



EarnUp Token

EUT Whitepaper 2025



Confidential - Version 2.0

Contents

Introduction.....	1
What is EarnUp ?	1
Why EarnUp?.....	2
User Journey on EarnUp.....	3
Key Benefits of EarnUp for Advertisers	3
Authentic and Measurable Interaction	3
Enhanced Brand Recognition	3
Flexible Campaign Models.....	3
Executive Summary	4
Our Mission	6
EarnUp Token (EUT)	6
User Benefits	7
Reward-Based Ads (Polygon EUT):	8
Exclusive Lotteries (Solana EUT):.....	8
• Advertiser Benefits	8
Reward-Based Ads (Polygon):.....	8
Lottery-Based Ads (Solana):	8
Lucky Maker Campaigns:	8
A Transparent, User-Centric Ecosystem.....	8
Conclusion	8
Technical Overview.....	11
Smart Contract Addresses	11
Polygon (Launched):	11
Solana (Created – Pre-Launch):	11
Blockchain Integration: Polygon 2.0 & Solana.....	11
Polygon 2.0 (Launched):	11
Solana (Pre-Launch):.....	12
The Role of EarnUp Token (EUT)	14
Polygon EUT:.....	14
Solana EUT:	14
Key Technical Aspects of EUT	14
• Token Standards:	14
Smart Contracts:	14

Incentive Mechanism:	14
Security Measures	15
Tokenomics.....	17
User Rewards.....	17
Advertiser Payments	17
Premium Services & Features.....	17
Community Growth & Lucky Maker	17
Reward Balance	18
Token Allocation and Utility	18
Token Release Strategy	18
• Notes:	20
Token Allocation and Utility (Solana Network)	22
Token Integrity & Minting Policy.....	25
• Polygon Network (EUT)	25
• Solana Network (EUT-S).....	25
Token Circulation & Platform Utility Flow	26
• Rewards & User Incentives	26
Mechanisms for Value & Stability	26
• 1. Controlled Release Based on Platform Activity	26
• 2. Real-World Token Utility	27
• 3. Sustainable Platform Development.....	27
• 4. Cross-Network Synergy	27
EUT Token Use Case Summary	29
EUT Incentive and Demand Cycle.....	31
• EUT (Polygon Network) – Utility and Core Platform Demand.....	31
• EUT-S (Solana Network) – Expansion and Reward Demand	31
Community Rewards and Lotteries:	31
Fundraising and Platform Growth:	32
Token Utility Summary	32
• EUT (Polygon Network) – Core Utility Token	32
• EUT-S (Solana Network) – Expansion & Reward Token.....	32
Conclusion	33
EarnUp in Action.....	34
• Reward-Based Advertising & Utility Integration	34

• Reward-Based Advertising.....	34
• Lottery-Style Ads	34
• High-Visibility Ad Spaces.....	35
• Token-Based Payments with Discounts.....	35
• User & Advertiser Dashboard.....	35
Use Cases	35
• For Users Looking to Earn.....	35
• For Advertisers Seeking Effective Outreach	36
• For Businesses Seeking Targeted Exposure.....	36
Earning Opportunities on the EarnUp Platform.....	39
Conclusion	40
Persistent Advertisements & Lasting Brand Engagement.....	42
Market & Competitor Analysis	42
Blockchain’s Role in Advertising	43
Comparative Analysis	43
Unique Positioning of EarnUp	44
Growth Potential	45
Roadmap.....	47
Phase 1: Foundation and Development	47
Phase 2: Token Launch and Registration.....	47
Phase 3: User Growth and Ad Deployment.....	47
Phase 4: Evaluation and Global Expansion.....	48
EUT-S (Solana) Roadmap	48
• Phase 1 – Awareness & Technical Preparation (Q4 2025)	48
• Phase 2 – Presale Preparation & Community Growth (Q1 2026)	49
• Phase 3 – Public Presale & Ecosystem Funding (Q2 2026).....	49
• Phase 4 – Listing & Platform Activation (Q3 2026)	49
• Phase 5 – Ecosystem Growth & Long-Term Sustainability (Q4 2026 and Beyond).....	50
Team.....	52
Legal and Compliance.....	52
Advisory and Governance.....	52
Legal Considerations.....	52
Regulatory Compliance.....	53
Token Legality and Use.....	53

Data Privacy and Security	53
Transaction monitoring	54
• Intellectual Property Rights	54
• Jurisdiction and Governing Law	54
Risks and Disclaimers	54
• Overview of Financial Interactions	54
Accepted Payment Methods	55
• USDT (Tether)	55
• EarnUp Token (EUT)	55
Authorized Transaction Channels	55
• Commitment to Transaction Security	55
• For Advertisers on EarnUp	56
Content Submission Guidelines	58
Winner Information for Prize Draws	59
Privacy and Data Protection	59
• Advertisements and Content Restrictions	60
Prohibited Advertising Categories	60
Prohibited Advertising Content	61
Additional Content Restrictions	62
Conclusion	64
Market Risk Disclaimer	66
Contact Information	68
Smart Contract Addresses	70

What is EarnUp?



