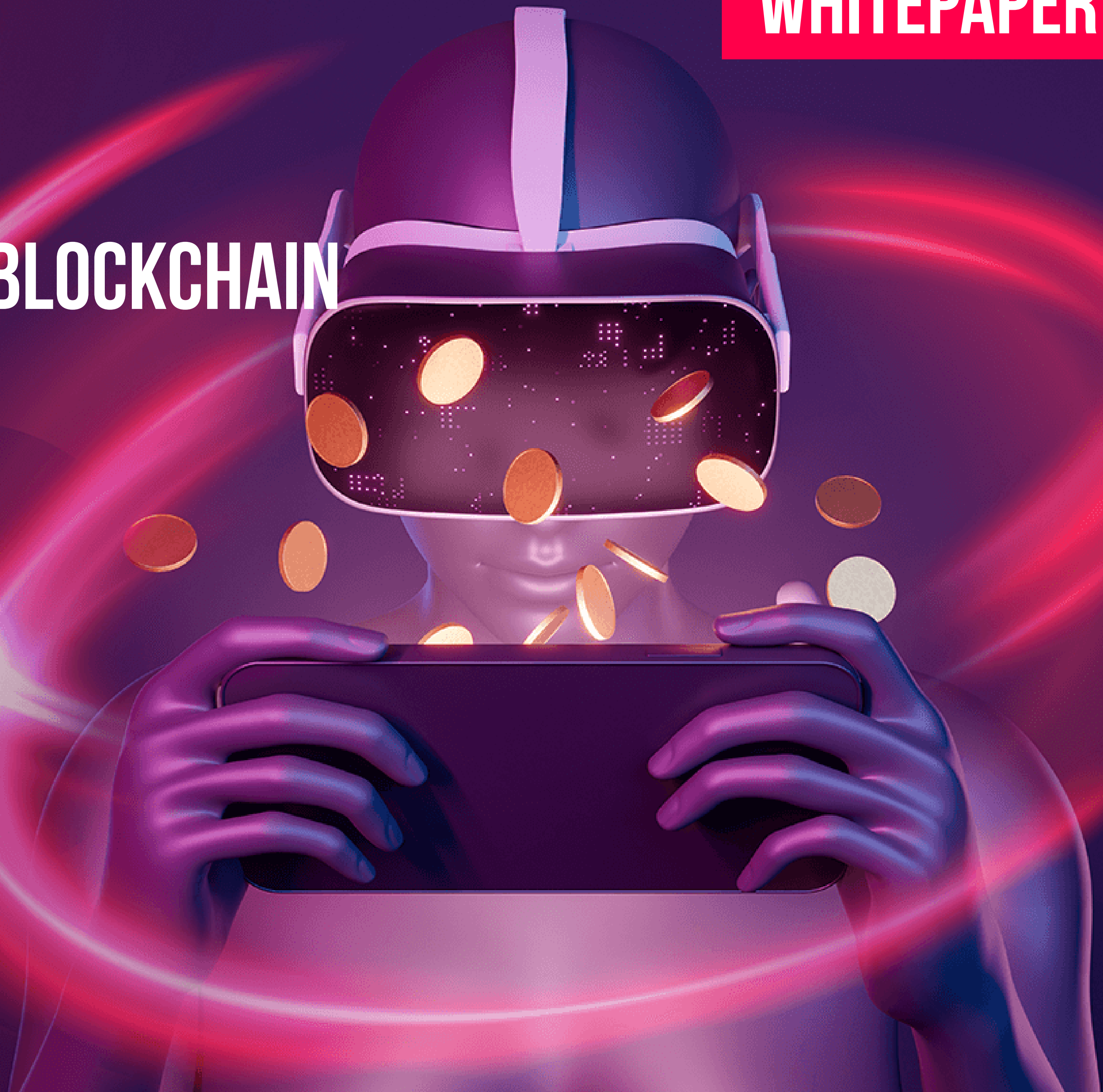


# FIRST INGAME ADS AND METAVERSE TOKEN ON BLOCKCHAIN

Portuma Token (\$POR) is a BEP20 token issued on the Binance Smart Chain with a fixed supply of 10 Billion tokens in total.

Portuma combines in-game advertising with blockchain technology. We offer a solution that allows players to earn by playing and watching ads in all games in Portuma's ecosystem. Portuma offers this technology holistically for all games, across all platforms, without being tied to a publisher or studio.



# OUR MANIFEST

With Portuma, we have created a platform in the gaming industry with a global user base exceeding 3 billion, bringing together advertiser brands and game studios to enable the publication of non-disruptive ads to the gaming experience. Additionally, with Portuma Token, we have established an earning model where users playing games can earn Portuma tokens as they play. The Portuma Ecosystem, encompassing all of these, is designed as a structure that merges in-game advertising and in-game economy.

Por token has a self-refinancing economy structure. In the game ecosystem, while the play to earn model earns tokens for the game players, Portuma earns income from the advertisements integrated into the game. It reuses some of its revenue for token buyback. It uses the repurchased token to redistribute it to the players and prevents token inflation by sending some of it to burning.

With all of this, we are enabling payments with Portuma Token within the desktop web3 games we have developed. Thus, the aim is to position Portuma Token as a Fintech product, targeting to provide solutions in many areas of the gaming industry.



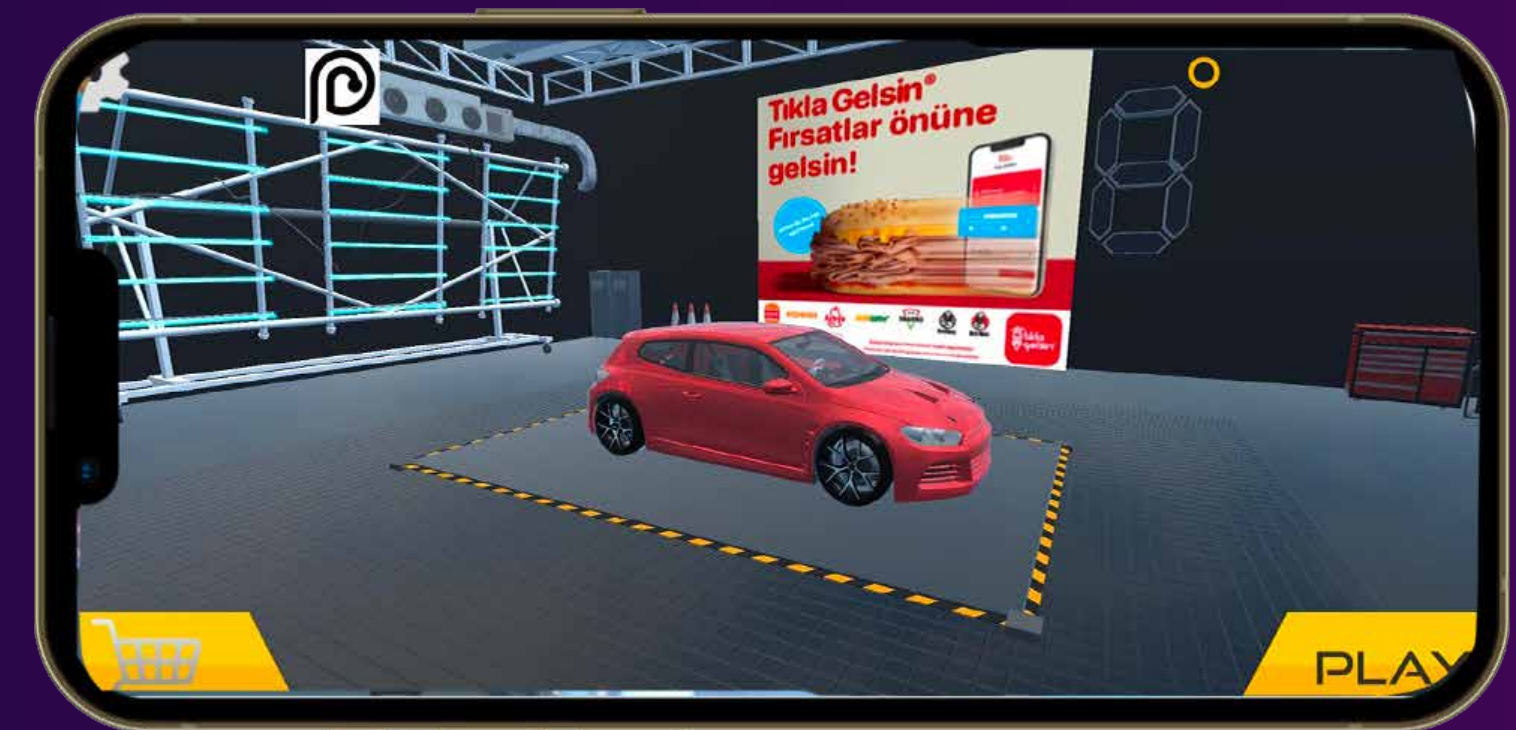


# WHAT IS PORTUMA PROJECT ?

## THE NEW ERA OF IN-GAME ADVERTISING

Portuma's goal is to deliver fun, creative and tailored in-game advertising to video games without disrupting the gameplay. A platform where all game developers around the world can join the ecosystem and advertisers can meet their advertising space through innovative real-time bidding technology.

