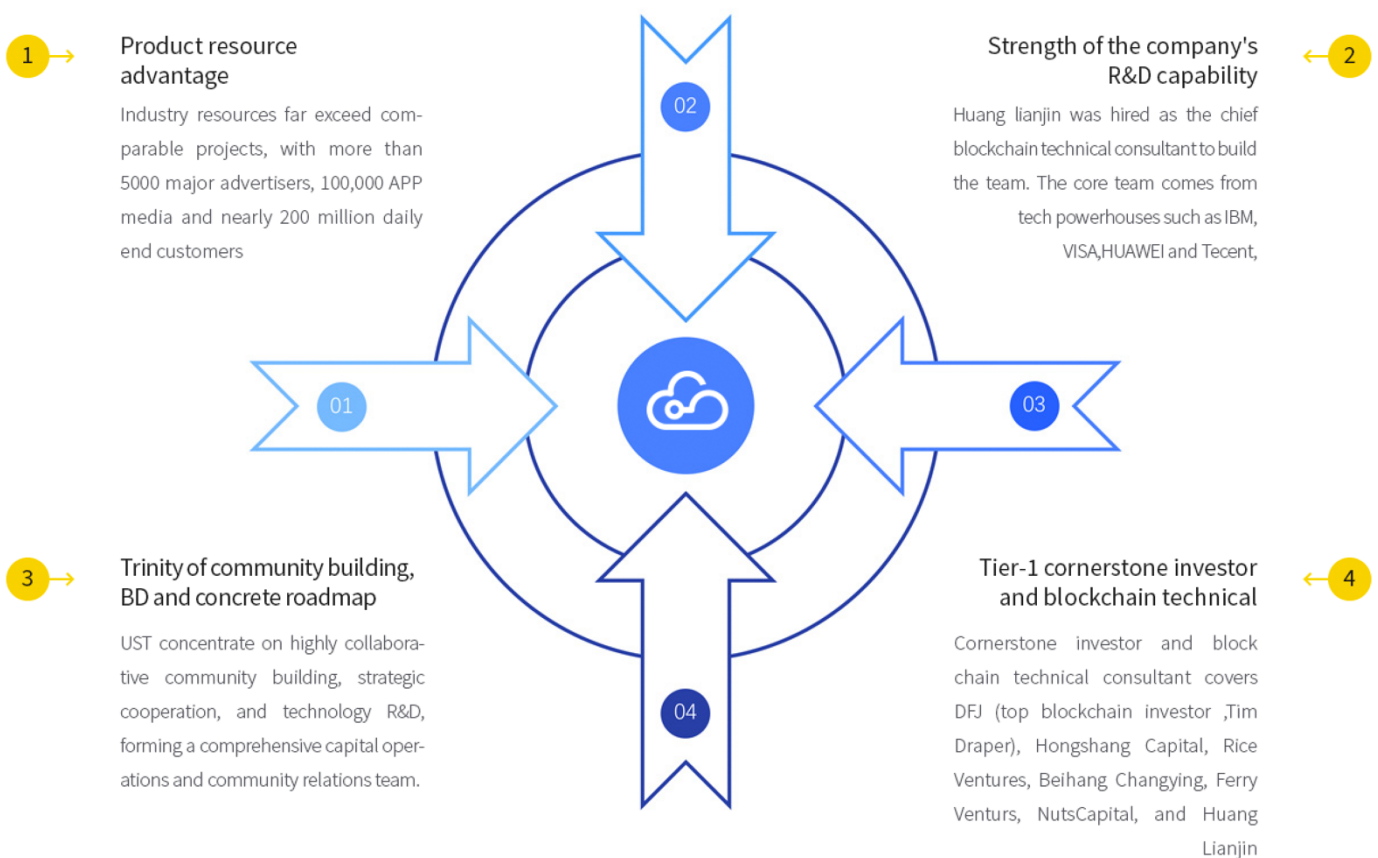
3. Actively can we manage your data through advertising audiences, and combine big data with people, Improve the conversion rate of advertising with technology such as industrial intelligence. Make business processes for automatic settlement and decentralization of advertising costs through advertising business intelligence contracts.

4. The introduction of multi-incentive economic system makes each participant become the beneficiary of the operation and co-governance of the ecosystem community, which further expands the boundary of ecosystem participation, further evolves the production relationship, and optimizes the incentive mechanism.

5. It will develop cross-chain consensus and multi-chain mechanism which enables decentralized layers operating on and collaborating across numerous blockchain protocols such as EOS, Cardano, Zilliqa, Polkadot and other mainstream public chain ecosystems, and makes cross-chain communication and value circulation possible.

3. Ultra Salescloud advantage

Comparable Evaluation in Blockchain + Digital Marketing↓



Ultra Salescloud Digital Marketing Solution

Blockchain + digital marketing comparable analysis

	UST	BAT	AdEx	ATM Chain	Ad Token	CAN	Bit Clave	Ad Shares
Disintermediation direct marketing	■	■	■	■	■	■	■	■
User privacy protection	■						■	
Advertising fraud	■	■	■	■	■	■	■	■
Precision marketing	■	■			■	■	■	■
Economic incentive model	■	■		■	■	■	■	
Solve bilateral issues	■	■	■	■	■			
Decentralized malicious advertisement filtering	■							
Decentralized anti-traffic cheating	■							
Blacklist/whitelist/customer label sharing	■							

■ UST Solution

■ Comparable company solution

Comparative analysis of key blockchain + digital marketing solutions

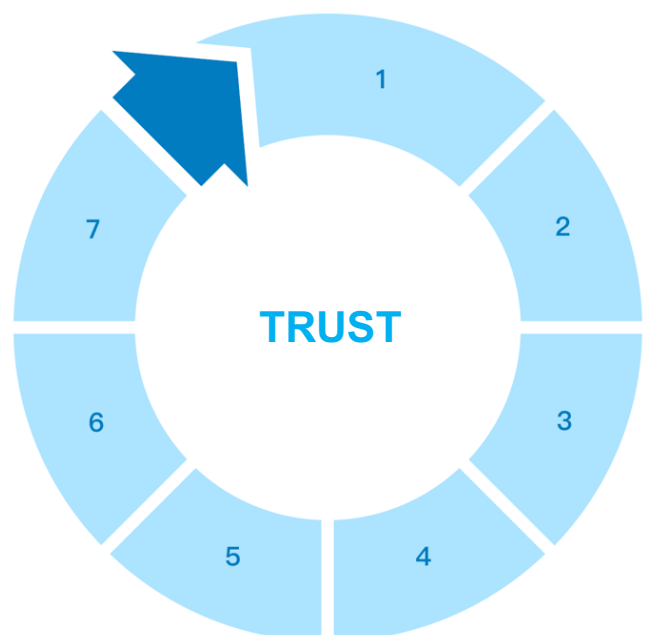
	Ultra Salescloud (UST)	BAT	CAN
Core architecture	Decentralized digital marketing platform + Dapp 2C community ecological service	Brave browser + digital advertising	Industry public chain (decentralized advertising distribution network)
Painpoint solving	Decentralized malicious advertisement filtering, advertisement traffic anti-fraud, blacklist/whitelist/ watchlist and customer label sharing	De-mediated direct marketing	Traffic anti-fraud, precision marketing, disintermediation
Technical solution	<ol style="list-style-type: none"> 1. The use of smart contract blockchain data is transparent, immutable, ensures the transparency, authenticity and traceability of advertising data. Using cryptographic anonymity technology, to hide direct data sources and prevent user privacy from being violated 2. Through the advertising audience's self-management of their data, utilize big data and artificial intelligence technology, to achieve accurate matching between content and advertising audience, improve advertising conversion rate 3. Encryption algorithms, cross-chain exchange, big data, machine learning 	<ol style="list-style-type: none"> 1. Use the ANONYZE algorithm to ensure customer privacy 2. Developed on Ethereum 3. Anonymously measure user attention 	<ol style="list-style-type: none"> 1. Data analysis and intelligent push are all done in the back-end system off-chain. 2. The front-end Interstellar box is a shared wifi hardware that is made up of distributed nodes. 3. Push advertisements to users of corresponding nodes
Economic model	<ol style="list-style-type: none"> 1. The advertiser prepay in UST currency, selects the contract from the market and creates the campaign, the user and APP platform complete the contract, get token reward proportionally. 2. Introducing real-time bidding mechanism (RTB) to improve the efficiency of advertising content, media and users 3. Advertising audiences participate in eco-governance of Ultra Salescloud platform, participate in malicious advertising pre-approving and blacklist sharing, enjoy token incentives. Advertiser participate in performance voting 	<ol style="list-style-type: none"> 1. Brave users watch premium content such as advertisements and receive rewards in the form of BAT tokens in the system. Advertisers attract users' attention and the system rewards content providers. 2. BAT tokens obtained by users and content providers are originated from advertisers, and Brave's commission is 15% of the transaction amount. 	The advertiser chooses the publisher node and time to display, the user and publisher node will receive the token reward.
core team	Hire a blockchain technical expert team head by Ken Huang, integrated team with technical and sector experts in the field of digital marketing and blockchain. About 40 technicians and core members from well-known technology companies such as IBM, Visa, Huawei and Tencent.	Brendan Eich, Founder of JavaScript & Firefox	Mobilepromo's team