Introduction

In the rapidly evolving world of digital advertising, businesses are constantly searching for innovative ways to capture attention, engage audiences, and drive meaningful conversions. However, traditional advertising methods often fall short, with limited engagement and rising costs.

EarnUp introduces a dual-token model powered by blockchain technology, designed to transform the advertising ecosystem for both crypto and non-crypto markets. By integrating Polygon and Solana, EarnUp delivers a transparent, decentralized, and rewarding platform:

Polygon supports crypto-related advertising with efficient reward distribution and low fees.

Solana enables lotteries and premium incentives for non-crypto campaigns with ultra-fast and cost-effective transactions.

Together, these innovations create a next-generation ecosystem that rewards users fairly while offering advertisers a reliable and engaging channel.

What is EarnUp ?

EarnUp is a next-generation digital advertising platform designed to benefit both advertisers and users. Unlike conventional platforms where ad revenue is controlled by centralized entities, EarnUp leverages blockchain to create a fair, transparent, and rewarding ad environment.

At the heart of EarnUp's ecosystem is the dual-token model, powered by the EarnUp Token (EUT) on both Polygon and Solana networks:

Polygon EUT facilitates crypto-related advertising, allowing users to earn points that can be converted into tokens for liquidity and ongoing engagement.

Solana EUT powers lotteries, premium rewards, and non-crypto campaigns, delivering ultra-fast and low-cost incentives for broader audiences.

This dual system ensures that every interaction adds measurable value: advertisers gain access to a cost-effective and highly engaged audience, while users benefit from tangible rewards, exclusive lotteries, and bonus incentives. By aligning incentives across both markets, EarnUp builds a dynamic ecosystem where every view counts and every participant wins.

Our vision at EarnUp is to democratize digital advertising by creating a dual-token, user-centric platform where every click, view, and interaction carries real value. We aim to build a global community where:

Users are rewarded fairly through both Polygon EUT for direct engagement and Solana EUT for premium lottery opportunities.

Advertisers benefit from transparent, efficient ad spend with flexible pricing models and blockchain-based accountability.

By eliminating intermediaries and decentralizing ad management, EarnUp empowers the true stakeholders—users and advertisers. With a strong commitment to transparency, trust, and innovation, we are designing an environment where both sides maximize value.

We believe that digital advertising should be a win-win system: a place where users enjoy real incentives and advertisers achieve measurable impact. Through our unique combination of reward-based and lottery-based models, EarnUp is here to transform that vision into reality.

Why EarnUp?

EarnUp is more than just an advertising platform—it delivers a comprehensive and rewarding experience for both users and advertisers, built on a dual-token ecosystem.

Earn Points and Engage with Ads

Users earn points by watching ads and confirming engagement. These points serve as an internal value layer that can either:

Be converted into EUT on Polygon for liquidity and everyday rewards.

Be used to enter lotteries, where prizes are distributed in EUT on Solana.

Access to Diverse Opportunities

With crypto and non-crypto campaigns hosted on EarnUp, users can explore new projects, products, and services. Crypto ads reward users with redeemable points, while non-crypto ads open access to lottery-based incentives.

Supporting Emerging Projects (Lucky Maker)

Beyond advertising, EarnUp contributes to the growth of new initiatives through Lucky Maker, a feature designed to support projects and activities that need additional visibility or resources. By connecting them with engaged audiences through gamified campaigns, EarnUp empowers innovation while providing users with unique reward opportunities.

Lasting Brand Exposure

Brands gain memorable exposure through EarnUp. Even if users don't purchase immediately, campaigns build awareness and trust that convert into long-term brand loyalty.

User Journey on EarnUp

Browse & View Ads – Users browse crypto ads, earn points, and either convert them into Polygon EUT or save them for lottery entries.

