



HENA Platform

Transforming Advertising with Mobile Blockchain Ecosystem

Blockchain in the palm of your hand

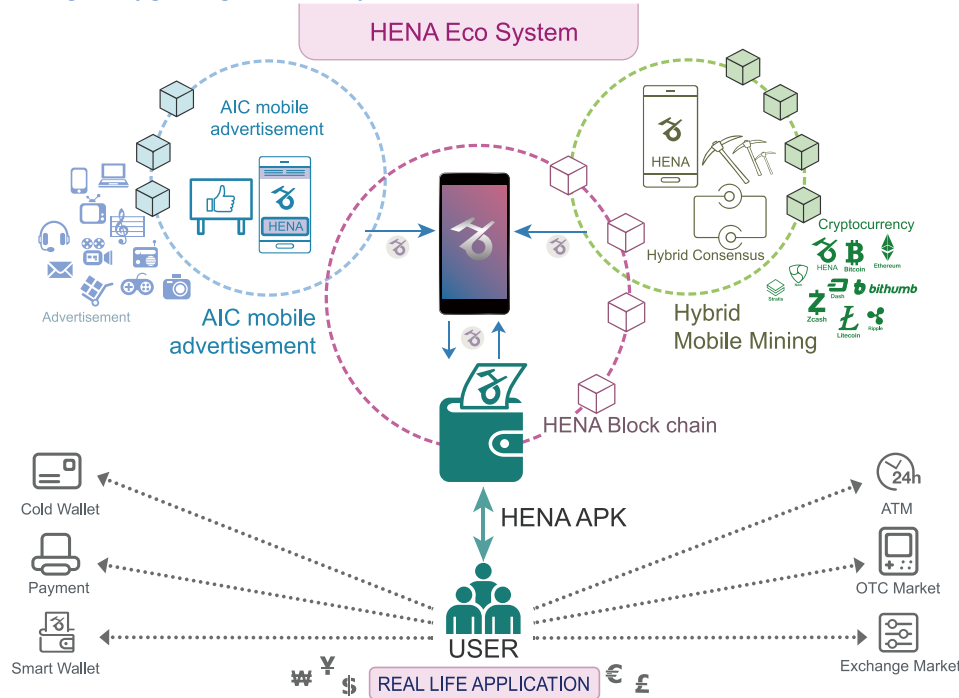


HENA Platform Eco System

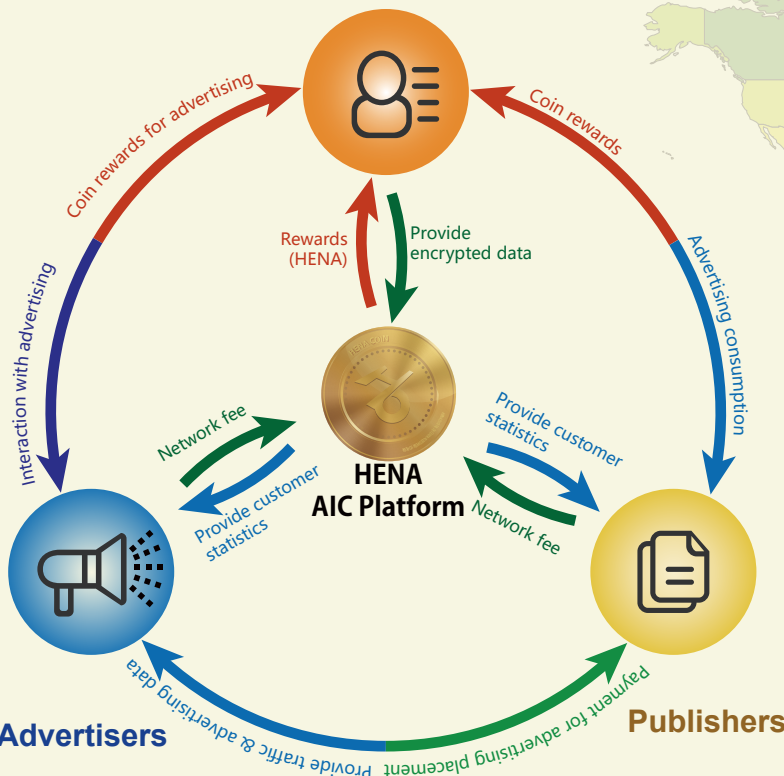
HENA seeks to embody a **true mobile ecosystem** that encompasses the advertising market and the cryptocurrency ecosystem as a platform of unique technology. In order to prove this, HENA will implement mobile mining, exchange, OTC market, smart wallet, cold wallet, payment, and ATM device to realize true mobile advertisement without distortion by forming advertisement ecosystem. HENA Coin is aiming to be **the leader of globally growing mobile ecosystem**.

