Welcome The Brand New Smart Platform for Social Media Advertising Influencers

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GROW YOUR BUSINESS

Whitepaper V 1.2

Table of Contents

1. Introduction

Ready to grow your business at lower advertising costs? Do you think it is impossible? The Answer is NO. Now, promoting your business can be much simpler and cheaper. The technology is here to help you with so many smart features and sophisticated systems. However, not all businesses are successful in using the technology to grow the business. Many of them end up spending much money and resource without enjoying the benefits from the marketing tactics. So, the key to success in business marketing is using the technology in a smart way. Successful marketing strategies are not necessarily expensive.

Blockchain technology offers the smart solution... Welcome the brand new Smart Platform for Social Media Marketing Influencers. Controlled with the Blockchain technology solution, Founded by **PT. AKA AMANDA TEKNOLOGI** a company that has so much experience in Social Media Marketing Influencers AK12 Platform will automate all interaction phases with influencers. This is a solution to cut the time and resources required by the advertisers.

The platform allows the businesses to place the advertisements in unlimited number of influencer channels. There is no need to worry about the execution. With AK12 Platform :

- The ads are easy to run
- The businesses can invite more audience
- The businesses can develop the community
- The ads capacity is increased

2. Mission Statement

AK12 Smart Marketing Platform is developed with the following vision:

"A Leader in Establishing a Brand-New Advertising World"

To achieve the vision, AK12 Smart Marketing Platform has the following missions:

- Expanding the reach of business advertising
- Eliminating the boundaries between the brand and influencers
- Controlling the most rapidly growing advertising segments
- Cutting the advertising cost

AK12 Platform is built upon blockchain NEO technology and smart contracts to ensure transparent and genuine yields.
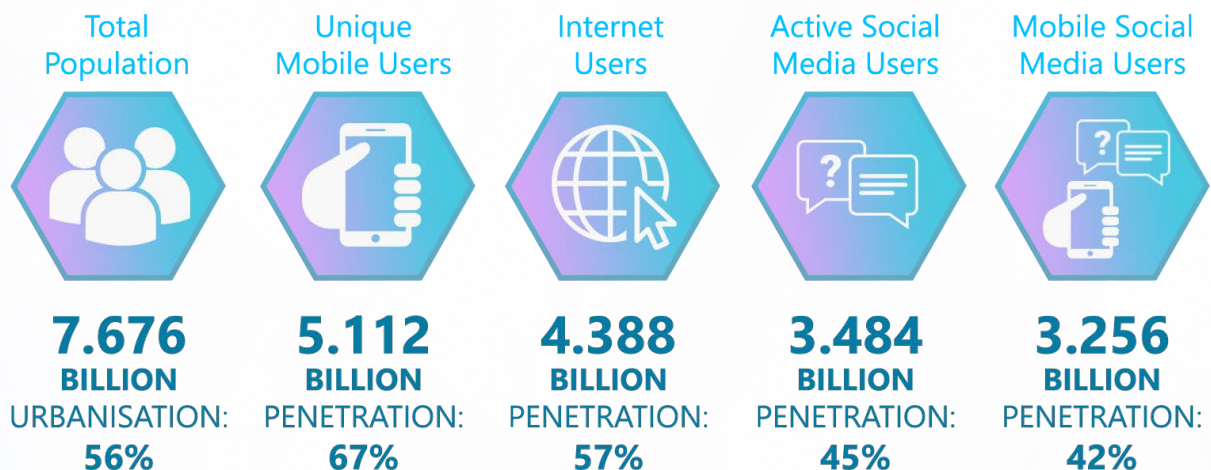
3. Why Advertising Is Promising

Digital advertising has become a new gold standard in the internet era. Why? The digital advertising business offers efficient choices for the small and mid-sized businesses to grow globally, thanks to the lower advertising costs. Digital advertising becomes a cheaper tool for branding. It is not surprising that digital advertising industry grows fast.

The Global Digital 2019 Reports show that the number of internet users is increasing globally. As shown below, the number of internet users increase every day. The report reveals that there are more than 1 million new users every day since 2018.

DIGITAL AROUND THE WORLD IN 2019

Total Population	Unique Mobile Users	Internet Users	Active Social Media Users	Mobile Social Media Users
7.676 BILLION URBANISATION: 56%	5.112 BILLION PENETRATION: 67%	4.388 BILLION PENETRATION: 57%	3.484 BILLION PENETRATION: 45%	3.256 BILLION PENETRATION: 42%

The Hootsuite's report shows that the potential of digital advertising is very promising, as seen in the following statistics:

- There are 5.112 billion unique mobile users in the world in 2019. The number increases by 100 million compared to the last year's.

- The number of internet users increases from 4.021 billion in 2018 to 4.388 billion in 2019. This represents an increase of 9%.
- The number of social media users increases from 3.196 billion in 2018 to 3.484 billion in 2019 (9%)
- The number of social media users on mobile device increases from 2.958 billion in 2018 to 3.256 billion in 2019 (more than 10% increase)

The data shows that 45% of the total global population use social media and 42% open social media by using mobile devices. Of course, this puts social media a potential platform for advertising. AK12 Platform offers a simple platform for business branding. It provides the clients with education in fostering the business growth by means of blockchain-based social media influencers.

3.1   Social Media Advertising

Wordstream reported that average people spend almost a third of their time on a day using social media. Of course, reaching the target customers on the channels where they are is the key to effective digital advertising.

What are the channels?

