



BIGtoken[®]

**As consumers reshape the Internet, the new
BIGtoken is the best tool for advertiser success**
随着消费者重塑互联网，新的BIGtoken是让广告商
获得成功的最佳工具

Forward-Looking Statement / 前瞻性声明

This document contains "forward-looking statements" made pending the closing of the proposed merger and pursuant to the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements relate to future, not past, events and may often be identified by words such as "expect," "anticipate," "intend," "plan," "believe," "seek" or "will." Forward-looking statements by their nature address matters that are, to different degrees, uncertain. Specific risks and uncertainties that could cause our actual results to differ materially from those expressed in our forward-looking statements include risks inherent in our business, and our need for future capital. Actual results may differ materially from the results anticipated in these forward-looking statements. Additional information on potential factors that could affect our results and other risks and uncertainties are detailed from time to time in BIGtoken (FPVD's) periodic reports filed with the Securities and Exchange Commission (SEC). We do not assume any obligation to update any forward-looking statements.

BritePool & BIGtoken / BritePool和BIGtoken

“The Battle for Digital Privacy Is Reshaping the Internet”
“数字隐私之战正在重塑互联网”

-The New York Times / 纽约时报

- In the race to achieve scale in the rapidly changing digital environment, BIGtoken has entered into a merger agreement with BritePool in an all-stock transaction anticipated to close in Q4 2021. BritePool shareholders will receive BIGtoken common stock at the closing. / 在快速变化的数字环境中实现规模化的竞赛中，BIGtoken已经与BritePool达成了合并协议，预计将在2021年第四季度完成全股票交易。 BritePool的股东将在交易完成后获得BIGtoken的普通股。
- Company anticipates changing its name to BIGtoken, ticker symbol is to be determined. / 公司预计将名称改为BIGtoken，股票代码待定。
- At closing, subject to the closing conditions, Dave Moore, former President of WPP Digital and CEO of 24/7 Real Media, will be the new CEO. New management will mesh two teams with increased focus on sales and marketing. / 在交易完成时，在符合交易条件的情况下，WPP Digital前总裁和24/7 Real Media的首席执行官Dave Moore将成为新的首席执行官。新的管理层将整合两个团队，加强对销售和营销的关注。
- Digital advertising in the United States is estimated to be a \$70 billion business. / 据估计，美国的数字广告是一项价值700亿美元的业务。



Merger combines BIGtoken's large app user base with BritePool's people and technology / 合并将BIGtoken的庞大应用程序用户群与BritePool的人员和技术相结合

BIGtoken

- 9 million downloads. / 900万次下载。
- Significant traction with corporate customers. / 对企业客户有很大的吸引力。

BritePool

- Public company, experienced management. / 上市公司，经验丰富的管理层。
- Deep industry contacts. / 深入的行业联系。
- Over 200 million identities, based on “tech on page,” and 1 billion identities in total. / 有超过2亿个基于“网页技术”的身份，总共10亿个身份。
- Interoperability potential with a wide range of industry DSPs/SSPs. / 与广泛的行业DSP/SSP有着互通性潜力。



Anticipated Expanded Management / 预期扩大后的管理层

BritePool management, especially David Moore, combined with new Board, to turbocharge BIGtoken offerings. / BritePool管理层，特别是David Moore，与新的董事会一起，为BIGtoken的产品提供动力。

New CEO / 新任首席执行官:

David J. Moore



- President of WPP Digital; Chairman of Xaxis / WPP Digital总裁、Xaxis董事会主席
- Cofounder and CEO of 24/7 Real Media (sold to WPP for \$649 million) / 24/7 Real Media (以\$6.49亿出售给WPP)的联合创始人和首席执行官
- Chairman and Board Member, IAB; Founding Chairman, IAB Tech Lab / IAB主席和董事会成员; IAB Tech Lab的创始主席

New COO / 新首席运营官:

Robert Perkins



- CMO of Pizza Hut / 必胜客首席营销官
- President of Chiat/Day NY; Founder, Perkins/Butler (sold to Chiat/Day) / 纽约Chiat/Day公司总裁; Perkins/Butler公司(卖给Chiat/Day)创始人
- Cofounder and CFO of wowOwow, (sold to Vanyer Media) / wowOwow (卖给Vanyer Media)的联合创始人和首席财务官
- Finance Director, Republican National Committee / 共和党全国委员会财务总监

