

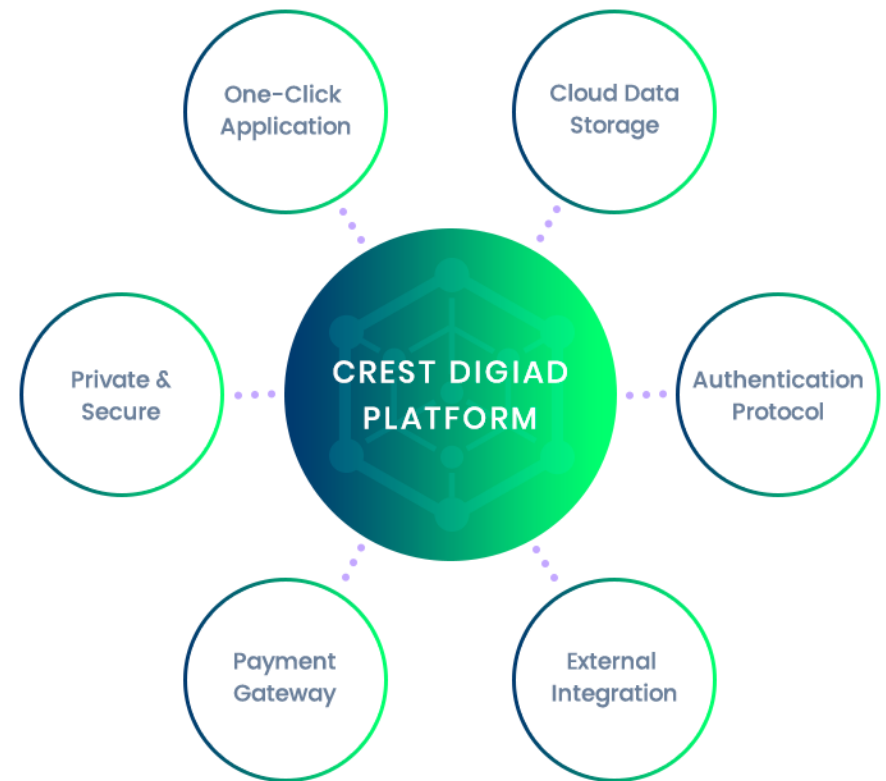
CREST TOKEN

....Community-Centric Token that pays Daily Passive Income....



About Crest DigiAd Platform

Crest DigiAd Platform is a “community-centric” online marketing & digital advertising platform designed to let you earn daily passive income in cryptocurrency by allocating Crest utility tokens to run several marketing and advertising campaigns



Online Marketing and Digital Advertising Industry

The digital advertising and online marketing industry have grown to become one of the most important forms of marketing and advertising. Global digital ad spending last year reached over \$204bn and is expected to reach beyond \$330bn by 2020. Alphabet Inc. (Google's parent company) alone account for over 17% of the market (\$34bn in 2017).

Promoters of Crest token have decades of experience and have generated substantial revenue in the online marketing industry over the last 10 years. Combining the Crest token with an established industry (online marketing) gives stability and capital protection to our community members within this volatility-prone cryptocurrency space.