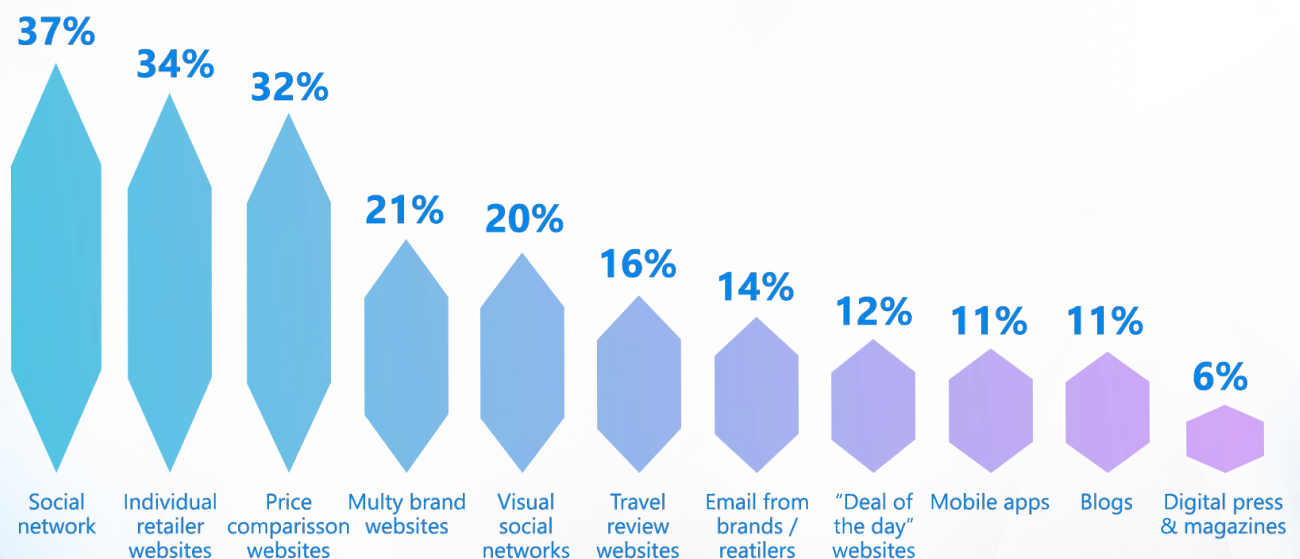### SOCIAL PLATFORM: ACTIVE USER ACCOUNTS

According to the Hootsuite's report, Facebook is still the most popular social media in 2019, followed by YouTube, WhatsApp, FB Messenger, and some other social media networks. Therefore, social media is a promising platform for digital advertising.

The similar survey by Wordstream shows that almost 40% of active social media users follow their favorite brands and shops on social media. Therefore, social media platform is a great choice for building and promoting customer loyalty. When they cannot find a brand on social media channels, the customers may find another.

In other words, brand existence on social media channels determines the customers' decision to make a purchase. The contents you share on social media can be determining factors. More interestingly, as shown in the chart below, about 37% of online shoppers use social media as a source of inspiration to purchase things.

ONLINE MEDIA USED FOR PURCHASE INSPIRATION

Social network	Individual retailer websites	Price comparisson websites	Multy brand websites	Visual social networks	Travel review websites	Email from brands / reatilers	"Deal of the day" websites	Mobile apps	Blogs	Digital press & magazines
37%	34%	32%	21%	20%	16%	14%	12%	11%	11%	6%

Published on a MarketingCharts.com in march 2018 | Data Source : PwC

This way, when the customers do not have any idea on the brands to buy clothing items, for instance, social media can provide them with inspiration. As seen below, use of social media for purchase inspiration is higher than any other forms of digital media. Social media even beats retailer websites and price comparison websites.

3.2 Statistic of Ads on Social Media

Digital advertising revenues in the US Market have been increasing steadily from 2013 to 2018. In 2018, mobile ads revenue is expected to be 29.2% of the online advertising revenue. It equals to $19.2 billion, increasing from $7.1 in 2017. Global advertising spending on social media has doubled from 2014 to 2016. In 2014, global spend for advertising on social media was $16 billion and it increased to $31 billion in 2016. Nonetheless, some concerns among the advertisers need immediate answers, as follows:

- Despite the growth in investments, 46% of advertisers were not really confident whether the channels they used could help them in achieving the target revenues. Therefore, advertisers need a powerful marketing platform to help achieve the targets.
- In the United States, total spending for ads in social media was expected to increase to $17,34 billion in 2019. Advertisers agree that social media ads are effective for reach the target consumers. This shows that advertisers will still depend mainly upon social media to promote their business and brands.
- The global spending for ads on social media has been increasing in the last 5 (five) years. However, you need to make sure that every dollar you spend for ads reaches the target consumers. Only this way can you survive in the ever-tightening global competition.

- Most advertisers choose ads with 'very' or 'fairly' low cost. Social media is a cheaper option of digital advertising. They offer unique schemes for the businesses or brands. For instance, you can find a social media channel that offers free market research. You can test the contents in an organic way before launching and promoting your products or service. This provides you with a chance to get connected with the target audience before your products are available on the shelves.

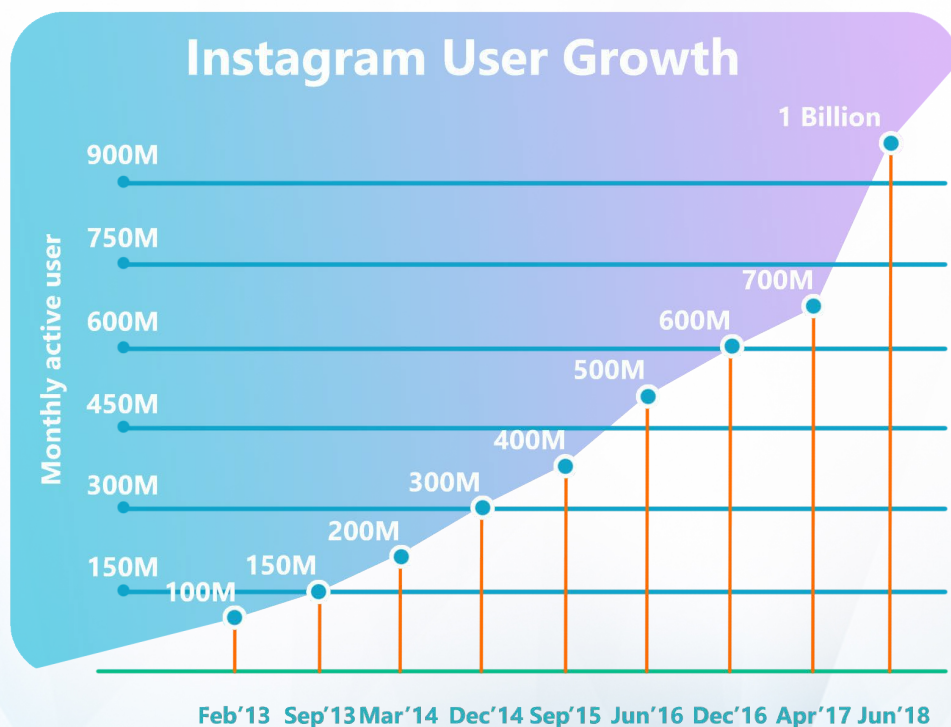## 3.3. Statistics of Ads on Mobile Social Media

Ads on mobile social media offer a promising prospect. This is evident from the fact that most major social media channels see an increasing trend in the revenue from mobile social media ads. Twitter is among the first social media channels that recognize the revenue potentials from ads. The following are interesting facts on how social media ads boost Twitter's income:

- Revenue from digital ads on Twitter was $545 billion in the Q3 of 2016.
- Twitter's revenue from digital ads grows by 60% annual. The advertisers recognize that ads on Twitter are effective tools for business marketing and branding.
- Mobile advertising contributed 86% of the total advertising revenue in Twitter. Why? Most people now use smart phones for personal and business purposes. As a result, almost every business tries to optimize the revenue by means of mobile-based social media.
- Twitter keeps leading the innovation and development of mobile apps. The same fact applies for its mobile advertising services.