Mandatory full-screen adverts are intrusive, annoying, irritating and create universal frustration and anger. This is not only detrimental to the gaming experience, but also to the perception of advertising. Portuma's goal is to create an in-game advertisement that allows players to play freely without harming the game.



# THE REVOLUTIONARY ECOSYSTEM

In-game advertising platform Portuma, the world's very first in-game advertising token Portoken and blockchain-based game studio Axell Studio interpret and implement new technologies!

## HOW DOES THE ECOSYSTEM WORK?



We integrate in-game advertising spaces into games with our revolutionary technology both in our games and globally.

At Axell Studio, we create blockchain-based games and publish them on the Google Play Store and Apple App Store.

At Portoken, we enable players to earn tokens while playing games as they see in-game advertising spaces. You haven't even heard the best part: We list on stock exchanges to enable players to convert their tokens into real fiat money!



# PORTUMA ECOSYSTEM

**15 DIFFERENT  
CATEGORY**

**1 BILLION  
DOWNLOAD**

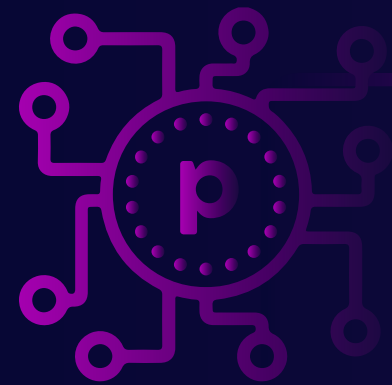
**15 MILLION  
ACTIVE USER**

**177  
COUNTRY**





# ADVANTAGES OF THE ECOSYSTEM



## Blockchain Integration

Integrate your games to blockchain and catch the future. Blockchain integration allows publishers to reach huge advantages!



## Play/Watch and Earn

The Portuma Ecosystem offers a win-win environment for everyone involved. The play/watch and earn system improves the decisive statistics a publisher needs, such as retention, play time and downloads, while players earn a sustainable income ONLY while playing.



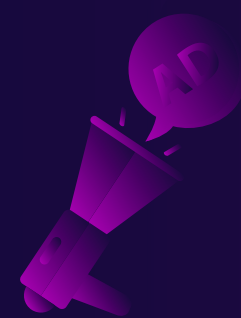
## The Brand New Income Model

Brand New Revenue Model: A need for new advertising spaces has arisen. Publishers and brands access new marketing tools through the Portuma ecosystem. Innovative marketing tools create innovative revenue models. The win-win ecosystem benefits everyone.



## Improved Retention and Download Rates

No need for small talk. You need to see the case studies! Portuma's partners report that after ecosystem integration, retention, download and playtime rates increased rapidly. Who wouldn't want to join an ecosystem where everyone wins?



## Non-Intrusive Ads

We are all overwhelmed by intrusive adverts when we play games. As the Portuma ecosystem, we respect gamers' gameplay. Avoiding intrusive adverts, increasing the joy.



## Join to a Big Community

Join a Big Community: Imagine a community where everyone supports each other. As of today, the Portuma ecosystem has over 10,000 registered players with important data. This means that a new population gets to know you step by step.



# A RELIABLE AND SUSTAINABLE ADVERTISING SOLUTION

Portuma, which is compatible with all platforms thanks to its innovative advertising technology, allows players to play games freely and game developers to earn a sustainable income.



## VERIFIED

Portuma SDK has been tested, audited, and integrated with AAA games.



## SIMPLE

Easy drag-n-drop integration with all game engines across any platform.



## PREMIUM

Portuma provides creative rendering functions for perfectly matching ad formats to the gaming worlds



## RELIABLE

Efficient and low-impact footprint on final game size and operation.



## SECURE

Portuma is ISO 27001 Information Security Standard certified.