President / 总裁:

George Stella



New GC / 新总会计师:

Robyn Tas



New CRO / 新首席风险官:

Chris Hartley



CFO / 首席财务官:

Richard Taub,

特许金融分析师



New CMO / 新首席营销官:

Bruce Judson



Board is: / 董事会:

- **David Moore**
- **Robert Perkins**
- **Chris Maglino** [CEO, SRAX] / [SRAX首席执行官]
- **Yin Roon Rani** [Independent] / [独立董事]
- **Daina Middleton** [Independent] / [独立董事]

Expanded Sales Force / 扩大的销售队伍

- Use BritePool's sales force and industry contacts to dramatically and cost effectively grow research sales and increase "lookalike" revenues. / 使用BritePool的销售队伍和行业联系人，以极大的成本效益增长研究销售和增加"lookalike（相似人群）"收入。

BritePool Industry Contacts / BritePool行业联系人


HubSpot database:
1,000 companies and over 5,000 contacts.
/ **HubSpot数据库:**
1,000家公司和5,000多个联系人。

























Streak database:
3,456 companies, over 2,500 are advertisers with over 10,000 contacts.
/ **Streak数据库:**
3,456家公司，超过2,500家广告商，超过10,000个联系人。

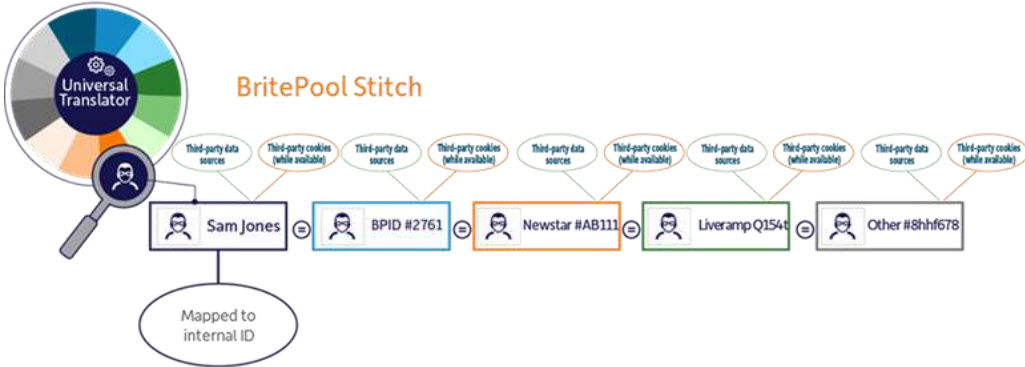


BritePool adds 200M+ U.S. identities, for advertising after third party cookies are “disappeared” by Google. / BritePool增加了超过2亿个美国身份，用于在第三方cookies被谷歌“取消”后的广告。