- In June 2017, almost 80% of advertisers in the United States used Promoted Tweets. This is certainly a significant growth. It is expected to grow even faster in the future. The social media channel is now extending its advertising platform to reach more advertisers and more target consumers.

What about the statistics of mobile advertising on other social media channels? The case is almost similar. Take Instagram as another example. The number of Instagram users has increased significantly since 2013, when the users were fewer than 100 million. In 2018, more than 1 billion people used Instagram. The trend is predicted to grow every year.

Increase in the number of users is linear to the increase in advertising revenue. In 2017, Promoted Instagram contributed almost 91% of the total Instagram revenues. It was even higher than the contribution of banner advertising. The social media channel earned $1,53 billion from cellular advertising across the globe.

Instagram User Growth

								1 Billion
900M								
750M							700M	
600M						600M		
					500M			
450M				400M				
300M			300M					
		200M						
150M	150M							
	100M							

Monthly active user

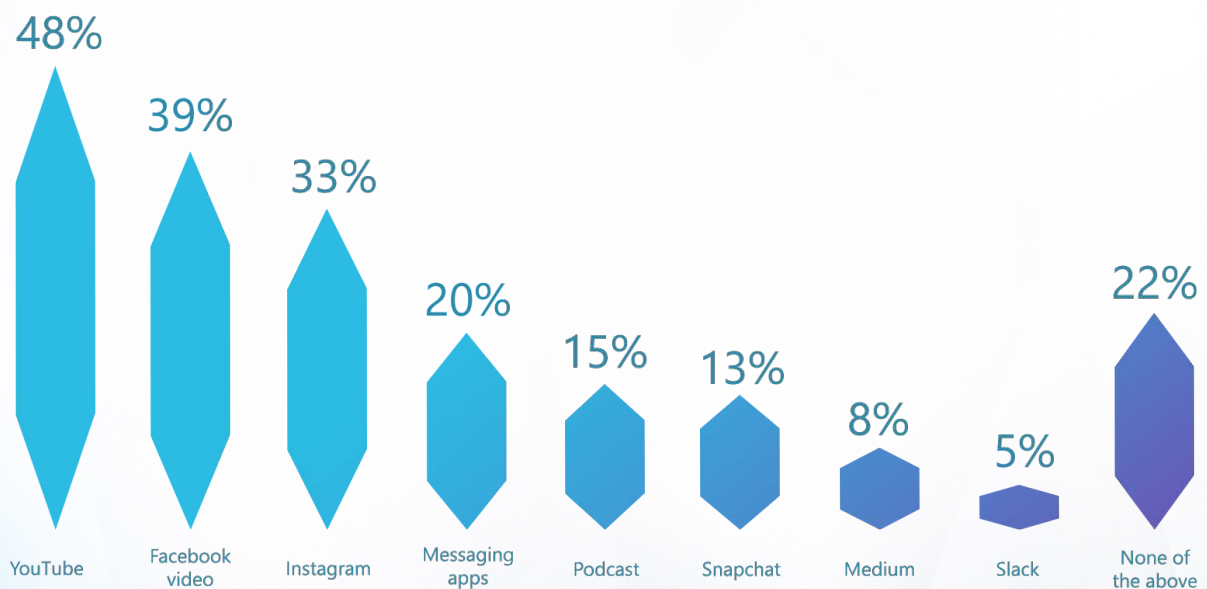Feb'13 Sep'13 Mar'14 Dec'14 Sep'15 Jun'16 Dec'16 Apr'17 Jun'18

When it offered digital advertising service for the first time, Instagram earned $595 million. The revenue doubled in 2016. The statistic data have many implications, such as:

- Advertising on Instagram is also able to promote participation and transactions.
- The ads target the right audience and allow the advertisers to communicate with specific audience.
- The social media channel offers interesting contents. Of course, these benefit the advertisers.

The statistics on Facebook, Twitter, and Instagram above shows that social media advertising is still very promising for business. Most advertisers still prefer social media as the advertising platform, as it offers a number of advantage. The chart below shows that YouTube, Facebook Video, and Instagram are the most favorite channels.

STATE OF INBOUND

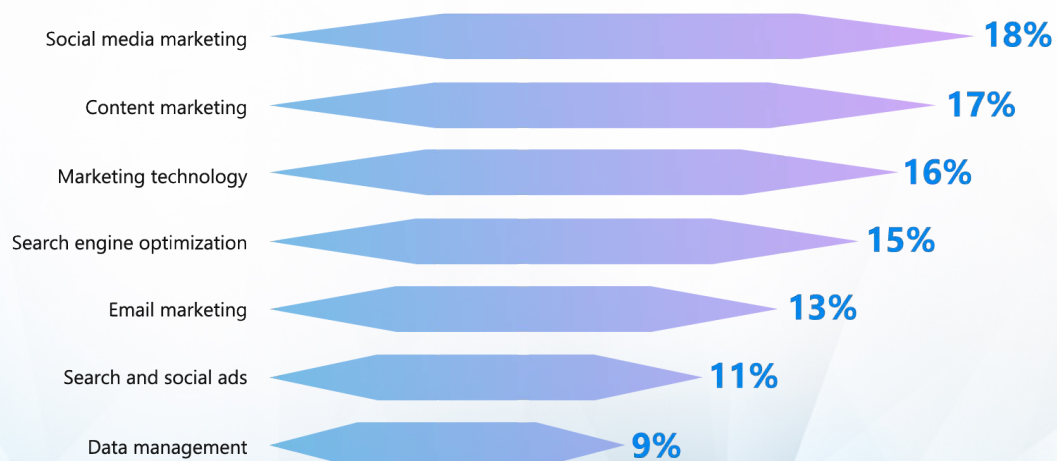| YouTube	Facebook video	Instagram	Messaging apps	Podcast	Snapchat	Medium	Slack	None of the above
48%	39%	33%	20%	15%	13%	8%	5%	22%