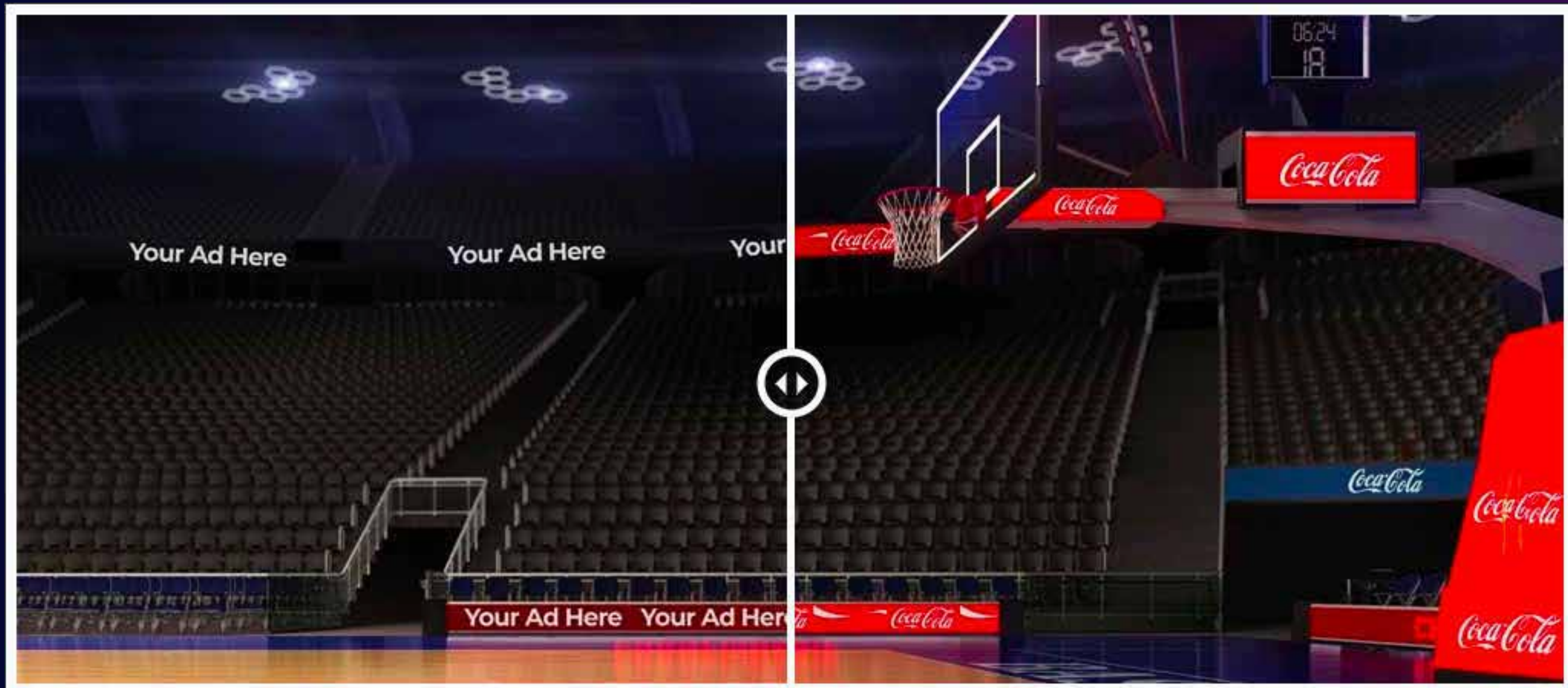


## CONTROLLED

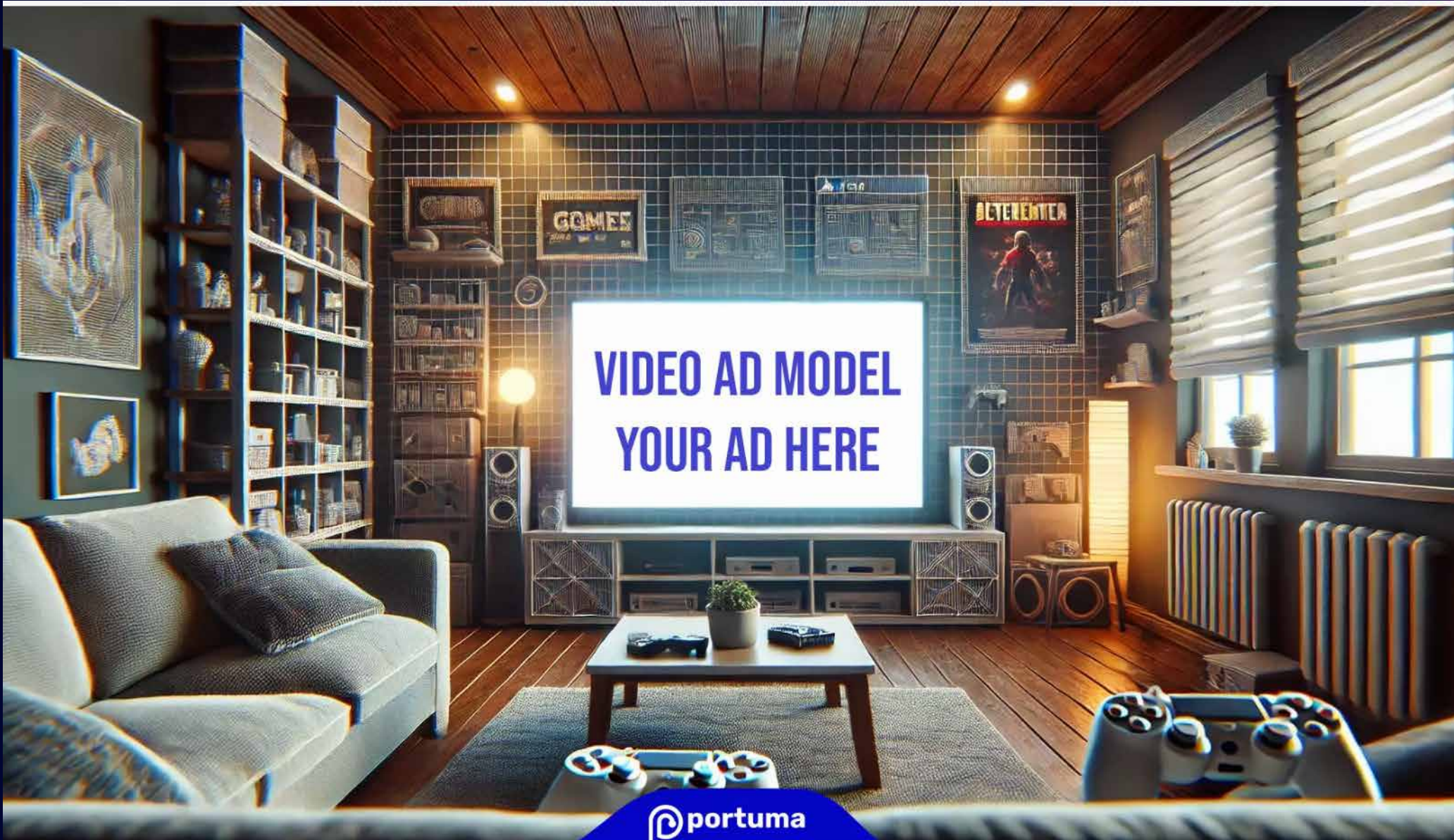
Complete inventory management across content, data, pricing, ad formats, frequency, ad density.



# BEFORE / AFTER













# **SERVERS AND SECURITY PORTUMA ACCEPTED FOR Google for Startups CLOUD PROGRAM!**

Portuma, which will move its servers to Google Cloud in the first place, aims to maximise its security and performance. Portuma, which is included in the Cloud programme, continues to develop its ecosystem with the power of Google.

PORTUMA ACCEPTED TO THE Microsoft for Startups Founders Hub  
Through this partnership, we'll leverage Microsoft's cutting-edge cloud technology, business development support, and global network to bring game-changing advertising experiences to the market.

Google for Startups



Microsoft  
for Startups



# AD QUALITY & FRAUD DETECTION

## AD QUALITY

Portuma cares about the quality of advertising and takes measures to protect digital advertising spending accordingly. In-game advertisements offered by Portuma have a technology infrastructure that is free from fraud. Portuma, which constantly improves its technology, continues its efforts to prevent fraudulent data.

## FRAUD DETECTION

Portuma recognises that the distribution of in-game impressions can be subject to various forms of fraud. It is therefore developing its IVT technology and collaborating with partners to make its metrics available to advertisers.





# PORTUMA'S IMPECCABLE SDK IS NOW A UNITY VERIFIED SOLUTION ON UNITY ASSET STORE!

This certification ensures that the Portuma SDK meets Unity's rigorous standards for compatibility, quality, and scalability, providing developers with a highly reliable tool to integrate into their projects.

To achieve Verified Solution status, the Portuma SDK underwent a meticulous evaluation by Unity engineers, analyzing 55 different criteria for compatibility, stability, and performance. After passing all tests, the SDK demonstrated 0% ANR rate and 0 crashes, proving its technical reliability and alignment with Unity's high standards.



**Verified  
Solution**





# WHAT IS POR?

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Portuma Token (\$POR) is a BEP20 token issued on the Binance Smart Chain with a fixed supply of 10 Billion tokens in total.

Portuma combines in-game advertising with blockchain technology. We offer a solution that allows players to earn by playing and watching ads in all games in Portuma's ecosystem. Portuma offers this technology holistically for all games, across all platforms, without being tied to a publisher or studio.



# Portuma is ranked in the top 10 of the most trusted metaverse projects worldwide by CertiK!

We are listed among the Metaverse Projects with the highest trust score by CertiK, where reliable companies such as Mana, Ceek and RACA take their place!

Getting full marks in security tests, Portoken received Skynet approval from CERTiK. As Portoken, which passed this test in which all qualifications were checked, we are proud to prove our reliability once again!

In the three years since its founding, CertiK has performed more than 220 audits, audited more than 118,000 lines of code and secured a value of US\$8.03 billion. Even PancakeSwap, the popular Binance Smart Chain DeFi protocol, has its smart contracts audited by CertiK.

We know that many tokens are lining up to receive CERTiK certification. We benefit from the advantages of this prestigious certificate that evaluates safety and danger.







**KYC Gold Verified**

**OF COURSE,  
WE ARE GOLDEN**



## What is the CertiK KYC Badge?

The CertiK KYC Badge is awarded to project teams that successfully complete the rigorous verification process. CertiK specializes in providing comprehensive blockchain security and risk management solutions for Web3 platforms. KYC verification covers identity verification, background checks, and a final detailed risk assessment. Once a project has successfully completed the verification, the team is awarded the CertiK KYC Badge. This badge serves as a symbol of the project's commitment to security and transparency, and provides a powerful sign of trust to users.