The "blockchain + digital marketing" model began to gain traction in the beginning of 2017. With the popularization of the blockchain concept, more and more institutions are participating in the investment of the blockchain + advertising industry. At present, the industry has far from forming a monopoly. Basic Attention Token, AdEx, TrueChain, Prochain, and ATMChain have received some attention, but due to the level of their business model feasibility, lack of digital marketing expertise and industry resources, insufficient product operation track record, there are practical difficulties in business plan execution.

Ultra Salescloud Digital Marketing Solution:

In view of the various problems in the current middle-long tail traffic market, Ultra Salescloud solves key sector pain points such as traffic cheating, malicious/false advertisements in the middle-long tail traffic market through transparent and credible blockchain technology and multi-party incentive economy. The detailed business model highlights are as follows:

1	Ad performance rating
2	Advertising audience regain data ownership
3	UST token redemption/consumption scheme
4	Distributed ledger technology guarantees immutable data
5	Decentralized advertising content pre-approve process
6	Decentralized traffic monitoring mechanism to solve traffic cheating issue
7	Blacklist, whitelist, watchlist, and customer label sharing mechanism



1. Advertising performance rating

In order to allow advertisers and media publishers to better participate in the construction of the advertising ecosystem, advertisers with a certain number of UST tokens can leave their ratings on performance of each advertising campaign. As one of the key label data, the scoring result will be permanently recorded on-chain through consensus ledger and will be written to the UST_DMP (Ultra Salescloud data management platform) database. Immutable data and traceability will lay the foundation for next generation of review/rating system. Highly rated media publishers will receive more orders in subsequent advertisement campaign, and poorly rated media publishers will enter the watchlist or even be eliminated.

2. Advertising audience data self-management

The advertising audience can be registered as the node of the platform through the DAPP provided by the Ultra Salescloud, the advertising audience will regain the ownership of their own data. For example, the audience node Tina planned to buy a brand bag recently. Tina only needs to define the label attribute of the brand package on DAPP's self-data management module. Ultra Salescloud will write the key information into Ultra Salescloud blockchain, will also be written to the UST_DMP base data source. When the Ultra Salescloud pushes the advertisement on an APP publisher, it will display related advertisements based on the relevant data labels and machine learning. It will not only save advertisers' advertising costs, but also improves the efficiency and accuracy of the ads, and prevents irrelevant ads from harassing the audience.

3. UST token redemption scheme

All participants involving in the ecological construction of the Ultra Salescloud will receive USt as incentives. The UST tokens will be stored in the DAPP account. UST can be traded on the relevant digital currency exchanges, and can also be used to redeem the products, content, coupons and customized services provided by advertisers and publisher platforms. Based on token-based information flow analysis, advertisers, publishers or even other eligible nodes can provide customers with customized products, services or personalized activities.

4. Distributed ledger technology guarantees immutable data

The blockchain distributed ledger system is used to prevent data from being tampered during the transaction process, the consensus mechanism takes into account both efficiency and fairness, thereby increasing transparency.

5. Decentralized advertising content pre-approve review

The advertising content of the existing centralized advertising platform is basically a manual review system, which is prone to common disadvantages of the centralized system (such as moral hazard, audit bias, etc.), which will bring potential hidden dangers to the platform and the advertising audience. Ultra Salescloud adopts a decentralized advertising content pre-approve process to solve fraud advertising problems. Advertiser's ads can only be officially deployed once the ad content has been reviewed. This decentralized ad review mechanism minimizes fraud advertising, and users participating in pre-approve voting can receive the corresponding token incentives.

6. Introduce decentralized node monitoring mechanisms to solve traffic cheating issue

When the traditional advertising business is launched, the advertiser will hire a third-party traffic monitoring company to monitor the data of the advertising process. However, the data provided by the single traffic monitoring company has problems such as analysis quality, human factors interference and centralization drawbacks. Ultra Salescloud introduces decentralized monitoring mechanism to solve the problem of traffic cheating. In the process of advertisement delivery, N (such as N=9) nodes will be selected to monitor transaction data randomly, and the traffic quality of a advertisement campaign is evaluated in multiple dimensions. The monitoring node will receive corresponding token incentives in the process of participating in the monitoring business, which enhances the enthusiasm of the monitoring nodes to participate in the Ultra Salescloud ecological evolution.

7. Blacklist, whitelist, watch list and customer label sharing mechanism

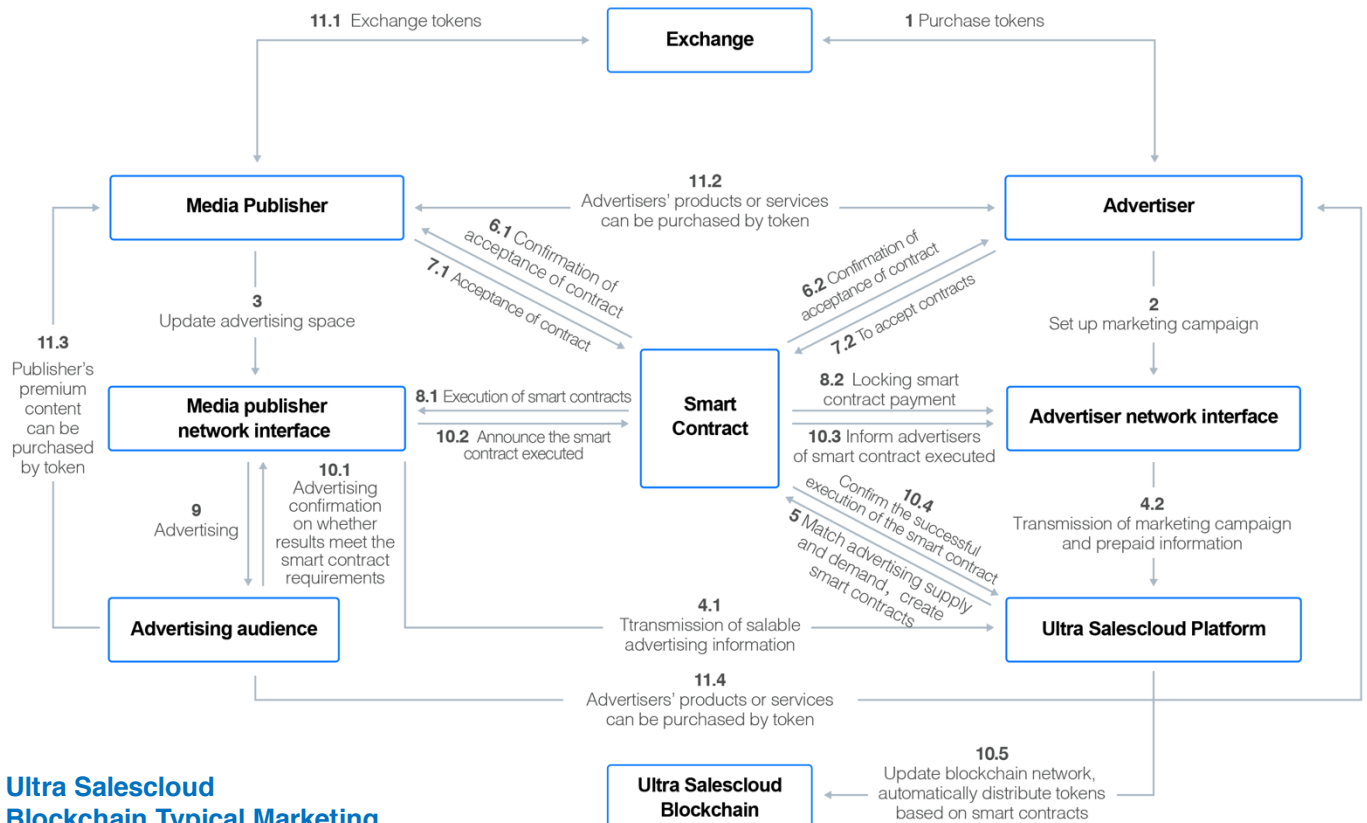
The participants I encouraged to upload the black, white and watch list data to the blockchain for reference by other participants. Based on the depth, breadth, data quality and effectiveness of the share list, the list sharer can receive corresponding token as reward. The modification of the contents of the list, after big data analysis and dynamic verification, obtain positive incentives or negative punishments (deducting the corresponding tokens in the pre-existing account). In the decentralized and intelligent sharing mechanism, the problem of data islands will be eliminated, the ecological nodes are motivated to do self-improvement and self-maintenance on the data list.