3.4. Problems with Social Media Advertising

As discussed above, social media is still the most popular advertising platform. Based on a survey published in marketingCharts.com in December 2017, social media marketing ranks the first as the most effective digital marketing tactic for 2018. Of the 272 marketing influencers surveyed, 18% chose social media marketing, 17% chose content marketing, 16% chose marketing technology, 15% chose SEO, and the remaining chose email marketing, search and social ads, and data management. Every social media platform offers unique features to help the advertisers promote their products and/or brand. Of course, choosing the right platform is the key to success in using social media advertising. Actually, a number of problems are appearing when it comes to the use of social media for marketing.

a)   Increasing Trend Of Spending

Nobody denies that social media is one of the least expensive advertising platforms available now. Advertisers have many choices of digital ads. The simplest one may be posting information on the products or services on the social media feeds. It costs nothing!

Most Effective Digital Marketing Tactic for 2018

Tactic	%
Social media marketing	18%
Content marketing	17%
Marketing technology	16%
Search engine optimization	15%
Email marketing	13%
Search and social ads	11%
Data management	9%

Published on a MarketingCharts.com in December 2017 | Data Source : Ascend2 and its Research Partner

Moreover, advertisers can choose more sophisticated contents like banners or videos. They may need to spend some budgets for these, but the costs are still much cheaper compared to the conventional advertisings like TV ads are. So, social media is the choice if you want to achieve significant results without significant increase in the advertising costs.

However, free social media posts are less effective in converting the visits to leads, thanks to the tighter competition among the e-commerce businesses. As a result, businesses turn to paid social ads to reach the target consumers. The statistics presented in the previous section shows that spending for digital advertising tends to increase with time.

b)   Lack of Integration

The social media require you to make an account before feeding them with posts an account for a single social media channel. In other words, if you want to advertise your business in 6 social media channels, you need 6 accounts (along with unique logins and passwords).

Lack of integration among the social media channels may present some problems. It becomes less practical, since you have to manage the account differently.

c)   Vulnerabilities

The social media are supported by different security protections. Some of them are actually prone to hijacking and information stealing. These may lead to serious problems. Imagine when the business accounts are hacked and the information inside your account is abused. You may lose the public trust and the costly branding efforts will be useless.

AK12 smart marketing platform is here to solve the problems....

3.5. How AK12 Platform Solves the Problems

AK12 is a smart marketing platform, which is developed to solve the problems associated with social media advertising. The following is how AK12 Platform benefits your business:

a)   Price

If you think that social media advertising is less expensive than conventional promotion strategies are, you will find that AK12 smart marketing platform is even cheaper. Faster execution and low-cost model are integrated into a single account management. Therefore, you just need to pay once for all the services.

b)   Reach and Visibility

Social media connects you with more people from different areas. AK12 Platform works in a similar way. It works to ensure that your ads reach more target consumers. This may increase your conversion rate. By paying once, you can even reach target consumers beyond your followers on social media.

An appropriate marketing platform extends your brand visibility. In the end, effective ads can increase brand awareness and brand visibility. Why?

- As your social ads appear on the feeds, the chances for the users to click the ads also increase.
- As more people visits your website and explore the web pages, the web's position on the search engine result pages (SERPs) may increase.
- As your website appears on the first page, your brand visibility will increase. So will the conversion rate.

c)   Segmentation

Are you targeting the global consumers or segment consumers? We design AK12 platform to allow you to target specific consumer segments based on specific characteristics. They may include sex, social-economic status, age, speakers of particular language, visitors of specific websites, and many other characteristics.

As an advertiser, you can specify the characteristics to increase the visibility of your ads to the target consumers. For instance, when you sell maternity items, you can set the specific characteristics to make sure that the ads are seen by pregnant women, instead of global consumers.

d)   Brand Loyalty

We have a high commitment to help you build brand loyalty. The smart marketing platforms connect the businesses with marketers and the consumers. Two-way communication between the business and the consumers may enhance the corporate image. Why?

Other visitors can see how the customer service addresses the questions and complaints. They potential consumers can ask more information on the products and services. These will eventually increase the conversion rate. How? The following are some of the reasons:

- Enhanced brand recognition
- Enhanced trust
- Repeat purchases of satisfied consumers
- Increasing sense of connection with the brand
- Increased knowledge about the products and/or services
- Curiosity, and many more

e)   More Powerful Competitions

AK12 marketing platform allows you to build powerful competitions for your business. It enables you to take huge ranges of actions and integrations, an to use

of widget features in building varied types of campaigns. With AK12 platform, you can easily construct reward programs for specified actions from the users. They may include game keys, coupons, free music downloads, content upgrades, video downloads, and many more.

f)　Single-Account Management

Now, you can build and launch different social media campaigns by means of a single account. This way, there is no need to switch to a different account. You can avoid the hassle of memorizing and recording the logins and passwords. AK12 platform allows you to integrate with all social apps and marketing apps without any need for switching account.

g)　Better Security

AK12 is built upon NEO blockchain, which is supported by multi-layered security systems. Verification process by means of logins and password is still prone to hijacking. In addition, many people are faced with the problems of storing multiple passwords and logins.

NEO Blockchain comes up with the solutions. It offers verification process by means of the following ways:

- ❖ Fingerprints
- ❖ Use of facial features
- ❖ Voice recognition
- ❖ SMS verification, and
- ❖ Other methods

4. AK12 Platform

AK12 is a smart marketing platform. Built upon the powerful NEO blockchain, AK12 platform offers all the benefits of the blockchain network in terms of features, security, and flexibility. Effective online marketing tools allow you to grow and expand the business. It offers a number of revolutionary features to help promoting the business by using digital advertising contents.

The platform is designed to allow the businesses reach their target wider audience segments in an easier and effective way. The platform offers the solutions for most of the problems associated with the existing social media marketing. It allows integration of the existing communication tools and report system.

With AK12 platform, users can create analyses and use the existing plugins to create interesting advertising programs and campaign platforms. It allows the businesses to interact with the audience, solve their problems, expand the network, and build trust and brand loyalty.

4.1. Features of AK12 Platform

AK12 marketing platform offers great features to make it easy for you to design the advertising contents. In addition to single-account management and better security systems as explained above, AK12 Smart Marketing Platform comes with the following features:

- ❖ Simple drag-n-drop design tools. There are pre-made templates, which make it easier for the developers to design the ads. They also cut the time required to execute the advertising projects.