Business Model

As a mobile advertising platform, HENA is a platform where advertisers, developers, media, and users benefit equally. Coins can be obtained as rewards for viewing ads while using mobile phones, such as game play, web surfing, and web toon viewing. Coins can also be acquired through mobile mining developed with HENA's unique technology. These acquired coins form a structure in which payment services and virtuous cycle of advertising costs from advertisers



USER



HENA AIC Platform

HENA enables advertisers, developers, content providers, and others to leverage the AIC platform. AIC provides mobile ad, fair marketplace in content market. The HENA AIC platform, with user choice, block-chain-proven ad distribution, fraud detection technology, rational enforcement of advertising costs, differentiated ad reports, and AI statistics, Will form a new ecosystem in the mobile advertising market.



Grant User Selection

HENA allows Users to have the right to select the ads they want to watch and the level of personal information they want to provide.



Improving the effectiveness of advertising

Advertisers can precisely analyze and allocate budgets for advertising effectiveness by specifying the scope of aggregating customer information. The HENA advertising solution is validated with blockchain technology, so you are free from attacks such as fake clicks, fake sites, and bots, and you can accumulate advertising Bigdata with the transparency and reliability provided by block-chain technology.



Publishers fair compensation

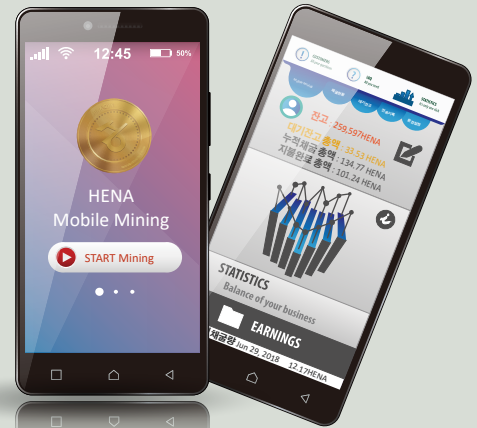
HENA helps advertisers, users, and Publishers generate more revenue by providing fair advertising revenue. Publishers can distribute high-yielding ads, build Bigdata based on data accumulated in a block chain, and generate transparent statistical reports based on this distribution.



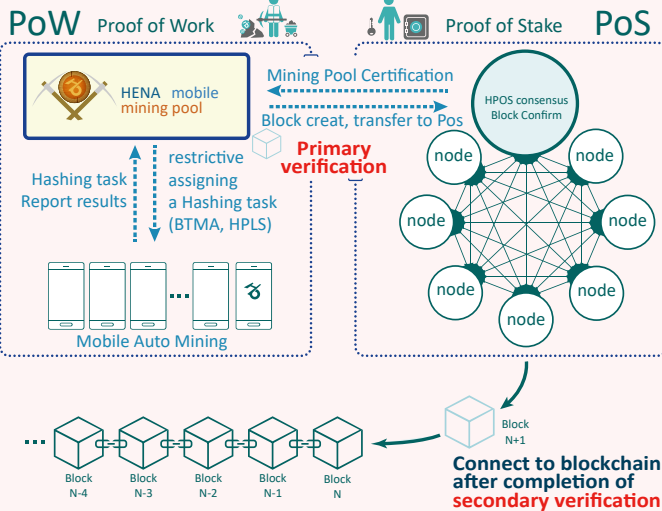
HENA Mobile Mining

Experience true Hybrid Mining with HENA's proprietary algorithm! It is an **innovative model that overcomes the limitation of existing mobile mining.**