## What Does the CertiK KYC Badge Mean for PortumaToken?

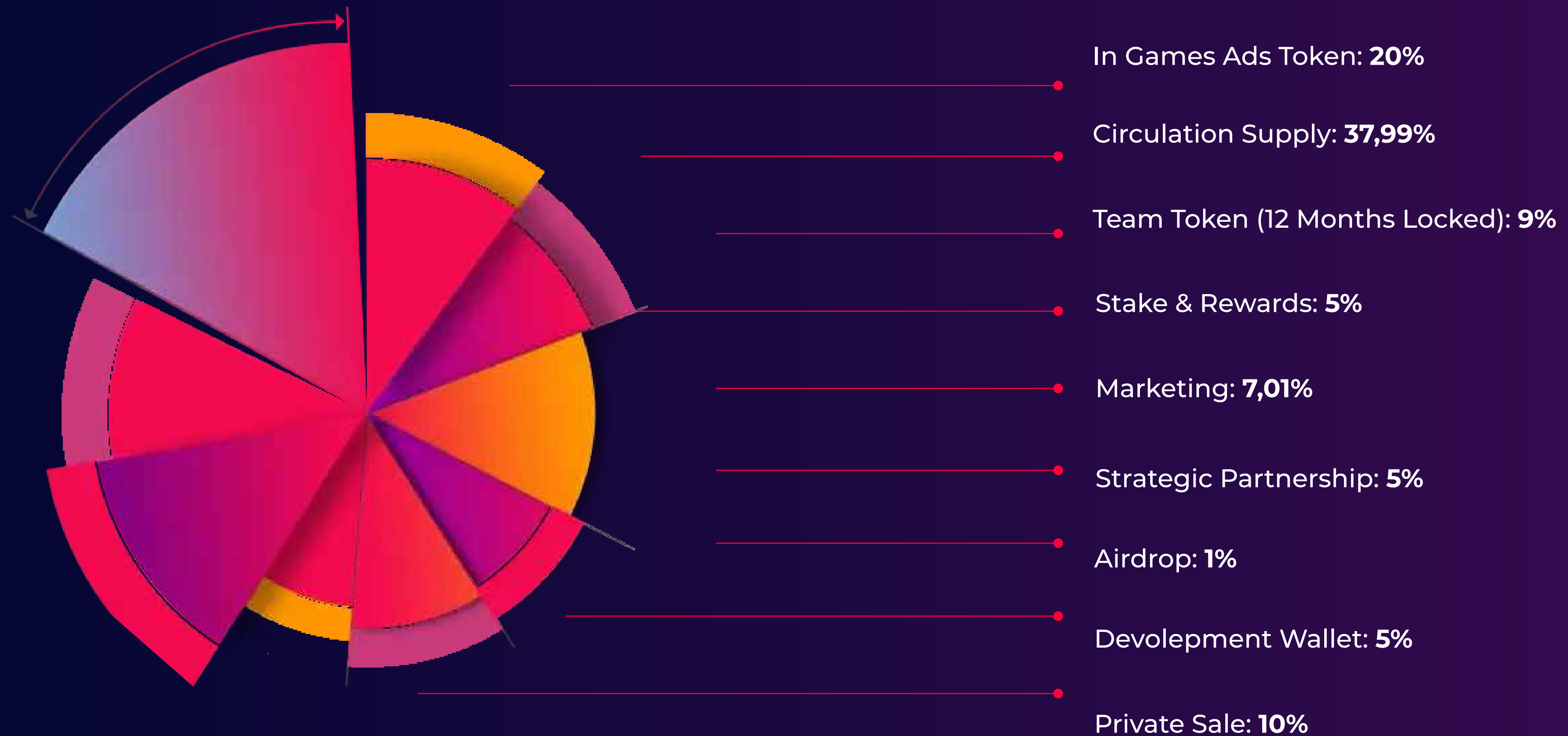
The CertiK KYC Badge is a major milestone for PortumaToken. It shows the project's commitment to providing a secure and compliant platform for its users. The badge also serves as a signal to potential users that the team is trustworthy, accountable and willing to stand behind their project. The badge also provides a number of tangible benefits to PortumaToken. For example, the badge can help the project attract new users and partners. It can also help the project secure additional funding, as investors are more likely to invest in projects that have been verified by a reputable security firm.

## What Benefits Does the CertiK KYC Badge Provide to PortumaToken Users?

The CertiK KYC Badge helps users who want to conduct their own research before interacting with or investing in a Web3 project. It provides an additional guarantee that the team behind the project is willing to put their names to it and can be trusted. Users can be confident that the project team is fully accountable, as they have been identified and verified, and their personal information is kept securely by CertiK.



# TOKEN ECONOMY





# ROAD MAP

**1ST Q 2023** Completed ✓

Connection with 75 DSPs & Ad  
Exchanges  
Supporting 50k QPS  
2B Daily ad request receive  
Dynamic yield optimization structure



**2ND Q 2023** Completed ✓

Connection with 100 DSPs & Ad  
Exchanges  
Supporting 100k QPS  
3B Daily ad request receive  
Advanced statistical analysis system  
that discovers  
ad selling trends



**3RD Q 2023** Completed ✓

Connection with 150 DSPs & Ad  
Exchanges  
Supporting 200k QPS  
5B Daily ad request receive

**4TH Q 2023** Completed ✓

Connection with 200 DSPs & Ad  
Exchanges  
Supporting 300k QPS  
10B Daily ad request receive



# ROAD MAP



## 4TH Q 2024

Achieve a monthly ad request count of 1.5 billion.

Launch five web3 games on desktop and mobile platforms.

Integrate the developed web3 games with Portoken.

Position Portoken as a fintech product along with the integrated web3 games.

Establish agreements with 15 to 20 global publishers and integrate their games.

Have a total of 20 to 25 games integrated into the P2E system.

Reach between 20,000 to 25,000 registered gamers.

Achieve a monthly gross revenue of \$250,000 for the ecosystem.

Activate the Portuma wallet and direct in-game earnings to this wallet.

Encourage registered gamers to use the Portuma wallet.



## 3RD Q 2024

Triple listing on different exchanges

Achieve a monthly ad request count of 1 billion.

Launch three web3 games on desktop and mobile platforms.

Integrate the developed web3 games with Portoken.

Position Portoken as a fintech product along with the integrated web3 games.

Establish agreements with 5 to 10 global publishers and integrate their games.

Reach between 15,000 to 20,000 registered gamers.

Have a total of 10 to 15 games integrated into the P2E system.

## 2ND Q 2024

Reach a daily ad request count of 20 million and a monthly count of 600 million.

Launch one web3 game on desktop and mobile platforms.

Integrate the developed web3 game with Portoken.

Position Portoken as a fintech product along with the integrated web3 game.

Establish agreements with 3 to 5 global publishers and integrate their games.

Reach between 5,000 to 10,000 registered gamers.

Have a total of 8 to 10 games integrated into the Play-to-Earn (P2E) system.



## 1ST Q 2024

Achieve a daily ad request count of 10 million and a monthly count of 300 million.

Launch the Portuma mobile application.

Complete the integration of Metamask into the Portuma mobile application.

Reach between 3,000 to 5,000 global registered gamers.





**HOW DOES PLAY/WATCH AND EARN WORK?**



# PLAY/WATCH AND EARN

We offer the new solution of the crypto and advertising world with the Play, Watch and Earn system. You can create user loyalty by integrating Portoken into your game system. In this way, you can be among those who shape the new world.





# WHAT ARE BLOCKCHAIN GAMES ADVANTAGES?



## **Crazy Adventure!**

Earning while playing is a crazy adventure, and it could be a hobby for game enthusiasts!



## **Sustainable Income!**

Gamers can make money within games via this System. Indeed, it's sustainable as long as the game is played!



## **Convenient Dashboard**

You can easily track your earnings and see how much income you have earned through the panel we have prepared specially for you.



## **Easy Sale**

You can convert your tokens to USDT on Bitmart, LBank, MEXC and Pancake Swap and transfer them to the bank account.



# PORTOKEN EARNING PROCESS



# 1

## Enter the panel and register in the Gamer area

From the Portuma Access field, select the Gamer tab and fill in all the information necessary.

# 2

## Download P2E Integrated Games

You can see P2E integrated games by looking at the Marketplace. And then download these games to your device.