Ultra Salescloud multi-party incentive-based economic system

On the basis of “blockchain+digital marketing”, Ultra Salescloud establishes a multi-party incentive-based economic system, and encourages participants to participate in advertising content pre-approve, data sharing, digital marketing campaign, performance voting and community governance activities to obtain tokens as an economic incentive. Ultra Salescloud will issue Ultra Salescloud Token(code UST) based on the ERC-20 token standard.

UST is a non-refundable feature token that is the value exchange unit for the participants of the Ultra Salescloud platform. UST is the value carrier in the Ultra Salescloud advertising ecosystem, carrying the value of ads business in the ecosystem, giving the Ultra Salescloud platform ecosystem and scene application a strong vitality, incentive deep involvement of multiple participants in the advertising scenario.

Advertisers can purchase UST tokens by specific digital currency exchanges, which can be used to create advertising business intelligence contracts or to pay for ad services. After the advertisement delivery is completed, the Ultra Salescloud will automatically trigger the advertising business intelligence contract, UST tokens defined in the contract will be automatically transferred to the publisher’s account. The advertising audience can participate in evaluation, pre-approve, review, and community governance activities through the DAPP software provided by the Ultra Salescloud, then obtain relevant token incentives. The third-party monitoring node can also obtain relevant token incentives in the activities involved in monitoring of the advertising traffic. All UST tokens can be traded on specific digital currency exchange.



Based on this multi-party incentive-based economic system, the value of each participant in the Ultra Salescloud ecosystem is reflected. Advertisers are willing to increase the allocation of advertising budgets in the mid-long tail traffic market with abundant traffic. Media publishers can receive more advertising orders, the advertising space can be quickly realized, the advertising audience can regain the ownership of their data and benefit from the UST incentive to participate in advertising and community governance, the third-party service providers can participate in decentralized traffic monitoring. Users can use UST to redeem advertisers or media platform's products, content, coupons and customized services. Based on token-based information flow attribute analysis, advertisers and eco-communities can provide customers with highly personalized products, services, and even experiences. Under this kind of interoperable and scalable economic system, the enthusiasm of all participants is greatly enhanced. As a beneficiary of the community, everyone will try their best to maintain the sustainable development of the entire Ultra Salescloud ecosystem. The nodes, as an ecological participant, an ecological builder, or co-owners of the ecology, will gain greater benefits from the co-construction and co-prosperity of the ecology.

Ultra Salescloud business development plan

The Ultra Salescloud team is ready to solve the problems in the mid-long tail traffic market, which currently accounts for 40% of China's total network traffic. Ultra salescloud aims to structurally raise the advertising market share from the current 1% to more than 30% in 3-5 years, which will create 30 billion dollar market. The detailed plan is as follows:

The first step: the initial stage

Introduce 100 advertisers based on industry resources and convert 10,000 DAPP users into the existing coverage audience to fully verify the feasibility of the Ultra Salescloud blockchain + digital marketing business model.

The second step: the evolution stage

Take advantages of the industry's existing industrial resources, and expect to convert 2000

high-profile advertisers, while developing 10 million advertising audiences, participate in Ultra Salescloud ecological construction and community governance.

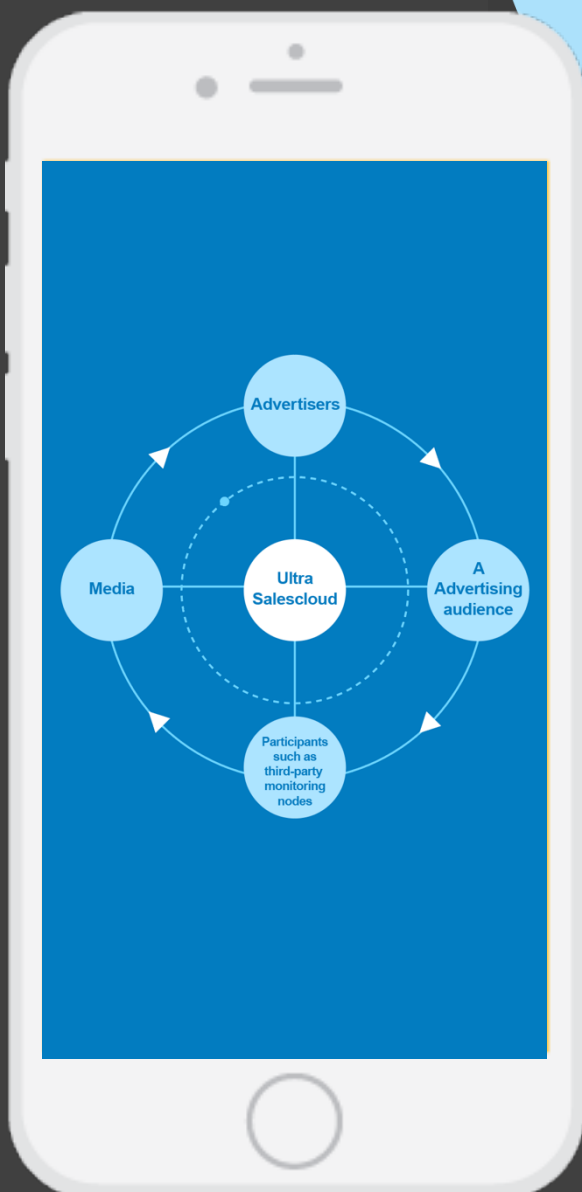
The third step: the expansion stage

Launched the network promotion and carried out business cooperation with advertisers in various industries. It is expected to develop 50,000 advertisers to cover 300 million advertising audiences at the same time, and start the southeast asia and global business development strategy.

Ultra Salescloud is a local Chinese company. Relying on the huge industrial resources, product operation capability of donson (industry), will rewrite the pattern of "blockchain + digital marketing" and rebuild the middle-long tail flow market. The trust machine will unlock the underlying commercial value of the mid-long tail traffic market. As a changer in this market, the Ultra Salescloud will greatly benefit and grow rapidly. At the right time, UST will replicate this successful business model to Southeast Asia and the global market, opening a market of nearly 90 billion dollars and truly becoming a global sector leader.

The value of the Ultra Salescloud advertising ecosystem

Ultra Salescloud uses decentralized, trusted, traceable technical features of blockchain, combined with digital marketing, big data and artificial intelligence technology to solve industry pain points such as traffic malicious/fraud advertising and traffic cheating in mid-long tail traffic market. We will re-create a healthy, interoperable and sustainable digital marketing ecosystem. As participants in the Ultra Salescloud advertising ecosystem, advertisers, media publishers, advertising audiences and third-party service providers will all benefit from the ecosystem.



Advertisers

By buying better and accurate traffic at lower rates in the mid-long traffic market through the Ultra Salescloud platform, the advertisers reduce the cost of product advertising. After the ad delivery is completed, the advertiser can also rate the services provided by the media publisher, allowing media publishers with quality traffic gain more orders in RTB (real-time bidding) process.



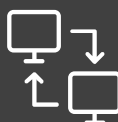
A Advertising audience

By participating in data self-management, community governance, and attention-based ads interactions, audience can obtain corresponding token incentives and exchange tokens into advertisers' products, coupons, and customized/personalized services.



Media publisher

Under the promise of complying with the eco-rules of the Ultra Salescloud platform, media publishers will focus on creating high quality content and better user experience, so as to obtain more advertising orders in the platform.



