

# PORTOKEN WHITE PAPER

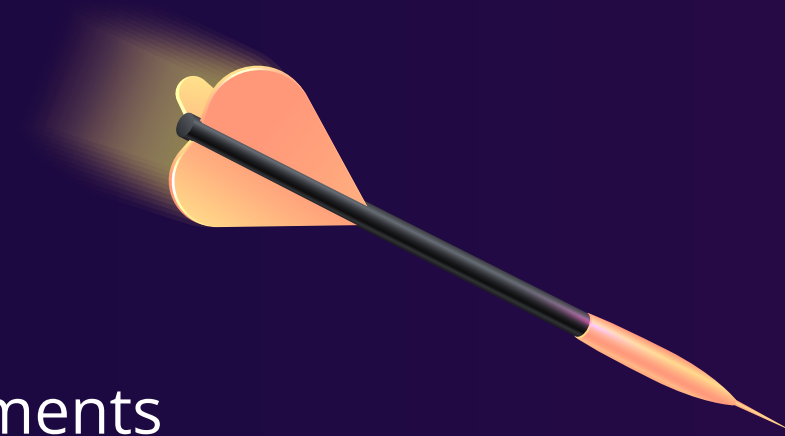
Portuma Token (\$POR) is a BEP20 token issued on the Binance Smart Chain with a total fixed supply of 10 Billion tokens. POR's boldest goal is to offer an in-game advertising tool to all mobile and desktop game developers and companies and their users around the world.



# ABSTRACT

With POR, we will create a platform where people can make advertisements using block-chain technology and create value for all brands by strengthening the in-game advertising network. The in-game advertising sector that we have mobilised will offer significant opportunities for both game producers and brands looking for new marketplaces. Not only brands but also game enthusiasts will have great advantages thanks to POR. If you have POR, you will also have the ease of in-game payment.

Game users will be able to buy POR in exchange for creative actions they will take with these adverts and increase their earnings. Our goal is to be among the top 100 coins by creating its own ecosystem and reach the target of \$ 1 billion.