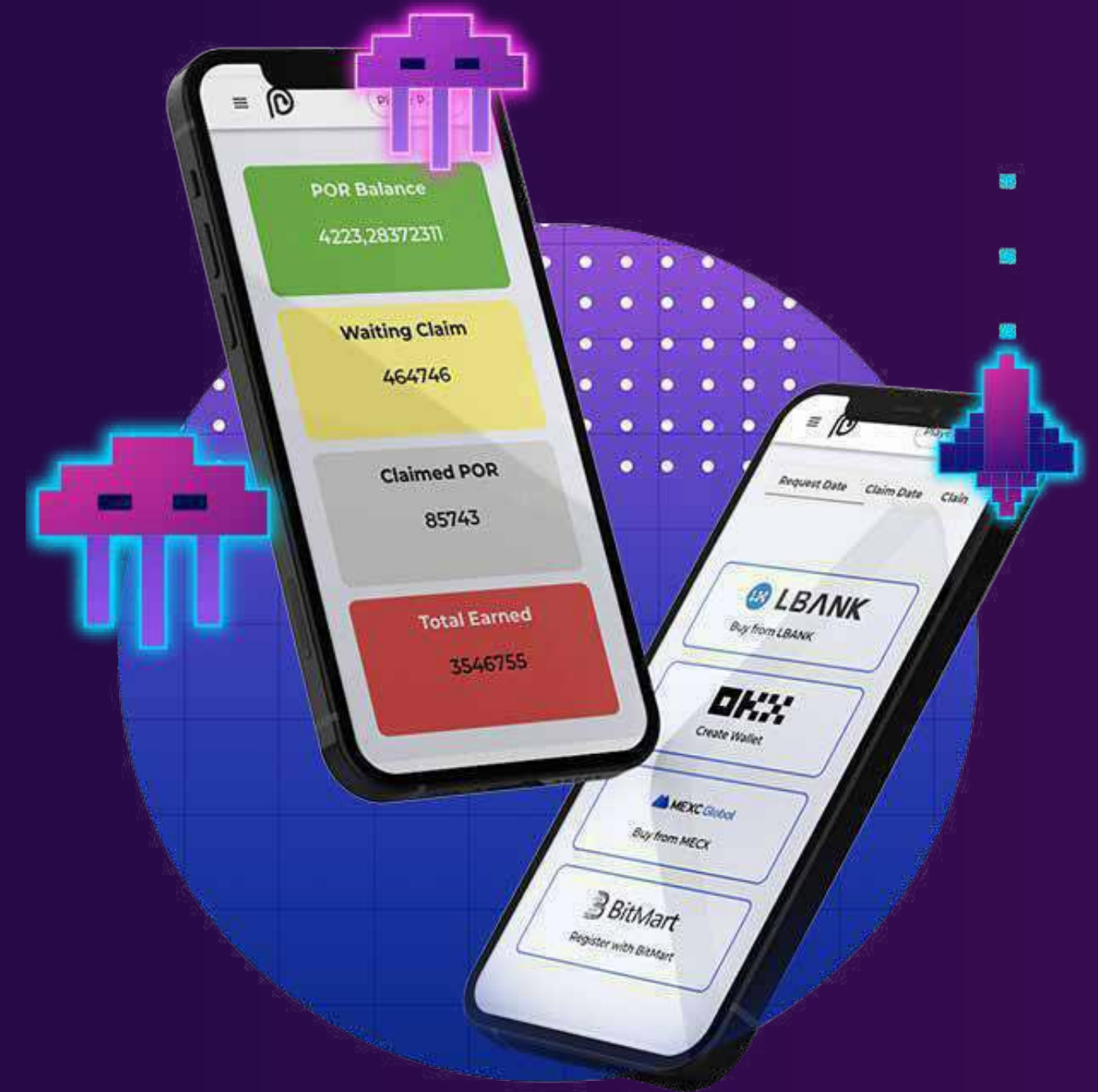




# PORTOKEN EARNING PROCESS

## 3 Connect your wallet to games by pressing the Portuma icon

When you log in to P2E integrated games, connect your wallet by clicking the Portuma icon on the game splash screen.



## 4 See the tokens you have earned!

Now you are ready to earn tokens as you see ads!  
You can see the tokens you have earned in the Gamer panel.



# PORTUMA'S NUMBER OF REGISTERED PLAYERS EXCEEDED 30,000!

Having fun playing games and earning Por Tokens while playing sounds great, doesn't it? The Gamer board from Portuma allows you to do just that! Players can earn Por Tokens just by playing through impressions. Now with more than 10,000 players from 150 countries, we stand out even more!





# ADVERTISERS



SAMSUNG

PARİBU



*tami*

ICRYPEX



*Milka*



NESCAFÉ

Penti



Tefal

saat&saat



DACIA



# POR TEAM



CEO  
**EMRAH ÜNAL**



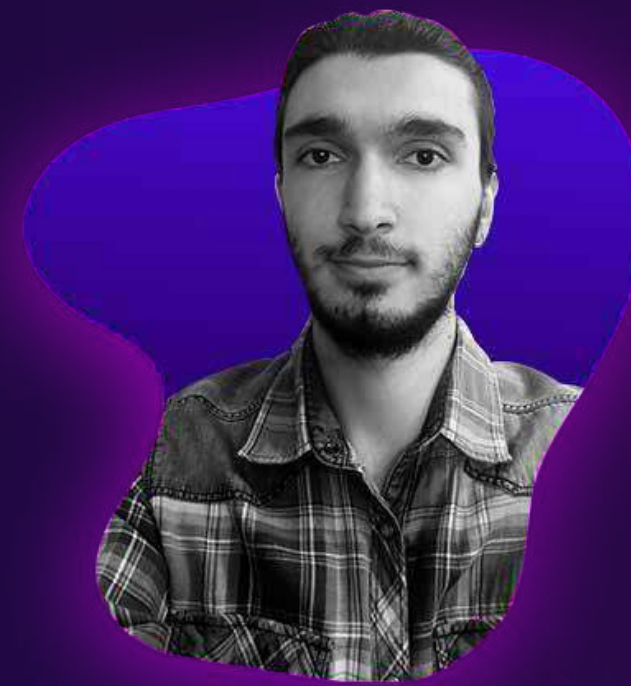
CTO  
**EMRE OKUMUŞ**



Publisher Growth Director of  
Portuma  
**DİDEM İSKEÇELİ**



Senior Art Director  
**CEREN ALTINTAŞ**



Portuma Software Developer  
**BERKER TOPALOĞLU**



Portuma Software Developer  
**FATİH SEVİMLİ**



# MEMBERSHIP



Unity

Verified  
Solution

Microsoft for Startups  
**Founders Hub**

Google for Startups



**iab.**europe

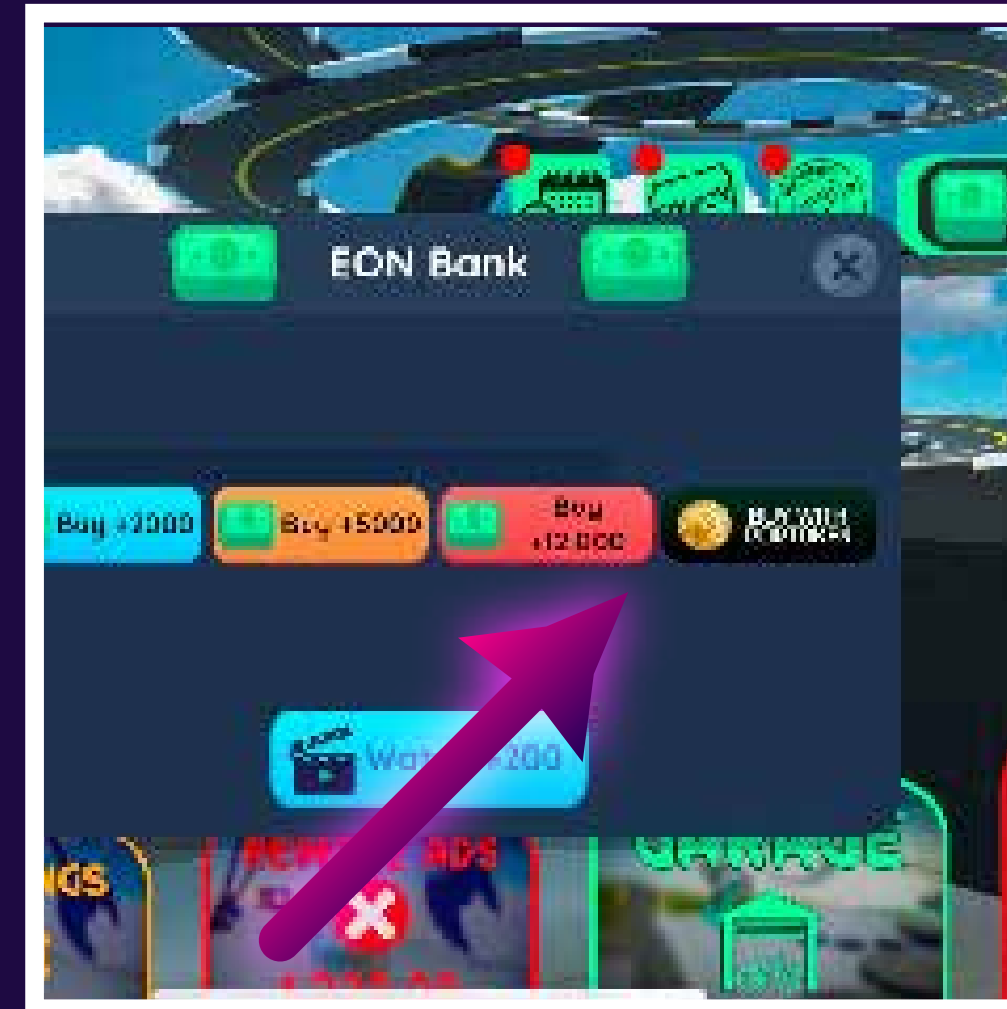
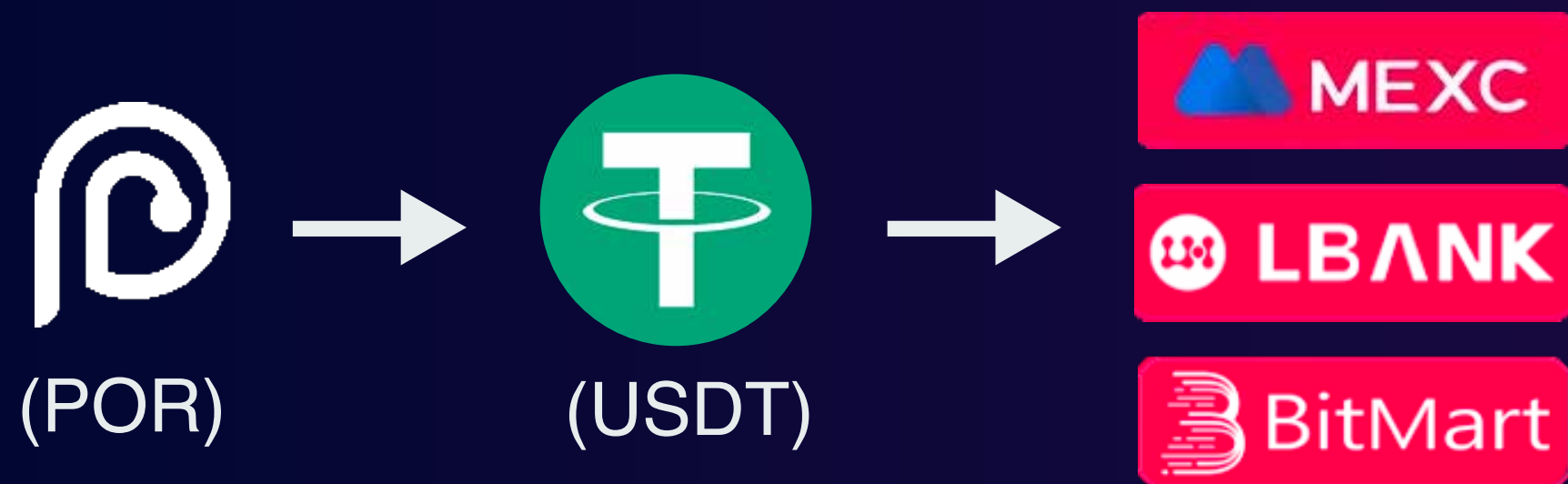
**iab.**TR