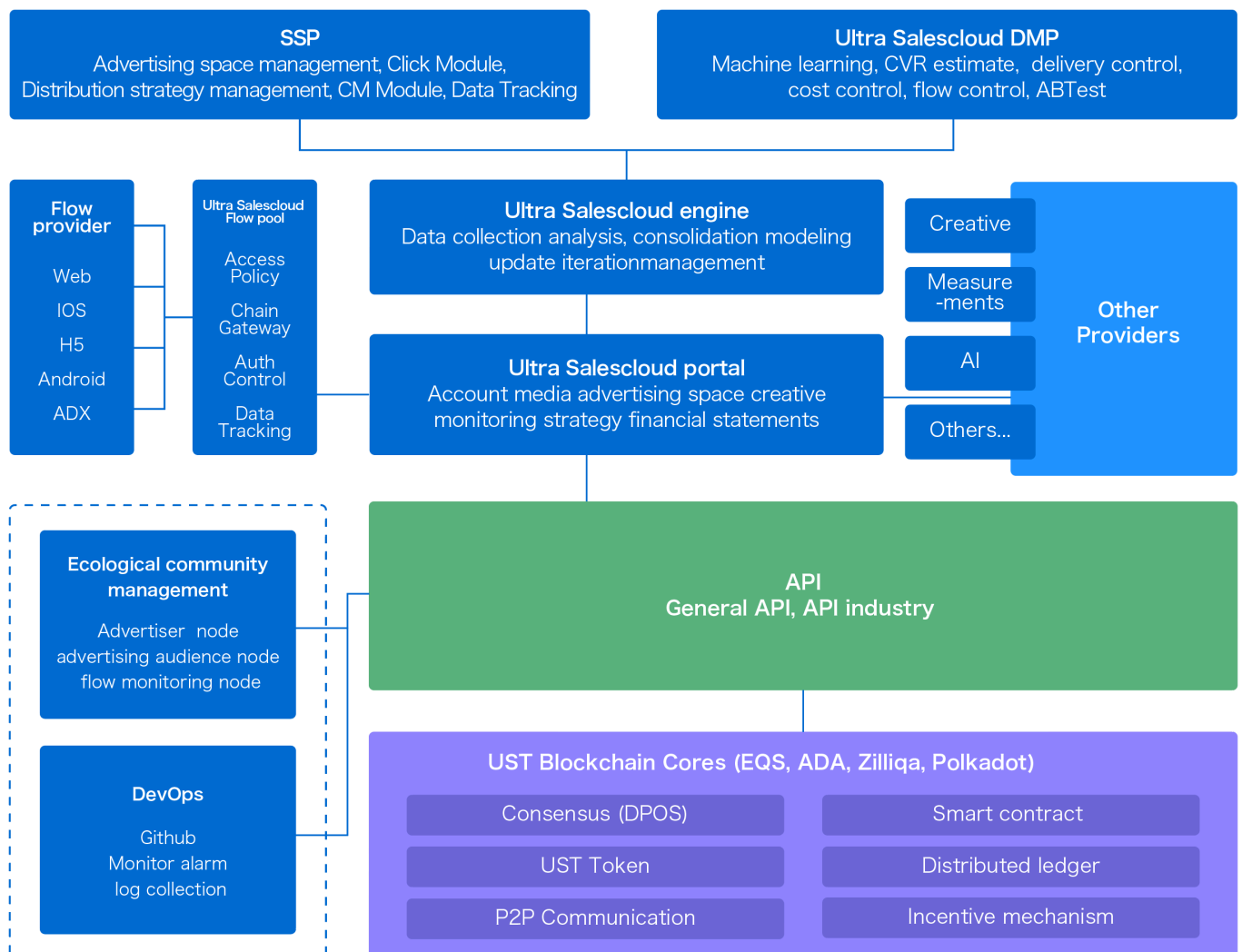
Participants such as third-party monitoring nodes

Participate in the traffic monitoring and community governance of the advertising business process, obtain relevant UST tokens, UST can trade in the designated exchanges.

The technology architecture of Ultra Salescloud

Ultra Salescloud is a digital marketing application chain jointly developed by blockchain technology experts and digital marketing experts. It makes full use of the characteristics of blockchain technology decentralization, traceability and immutable data, combines big data and AI technology in marketing tech to realize a decentralized intelligent advertising platform. In order to reflect the complicated business logic and process of the digital marketing industry in the blockchain, the Ultra Salescloud gives the architectural concept of layering, modularization and framework application in the software engineering, and divides the technical architecture into Ultra Salescloud.

Portal[UST_Portal], Ultra Salescloud Eco-Community, Ultra Salescloud Data Management Platform [UST_DMP], Ultra Salescloud Engine [UST_Engine], Traffic Provider, Ultra Salescloud Traffic Pool [UST_Pool], Ultra Salescloud SSP [UST_SSP],
API interface, Ultra Salescloud blockchain core layer [UST_Core],
Multiple functional modules such as DevOps and Other Providers, all of which use a unified architecture and shared components.



1. Ultra Salescloud Portal (UST_Portal)

UST_Portal is a set of decentralized ad platform developed by Ultra Salescloud for advertisers. pass

Through UST_Portal, Advertisers can complete uploading and publishing advertising content, the formulation and implementation of advertising strategy, creation of advertising contract, advertising performance data reporting, financial and account management.

Since the data related to digital marketing advertising is massive, based on existing blockchain technology, it is temporarily impossible to write all data into the blockchain. The Ultra Salescloud is designed to record the advertising hash result on the blockchain, detailed relevant details of the advertising transaction will be saved off-chain. The off-chain data needs to be combined with SQL and noSQL. The noSQL storage data is the most fine-grained programmatic transaction data, and the SQL structure stores the advertisement transaction statistics. With the maturity of blockchain layer bottom technology and peer-to-peer storage technology (such as IPFS), we will gradually realize uploading more data on the blockchain and save the ad usage interactive behavior data in a peer-to-peer network, making the whole transaction process more transparent and credible.

2. Ultra Salescloud Eco Community & DevOps

Ultra Salescloud ecological community governance is the core of the Ultra Salescloud blockchain operation system. The community covers advertisers, advertising audiences, media publishers, technology development operations and third-party monitoring organizations. Advertisers can post quality ratings of media publisher service in the community. participate

in ad content review and self-data management, and third-party monitoring platforms can participate in the supervision of the delivery process.

At present, the entire blockchain technology is in a period of rapid development, and the optimization and update of the underlying protocols are also in a very active state. To this end, the Ultra Salescloud develops its own DevOps capabilities, combining

DevOps related technologies and practices form a complete solution. Participants in the community can also pass

DevOps understands the evolution of the Ultra Salescloud technology and the operation of the platform. In order to better develop the Ultra Salescloud ecological community, Ultra Salescloud established a community operation team to deal with community management such as consultation, communication and coordination, and dispute handling of all participants in the community.

3. Ultra Salescloud Data Platform (UST_DMP)

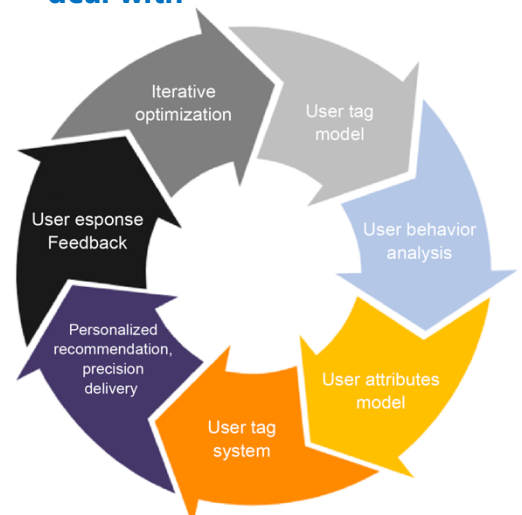
UST_DMP is a decentralized data management system that occupies a core position in the RTB system. It helps advertisers to make accurate purchases and improve the accuracy of advertising. UST_DMP's data sources are rich, covering the Internet (e-commerce, forums, blogs, games, mobile app stores, media, communities, etc.), partners (Tencent, Ali, Baidu, Sina, 360), operators (ZTE, Huawei, Unicom, Telecom, China Mobile, etc., Ultra Salescloud advertising business data and data tag collected on the Ultra Salescloud DAPP. These data collected are unstructured data, for which we have to restructure. Convert unstructured data into structured data, de-weight the content, reduce noise, etc., and aggregate the data into useful sample data ideal for the algorithm engine to identify. data

is tagged and the user profile is output.