Participate in Lotteries – By spending points, users join prize draws with rewards distributed in Solana EUT. Premium subscribers gain full access to all draws, while standard users enjoy limited participation.

Redeem Points into Tokens – Instead of redeeming directly into USDT, users convert their points into Polygon EUT, which they can hold, trade, or exchange for USDT on supported markets. This strengthens EUT's role as the core token of the ecosystem.

Key Benefits of EarnUp for Advertisers

EarnUp provides advertisers with a transparent, blockchain-powered platform that drives measurable engagement and lasting brand impact:

Authentic and Measurable Interaction

Thanks to EarnUp's reward-based structure, advertisers gain access to genuine user engagement. Every view and interaction is verified on-chain, ensuring that audiences are not passively scrolling but actively engaging.

Enhanced Brand Recognition

Campaigns on EarnUp help brands build lasting visibility and trust. Whether through reward-based ads, lottery-driven incentives, or Lucky Maker campaigns that spotlight emerging initiatives, advertisers achieve memorable exposure that influences long-term customer decisions.

Flexible Campaign Models

EarnUp offers a range of advertising solutions powered by its dual-token ecosystem:

Reward-based ads (driven by Polygon EUT, ensuring liquidity and steady engagement).

Lottery campaigns (powered by Solana EUT, creating excitement and premium rewards).

Prime placements on high-visibility pages for maximum reach.

This versatility enables advertisers to choose the model that best fits their budget, target audience, and campaign objectives.

Executive Summary

EarnUp is redefining digital advertising with a dual-token ecosystem that ensures every interaction carries measurable value. By integrating blockchain technology with innovative advertising models, EarnUp creates a platform where:

Users earn genuine rewards through two distinct pathways: Polygon EUT for direct, liquid rewards and Solana EUT for premium lottery-based incentives.

Advertisers gain transparent, verifiable engagement with audiences, supported by flexible campaign models including reward-based ads, lotteries, and Lucky Maker initiatives.

This unique structure combines transparency, user empowerment, and effective advertising to build a win-win environment where participation drives both personal rewards and the growth of emerging projects. With EarnUp, every click counts, and every view creates value.



Polygon

Reward-Based Ads + Liquidity

Solana

Lotteries, Premium
Rewards + Speed



Our Mission

The mission of EarnUp is to democratize digital advertising through a dual-token, user-first ecosystem that rewards participation and empowers advertisers. Our goal is to:

Provide users with fair, transparent, and meaningful rewards for their engagement, whether through Polygon EUT for liquid earnings or Solana EUT for premium lottery experiences.

Offer advertisers a cost-efficient, blockchain-verified way to connect directly with their target audiences, free from unnecessary intermediaries.

By aligning incentives across both sides, EarnUp fosters a transparent ecosystem where every click has value, every ad creates opportunity, and every participant benefits.

EarnUp Token (EUT)

At the core of EarnUp's ecosystem is the EarnUp Token (EUT), a dual-network utility token deployed on both Polygon and Solana. Each network version of EUT serves a specific purpose in driving engagement, ensuring liquidity, and expanding EarnUp's reach:

EUT on Polygon – Facilitates reward-based advertising campaigns, enabling users to earn points that can be redeemed into Polygon EUT. This creates steady liquidity, supports direct conversions into USDT, and makes EUT an accessible reward token for everyday platform activity.

EUT on Solana – Powers lottery-based incentives, premium features, and gamified campaigns such as Lucky Maker. With Solana's speed and low fees, users experience seamless participation in prize draws and exclusive events, while projects gain visibility through community-driven lotteries.

By integrating these two layers, EarnUp creates a balanced and dynamic ecosystem: advertisers strengthen demand by using EUT for campaigns, users gain meaningful and flexible rewards, and both networks work together to reinforce long-term token value.



Polygon



Solana

User Benefits

EarnUp provides users with a rewarding, blockchain-powered platform that turns engagement into value:

Reward-Based Ads (Polygon EUT): Users earn points by viewing ads, which can be redeemed into Polygon EUT and later traded or converted to USDT. This creates direct, liquid rewards for everyday participation.

Exclusive Lotteries (Solana EUT): Users can spend points to join prize draws, with rewards distributed in Solana EUT. Premium members enjoy full lottery access, while standard users participate with some limitations.

Discover Products & Services: With diverse campaigns (crypto and non-crypto), users not only earn but also discover products, services, and projects that align with their interests.

- Advertiser Benefits

EarnUp offers advertisers powerful tools and flexible campaign models to connect with engaged audiences:

Reward-Based Ads (Polygon): Encourage genuine interaction and measurable ROI.