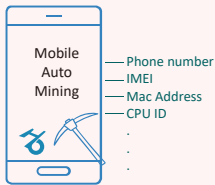
- Hybrid structure Lightweight model of Proof of work (hpow) + Proof of stake (hpos)
- Real HPOW mining that minimizes the usage of resource on mobile devices (within 5%)
- Minimize mobile data usage when participating in HPOW mining
- Authentication of mobile device when accessing HENA POOL (Blocking ASIC equipment)



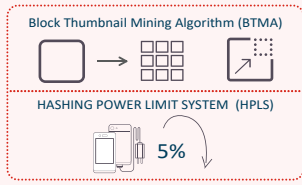
HENA Hybrid Consensus



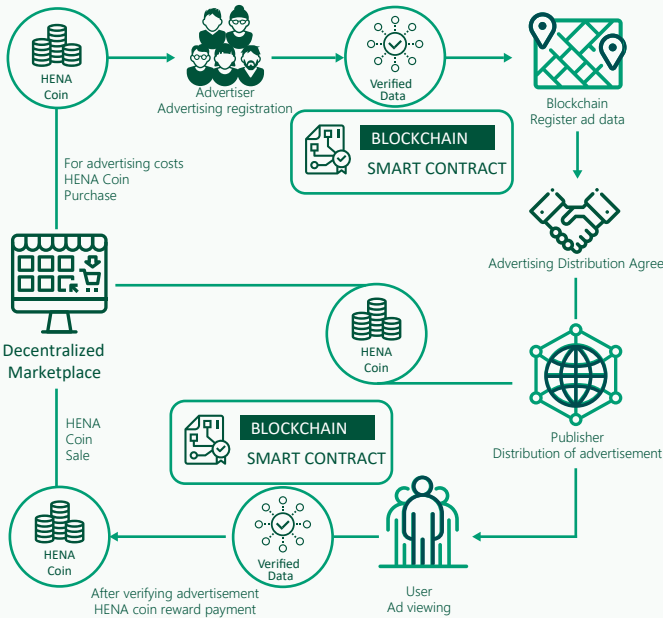
Mobile Auto Mining



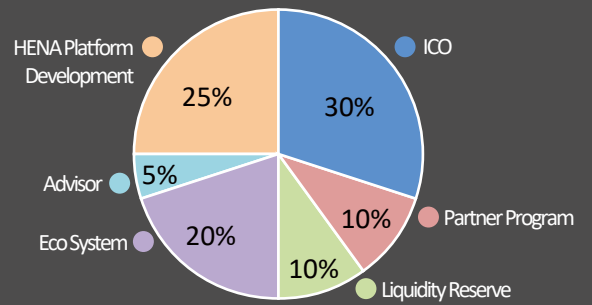
Mobile Mining algorithm



How it Works

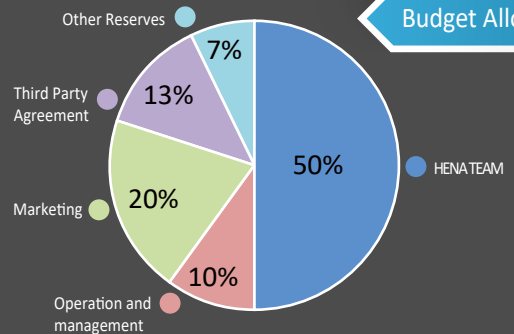


Token Distribution



Ticker Symbol : HENA Standard: NRC20
 Maximum Number of HENA Generated : 1,000,000,000 HENA
 Of Which Crowdfunding Participants: 300,000,000 HENA
 Of Which HENA Team and Marketing: 250,000,000 HENA

Budget Allocation



Transaction 2 to 4 weeks after the end of the crowdfunding period. More information about token transfer will be posted on the HENA website



Proof of Work



Proof of Stake