Ultra Salescloud thinks:

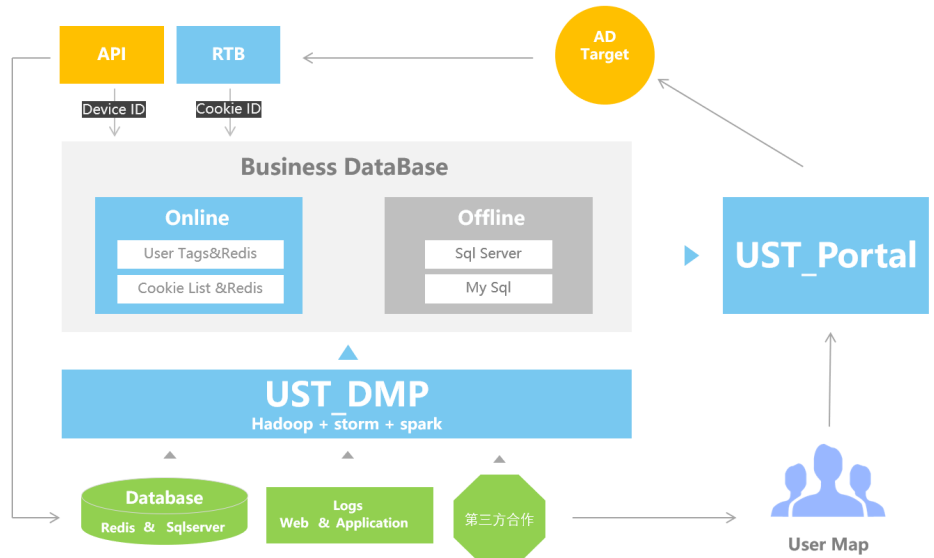
A true decentralized DMP is not only the decentralization of the physical structure, the efficient use of decentralized data, the potential to further explore the value of decentralized data, realize the value of non-centralized data, and the specification and compliant use of terminal data. It is the core value of UST_DMP which is to reasonably protect the user's right to know and decide on their data usage.

UST_DMP Business Process deal with



4. Ultra salescloud Engine (UST_Engine)

The ultra salescloud advertisement delivery engine is the core of the entire advertising system. It is not only responsible for RTB bidding, advertising delivery and tracking, but also a bridge connecting media platforms as well. Through the advertisement delivery engine, advertisements can be delivered to the terminal. Including advertising bidding and delivery, advertising monitoring and statistics, data interface with SSP, Exchange.



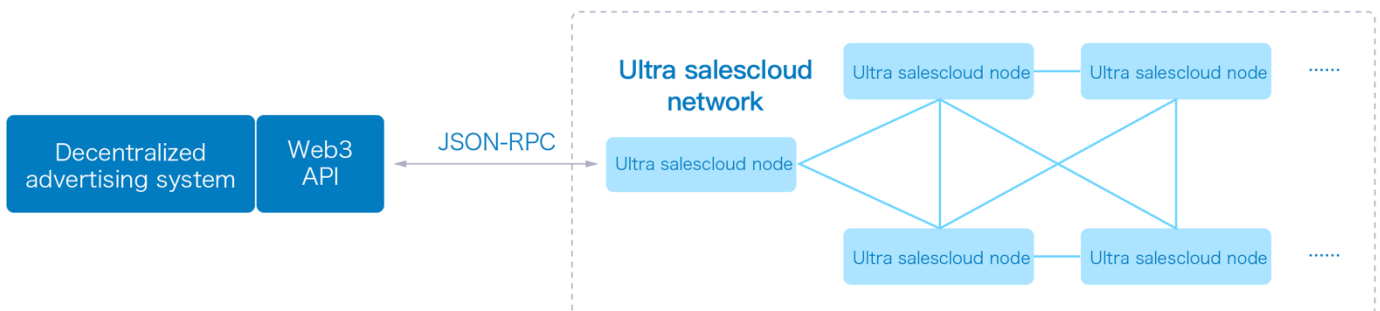
UST_Engine Engine Workflow→

5. UST_API interface collection

The UST_API interface gateway has a stateless, distributed feature, and all clients access the service through a unified gateway. In order to achieve the application of multiple scenarios at the application layer and the access of industry IT/data systems, Ultra salescloud provides interface aggregation services for SQL and API. The API interface supports both synchronous and asynchronous operations. After the interface adaptation layer parses, authenticates,

and performs signature verification on the service request, The business request is recorded to the ledger through consensus algorithm. For instance, in an industry IT system access solution, the ultra salescloud provides service interfaces or SDKs such as JSON-RPC, Web3.js, and IPC, allowing external IT systems to implement user registration, blockchain queries, invoke smart contracts, send transaction, etc. The docking scheme is as follows:

Decentralized advertising platform →



The digital advertising platform is a highly automated technology that requires different professional systems to work together for completing and launching. Ultra salescloud has developed a comprehensive industry interface services of SDK and API.

LevelKey = channel_name + []byte + chaincode_name + []byte + key

The value of LevelValue consists of the BlockNum block number and the number of the TxNum transaction in the block. The block number and the transaction number are encoded in a specific way, and then spliced with the value in the chaincode to generate the value in the db database finally.

6. Ultra salescloud block chain core layer

The core layer of the ultra salescloud blockchain is the blockchain system, which will connect the mainstream public chains such as EOS, Cardano, Zilliqa, Polkadot, and other mainstream public chain ecosystems, assign them huge advertising value. include

DPOS consensus mechanism, P2P network, UST token distribution and management, smart contracts, distributed ledger storage, incentives, etc.

• Consensus mechanism algorithm

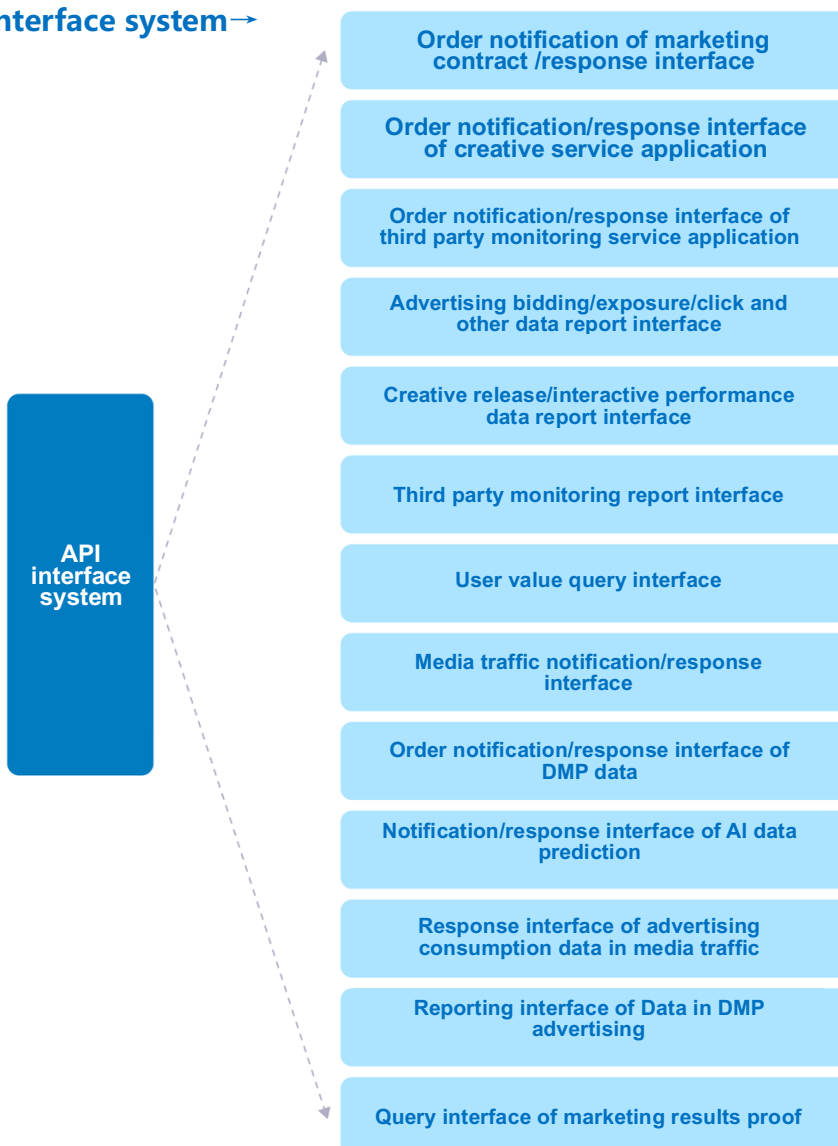
Consensus is the core of blockchain technology, which determines who is eligible to do bookkeeping, and the choice of bookkeeper will affect the safety and reliability of whole system.