High-Visibility Placements: Prime page spots maximize brand recognition and recall.

Lottery-Based Ads (Solana): Create excitement and exclusivity, boosting participation and brand visibility.

Lucky Maker Campaigns: Help emerging projects and initiatives gain visibility and community support through gamified promotion.

A Transparent, User-Centric Ecosystem

Backed by blockchain, every engagement and transaction on EarnUp is verifiable, secure, and transparent. This ensures trust for users, accountability for advertisers, and a fair environment for all. By continuously enhancing the platform and evolving with user needs, EarnUp sustains long-term growth and builds a balanced ecosystem where every click creates measurable value.

Conclusion

EarnUp is more than just an advertising platform—it represents a new era of digital advertising powered by blockchain and a dual-token economy. By joining EarnUp, both users and advertisers become part of a pioneering ecosystem where:

Users earn tangible rewards, from liquid earnings in Polygon EUT to premium lottery incentives in Solana EUT.

Advertisers connect directly with engaged audiences through transparent, blockchain-verified campaigns that maximize impact.

Communities and new projects benefit from initiatives like Lucky Maker, turning advertising into a tool for growth and innovation.

EarnUp is building more than a platform—it is shaping a transparent, user-driven digital economy where every click matters, every interaction builds trust, and every participant contributes to sustainable growth.

Polygon

Solana

Liquidity and
crypto advertising

Lotteries, premium
and fast engagement



Technical Overview

EarnUp leverages advanced blockchain technology to deliver a secure, transparent, and efficient platform for digital advertising. Every user interaction—whether viewing an ad, entering a lottery, or making a transaction—is recorded and verifiable on-chain. By operating on a decentralized framework, EarnUp guarantees transparency, security, and efficiency in both user rewards and advertiser campaigns.

Smart Contract Addresses

Polygon (Launched):

Contract Address: 0xA0716050A63B691085070a34481F7a130342Fb24

Verified on Polygonscan and fully compliant with the ERC-20 standard. This version powers reward-based ads and provides users with liquid, tradable EUT that can be exchanged for USDT or other assets.

Solana (Created – Pre-Launch):

Contract Address: NQqLSwNuQXgNGXz8BWYMWoBxZxbrBLhKxahpo7gebWj

Viewable on Solscan. This version is designed to support lotteries, premium rewards, and community-driven campaigns (e.g., Lucky Maker). The Solana EUT contract is deployed but will be officially launched with liquidity provision during the next project phase.

By integrating both networks, EarnUp ensures scalability, flexibility, and dual-token functionality—providing liquidity through Polygon and high-speed gamified engagement through Solana.

Blockchain Integration: Polygon 2.0 & Solana

EarnUp leverages a dual-chain strategy by integrating both Polygon 2.0 and Solana, combining scalability, liquidity, and speed to power a robust digital advertising ecosystem.

Polygon 2.0 (Launched):

Polygon 2.0 was chosen for its scalability, low fees, and Ethereum compatibility. It provides the backbone for reward-based ads, allowing users to redeem points into Polygon EUT and maintain liquidity through direct conversions into USDT.

Scalability & Modular Architecture: High throughput without sacrificing decentralization.

Ethereum Compatibility: Access to Ethereum's tools and DApps with lower fees and faster speeds.

Enhanced Security: A decentralized validator set and Proof-of-Stake model safeguard transactions.

Solana (Pre-Launch):