# Gaming Fintech

Portoken provides a blockchain-based alternative solution to existing in-game purchasing methods.

By adding the **PAYWITH PORTOKEN** button integrated into games, it enables users to make payments with Portoken through their MetaMask wallets.

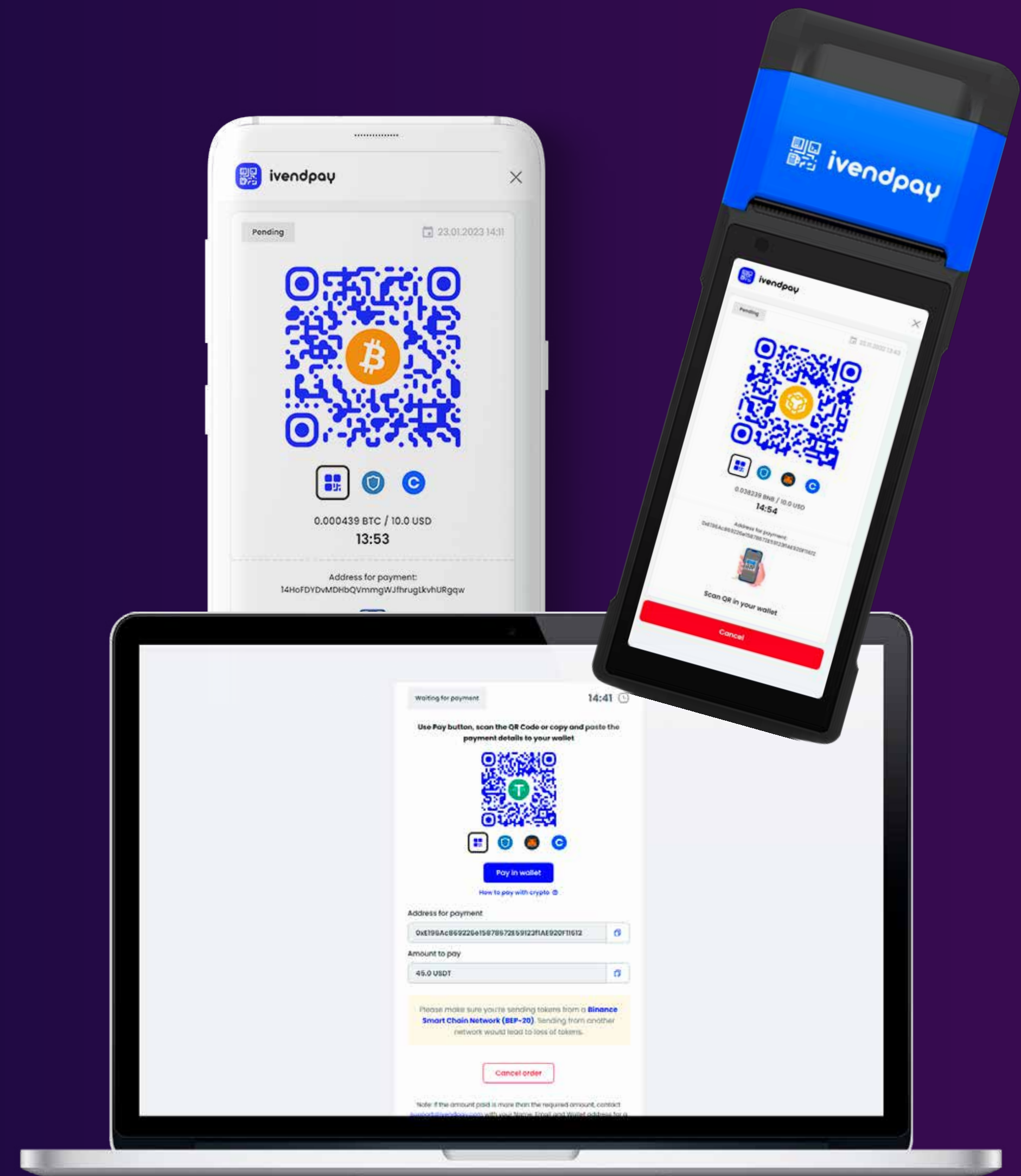
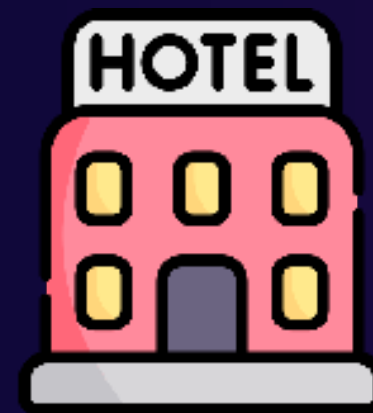




# Bridge to Reality

Portoken can be used as a payment tool in real life at more than three hundred points in seven different countries.

