



Executive Summary

Today's Internet economy is driven by an aggressive competition for the collection of personal data to be sold to third parties for targeted advertising. Permission.io, the leading provider of permission advertising for eCommerce, has developed the infrastructure for a new engagement model based on permission and value exchange.

The company has created the Permission Coin ("ASK") to enable individuals to securely grant permission and monetize their personal data across a decentralized eCommerce ecosystem. Advertisers reward consumers with ASK for interacting with brands and content, building loyalty and trust. By transferring value back to consumers along the buying journey, away from big tech's exploitation of data, Permission is bringing needed change to the current Internet business model.

Permission.io is the entry to the Permission Platform and features the [recently launched](#) application, Shop & Earn. Individuals sign up to become a member and earn ASK for the ongoing sharing of data while engaging with branded content, viewing video advertisements, browsing products, making purchases, and other interactions. Members are incentivized and compensated for their permission to engage in ASK while advertisers benefit from 1:1 engagement and increased ROI. Members can HODL, exchange, or spend ASK on the platform.

Shop & Earn is the first of many opportunities to earn and spend ASK. Soon, members will have the ability to earn and spend across a large-scale global ecosystem of third-party sites. The company is developing plugins for major eCommerce platforms, Shopify, Magento, WooCommerce and Volusion, that will allow the over 5M independent operators on these platforms to gain new customers and increase sales by rewarding members for data and incentivizing behavior with ASK. In addition to eCommerce, Permission.io envisions myriad vertical use cases for ASK (e.g., gaming, travel, health.wellness, recruiting, market research, etc.).

Fundamental to Permission.io's value creation for all stakeholders is its ability to access and monetize an individual's full data set in a protected way. The company has been awarded [9 patents](#) for its development of [breakthrough technology](#) that enables advertisers to gain visibility over personal data currently stored in silos and applications. The technology makes it possible for individuals all over the world to own and profit from their full data set and allows advertisers to target and leverage the richest, most comprehensive personal data sets possible.

Based out of San Diego, California, the [Company](#) is led by serial entrepreneur Charles Silver who founded and [sold RealAge](#), a big-data company, to Hearst for 9 figures. Silver is also the co-founder of [Reality Shares](#), the US based investment firm that established the [first blockchain ETF](#) in the US by partnering with Nasdaq.

With the goal of providing complete [transparency to the investing world](#) the Company has been [Transparency Verified](#) on the Messari Disclosure Registry, joining the ranks of elite global projects including Algorand, Blockstack, Civic, Maker, Metronome, Qtum, Waves and ZCash.

The Company has not done an ICO but instead completed a SAFT in 2018. Since MainNet launch in May 2019, there have been more than 350,000 ASK wallets established. ASK has not been listed on any exchange to date. The Company is working with its legal counsel [Fenwick & West, LLP](#) to identify top notch exchange partners who could list ASK in a compliant manner.

Disclaimer

The information described here represents a high-level plan based on assumptions and estimates and is subject to change, without prior written notice or explanation. It contains forward-looking statements, which, by their nature, are subject to significant risks and uncertainties.