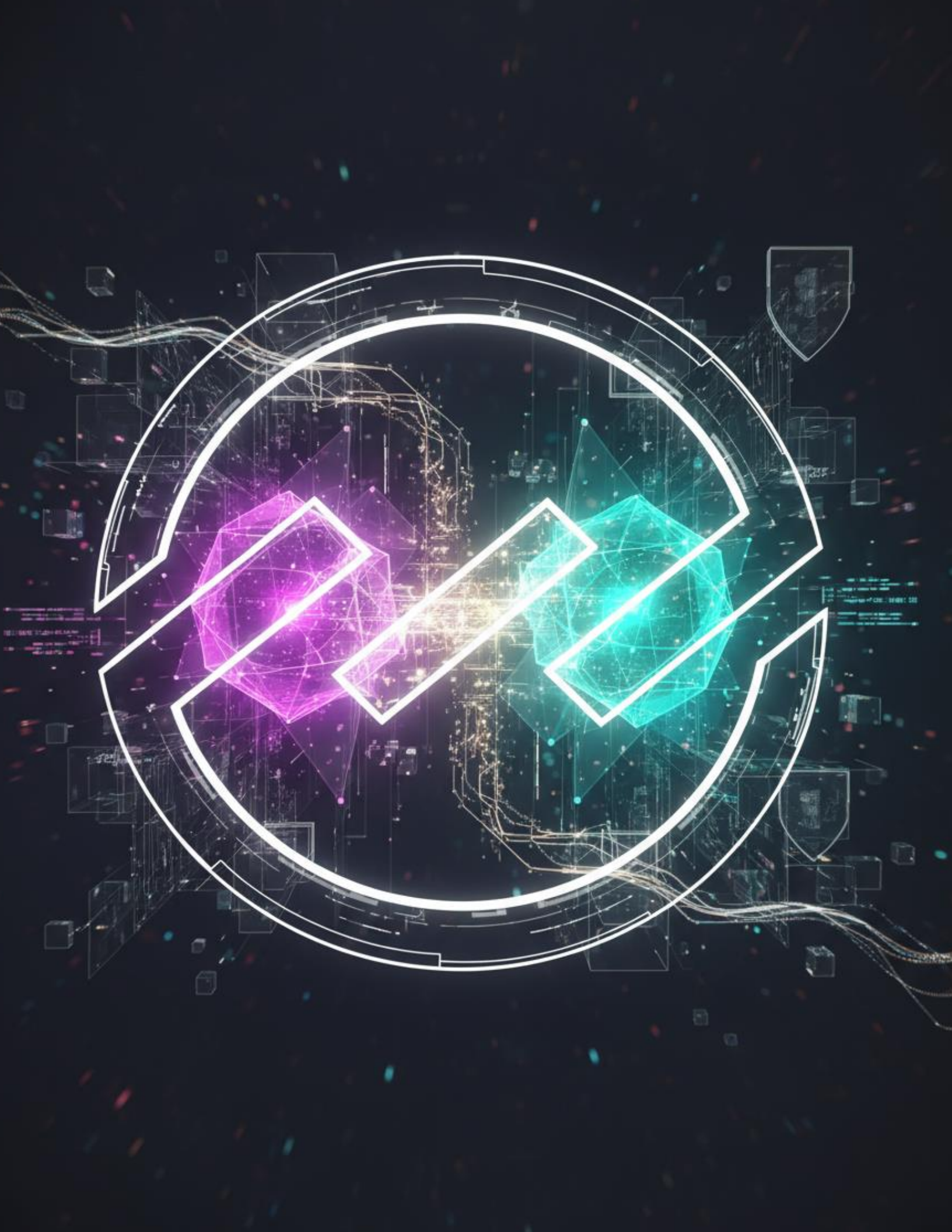
Solana is integrated to support lottery-based ads, premium rewards, and gamified campaigns like Lucky Maker. Known for its ultra-low fees and lightning-fast transactions, Solana ensures a seamless user experience for high-frequency prize draws.

High-Speed Transactions: Handles thousands of interactions per second, essential for lotteries.

Cost Efficiency: Near-zero fees make it accessible for large-scale community campaigns.

Ecosystem Growth: Designed to expand EarnUp's reach into communities seeking gamified, reward-driven advertising.

By combining Polygon's liquidity and Ethereum compatibility with Solana's speed and low-cost engagement, EarnUp ensures a scalable, user-friendly, and future-ready ecosystem.



The Role of EarnUp Token (EUT)

The EarnUp Token (EUT) is the essential utility token that powers the platform through a dual-network model on both Polygon and Solana. Each version of EUT plays a distinct but complementary role in ensuring a balanced and sustainable ecosystem:

Polygon EUT: Used for reward-based ads, premium ad payments, and user redemptions. Points earned by users are converted into Polygon EUT, providing liquidity and enabling direct conversions into USDT or other tradable assets. This ensures a constant flow of value for both users and advertisers.

Solana EUT: Designed for lottery participation, premium rewards, and gamified campaigns such as Lucky Maker. Solana's speed and low fees make it ideal for high-frequency prize draws, creating excitement and deeper community engagement.

By embedding both Polygon and Solana EUT into the platform's core activities, EarnUp fosters a self-sustaining demand cycle: advertisers strengthen demand by using EUT for campaigns, users gain meaningful rewards and incentives, and the entire ecosystem grows stronger with every interaction.