- 300+ restaurants, cafes, bars, hotels
- 7 different countries



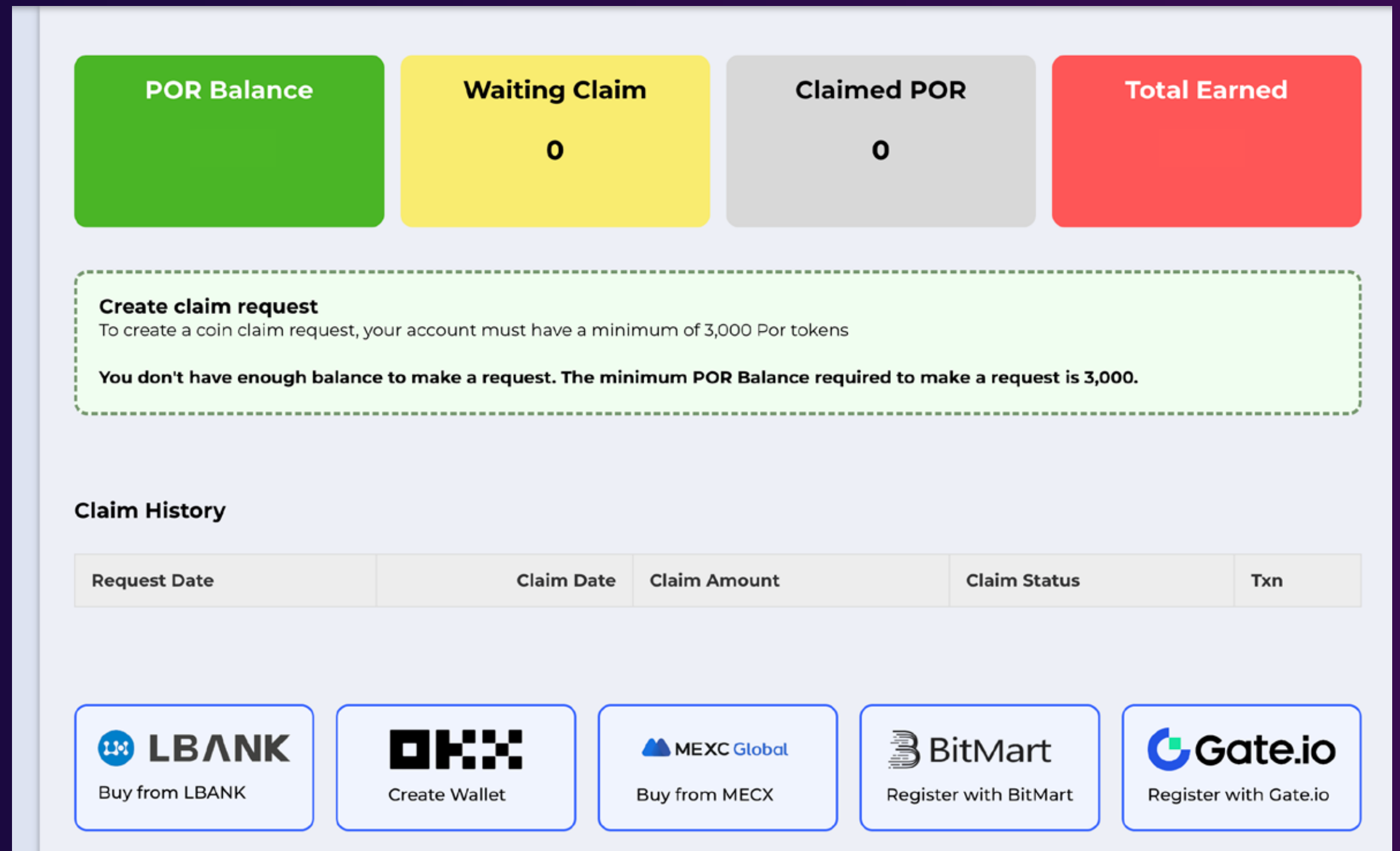


# GRM – Gamers Relations Management

GRM allows publishers to better understand their players and reach them through SMS, email, and notifications via the panel we provide. Through these communication channels, we can deliver customized announcements, contests, rewards, and messages such as events for the game.

Desired information in the gamer panel:

- Full Name
- Mobile Phone Number
- Email Address
- Metamask Wallet Address



POR Balance

Waiting Claim


Claimed POR


Total Earned


**Create claim request**  
To create a coin claim request, your account must have a minimum of 3,000 Por tokens  
**You don't have enough balance to make a request. The minimum POR Balance required to make a request is 3,000.**


**Claim History**


Request Date	Claim Date	Claim Amount	Claim Status	Txn
--------------	------------	--------------	--------------	-----

 **LBANK**  
Buy from LBANK

 **OKX**  
Create Wallet

 **MEXC Global**  
Buy from MECX

 **BitMart**  
Register with BitMart

 **Gate.io**  
Register with Gate.io






# Grow Your Games Potential

In games that include Play-to-Earn (P2E) features, you can organize contests to increase player engagement and generate more revenue from players, as well as extend their time spent in the game.

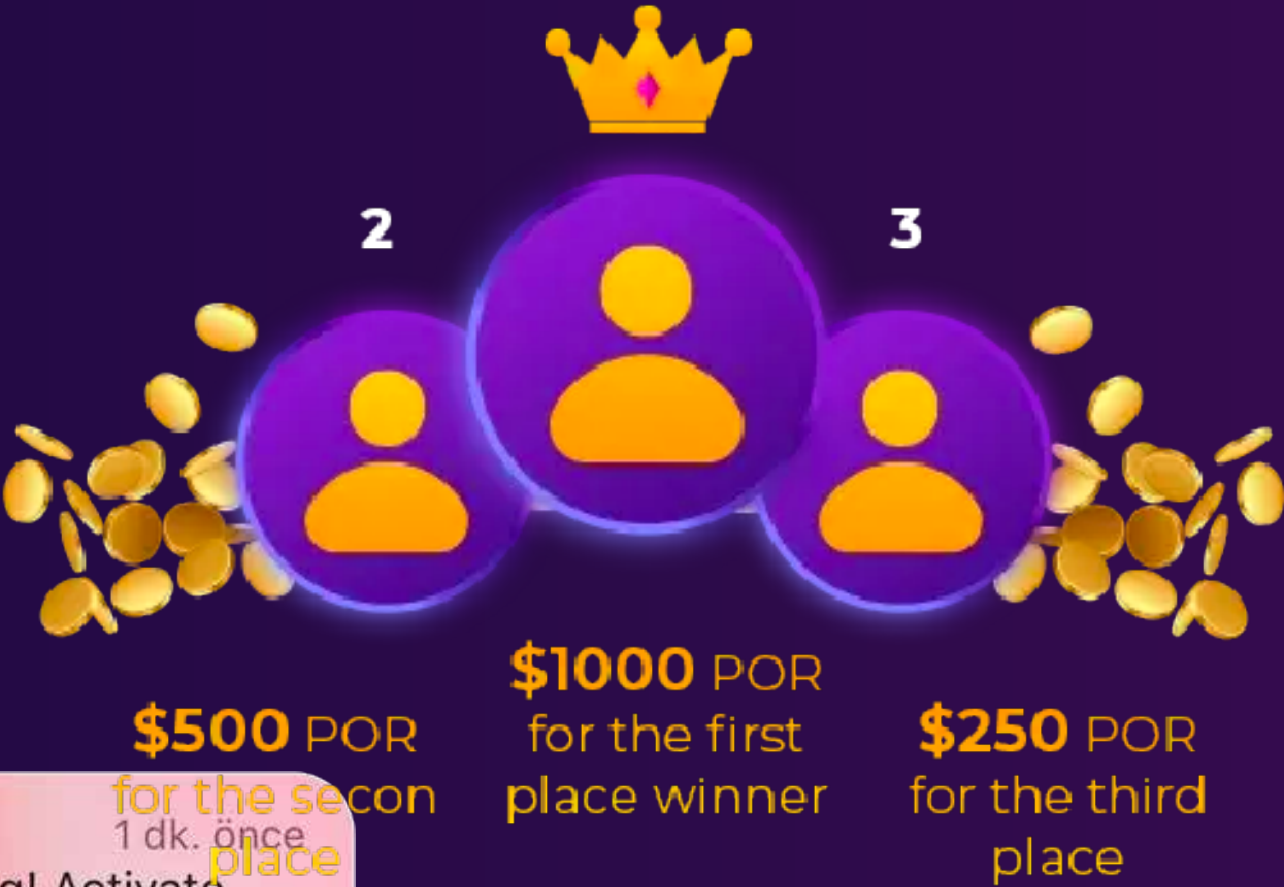
You can give players various tasks to win rewards:

- Download the game
- Link your wallet
- Purchase \$50 worth of tokens
- Join our Telegram channel
- Follow our page
- Refer two friends



**Win 1000 USDT Now!**

Get ready to play and win big! Activate 'Play and Win' feature in this game. Simply click on the Portuma icon located at the top left corner of the menu when...



The Order of	Nick Name	POR earned
1	mikasa	1573,02
2	kerem	1035,41
3	kazimmm	540,185
4	bahama	526,155
5	dante	350,535
6	mayadefsel33	250,585
7	kappaa32	110,175
8	ceto	87,815
9	bnb_eater	81,79
10	legend1303	61,48



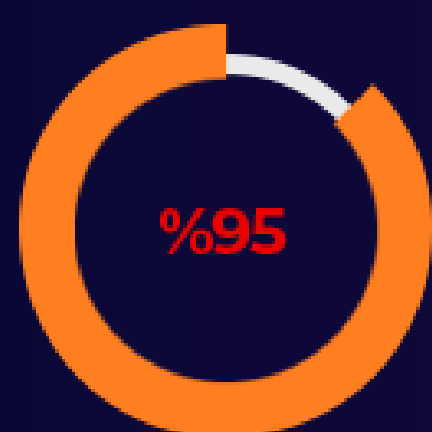


## Portuma X Burger King Case Study

Thanks to Portuma, Burger King was able to directly monitor the performance of its ads and clearly measure the impact of its advertising campaigns. In addition, the fact that Portuma is a new medium has brought a fresh breath to the company's marketing strategy, in line with Burger King's innovative and pioneering identity.