- ❖ Support for multiple campaigns. A single membership account on AK12 platform allows the businesses to host multiple programs and campaigns.

- ❖ Low commission fees and no-hidden fees

- ❖ Compatibility with most popular marketing analytic tools, e-commerce, payment plugins, CRM, and tracking systems.

- ❖ Mobile responsiveness. This makes it easy to design advertising contents that are mobile responsive.

- ❖ Faster transaction speed.

- ❖ Quantum computer proof.

- ❖ NEO Auth and 2FA Login. Besides verification process by means of facial recognition, voice recognition, or SMS confirmation, AK12 platform also works with 2 Factor Authentication Login, which requires the users to put passwords to get access into the account. This further minimizes the risk for account hijacking. The 2FA Login is necessary to get access to NEO Hosted DApps using NEO Wallet ID.

- ❖ Ample storage capacity. The AK12 platform stores much information security. It may include:

    - ✓ Networking marketing records
   - ✓ Recording any changes in the marketing tactics

✓ Proof of reward payouts

✓ Proof of payments

✓ Reward calculations powered by smart contracts, and many others

✓ NEO digital assets and digital identity

4.2. The Business Model

We design the marketing platform with simple but effective features to minimize the costs. We know that small businesses, startups, or even middle-sized businesses have limited budget for advertising. But, can you imagine promoting your products and/or services at Zero cost?

AK12 platform offers you the chance....

How? We benefit from the wide community and social media advertising platform. AK12 is designed to make sure that the ads reach the specific target without skyrocketing the costs. Are you curious? Check out the following features we offer on AK12 marketing platform.
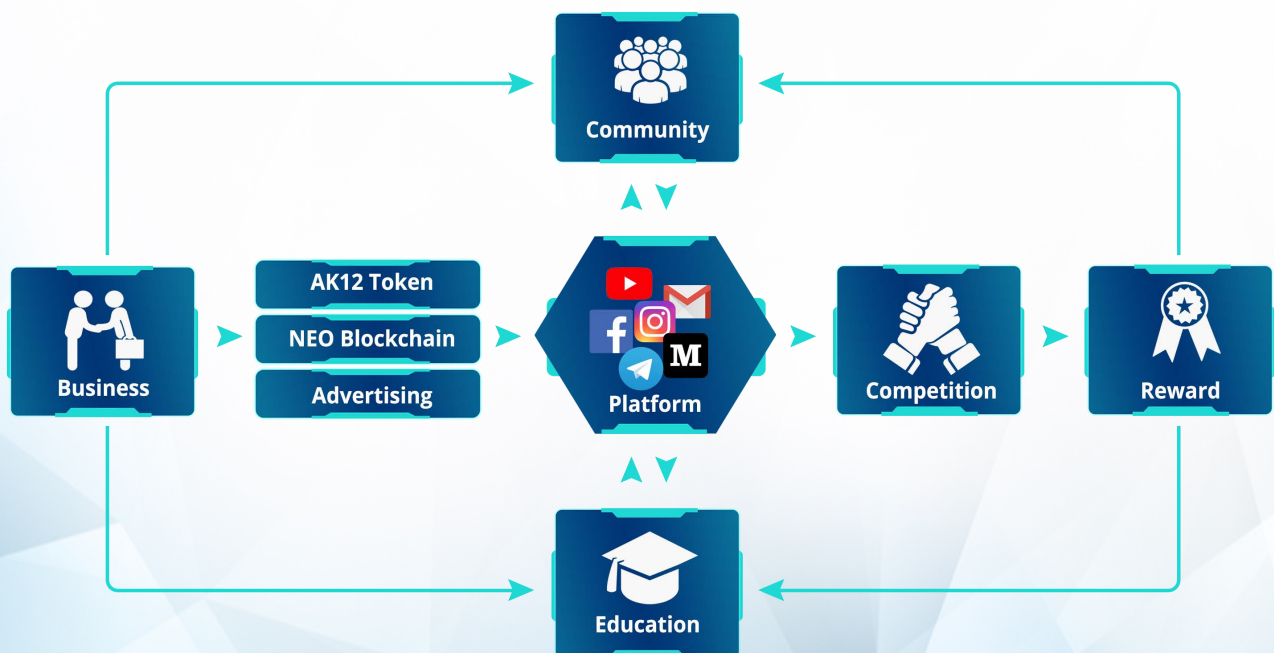
a) Education and Community Development

AK12 platform will grow with community. Therefore, the network will be empowered with peer learning and education system. All the members in the community can share knowledge, ideas, and experience with others. New members in the network need supports from the existing members.

For these, AK12 development team will allocate significant resource for community development and education purposes. A strong community is the key to a growing network.

b) NEO Blockchain

What comes to your mind when talking about blockchain? Is it Bitcoin or Ethereum? NEO is another popular blockchain, particularly in China and other Asian countries. The development of NEO blockchain proves that Asia plays increasingly important roles in the global cryptocurrency market.

NEO blockchain was previously known as AntShares (ANS). It was founded by Erik Zhang and Da Hongfei in 2014. As it was developed in Chine, NEO is often referred to as "China's Ethereum". NEO blockchain allows the developer to execute smart contracts in a hassle-free way.

Just like Ethereum, which is widely used for different purposes, NEO is developed to cover not only financial dealings but also more complicated transactions. However, NEO has some distinguishing features from those of Ethereum. The include the following:

- Open Source

  NEO is an open source blockchain. Therefore, it encourages participation from developers around the world. The more developers contribute and participate in it, the more powerful it will be. Developers from around the

world can create smart contracts without having to learn something new.

- User Friendliness

  NEO is developed with user-friendly features, which make it easy for the developers to write smart contracts. This minimizes the need for the high paying IT staffs. The blockchain is compatible with multiple languages. It does not matter whether the developers use JavaScript, Python/Ruby, Eclipse, or other languages. The platform will translate them into native smart contract language.

- Proof-of-Stake System

  Proof-of-work system (PoW) is something of the past. PoW is abandoned as it is power hungry. It takes a lot of electric energy and suffers from the possibility of chain split. NEO is developed based upon proof of stake (PoS) with delegated Byzantine Fault Tolerance (dBFT), which is able to support up to 10,000 transactions per second. What does this mean?