Key Technical Aspects of EUT

- Token Standards:

Polygon EUT – An ERC-20 token deployed on Polygon 2.0, fully compatible with major digital wallets like MetaMask and Trust Wallet.

Solana EUT – An SPL token created on the Solana network, designed for speed, scalability, and ultra-low transaction fees.

Smart Contracts:

Secure and transparent smart contracts govern all EUT transactions, eliminating intermediaries and ensuring efficiency, reliability, and verifiability. Polygon contracts manage reward-based ads and premium payments, while Solana contracts power lotteries and community-driven campaigns.

Incentive Mechanism:

EUT's dual-token model is designed to maximize engagement and create sustainable demand:

Advertisers purchase and use Polygon EUT for reward-driven ad placements.

Users spend points to join lotteries and receive rewards in Solana EUT. This balanced approach creates continuous token circulation, ensuring both liquidity and long-term ecosystem growth.

Security Measures

EarnUp prioritizes security by implementing a multi-layered architecture that protects user assets, transaction integrity, and data privacy across both Polygon 2.0 and Solana networks.

Smart Contract Audits: All smart contracts on both Polygon (ERC-20) and Solana (SPL) undergo independent audits to ensure reliability, security, and compliance with industry standards.

Data Privacy & Encryption: User data and transactions are encrypted with advanced protocols, ensuring the highest levels of security and privacy.

Anti-Fraud Systems: EarnUp applies machine learning and on-chain verification to detect fraudulent activities and prevent manipulation of ad views, lotteries, or transactions.

Decentralization & Transparency:

On Polygon, all reward-based ad transactions and premium payments are permanently recorded, ensuring accountability.

On Solana, all lottery entries and prize distributions are immutably logged, guaranteeing fairness.

Immutable Records: Every interaction across both chains is transparently stored on-chain, preventing tampering and ensuring verifiability.

User & Advertiser Trust: Decentralization allows all interactions to be independently verified, building long-term confidence in the platform.

Cross-Chain Expansion: EarnUp's architecture is designed for interoperability, with future plans for Layer-2 scaling and cross-chain bridges to maintain scalability as user activity grows.

By leveraging both Polygon's Ethereum compatibility and Solana's high-speed scalability, EarnUp ensures a secure, transparent, and future-proof environment for all participants.



TOKENOMICS

The EarnUp Token (EUT) is the central element of the EarnUp ecosystem, driving user engagement, facilitating advertising payments, and powering community growth. Built on a dual-network model across Polygon and Solana, EUT creates a sustainable token economy that balances liquidity, rewards, and gamified participation.

Core Roles of the EUT Token in the EarnUp Ecosystem

User Rewards

Users earn points by viewing and engaging with advertisements. These points can be redeemed into Polygon EUT, providing liquidity and allowing users to later convert to USDT. In addition, users can participate in lotteries and gamified campaigns powered by Solana EUT, combining stable liquidity on Polygon with high-frequency engagement on Solana.

To maintain user trust, most base rewards are calculated in USDT, ensuring stability and accessibility across regions, while EUT (Polygon & Solana) is used for special campaigns, prize draws, and premium incentives.

Advertiser Payments

Advertisers can pay for packages using USDT or Polygon EUT. USDT guarantees stability, while Polygon EUT strengthens organic token demand. Lottery-based campaigns distribute rewards in Solana EUT, boosting adoption and community excitement.

Premium Services & Features

Users who purchase a monthly subscription (payable in USDT or EUT) unlock premium status. Premium members enjoy:

Unlimited entry into lotteries,

Higher earning opportunities,

Early access to exclusive campaigns,

An unrestricted platform experience.

Holding EUT, alongside subscriptions, provides additional benefits such as access to promotional campaigns and eligibility for exclusive token-based rewards.

Community Growth & Lucky Maker

Lucky Maker is a unique feature that supports emerging projects and community-driven

initiatives. Through lottery-style campaigns, it connects projects with engaged audiences while rewarding users.

Lucky Maker is not tied to one blockchain — it can run on Polygon EUT or Solana EUT, depending on campaign design. This flexibility keeps both tokens active and valuable within the ecosystem.

Reward Balance

EarnUp ensures long-term stability by using USDT as the settlement currency for advertisers, while EUT powers incentives, premium features, and gamified participation. This hybrid model provides users with stable, tangible rewards while driving sustainable token demand and ecosystem growth.

Token Allocation and Utility

EarnUp has designed its tokenomics to balance current operational requirements with long-term ecosystem sustainability.

