

Our mission is to become a reference platform for authors and publishers of original and high quality contents, offering services aimed at their attribution, protection and monetization.

Taking advantage of the new technological paradigm it is possible to make content lifecycle management fairer and more transparent, formalising and certifying

the relationship between author and Publisher.

FidelityHouse is the first Publisher to choose this innovative approach, that takes advantage of the blockchain technology, as the basis of the editorial project, making it at the same time accessible to independent authors and third-party publishers through the services offered by FidelityHouse Chain.

Milestone

- 2011** - FidelityHouse project is born
- 2011** - Best Web Innovation **Ika Award** for FidelityHouse
- 2014** - New **headquarters**
- 2016** - Success Story by **Facebook for Business**
- 2017** - Enabling **Google AdExchange** for programmatic adv
- 2018** - **Financial Times** 1000 Europe's fastest growing Companies
- 2018** - **OPE** (Open Public Equity): Hard Cap oversubscribed in just 24 hours

Advantages of our User-Generated Content models

Content monetization

Problem: Lack of clarity on real earnings
Our solution: Transparency of monetization via "Proof of revenue"

Contents published by authors

Problem: Platform property
Our solution: Owned by user and licensed to the platform

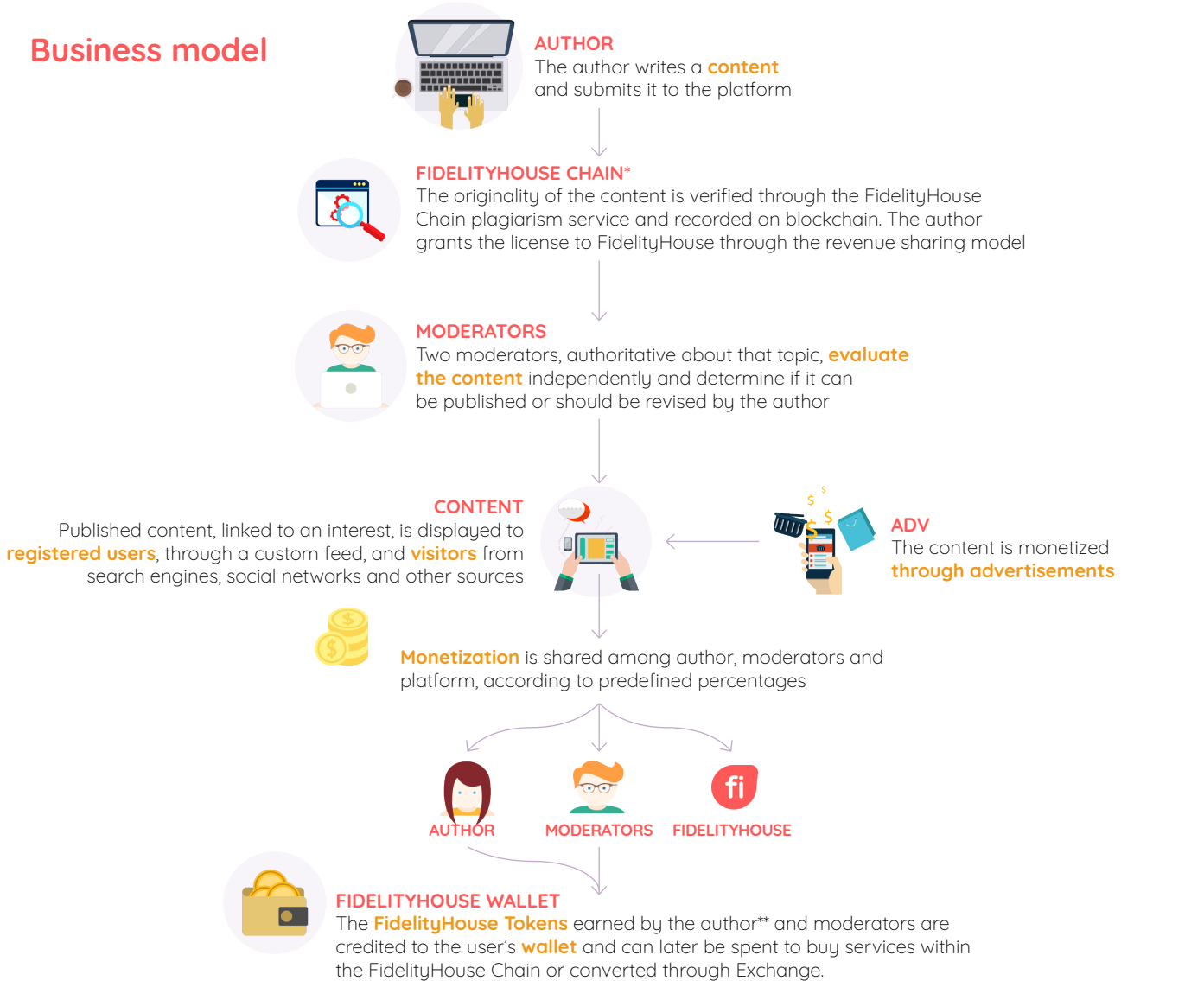
Revenue share with users

Problem: Unclear earnings identification mechanisms
Our solution: Identification of each adv space real monetization

Payments to users

Problem: Arbitrary and with high minimum thresholds
Our solution: Provided by smart contract and with user-configurable thresholds

Business model



*FidelityHouse Chain services are only offered on the international platform.