  - ❖ Much lower electricity consumption
  - ❖ Faster transaction execution
  - ❖ Lower, if not zero, transaction fees
  - ❖ No possibility of chain split

- 2 Type of Token

  NEO blockchain offers two types of token. The first is NEO – the main token on the platform, while the second is GAS. The second type of token is automatically created when NEO is held in an approved digital wallet.

4.3. Social Media Platform

Offering a powerful platform for social media marketing is one of the main objectives of AK12. The platform is designed to make it easier for you to launch social media campaigns. As discussed in the previous sections, social media is still one of the most effective marketing platforms for business. Therefore, AK12 platform is designed to work with most social media channels like:

- **Facebook**
- **YouTube**
- **Instagram**
- **Twitter**
- **Email List**
- **WhatsApp**
- **LinkedIn**
- **Telegram**
- **And many more**

4.4. Reward

AK12 smart marketing platform is the tool of choice for marketing team, regardless of the business size. The platform offers user-friendly and flexible features. It is even more interesting among bloggers, gamer community, e-commerce business, streamers, and many others as it offers a reward campaign. The campaign allows the business to build user community, build user acquisition, or simply provide the loyal customers with interesting prizes. You have so many ideas when it comes to the reward campaigns. The following are some great examples:

❖ Launching a campaign sponsored by some websites or influencer blogs

❖ Providing the visitors with free Shopify coupons when they meet the specified criteria. You can decide the criteria, such as specific amount of transactions, repeat purchases, or others

❖ Providing free downloadable extras or bonus contents. This is a creative way to invite more followers on your social media accounts

❖ Referral bonus. You can provide the users with bonuses when they refer new users to your social media accounts or websites

❖ Offering interesting discounts for users who can collect feedbacks or testimony related to your business

- ❖ Offering interesting discounts for users who can collect feedbacks or testimony related to your business
- ❖ Flash sales. During the program, you can offer the users with discount codes or other types of incentives
- ❖ Special prizes for new members in your email list
- ❖ Promoting your e-commerce store to drive more sales and more profits
- ❖ Downloading SoundCloud and promoting a music specific to your business
- ❖ Convert the visitors into social media followers
- ❖ Convert social media followers into leads and sales

4.5. Competition

AK12 is designed to be a popular platform for contests. Why contest? Whether you are a blogger, a marketing agent, a marketing manager, or a publisher, competition can be an effective marketing tactic. It is one of the most effective ways to increase engagement and participation of your community. In the end, it may promote the brand recognition and reach.

AK12 smart platform allows you to launch a competition program without any hassles. Regardless of the participants in the program, AK12 makes sure that the platform runs smooth. Therefore, it does not interfere with the user experience. You can launch many types of contests, such as:

- Instagram Contest
- YouTube Contest
- Twitter Contest
- Facebook Contest
- Photo Contest
- Voting Contest
- Caption Contest
- Referal Contest
- Leaderboard Contest
- Bounty Contest

To increase participation in the contests, you can do the following tricks:

a)   Offer Interesting Prizes or Bonuses

They are not necessarily expensive. Instead, you can find creative prizes and bonuses, which can increase engagement on your business or can translate into more transactions.

b)   Stay Transparent

Make sure to stay transparent in determining the contest winners. Make the criteria and selection process clear. For instance, you may decide the winner of a photo contest based upon the number of likes. In this case, a screenshot of the winning photos at the end of the voting period. Make sure to put a time stamp on the photos.

Furthermore, stay transparent on the schedule. Disclose the information on when the winners will be announced and how you will notify the winners of the contest. For instance, you can choose to announce the winners by means of email or social media.

c)   Promote the Contest

The more people know the contest, the more participants will be. Promote your contest by means of free or paid efforts. For instance,

- ✓ Run promoted posts on social media, like Facebook or Instagram, few days before the contest begins
- ✓ Advertise the contest by means of online forums like Reddit
- ✓ Send emails to the subscribers of your business websites and encourage them to participate
- ✓ Post a link to the contest on the landing page of your website or newsletter. You can embed it as a popup or a social platform
- ✓ Use relevant hashtag on Instagram
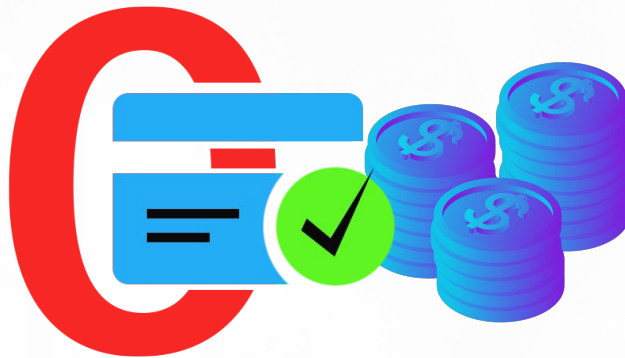- ✓ Collaborate with relevant blogs or put a link to contest on your partners' web pages.

Again, note that the contest aims at inviting more visitors and/or increasing engagement on your website

5. AK12 Token

AK12 token is developed based on NEO blockchain. The utility token in this blockchain aims, at least, at two things:

a)   Product Access

AK12 token provides the owners with special access to AK12 smart marketing platform. Imagine that you can use the marketing platform to promote your products and brand without having to spend more money. The tokens provide the owners with voting rights for the NEO blockchain and shares in the NEO market.

When AK12 is proved an effective marketing platform and the network develops, the value of your tokens will increase dramatically. So, you can capture profits from network growth.

AK12 Smart Marketing Platform provides an interesting offer for AK12 token holders. Those who hold at least 10 AK12 tokens will enjoy full facility of the marketing platform free of charge. No exception and costs apply for the service. This special access is offered for the loyal clients, who participated during the development of AK12 platform.

b)   Rewards

As discussed in the previous section, AK12 smart marketing platform is developed upon PoS system. The consensus model determines how the token owners are rewarded. As we work upon PoS model, we incentivize the owners to stake token to validate transactions. The validation process aims at preventing double spending and avoiding consensus. Therefore, the system is more transparent. The stakers (forgers) are rewarded proportionally.

The type of AK12 token is NEP5. NEO blockchain offers a smart economy, which encourages developers to use smart contracts to create dApps. NEP5 is developed to make NEO work. It serves as a standard or foundation to avoid the network from going erratic.