50% of Tokens Currently Released and Circulating

From the total supply of 1 billion EUT tokens, 500 million are currently in circulation. A significant portion is held by users, while approximately 200 million have been repurchased by the EarnUp team to support platform activities such as user rewards, advertising campaigns, and community incentives.

50% of Tokens Locked until Year 5 (Jan 01, 2030)

The remaining 500 million EUT tokens are securely stored in the project's official wallet. These tokens are locked for five years and designated for strategic growth. No market release will occur during this lock-up period.

Token Release Strategy

After the five-year lock-up period ends, EarnUp will adopt a strictly controlled release model to ensure stable growth and responsible token circulation.

- **Lottery-Linked Release**

Token releases will only occur in conjunction with active prize draw campaigns. If no draws are running during a given period, no tokens will be unlocked. This condition links supply directly to user engagement, protecting the ecosystem from uncontrolled inflation.

This mechanism guarantees that token release is fully performance-based, ensuring the long-term integrity and value of the EarnUp ecosystem.

Purpose / Description	Lock Status	% of Total Supply	Amount	Category
Reserved for future growth, platform expansion, strategic developments.	Locked until Year 5	47.5%	475,000,000 EUT	Locked Reserve (5 Years)
Team & Advisors	Locked until Year 5	2.5%	25,000,000 EUT	Locked Reserve (5 Years)
Freely traded by users and investors. Currently circulating.	Unlocked	27.5%	275,000,000 EUT	Public Circulation
Used for monthly prize draws (1M/month max). Covers ~16 years of user rewards.	Unlocked (Team-held)	10%	100,000,000 EUT	Reward Reserve
Allocated for centralized exchange listings, liquidity provision, and market-making.	Unlocked (Team-held)	10%	100,000,000 EUT	CEX Listing & Liquidity Support
Team & Advisors	Unlocked	2.5%	25,000,000 EUT	allocated to the core team.
TOTAL SUPPLY	1,000,000,000 EUT			

- Notes:

Locked tokens are inaccessible before the 5-year vesting period ends.

No additional tokens can be minted.

Reward release is strictly tied to active lottery campaigns—no campaign, no release.

Explanation of Token Distribution

EarnUp's total supply of 1 billion EUT tokens is distributed in a manner that balances operational needs with long-term growth and market stability.

Released Supply – 50% (500 million EUT):

This active supply is allocated as follows:

275 million EUT are publicly circulating and held by users and investors.

100 million EUT are reserved by the team for monthly lottery rewards (up to 1 million/month).

100 million EUT are dedicated to centralized exchange listings, liquidity provision, and strategic partnerships.

25 million EUT has been specifically allocated to the core team.

This segment also includes team and advisor allocations, covering long-term commitment to development, leadership, and delivery.