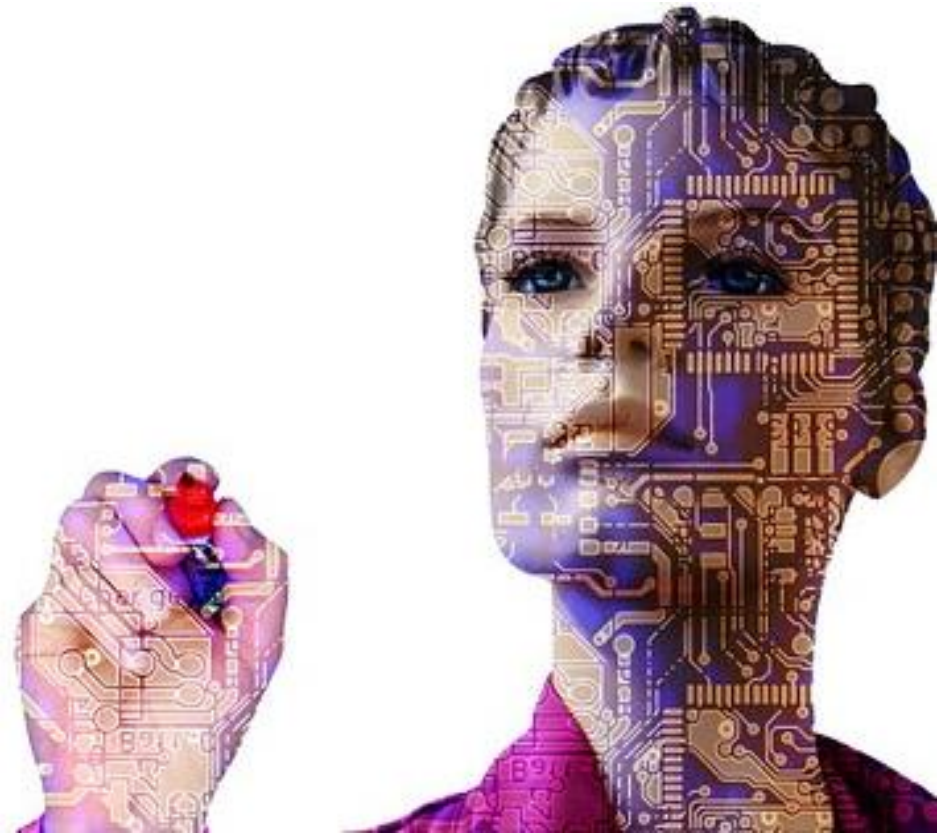
Why Crest Token



Millions explore the idea of generating passive income through online marketing and digital advertising but do not have the skills or resources to select and actively promote campaigns that can generate substantial income. Crest will combine the power of cryptocurrency and AI with the \$300Bn online marketing and digital advertising industry.