# 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**

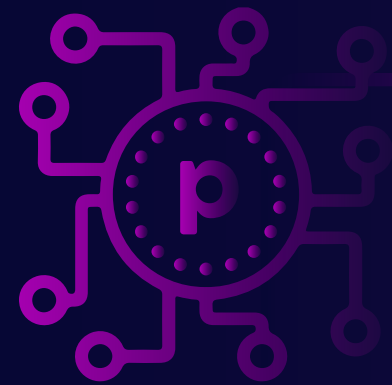
**15 MILLION  
ACTIVE USER**

**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.



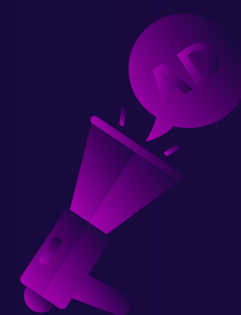
## The Brand New Income Model

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

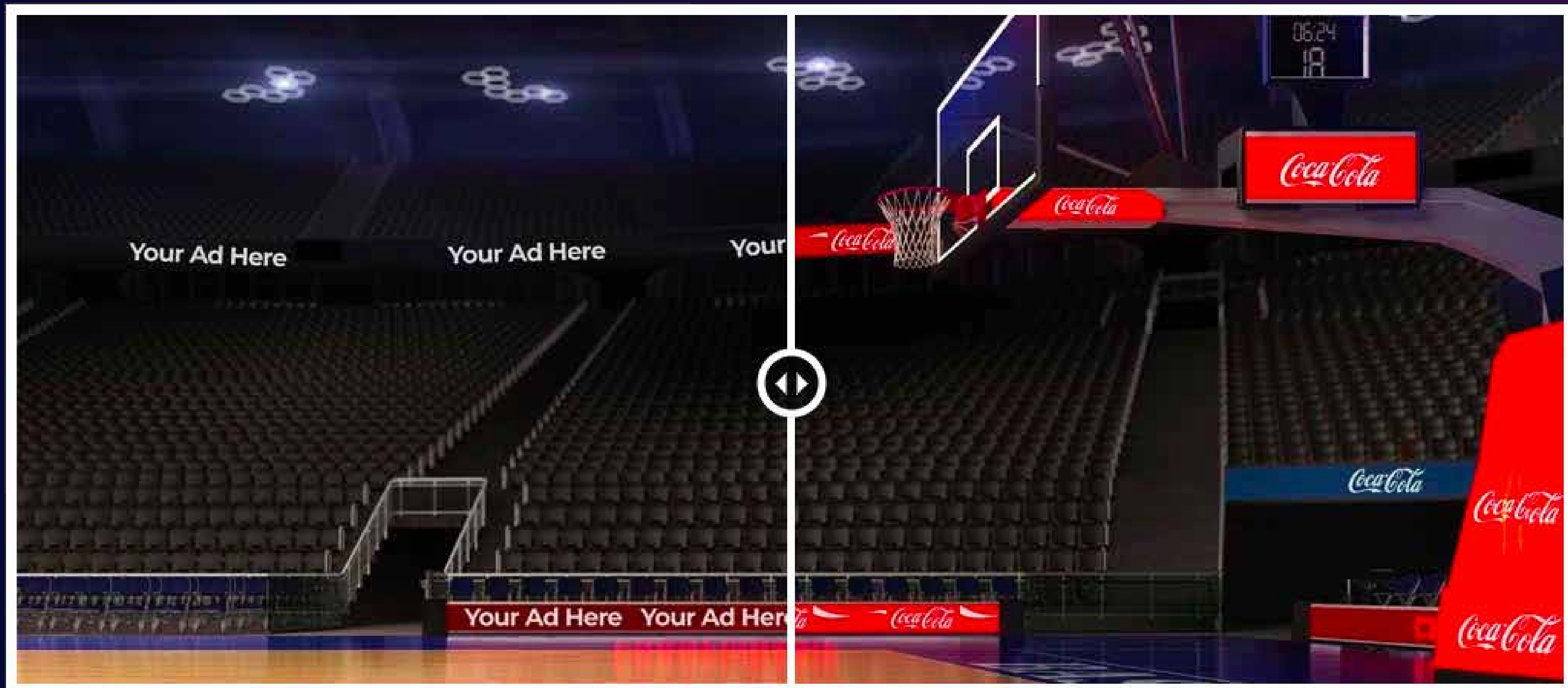
Portuma is ISO 27001 Information Security Standard certified.



## CONTROLLED

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

# BEFORE / AFTER









# WHAT IS POR?

These are tokens that investors who trust and believe in the Portuma Project receive to contribute to the project. With all the advertisements and promotions to be made for the Portuma Project, the usage rate will be increased and efforts will be made for investors who own a significant amount of tokens to make a significant profit. While all these activities will accelerate the in-game advertising sector, they will both add value to brands and provide profit to investors who trust the Portuma Project.

The system, which we have determined the law with smart contracts, will give investors and supporters the chance to present the results of the project with its transparent, fast and reliable structure that everyone can control. In this way, all doubts of those who support the Portuma Project will be eliminated





# 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.

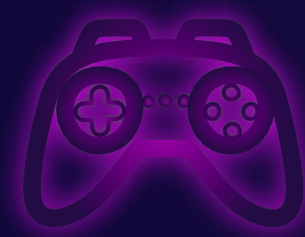




# THE 5 ROOTSTEPS OF PORTOKEN ERA



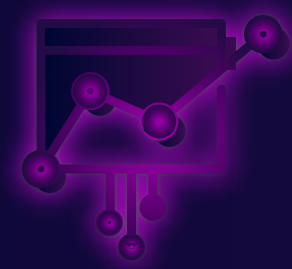
Token Economy



Game Producers, Computer Game  
Producers and Gaming  
Console Companies



Game Fans, in- Game  
Shoppers  
Digital Game Players



All Brands That Want to  
Advertise in the Digital World



Crypto Currency Exchange  
Market and Wallets



# TOKEN ECONOMY



# 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.







CERTIK



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.