NEP5 is a essential as it makes NEO ecosystem work smoothly. The flawless work brings NEO to the level of Ethereum performance in the crypto market. Moreover, NEP5 token does not lead to unhealthy competition. Instead, it encourages the developers to create more NEP5 tokens to make the platform more powerful. In other words, NEO promotes innovation. It achieves its value by providing the developers and the token holders with value.

NEP5 standard serves the developers and the token holders in at least three ways, namely:

- ❖   Ensuring the quality of NEP5 tokens
- ❖   Facilitating other exchanges to interact with the token
- ❖   Facilitating transfer for NEO token

5.1. Specifications of AK12 Token

Name	: AK12
Ticker	: AK12
Decimal	: 8
Total supply	: 3.000.012
Total Hardcap	: 1,307,500 USD
Total Softcap	: 200.000 USD
Payment	: NEO, ETH, BTC
Smart Contract	: 0x316b64de7ac3de 00e1d59f2c209a31c 3bb131cbd

NEO Blockchain

Payment
NEO
ETH
BTC

AK12 Token is an essential part of the AK12 Smart Marketing Platform. The token will serve the following functions:

- Payment method for membership or subscriptions
- Payment method for unlocking additional features of the platform and for unlocking internally integrated plugins
- Prerequisites to join discount programs, giveaways, or reward programs

A total 3,000,012 AK12 tokens will be available across the network. The total hard cap is set to US$1,000,012 while the soft cap is set to US$200,000. This is the minimum requirement to enable recruiting development teams necessary for designing and launching the advertising programs for the customers. Payment system is available in two cryptocurrency options, namely NEO and ETH coins.

5.2. How AK12 Token Works

To make sure that the NEP5 standard works, take a look at the following steps:

- Make sure that you have AK12 tokens in your public address, or wallet, on NEO blockchain

- In case that a wallet holder sends any AK12 tokens to your public address, you can see the transaction on the NEO blockchain. Alternatively, you can use a NEO Tracker to search for transactions on the blockchain.

- You can receive the tokens after passing the validation steps, handled by forgers

- You can manage the wallets, for instance, transferring the tokens to other wallets or exchanges or making payment to service providers, which support AK12 tokens.

One thing is for sure: AK12 token is developed for global use in the future. When the network grows, more and more service providers or merchants will support payments using AK12 tokens.

5.3. Token Distribution

Token Distribution	
Airdrop & Bounty	0,67%
Crowdsale	33,33%
Dev Team	60,67%
Reward	5,33%
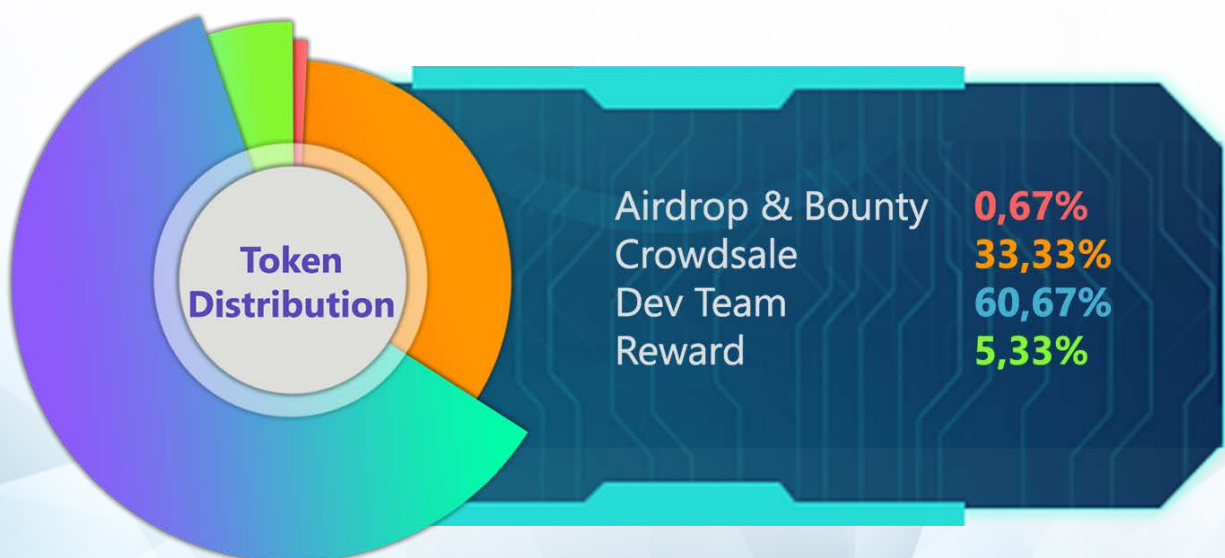
As seen in the chart above, a total of 2,680,000 AK12 tokens will be distributed in four phases.

1)   Airdrops & Bounty

A total of 20,000 AK12 tokens will be distributed during the project development phase. We will conduct a number of events to introduce AK12 smart marketing platform before it is officially launched. During the Airdrops & Bounty phase, we offer free tokens for those who meet the specified criteria. We are setting a plan to launch Airdrop & Bounty program in the following themes:

- Social media campaigns
- Video campaigns on YouTube channel
- Competition / Contests

Get ready to buzz the social media channels with the coming of AK12 smart marketing platform. We invite you to participate by posting social media feeds with AK12 platform. Invite your followers to like, comment, or share the post or subscribe on your YouTube channel. Then, we will select the winners to receive the free AK12 tokens. Alternatively, we may distribute free tokens as a form of rewards for the first AK12 token holders.

The program aims at establishing the community and introducing the AK12 tokens to the public. To participate in the program, make sure to meet the following criteria:

- ✓ Ownership of an active AK12 wallet. It can be a NEON Wallet, a NEO Tracker, or a NEO Wallet.
- ✓ Having some balance in the digital wallet
- ✓ Ownership of social media accounts
- ✓ Following the steps to participate in the Airdrops & Bounty

2)   Crowdsale of AK12 Token

AK12 CROWDSALE

1st Sale	2nd Sale	3rd Sale	4th Sale
1 AK12 : 0,6 USD	1 AK12 : 0,84 USD	1 AK12 : 1,19 USD	1 AK12 : 1,47 USD
Supply 50.000	Supply 200.000	Supply 300.000	Supply 450.012

We will distribute a total 1,000,012 AK12 tokens in four crowdsale sessions. This accounts for 33,33% of the total AK12 tokens available. Make sure to plan your participation in the crowdsale sessions ahead. The price you need to pay for 1 AK12 token will increase in every session. The earlier you participate in the crowdsale, the cheaper the price you will pay.