 **BritePool** Supply Chain Programmatic Bidstream Transactions

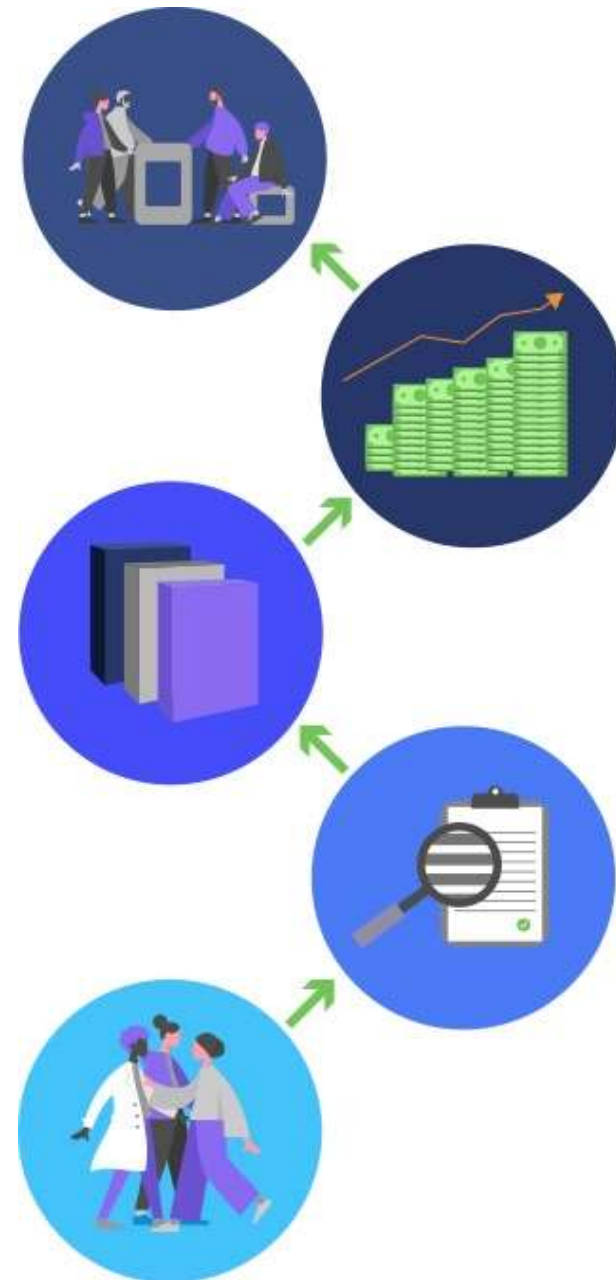
Adtech (Ecosystem Integrations)	Web Publishers (Tech On-Page)
           	         

BritePool's universal identity graph is the foundation for interoperability to utilize all identity options. / BritePool的通用身份图是利用所有身份选项进行互通的基础。




The BIGtoken product roadmap is a rapid transition to high value offerings for marketers / BIGtoken产品路线图是快速过渡到向营销人员提供高价值产品

- BIGtoken started out creating the BIGtoken app, and offered to exchange rewards for information and insights. / BIGtoken一开始就创建了BIGtoken应用程序，并提供信息和洞察力交换奖励。
- The first products were research, giving companies real time insights into their customers and potential customers; as well as using that data to create lookalikes and help companies reach additional customers and prospective customers. / 第一批产品用作研究，让公司实时了解他们的客户和潜在客户；以及使用这些数据来创建相似人群，帮助公司接触更多客户和潜在客户。
- Now, BIGtoken is exploring a digital wallet, as a way to attract and reward even more BIGtoken app users and to permit consumers to receive offers direct from advertisers. / 现在，BIGtoken正在探索数字钱包，作为吸引和奖励更多BIGtoken应用程序用户的一种方式，并让消费者直接从广告商处获得优惠。
- BIGtoken is also discussing identity services with large corporations to reward their consumers via the BIGtoken app, in exchange for ethically sourced data that will assist in driving consumers behavior. / BIGtoken还在与大型企业讨论身份服务，通过BIGtoken应用程序奖励他们的消费者，以换取符合道德标准的数据，从而帮助推动消费者的行为。



BIGtoken Provides Key Consumer Insights Consented, Rewarded ID Creation / BIGtoken提供了关键的消费者洞察力 同意、奖励身份创建



Your data. Your money.

Sign Up

Log In

What is BIGtoken?

BIGtoken is an app that pays you for your data!

We believe you have a right to privacy and choice when it comes to the data you put out into the digital world—and you deserve to be paid for it too.

Answer surveys

Connect your social accounts

Check location

CONTINUE

SKIP

Joshua

Joshua!

Invite friends

My profile

Messaging

Team

Stream

Insights

Manage Account

Third - Party Connections

Support

Tutorial

About

Rate App

Log out

0.00

USD

08/20/2019

MY PROGRESS

High

Connect Network

Connect Re Program

50.00

Answer survey questions

25.00

Rank this fast food elements in order of the most to the least preferred.