**In the Italian version of FidelityHouse, users receive a reward in FI points, which can be used to claim gifts available in Fidelity Gift catalogue.

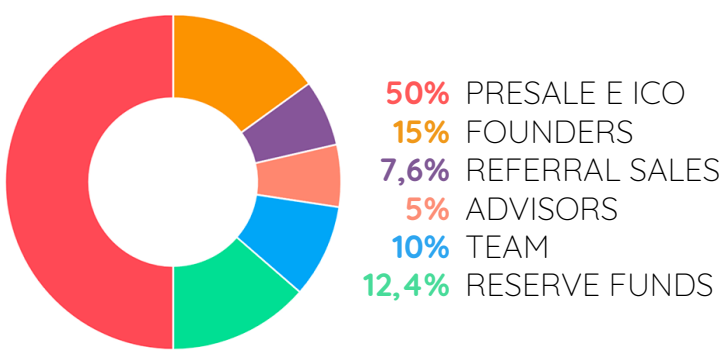
Strengths

- User centric:** "Transparency by design" and "user centric" product philosophy
- Content authorship:** the ownership of contents on the platform will be certified by a timestamp and a dedicated license
- Quality authors:** Capability to attract authors with high topic expertise, defined by advanced algorithms, through strategies and investments in marketing and acquisition
- Advanced technology:** Advanced learning/recom-

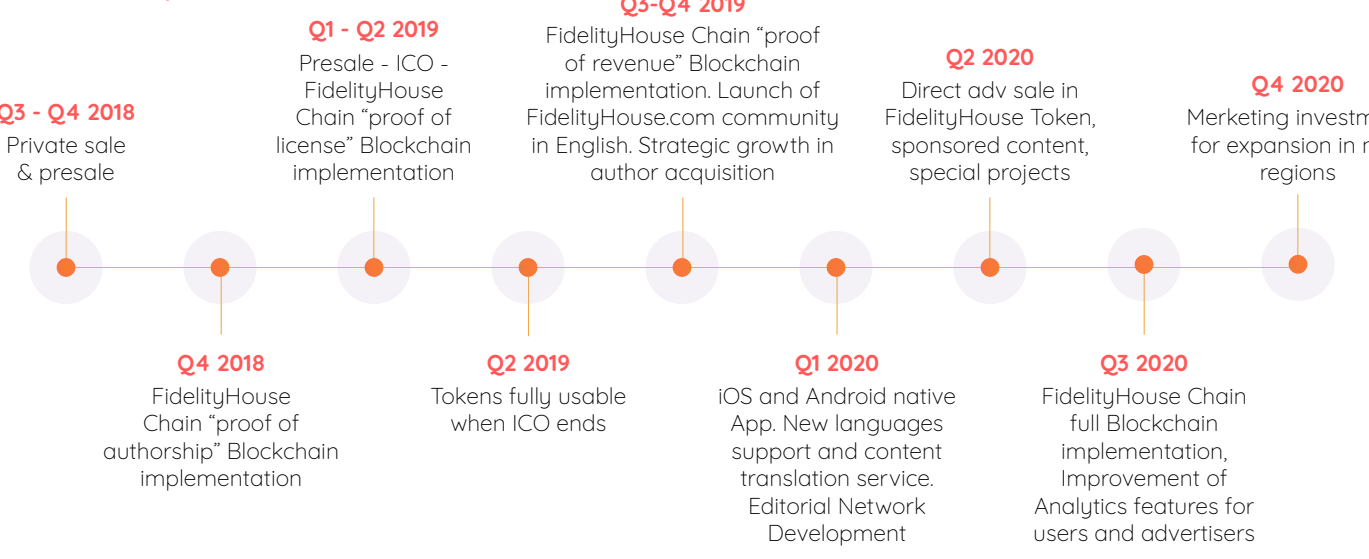
- mendation system technologies which brings new readers suitable for the relevant authors
- Quality content:** Advanced anti-plagiarism technology implementation and quick moderation process
- Transparency:** Transparency in the monetization of each space and adv revenues
- Header bidding:** Maximizing monetization through the use of header bidding advanced technologies
- Business strategy:** Sustainable business model tested in the "real world"

Token sale and distribution

- Name:** FidelityHouse Token (FIH)
- Initial value:** 1 FIH = 0,0004 ETH
- Soft Cap:** 50.000.000 FIH
- Hard Cap:** 500.000.000 FIH
- Token Supply Cap:** 1.000.000.000 FIH
- PRESALE** 14/12/2018 - 20/02/2019: +27%
- ICO WEEKS 1-3** 21/02/2019 - 13/03/2019: +15%
- ICO WEEKS 4-5** 13/03/2019 - 27/03/2019: +10%
- ICO WEEKS 6-7** 27/03/2019 - 13/04/2019: +5%



Roadmap



Founders

- Francesco Fasanaro**
- Alessandro Benini**
- Alessandro Bellato**

Advisors

- Vladimir Nikitin**
- Simon Cocking**
- Nikolay Shkilev**
- Francesco Nazari Fusetti**
- Alvise Saccomani**
- Marco Valenti**
- Sebastiano Cappa**
- Giovanni Casagrande**
- Giacomo Arcaro**