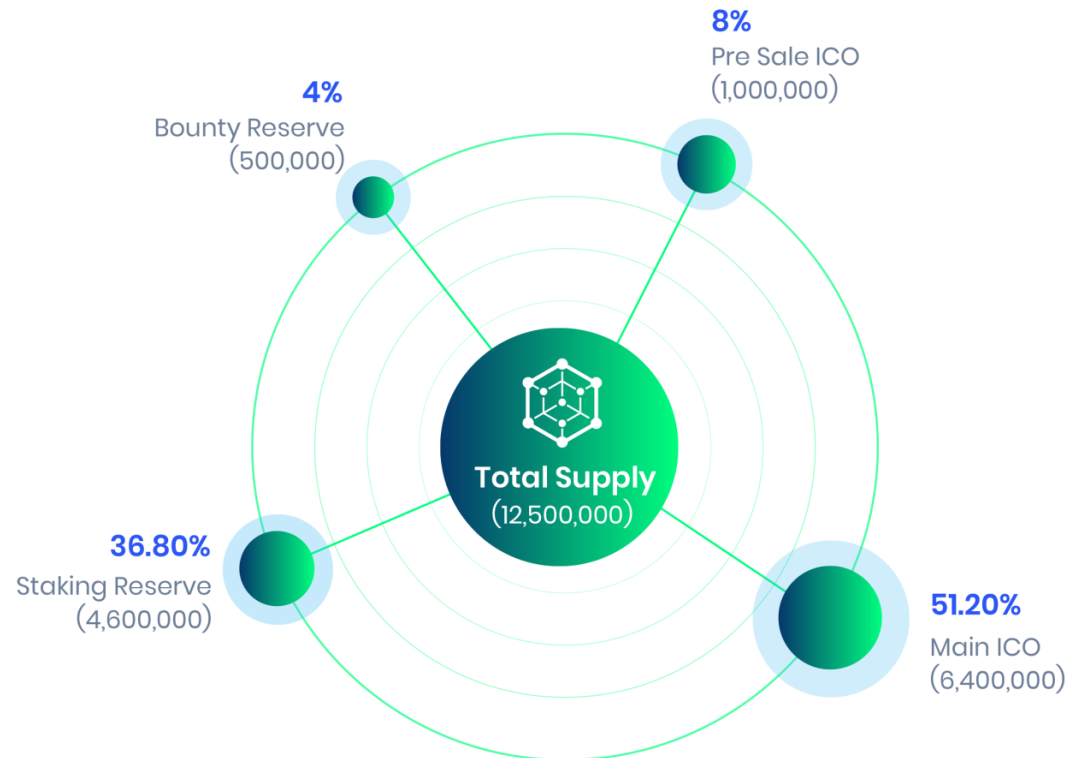
Why Crest Token, continued

Using our extensive industry knowledge, we develop a robust, user-friendly DigiAd campaign platform that runs on independent Ad Servers equipped with self-learning algorithms. These intelligent servers uniquely identify several data points using real-time, up-to-date website tracking and historical data on devices to determine which ads to serve a particular consumer at a specific time. Some of the industries we will focus on are; retail, technology, gaming, financial services, automotive, and health/beauty.