# PORTUMA'S REGISTERED PLAYER NUMBER EXCEEDED 10,000!

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!





# 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?**



# 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!



## Increment on Game Time!

Earning while playing makes games irresistible. In this way, game time will increase, too.



## WOM Marketing!

Let winners tell that your game makes them earn. It's a fact that a win-win system is spreading by rumor. The advantages advertise themselves in the game ecosystem without doing anything.





## 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.

## Download P2E Integrated Games

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

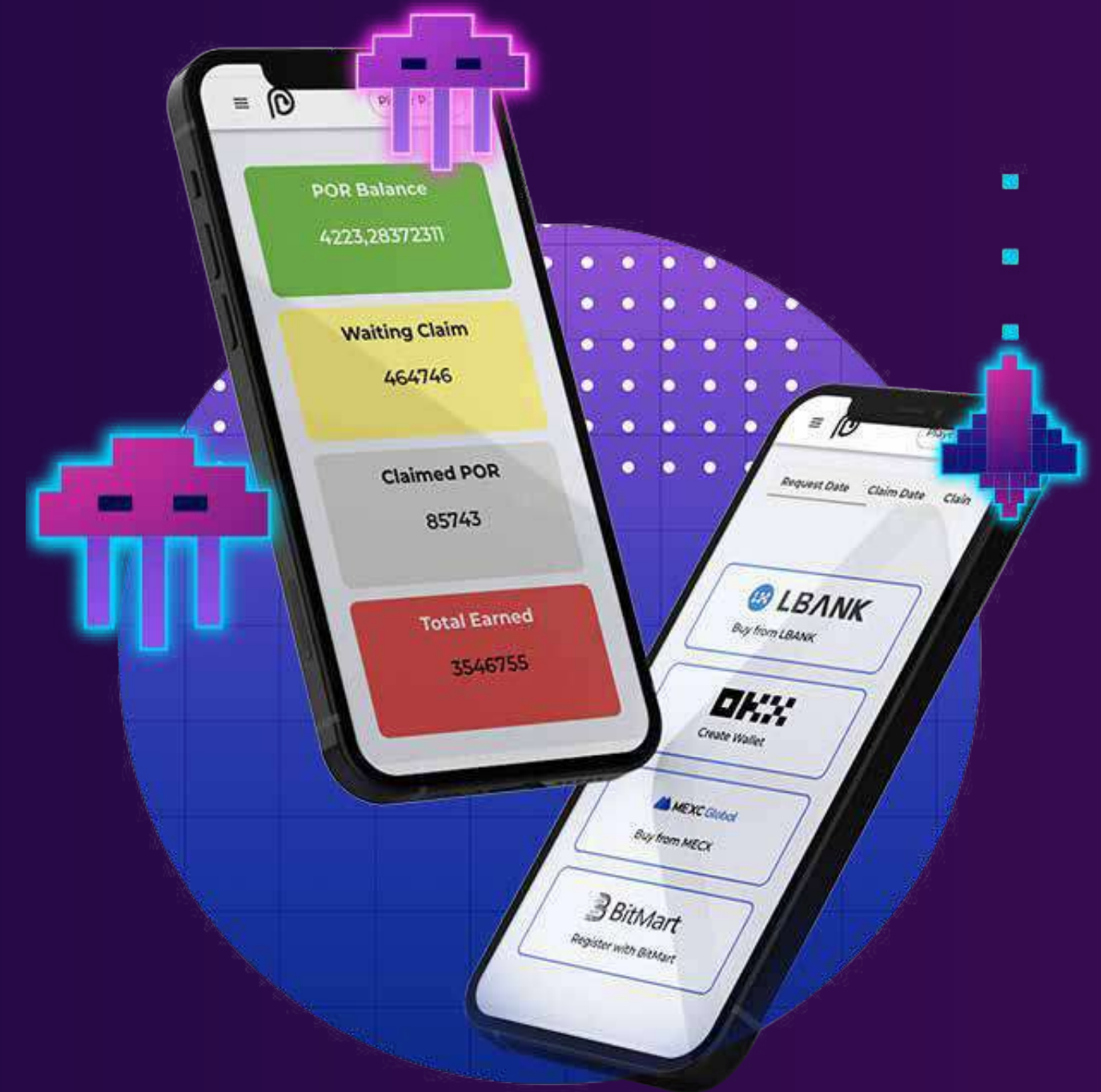
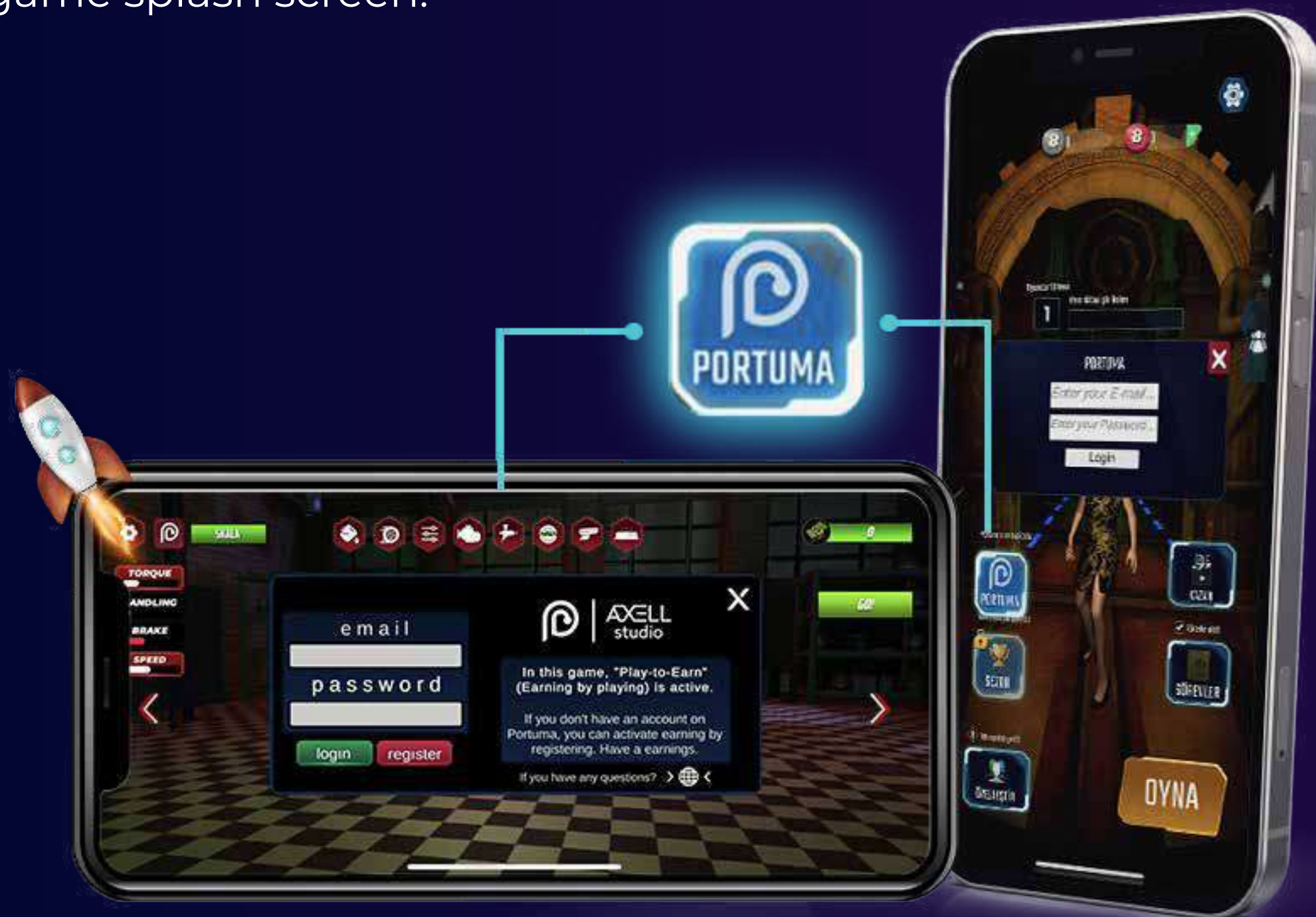