Hamburger Boneless Hot Dog

Sushi Pizza

Drag to reorder

- Select an item from the list above
- Select an item from the list above
- Select an item from the list above
- Select an item from the list above
- Select an item from the list above

CONTINUE

Digital Wallet Strategy / 数字钱包策略

The Company is investigating different ways a digital wallet may, after completion of the merger and subject to applicable laws, fuel new revenue streams, including, but not limited to, the ability to accept advertiser provided promotions. / 公司正在调查数字钱包的不同方式，在合并完成后，根据适用的法律，可以促进新的收入来源，包括但不限于接受广告商提供的促销活动。



Identity Services / 身份服务

Brands are struggling with creating a direct relationship with customers [they need to “own the customer”] / 品牌正在努力建立与客户的直接关系[他们需要“拥有客户”]

- 1 BIGtoken gives corporations the tools to enhance direct customer relationships by rewarding customers for sharing information / BIGtoken为企业提供工具，通过奖励客户分享信息来加强直接的客户关系。
 - Essential for elimination of third party cookies. / 对消除第三方cookies至关重要。
 - Addresses disintermediation from direct to consumer internet brands, and / 解决了直接面向消费者的互联网品牌的脱媒问题，以及
 - Increasing competitive pressures. / 不断增加的竞争压力。
- 2 Discussions are underway with Constellation Enterprises, Kellogg’s, and other major corporations. / 正在与Constellation Enterprises、凯洛格和其他大公司进行讨论。



Examples of Synergy / 协同作用举例

Before / 之前

- BIGtoken uses app user engagement and account connections to provide insights and information and create seed data, leading to more accurate targeting profiles. BIGtoken relies on outside vendors for scale using third-party cookies. / BIGtoken使用应用程序的用户参与度和账户连接来提供洞察力和信息，并创建种子数据，从而实现更准确的目标配置。BIGtoken依靠外部供应商使用第三方cookies来实现扩展。

New (After Merger Completed) / 新（合并完成后）

- BIGtoken uses BritePool's 200 million+ identities to target customers more efficiently. / BIGtoken使用BritePool的2亿多个身份来更有效地锁定客户。
- When cookies disappear, interoperability ensures BIGtoken will be able to reach targeted customers at scale. / 当cookies消失后，互通性确保BIGtoken能够大规模地接触目标客户。
- BritePool's sales force and contacts accelerate revenue growth. / BritePool的销售队伍和联系人加速了收入增长。



BIGtoken Revenue Streams / BIGtoken的收入流

After the merger, BIGtoken anticipates increased margins, as one user can support multiple research efforts and potential new revenue streams. / 合并后，由于一个用户可以支持多个研究工作和构成潜在的新收入来源，所以BIGtoken预计将增加利润。

Income / 收入

- a) Research. / 研究。
- b) Data reporting. / 数据报告。
- c) Identity services. / 身份服务。

Arbitrage on media buys. / 媒体购买套利。

Potential revenue from the digital wallet. / 数字钱包的潜在收入。

Snapshot: Partners and Results / 快照：合作伙伴和成果

Brands & Agencies / 品牌和代理机构



Results / 成果



CREMO

Crema Barber Grade at Walmart
 → \$500K+ Incremental Sales
 → 10.7:1 ROAS
 沃尔玛的Crema理发店级别
 → \$50万以上的增量销售 → 10.7:1
 的广告支出回报 (ROAS)



Tyson

Tyson Dog Treats at Walmart
 → \$300K in Carted Value
 → 4x ROAS
 沃尔玛的泰森狗粮 → \$30万的价值
 → 4倍广告支出回报



Walmart

Prepackaged Kids Lunch at Walmart
 → \$900K+ Incremental Sales
 → 6.15:1 ROAS
 沃尔玛的预包装儿童午餐 → \$90万
 以上的增量销售 → 6.15:1 的广告支
 出回报

The new BIGtoken will be a win for consumers and marketers /

新的BIGtoken将是消费者和营销人员的胜利

- **Providing businesses detailed and timely information and insights from customers and potential customers. / 为企业来自客户和潜在客户的详细而及时的信息和洞察力。**
- **Using ethically sourced, transparent value exchange with individuals to meet the high standards of integrity and openness. / 使用个人道德来源和透明的价值交换，满足诚信和公开的高标准。**
- **Users will have a clear path to even more high value products. / 用户将有一个清晰的途径来获得更多的高价值产品。**
- **A powerful revenue model that scales efficiently. / 一个高效扩展的强大收入模型。**
- **World class management team. / 世界级的管理团队。**

Investment Details / 投资详情

For a complete description of the merger and post ownership details, see [Current Report Form 8-K](#) filed on October 1, 2021 / 有关合并的完整描述和合并后的所有权详情，参见2021年10月1日提交的[8-K表格的当前报告](#)





BIGtoken[®]