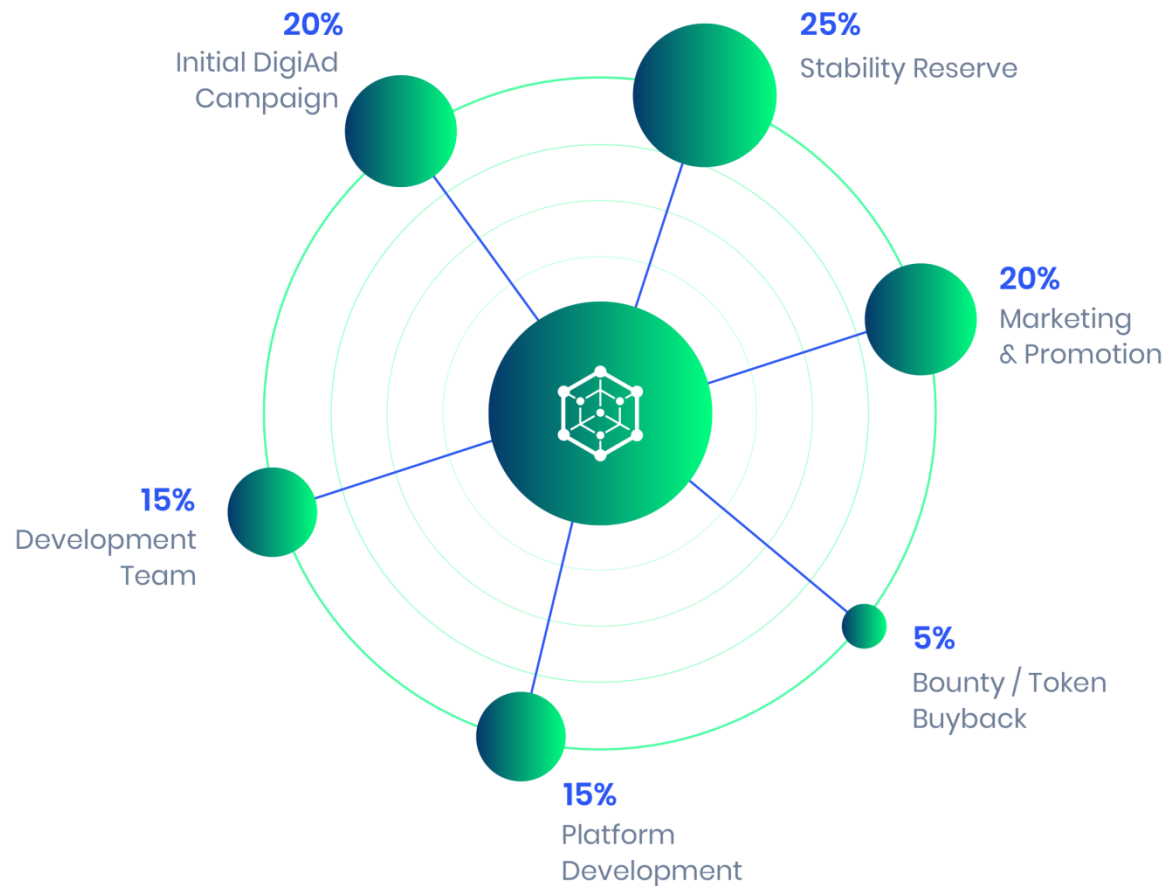


Token Information

Our token is an ERC20 token and will be issued via smart contract. Ethereum (ETH) and Bitcoin (BTC) will be accepted during the ICO.



ICO Funds Distribution



**Stability Reserve funds will be locked up to guarantee platform stability*

***Development Team funds will be released over 12 months*

Pre-Sale ICO

Price is \$0.25 per token, with min/max token purchase of 100/1000 CSTT. This will allow our early supporters to partake at the lowest price possible.

100% of raised fund will go towards promoting the ICO and kick-off full platform development.

Main Sale ICO

Tokens will be sold in 16 rounds of 400,000 tokens per round. Price will start at \$0.35 and increase by \$0.10 per round with the last round price of \$1.85. Token purchase limit will range between 20 to 1500 CSTT at different rounds during the ICO.

Passive Income Streams for Members

1. Referral Program

We have a very generous and fair referral system for additional income. You earn 10% of DigiAd campaign capital from users you directly introduce to our platform.

2. DigiAd Campaign

This offers highest investment returns. We generate profit for our members by allocating the dollar value of their Crest token to fund ad campaigns on our DigiAd platform. Depending on your initial ad spend purchase on our platform, you can earn between 1.75% and 2.25% daily consistently for 89 - 179 days.

Ad spend size	\$100 - \$1000	\$1001 - \$5000	\$5001 - \$10000	\$10000 +
Ave daily payout	up to 1.75%	up to 1.9%	up to 2.0%	up to 2.25%
Ave monthly payout	up to 52.5%	up to 57.5%	up to 60%	up to 67.5%
Total payout days	179 Days	149 Days	119 Days	89 Days

**Kindly note that your initial capital release is inclusive in the daily payout return.*

3. Internal Exchange / Trading

Buying and selling of CSTT tokens on the internal and external exchange.

Due to the expected popularity of our platform and the value that will be created, we anticipate CSTT token to be trading around 100X ICO price in 12 months of full platform launch.

**Please be aware that Crest platform will not manipulate trading activities on our exchange. The true value of Crest token at any particular time will be determined by market forces (supply and demand).*

4. Staking Income

Staking allow early members to earn monthly dividends in the form of CSTT tokens. Staking can be canceled anytime, and tokens can be traded on internal exchange or used to fund a DigiAd campaign.

Period From	Period To	Monthly Dividend
June 2018	November 2018	10%
December 2018	May 2019	4%
June 2019	onwards	2%

5. Bounty Program

Our bounty program will allow users to earn free CSTT tokens and bonuses in several ways, during and after the ICO. These includes but not limited to;

- **First 1000** supporters at Presale and **First 500** that buy at each ICO rounds will receive free CSTT tokens.
- Whitepaper translations; YouTube reviews; content creation; social media campaign etc.
- Bugs identification
- Weekly campaign raffle

Price Stabilization via Token Burn

Buy-back program: Once the internal exchange launches, we will attempt to buy-back specific amount of tokens per week and burn until price stabilizes beyond \$15/token. A market cap around ***\$200m*** will position Crest Token in the ***Top 100 coin on CoinMarketCap***.