# PORTOKEN EARNING PROCESS

**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.



**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.



# HOW TO BUY PANCAKESWAP

## Download MetaMask or use an existing wallet.

Go to [metamask.io](https://metamask.io) and download their wallet to your phone or chrome/firefox browser.

## Go to PancakeSwap([pancake.swap](https://pancake.swap)).

PancakeSwap is where you'll be performing the swap of your current tokens to portoken.

## Get to trade screen.

Click "Connect" in the top right corner of the screen and then go to "Trade" in the left sidebar

## Select the Por mobile token.

Click on the "Select a Currency" button, and enter the portoken token contract:

**0x9000cac49c3841926baac5b2e13c87d43e51b6a4**





# EXCHANGES THAT YOU CAN BUY PORTOKEN



\*Only affiliate is active

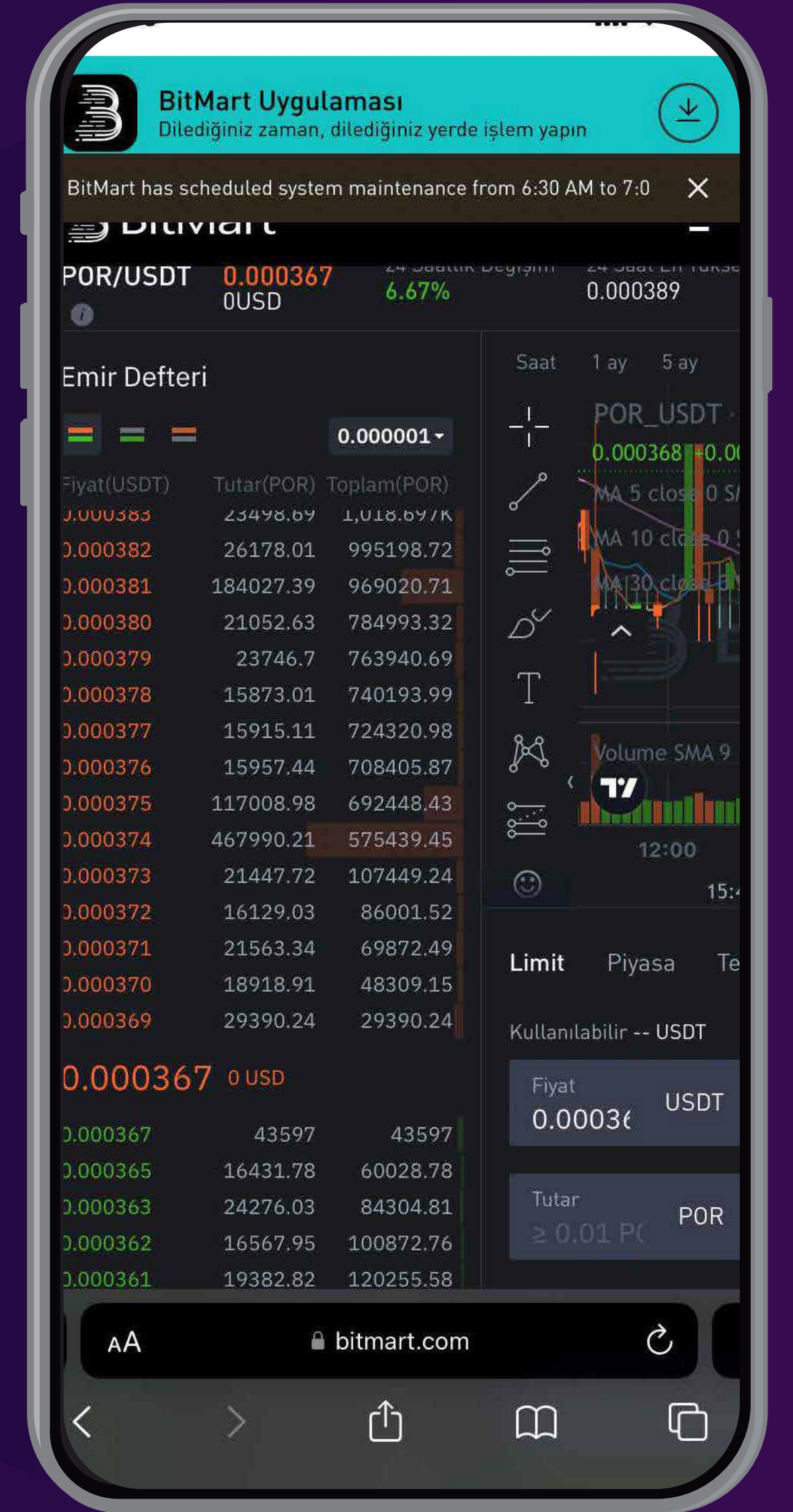


\*Only affiliate is active

\*Only affiliate is active

You can choose different exchanges to buy Portoken!

Details of purchasing processes are on the Portoken website!