The ultra salescloud consensus mechanism is dedicated to solving the problem of decentralized decision making in decentralized system of digital marketing scenarios , it needs a high-performance consensus algorithm to support. The consensus algorithm of the ultra salescloud will use customized DPOS for main operation after a variety of dimensional comparisons, using the graphene technology combined with the parallel chain processing technology enhances the TPS performance and solves the processing speed issue required in the digital marketing business.

• Ultra salescloud blockchain node data storage

The node data storage is mainly based on the Merkel tree. It is realized by the block mode and the chain structure. The ultra salescloud storage system is similar to Bitcoin. It is also composed by normal file and key value KV (Key-Value) database levelDB/ The couchDB. In the data layer of the ultra salescloud, each channel corresponds to a book comments, which is composed of file names in the format of blockfile_000000 and blockfile_000001 in the book comments. For fast retrieval, the block data has a file size of 64 M Bytes. The data for each block (block headers and all transactions in the block) is sequenced into bytecode and written to the blockfile as bytecode. In the process of writing data, the index information of the block and the transaction in the blockfile file is saved in the form of kv to facilitate quick querv. Ultra salescloud

interface system→



block index information format LevelKey value finally stored in the kv database consists of a prefix flag and a block hash. The value of LevelValue is determined and composed by block height, block hash, local file information (file name, file offset, etc.). Each transaction consists of an offset list in the block file and MetaData of the block, and the above information is spliced into values in the db database according to a specific coding method. The transaction index information format stores the final LevelKey value in the kv database by the combination of the key values in channel_name, chaincode_name and chaincode:

• P2P node networking

The ultra salescloud node network is a blockchain network based on P2P technology. When each node starts for the first time, it will find other nodes around it automatically, and directly connect to form a formal network after verification. The maximum number of nodes allowed to connect by default is 10-20. After connecting, the node saves the information such as the IP address and port of the connected node, and maintains this state continuously to ensure the stability of the network. The ultra salescloud uses the peer-to-peer network to organize the data verification and accounting work of the nodes of the whole network. After any block data is generated, the node that generates the data is broadcasted to the whole network, and is verified by other nodes of the whole network. After receiving the data sent by the neighboring nodes and verifying the pass, the ultra salescloud node establishes a storage pool for the new data in the order of receiving and forwards to the neighboring node.

• Distributed ledger technology

The distributed ledger module

including address generation and encoding, key pair generation and management, signature services, and more.

Trading Services: Ultra salescloud supports three types of trading services: deployment code trading, code calling transaction and code upgrade trading. The deployment code is to deploy the smart contract to the blockchain, and the code call is to execute the code on the chain. It is worth noting that the ultra salescloud also introduces the concept of code upgrade transactions, that is, the deployed code can be upgraded. In this process, the verification node must guarantee the authenticity and integrity of its execution environment.

Smart Contract Services: Smart Contract Services guarantee smart contracts' execution. Provides a virtual environment for execution and standardized contract interpretation logic to ensure that the same transactions have the same execution results.

External data services: the traditional blockchain is like a isolated garden, smart contracts in the blockchain can not actively reach external data. To solve this problem, Ultra salescloud introduced external data services. External data services assume the role of a trusted data source in the chain. When a smart contract has external data requirements, it only needs to be registered in the external data service. The external data service gets external data as required for smart contract invokes.

Key technology of ultra salescloud

Ultra salescloud will enhance the operational efficiency of the digital marketing industry scenario by building a decentralized, intelligent, efficient, credible, transparent and multi-incentive blockchain ecosystem, and solve the pain points as malicious/fraud advertising and traffic cheating in the mid-long tail traffic market. Ultra salescloud will improve the trust between the multiple parties in the traditional digital marketing industry, normally with many intermediate links, complex processes, and low efficiency.

1. Bridge of value transmission - cross-chain technology

The underlying blockchain network of the ultra salescloud will integrate with the mainstream public chain such as EOS, ADA, Zilliqa and Polkadot. The superiority of the structure is that the ultra salescloud can take advantage of the different main chains, while the blockchain protocol layer of the ultra salescloud is not limited to one specific public chain. The downside is that each block chain is independent. The network forms an "information island" prevent it from being a internet of value. The cross-chain technology of the ultra salescloud is the key to realizing the internet of value, and it is the bridge for the expansion and connection of various isolated blockchain systems. The current mainstream cross-chain technology is notary mechanism (Notary schemes), repeater mode(Relays), Hash-locking. The

ultra salescloud adopts the repeater mode, and the relay is the channel between different chains. If the channel itself is a blockchain, it is a relay-chain. The ultra salescloud uses a multi-signature mechanism to lock the main chain assets, anchor and execute them on the side-chain, the transactions on the side chains determine whether the transaction is valid through multiple signatures.

2. Support smart contracts that have multiple triggers

Many existing smart contracts can only passively wait for the trigger of the transaction to be executed, so it is necessary to introduce a trust agent to determine who has the right to trigger the smart contract and under what conditions the smart contract is triggered. Smart contracts on the ultra salescloud platform will define relationships (whether generic smart contracts or nested contracts) through coded between the parties. These smart contracts will be automatically run through multiple triggers, enabling smart contracts to be activated one after the other without human intervention.

Therefore, multiple parties can recognize each other through smart contract codes and complete various complex transactions. Ultra salescloud smart contracts, with the ability to separately compile ownership and use rights, enable smart contracts to perform a variety of financial functions.

3. DPOS consensus algorithm

The ultra salescloud adopts the DPOS consensus algorithm, and the node elects several agents for verification and bookkeeping work. The whole process is equivalent to "board meeting", that is, each shareholder node can delegate its shares to a

representative, and the first N nodes that receive the most votes and are willing to become representatives will enter the "board" to participate in bookkeeping. In DPoS consensus system, each node can decide its own authorized nodes and participate in accounting to generate new blocks. This greatly reduces the number of nodes participating in verification and bookkeeping and achieves consensus verification efficiently. The ultra salescloud adopts the optimized consensus mechanism algorithm, and the TPS can reach 100,000/s, which is able to meet the high throughput requirements of the highbusiness scenario in the digital marketing industry.

Ultra salescloud technology advantage

The overall technical framework of the ultra salescloud adopts the designing principle of blockchain 3.0, have the following technical advantages when integrating enterprise-level application advertising.

The ultra salescloud adopt optimized DPoS consensus algorithm, each node in the DPoS consensus network determine the trusted nodes it trusts and participate in bookkeeping to generate new blocks independently. This greatly reduces the number of nodes participating in verification and bookkeeping, achieves efficient consensus verification. Ultra salescloud adopts the optimized consensus mechanism algorithm, with TPS up to 100,000/second, to meet the high throughput requirement in digital marketing industry.

1. High throughput performance



Using data separation of hot and cold data, table division methods and other mechanisms to achieve the effective storage of massive data. The existing transaction data can be separated from the blockchain, stored in the data warehouse, using big data technology with support to analyze and process data at the PB level.

3. Integrative management of massive data



1. Double-layer data structure: most data will stored in peer-to-peer data storage system or cloud computing, key transaction results data that needs to be stored on chain is connected to the ultra salescloud main network when needed;
2. Authorization of the nodes: identity authentication and authorization management of the accessed nodes;
3. Encryption algorithm: protects the on-chain data technically;

2. Data privacy and security



In a blockchain network, if there is an idiosyncratic problem with the business data, it is very difficult to modify and withdraw these idiosyncratic data. Usually, the repair work can only be done with the consent of other nodes. Ultra salescloud provides a total solution to deal with such problems. In addition to regularly backing up node data, it will also provide an idiosyncratic data retracement protocol to improve systems availability and maintainability.