Marketing and Promotion Investment

We will embark on a robust marketing campaign from the Pre-sale phase all the way to when the platform is fully functional and beyond. We have allocated **20% of ICO fund** for purely marketing and promotion of the platform to give us more visibility and attract new members on a daily basis. We anticipate platform to grow to over 250,000 members within our first 90 - 120 days of full platform launch.

Roadmap



How to Participate in ICO



Step 1

Register or log in
to your Crest
account



Step 2

Follow the
instructions
outlined on your
ICO dashboard



Step 3

Deposit ETH or
BTC to the
address
provided on
your dashboard



Step 4

Receive your
CSTT token to
your ERC20
compatible
wallet



Step 5

You're
done! You're
done! You're
done!

What Makes us Unique from the Rest

Minimum Viable Product Release (MVP): We will give members a sneak peek of our “Intelligent Ad Server” platform under-development before the end of the ICO period.

Volatility-proof business model: Even though we pay out in cryptocurrency, our business model is completely independent of the cryptocurrency. Abrupt price changes in Bitcoin or Ethereum will not adversely affect daily campaign returns.

24hrs Communication: We will keep the community updated via email and active social media platforms on the daily progress of development. There will be constant video/screenshot update as we progress during the platform development stages.

What Makes us Unique, continued

No Funds Hold: We will not hold onto your Bitcoin or Ethereum during ICO. You are free to deposit and withdraw your ETH or BTC before, during, and after the presale or main ICO phase. You will have your own specific wallet address for deposit and withdrawal on our platform once you register.

Generous Bounty: Bounty campaign will run all through the token sale period. There will be signature, content, and SMM campaigns. We will give free tokens to early supporters during each round of the ICO, and weekly raffle will run on the platform after launch.

Buyback &Token Burn: Depending on market forces, we will buy-back tokens on the internal exchange on a weekly basis and burn until price stabilizes beyond \$15.

What Makes us Unique, continued

ICO Fund Allocation: Clear openness on ICO funds allocation. We will allocate enough funds to promote the platform once we launch; and enough funds to support ad campaign and generate decent daily returns for members on the platform.

Our Future Plans

We have a lot of plans for the immediate and long-term future of the Crest platform. Our initial focus is to establish solid and profitable ad campaign platform with a very strong and vibrant community base. Once this is achieved, we will roll out our phase two plans which includes;

1. Promote hundreds of ad offers, with total ad spend target exceeding \$100million within our first full year.
2. Launch major Dex Exchange with CSTT token as its native token (e.g., Binance Coin, KucoinShares, Huobi Token, etc.)
3. Partnership with mainstream service providers for membership discounts and coupons (e.g., airline, major e-commerce platform, etc.).
4. Much more (we keep the rest of the cats in the bag....)

Team

We have an amazing team with diverse skills to make Crest token a unique success.



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Ben Sanders
Project Lead



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Erin Cotter
Online Marketing Head



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Aleksandar Djordjevic
Senior Software
Developer



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Nihal Patel
Blockchain Developer



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Angela Brasington
Senior Marketing
Strategist



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Dean Matthew Lapinid
Lead Community
Manager



in

Chad Copeland
Creative Designer



in

Annah Todd
Digital Marketing
Consultant

During and after the ICO, we expect our team to grow rapidly to include more;



Online Marketing
Experts



Blockchain and
Web Developers



Data Analysts



AI Programmer



Social media
marketing experts

Disclaimer

CSTT tokens are not intended to constitute securities in any jurisdiction. Our whitepaper does not constitute a prospectus or offer document of any sort. Our team is dedicated to delivering on every item listed in this whitepaper in line with our stated roadmap. However, due to the volatility of cryptocurrencies, we encourage our participants to make their own assessment and decision on information being provided.

contact@cresttoken.com