# 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.





# 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.



# POR TEAM



CEO  
**EMRAH ÜNAL**



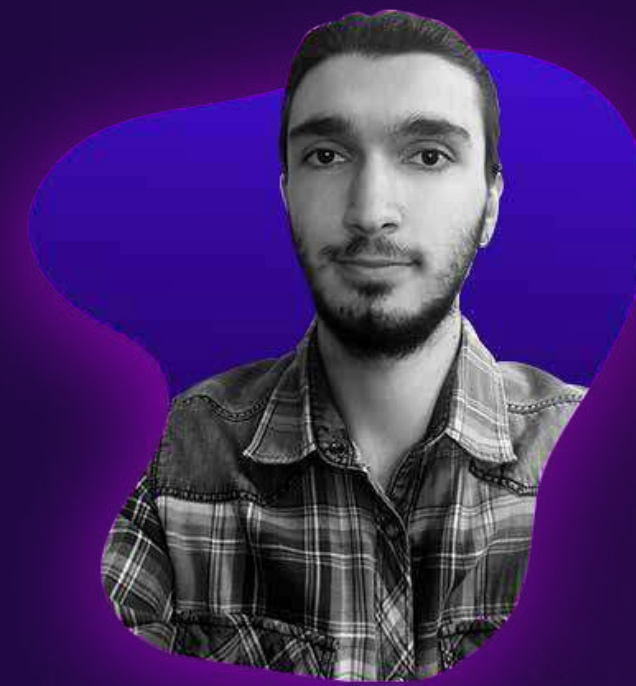
Financial Managing Partner  
**BURÇİN OKUR**



Publisher Growth Director of  
Portuma  
**DİDEM İSKEÇELİ**



Senior Art Director  
**CEREN ALTINTAŞ**



Portuma Software Developer  
**BERKER TOPALOĞLU**



Portuma Software Developer  
**FATİH SEVİMLİ**



# PARTNERS

AXELL  
studio

ADJUST

E-Planning

loopMe

game factory

CERTIK

Gate.io

PubMatic

ADSYIELD

BitMart

RISE  
ONLINE

OXO  
GAMES

Happy Crab  
Game Studio

XT LABS

LBANK

OpenX

yahoo!

EDNEvolve

YULA

JOYGAME

destex  
Digital

OKX

MGmedia

STRÖER

ADMIXER  
ADVERTISING TECHNOLOGIES

MEXC Global

AdMatic  
www.admatic.com.tr

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ECOSYSTEM

Virtual Tourist

Bitget

# MEMBERSHIP

Google for Startups

iab.<sup>TR</sup>

ÖYUNDER



iab.europe







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# THE REVOLUTIONARY ECOSYSTEM OF IN-GAME ADVERTISING

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