**Release Time**  
30 days



**Ad Impression**  
995.897



**Ad View**  
945.125

### Countries

RUS

USA

TUR

CHN

DEU

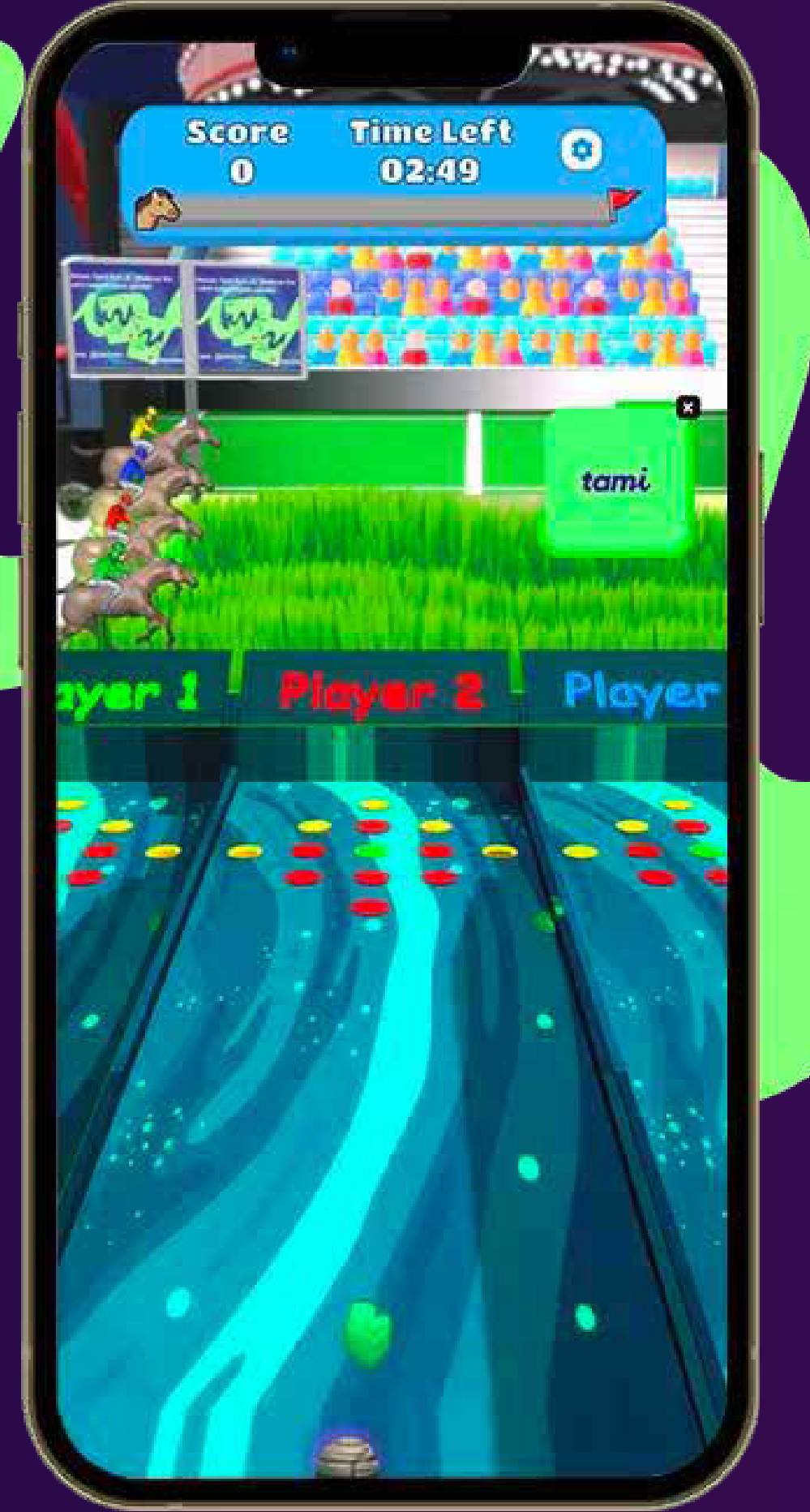




# tami

## Portuma X Tami

The benefits of Tami, Garanti BBVA's e-money-institution, were promoted with audio and banner advertising models, with advertisements integrated into Portuma games throughout a one-month campaign



**Tami, Garanti BBVA kuruluşudur.**



# EXCHANGES THAT YOU CAN BUY PORTOKEN



\*Only affiliate is active

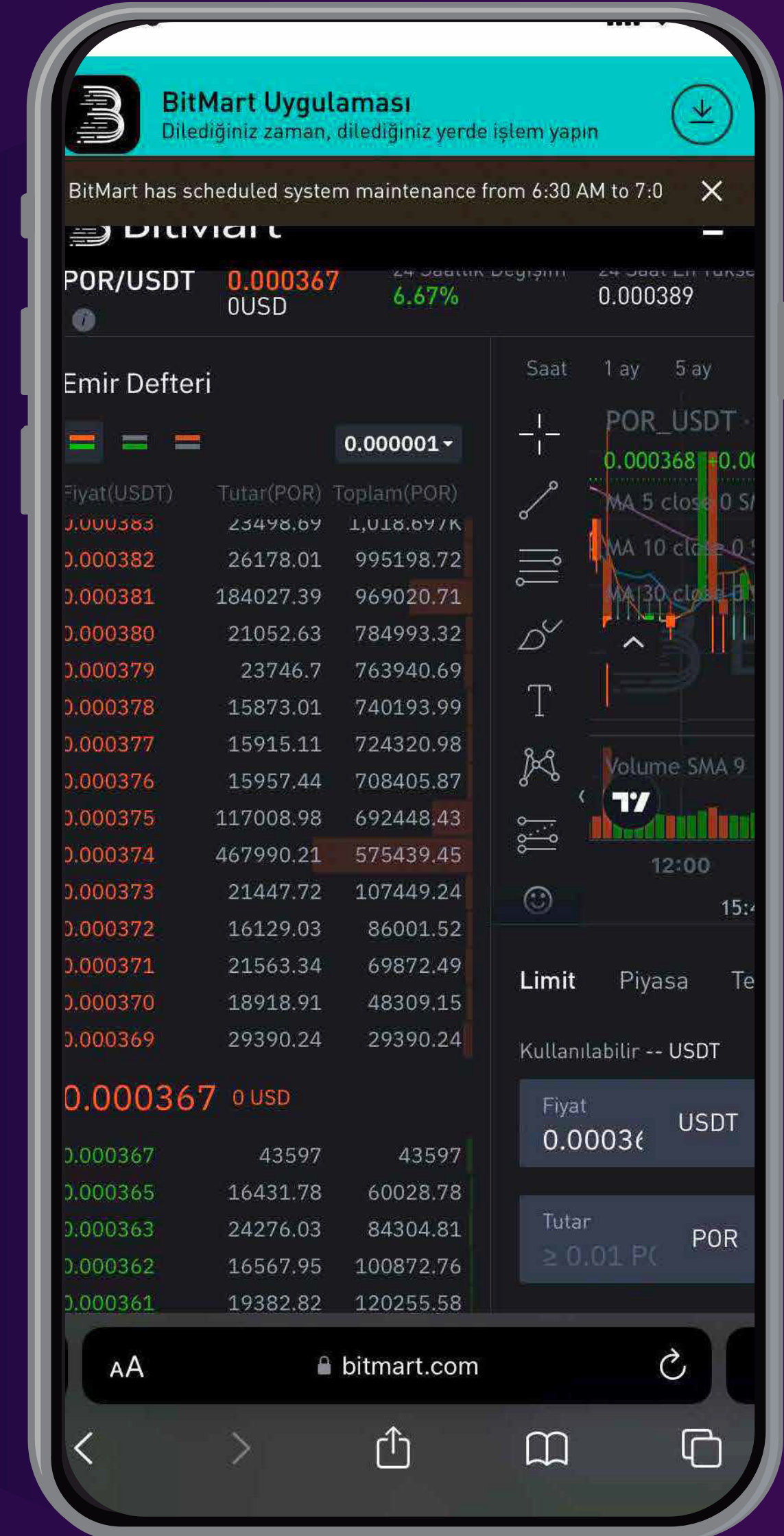


\*Only affiliate is active



You can choose different exchanges to buy Portoken!

Details of purchasing processes are on the Portoken website!







portumatoken



portumatoken



portumatoken



portumatoken



portumacommunity

# THE REVOLUTIONARY ECOSYSTEM OF IN-GAME ADVERTISING

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[www.portuma.com](http://www.portuma.com)