4. Maintainability and scalability



4. The ultra salescloud's application scenario in digital marketing business

Application scenario background

Foreign Teacher Online Platform A is a large-scale online teaching platform for young people. It implements the "online teaching + offline service" operation mode and provides online peer-to-peer English teaching services based on the Internet. Due to market expansion strategy, a foreign education online platform needs to acquire 500,000 real active users within one month, so platform A decided to launch a major marketing campaign. Foreign teacher online platform A will use the blockchain + digital marketing platform provided by Ultra salescloud to utilize the industry resources and technology to quickly cover the target audience and execute the marketing plan.

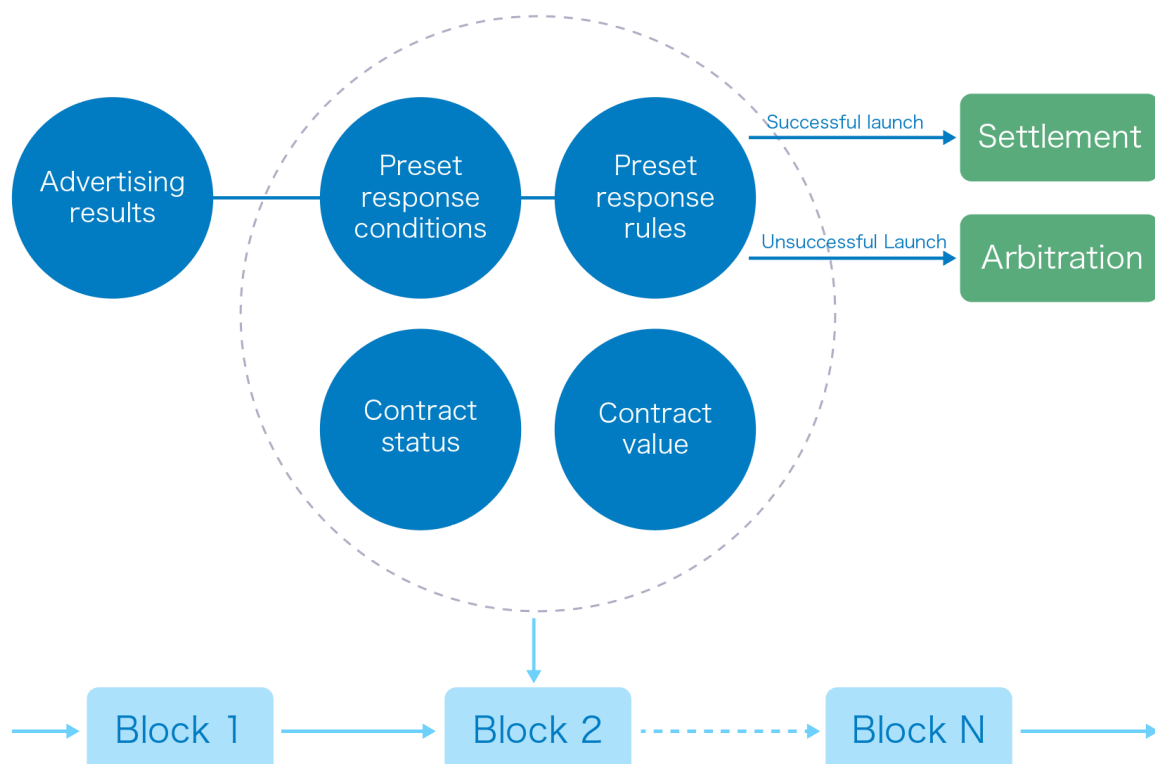
Application scenario description

Foreign teacher online platform A registered on the ultra salescloud to become the official advertiser node of the ultra salescloud platform, purchases UST tokens in designated investment exchange, which can be used to upload advertising content and creative ideas on UST_Portal. After receiving the advertising content, the ultra salescloud adopts the decentralized advertising content pre-approve mechanism, selects a certain number of active advertising audience nodes in the ultra salescloud ecosystem to vote on the advertising content randomly. After the content is approved, the advertiser uses UST_Portal to formulate related policies such as delivery policies and pricing strategy. These rules are written into the advertising smart contract and deployed on the main network. Advertisers can use the ultra

salescloud data management platform (UST_DMP), the ultra salescloud engine (UST_Engine), the traffic provider, and the ultra salescloud traffic pool (UST_Pool) tools to complete the subsequent delivery of the advertisement.

The ultra salescloud blockchain monitors the status of the smart contract in real time, checks the external data source to ensure that the contract conditions are automatically activated after the trigger condition is met.

The advertising business intelligence contract is automatically triggered when the delivery is completed. If there is a dispute in the delivery result (for example, an inconsistent result between the advertiser and the publisher), a fault tolerance limit (such as 5%) will be specified, and then the smart contract will be paid by itself. If it is above the upper limit of fault tolerance, the smart contract execution should be suspended. The



decentralized ultra salescloud operation community will check the advertisement data and the original data according to their respective hashes to find out the cause of the inconsistency, change the correct delivery result and execute the contract accordingly.

Ultra salescloud introduces a multi-party incentive-based economic system. Advertisers pay relevant UST tokens as delivery fees. Media issuers receive corresponding UST tokens as cooperative rewards. Advertising audience nodes and third-party monitoring nodes will also participate in the community to get the corresponding token. as follows:

Advertising audience incentives: $T_u = (T_a - T_f) * u\%$, Media Publisher Income:

$$T_m = T_a - T_f - T_u$$

Note:

The total amount of advertisers paid is T_a .

The cost of the platform is T_f .

Media Publisher Revenue is T_m Advertising audience incentives is T_u

Advertising audience incentive share percentage is $u\%$

5. The UST summary

Ultra salescloud UST Token

The token UST used on the ultra salescloud platform is an important component of the ultra salescloud ecosystem. UST is only available for the Ultra salescloud platform. As a virtual “fuel” in the ecosystem, stakeholders can implementing scenarios applications on the platform (such as smart contract creation, ad review and delivery, etc.) through UST.

In Singapore and its relevant jurisdictions, UST does not represent equity, dividends, titles or return on investment in any way, nor does it give UST holders any commitment to fees, income, profits or return on investment, nor does it represent foundations, the assets of a subsidiary or other company. UST can only be used on the ultra salescloud platform as a tool for digital marketing scenario applications, data self-management, and consensus mechanisms etc.

In addition, you understand and accept that UST has below nature:

1 UST can not be returned ,can not convert to cash(or other equivalent currency),and it can not be converted into any other form of commitment which is actually committed to the foundation or its subsidiary body either

2 UST do not represent or give any right of about the Ultra Salescloud Foundation LTD and its subsidiary body's income or assets ,including income ,shares,ownership,equity,mortgages,voting,distribution,redemption,liquidation,ownership,finance, law, intellectual property rights related to the platform or any other related right.

3 UST do not represent money(including electronic money),assets ,goods ,claims ,debt instruments ,or any other kind of financial or investment tool;

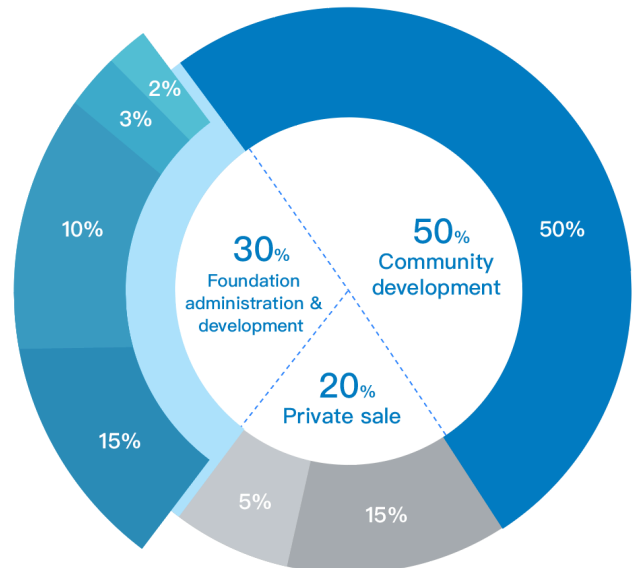
4 UST is not the loan of ultra salescloud foundation or its subsidiary body, also not represent the debts owed by the ultra salescloud foundation or its subsidiary bodies, nor does it anticipate any profit.

5 UST does not provide any ownership or other rights of the ultra salescloud foundation or its subsidiary body to the token holder. After the sale of token ,the contribution of the sale will be held by the foundation or its affiliated companies, contributors have no economic or legal rights or interests to these contributions or assets of the entity. UST's trading activities in secondary market or exchanges are completely independent of the operation of ultra salescloud foundation, UST's sales team and ultra salescloud platforms. The ultra salescloud foundation will not set up any secondary market or exchange which exchanges UST.