In addition, we will implement KYC requirements for those who want to participate in the crowdsale sessions. We need to make sure that the platform and all participants in the AK12 network do not face any kinds of sanction, fine, or reputational damage because of preventable errors.

The "Know Your Customer (KYC)" requirement allows us to protect the whole network from money launderers or terrorists that want to exploit the platform. It also minimizes the risks for fund losses, fraud practices, illegal transactions, or identity abuse. It helps us asses the money launderings risks associated with the participants, who join the crowdsale sessions.

3)   Development Team

We have a high commitment to build a solid team since the beginning. The team consists of 6 officers and supporting staffs. A total 1,500,000 AK12 tokens will be used for development team. We put special priority on the human resource quality for developing the AK12 smart marketing platform. Therefore, the funds will be used for incentives of the team members and team's capacity building by

means of training in the following aspects:

- App development
- Human resource management
- Technology development
- Marketing strategies
- Financial Management
- Community development
- Social media advertising
- Security system
- And many more

4)   Rewards

We will provide our loyal clients with a number of reward or giveaway programs. They range from contests, loyalty, contribution and others. A total 160,000 AK12 tokens will be distributed during the program. We provide free tokens for those who meet the predefined criteria and complete the required actions.

5.4. Fund Distribution

The following is the detail on how we will distribute the fund from the planning to the implementation phase in the management cycle of AK12 Smart Marketing Platform:

Fund Distribution

Development platform	60%
Advertising	20%
Marketing	10%
Market Research	5%
Reserve Fund	5%

20%　Advertising

This is the very beginning phase to get the community to know AK12 Smart Marketing Platform. We will use several channels to make sure the ads reach more people depending upon the specified criteria.

To increase efficiency in the use of advertising budget, we will prioritize the use of social ads. Therefore, we can manage the fund to support the program.

10%　Marketing

When the advertising strategies work, marketing efforts will be much easier. Therefore, we will identify strategies that work and optimize them. Again, the team will rely much upon online marketing strategies.

5%　Market Research

We will conduct market research before AK12 Smart Marketing Platform is officially released. The market research aims at seeing how the target clients respond to the platform and identify things that need improvement.

Service & Development Platform

60%　Service & Development Platform

We will use major portion of the fund for service and platform development. These are the keys in the management of AK12 platform. We will use the fund for the following things such as smart contracts, development of platform structure, build and developing the AK12 platform, protection systems like firewall or malware, building infrastructure for the platform, tests and analyses market research, launching platform improvements and many more.

5%　Reserve Fund

We will allocate some funds as reserve. The fund will be useful in emergency conditions, based on the specified criteria. The reserve fund serves to ensure that the platform development runs well

6. The AK12 Team

AK12 Smart Marketing Platform is supported by the following team:

KHOLIL
Chief Executive Officer

MUHAMMAD HAFID
Chief Marketing Officer

MUZAMMIL AHMAD
Chief Operating Officer

ABDUSSOMAD
Strategy Advisor

YUL DRIEYANSYAH, SH
Legal Advisor

7. Roadmap

2020

Q4 2020
- Launch Smart Education
- Affiliate Smart Digital Marketing

Q3 2020
- Launch Affiliate Competition Network
- Launch Live Loyalty Program

Q2 2020
- Launch Live Competition Program
- Launch Smart Platform Marketing
- API Development

Q1 2020
- DAPP Wallet Release
- BETA Smart Platform Marketing

2019

Q4 2019
- Bounty Distribution
- Listing on Market
- Airdrop Distribution
- ICO Ends

Q3 2019
- Airdrop & Bounty Start
- ICO Start
- Whitepaper Release
- Website Release

Q2 2019
- Build Community & Partner

Q1 2019
- Digital Market Research

Disclaimer

1. The purpose of this White Book is to present AK12 Tokens for potential Token holders supported by selected sales.
2. The information listed in this White Book may be incomplete and does not imply a contractual element relationship. The objectives are to provide relevant and reasonable information to prospective Token holders so that they can determine whether to conduct a complete analysis of the company intention to buy AK12 Tokens.
3. Nothing in the White Book is considered to represent a prospectus in any form or invitation for investment, it is also not related to bidding or bidding for buying any securities in any jurisdiction.
4. This document is not compiled in accordance with, and is not approved of, any jurisdictional law or regulation, designed to protect investors.
5. AK12 Tokens are utility Tokens. This product is not digital currency, security, or other types of financial instruments and not yet registered under the Securities Act, securities laws United States, or any other country's securities laws, including securities laws from each jurisdiction where the potential Token holder is a resident.
6. AK12 Tokens do not give rights in any form, including but not limited to ownership, distribution (including but not limited to profit), redemption, liquidation, ownership (including all intellectual forms) property), or other financial or legal rights, other than those specifically intended for the White Paper.
7. All statements contained in this Report, statements made in press releases or at any public and oral accessible place that can be made by the AK12 Platform or directors, executive officers, employees, or representatives of their respective teams acting on behalf of the AK12 Platform (as is the case), which is not a historical fact, is a "forward-looking statement".
   Some of these agreements can argue with forward-looking terms such as "goal", "target", "anticipation", "trust", "can", "estimate", "estimate", "if", "wish", "wish" , "Maybe", "plan", "maybe", "maybe", "Project", "must", "will", "will" or similar terms.
8. However, this provision is not exclusive how to approve forward-looking considerations. All decisions regarding the AK12 Platform financial position, business strategy, plans and prospects and future industry prospects AK12 are in the form of forward-looking agreements. These forward-looking statements, including but it is not limited to approval of the AK12 Platform's revenue and profits, prospects, future Plans, expected industry trends and other matters discussed in this Report about AK12 Platforms are things that are not historical facts, but only predictions.
9. White Paper can be given to provide more complete information. This English White Paper is the main official source of information about AK12 Tokens.
10. Information contained herein from time to time can be translated into other languages or used in the course of written or verbal communication with existing and prospective customers, partners etc. In the event of a conflict or inconsistency between the translation and communication with this The official White Paper in English, the provisions of this original English document are mandatory win.
11. The White Paper can be updated or changed, with the latest version of the applicable document expiring previous version. AK12 is not obliged to give approval and change. The latest version of White Paper in English is available on the website https://AK12.io/. While we make every effort to ensure that all data sent in the White paper is accurate and up to date at the relevant time point the version has been disseminated, the document proposed as an alternative to independent consultation 3rd party opinion.

AK12 TOKEN

2019