Ultra salescloud UST Token Release

In order to complete the development of the ultra salescloud ecosystem and community construction, the Ultra salescloud Foundation plans to conduct ultra salescloud private sale and token distribution activities. The total supply of tokens is 1,000,000,000 (1 billion) UST and there will not be additional issuance in the future. The token under private sale is c. 200,000,000 (200 million) UST. Part of the funds raised in the distribution of tokens will be used for the overall development, application and community building of the ultra salescloud platform ecology based on roadmap.

50%	Community development
15%	Private sale (qualified investors)
5%	Cornerstone (qualified investors)
15%	Team incentives
10%	Commercial promotion
3%	Continuous operation
2%	Unforeseen expenses



6. Ultra salescloud Roadmap

The first stage

Oct 2017–Feb 2018

- The integrated study of digital marketing and blockchain technology
- Establish the basic business model and technical architecture of ultra salescloud
- Look for strategic partners
- Set up the ultra salescloud foundation

The second stage

Mar 2018–Oct 2018

- Development of UST
- Development of decentralized ultra salescloud advertising platform
- Develop smart contract architecture for ultra salescloud platform
- The internal measurement of ultra salescloud and public chain integration development on advertising business

The third stage

Nov 2018–Api 2019

- Develop ultra salescloud Dapp
- Develop ultra salescloud platform API
- Form strategic partnerships with marketing & advertising partners
- Develop ultra salescloud big data, artificial intelligence module and interface of strategic partner

The fourth stage

May 2019–

- Launch ultra salescloud intelligent application chain
- Launch customized smart contract 1.0
- Official release the SDK of ultra salescloud platform
- Form strategic partnerships with ecosystem stakeholders

7. The ultra salescloud team

The founding team has been great importance of Ultra salescloud for long-term development, Ultra salescloud hired Huang Lianjin as the leading blockchain technical consultant to form a professional team of various industry elites.

Team: Blockchain Technology Team (Wenbin Zhang, William Yu), Digital Marketing Technology Team (Skylen Gu, Shawn Yan), Strategy development Team (Roy Cheng, Harry Tian), Community building Team (Charles Chen).



Roy Cheng-CEO

Strategic Investor of Ripple, former executive director of Zhongzhi Venture Capital, executive of Visa which is the world's largest electronic payment network. Launched the ultra salescloud project in 2017 and served as CEO



Skylen Gu-CTO

Top digital marketing technology expert. Skylen used to be the R&D director of the US General Computer System, Research & Development, Director in Interactive communications holding group, and the CTO of DONGXIN DIANMEI. Co-sponsored the ultra salescloud project in 2017 and served as CTO



Harry Tian-CFO&CIO

An investment banker, formerly worked in international investment bank such as Morgan Stanley and BNP Paribas, responsible for investment and financing of large industrial groups and leading companies in the TMT industry, early investors of Zil and Polkadot

**Shawn Yan-VP**

E-commerce and digital advertising technology experts, has once served as the CTO of the Eastcom era, the well-known CTO with e-commerce platform catwalk network, the famous shoe library. Co-sponsored the ultra salescloud project in 2017 and served as VP

**Charles Chen - Community Operations Director**

Community marketing expert, former manager of Zhenai Net Customer Be skilled in million-level community operation and management

**Willian Yu - Technical Director, Blockchain**

Participated in the research and development of blockchain projects since 2014, and be proficient in the development and technical realization of enterprise-level distributed ledger platform, has depth research on the underlying technologies of mainstream blockchains like EOS, fabric, Ethereum. Responsible for the construction of the core technology architecture of the ultra salescloud blockchain



Wenbin Zhang
- Blockchain scenario
application expert

Blockchain Expert in Ant Financial Service. Ph.D. in Mathematics and Public Key Cryptography from the National University of Singapore, Scientist at the IBM Blockchain Center in Singapore. He was the first to create a commercial application based on the Blockchain 3.0 Hyperledger fabric from 0 to 1 in IBM, developing and driving the project to use it successfully in the IBM business, becoming one of IBM's key blockchain projects. Leading the invention of multiple blockchain and encryption technology patents and several original papers. Received the IWSEC 2016 Best Paper Award Information Security Conference from Japan, and was invited to be the guest speaker of the blockchain by the International Conference FICC2018



**Tommy Liu-Encryption
Algorithm Senior Engineer
Cryptography and Algorithm
Expert.**

Expert in cryptography and algorithms. He used to be Huawei's senior technical director. He is responsible for the analysis, design and development management of source code algorithm, channel adaptive algorithm and loop feedback control algorithm for Huawei digital-analog hybrid system. jobs



**Eric Zhang - Network
Security Architect**

Network and information security expert, formerly director of Tencent Technology Network Management Center, responsible for Tencent massive data center and global network security architecture design

Ultra salescloud Consultant and Early Investors

Ken Huang	Founder CEO of American Distributed Business Application Company, Member of ACM Practitioner Board of the United States, Expert Committee Member of China Electronics Society Blockchain
Richard Wang	DFJ Dragon Fund Partner, well-known investor in blockchain projects
Min Ai	Chairman of Rice Ventures Vice President, Shenzhen Alumni Association, School of Economics and Management, Tsinghua University
Kai Gu	Founding Partner of Qifu Capital, Director of Bubie Blockchain, Well-known Investor of Blockchain Project
Xin Tang	Former KPCB Partner

Cooperative Partners



8. Risks and disclaimers

01 Risks of Jurisdiction and Enforcement Actions

In many jurisdictions, the legal policies related to ultra salescloud and other block chain technology organizations are unclear or not implemented. There is no way to predict how, when or whether regulators will adopt existing or new regulatory policies for technology and its applications such as ultra salesclouds. Such regulatory actions may have a negative impact on the ultra salescloud platform. The foundation (or its subsidiary body) may stop operating in the jurisdiction of the jurisdiction if the changes in the regulatory action or laws or regulations make it illegal to operate within such jurisdiction or are difficult to carry out commercial activities under the necessary regulatory permits. Based on consultancy discussions with a large number of professional legal advisers and on the development of digital currency and the continuing analysis of the legal framework, the foundation is cautious about the sale of ultra salesclouds. Therefore, for sales, the fund needs to regularly adjust sales strategies to avoid legal risks as far as possible. For sales, the ultra salescloud foundation will establish legal cooperation with the relevant legal institutions.

02 Market competition risk

There is a possibility that an alternative network technology emerges that uses the same or similar code and protocols of the ultra salescloud platform to build similar facilities. The ultra salescloud platform may need to compete with these alternative technologies to have a negative impact on the ultra salescloud platform.

03 Team member risk

The development of the ultra salescloud platform relies on the continued cooperation of existing technical teams and expert consultants who are knowledgeable and experienced in their respective fields. The withdrawal of any member may affect the development of the ultra salescloud platform or its future.

04 Risk of development failure

For various reasons, the development of the ultra salescloud platform cannot be pressed. The risks that continue to advance as planned, including but not limited to the price decline of certain digital assets or virtual currencies, unforeseen technical difficulties, and the shortage of funds required for the development of the platform.

05 Safety risk

Hackers or other malicious groups or organizations may try to interfere with the ultra salescloud platform in a variety of ways, including but not limited to malicious attacks, denial of service attacks, consensus-based attacks, Sybil attacks, money laundering and fraud. In addition, there is a risk that third-party or foundation members or their affiliates may intentionally or unintentionally introduce a vulnerability that poses a threat to the core infrastructure of the ultra salescloud platform and has a negative impact on the ultra salescloud platform.

06 Other risks

In addition to the above risks, there are other risks (such as special settings)

The token purchase agreement is related to your purchase, holding and use of the Ultra salescloud UST, including those that the Foundation cannot predict. This risk may also evolve into a variety of unforeseen circumstances or a combination of the above risks. You should have sufficient due diligence on the Foundation and its affiliates, and you need to understand the overall framework and vision of the Ultra salescloud Platform before purchasing the Ultra salescloud UST.

You acknowledge and agree that there are many risks involved in the purchase of Ultra salescloud and UST, the holding of Ultra salescloud and UST, and the use of

Ultra salescloud and UST in order to participate in the Ultra salescloud Platform.