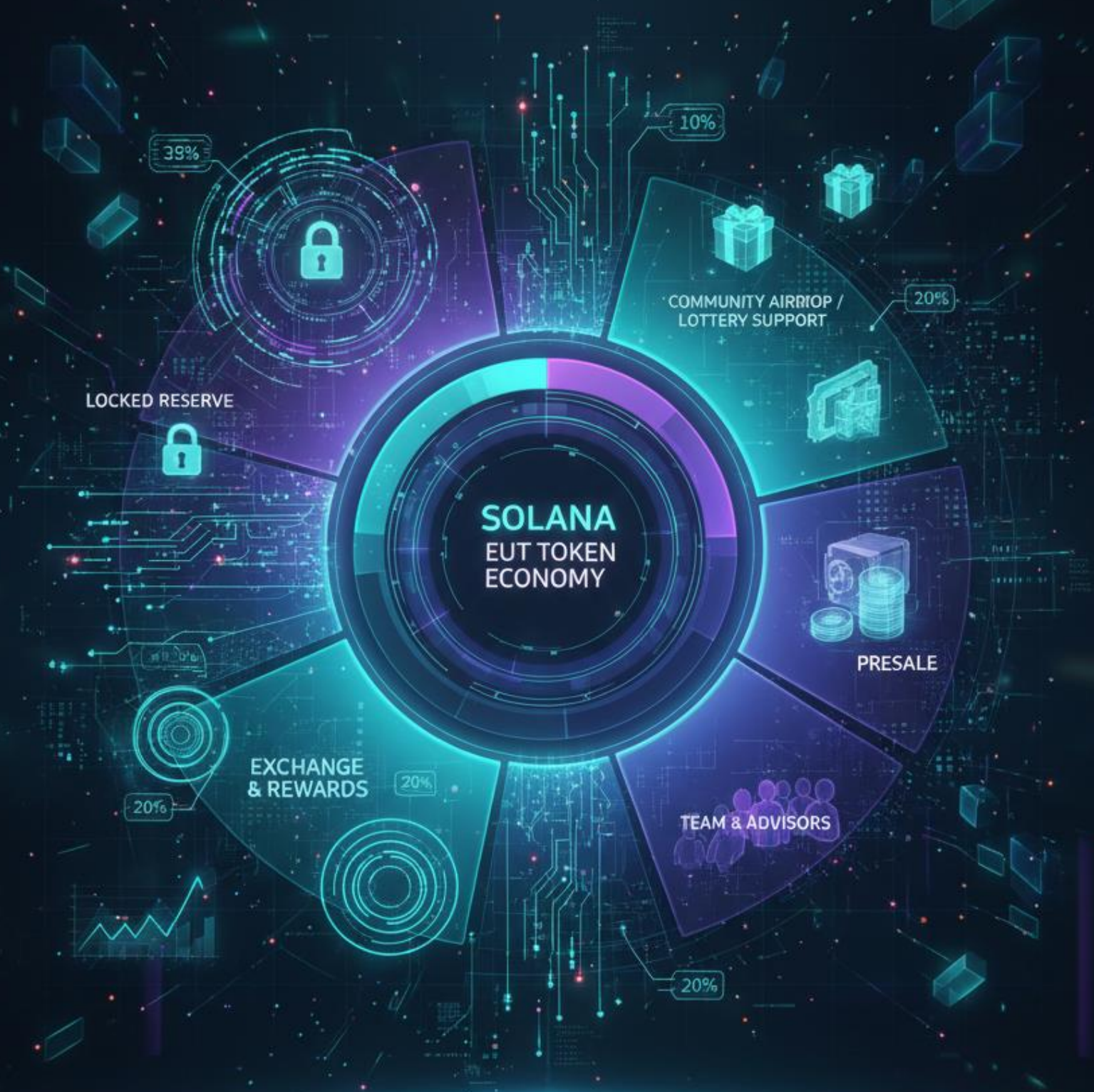
Locked Reserve – 50% (500 million EUT):

These tokens are fully locked for a 5-year period and will not enter circulation during that time.

After the lock expires, token release will follow a gradual, controlled model linked to platform activity and user engagement, ensuring stability and strategic expansion.

TOKEN ALLOCATION AND UTILITY

Solana Network



Token Allocation and Utility (Solana Network)

EarnUp expands its multi-chain ecosystem through the Solana-based EUT token (EUT-SPL), built to strengthen liquidity, support exchange listings, and enable community-driven growth.

The Solana EUT token complements the existing Polygon-based EUT, focusing on scalability, fundraising, and ecosystem expansion.

Total Supply: 1,000,000,000 EUT-SPL

EarnUp has designed its Solana tokenomics to balance operational needs with long-term sustainability and investor trust.

The model includes structured presale rounds, locked reserves, and controlled reward releases to maintain steady market conditions.

The total supply of EarnUp Token on the Solana network is 1,000,000,000 EUT-S, following the same structured allocation model used in the Polygon network. To ensure long-term ecosystem stability, 50% of the total supply (500M EUT-S) will be actively distributed during the initial phases of the project, while the remaining 50% (500M EUT-S) will be locked for future development and ecosystem expansion.



Purpose / Category	% of Total Supply	Amount (EUT-S)	Description
Community Airdrop / Lottery Support	1.75%	17,500,000	Distributed among 3,500 early supporters who participate in the first EarnUp lottery campaigns. These tokens encourage early community engagement and introduce users to the Solana-based EarnUp ecosystem.
Presale (Fundraising Rounds)	15%	150,000,000	Allocated for four presale rounds, targeting a total fundraising goal of \$510,000 to support liquidity and centralized exchange listings.
Team & Advisors	2.5%	25,000,000	Allocated to the EarnUp core team and advisors. These tokens will be locked for 12–18 months to align with long-term project goals.
Exchange Listing & Reward Reserves	30.75%	307,500,000	Reserved for CEX listings, liquidity pools, and long-term user rewards.
Locked Reserve	50%	500,000,000	Will remain locked for future platform expansion, staking, and ecosystem reinforcement — not planned for immediate release.
Total Supply	100%	1,000,000,000 EUT-S	—

Team Tokens: Locked for 12–18 months.

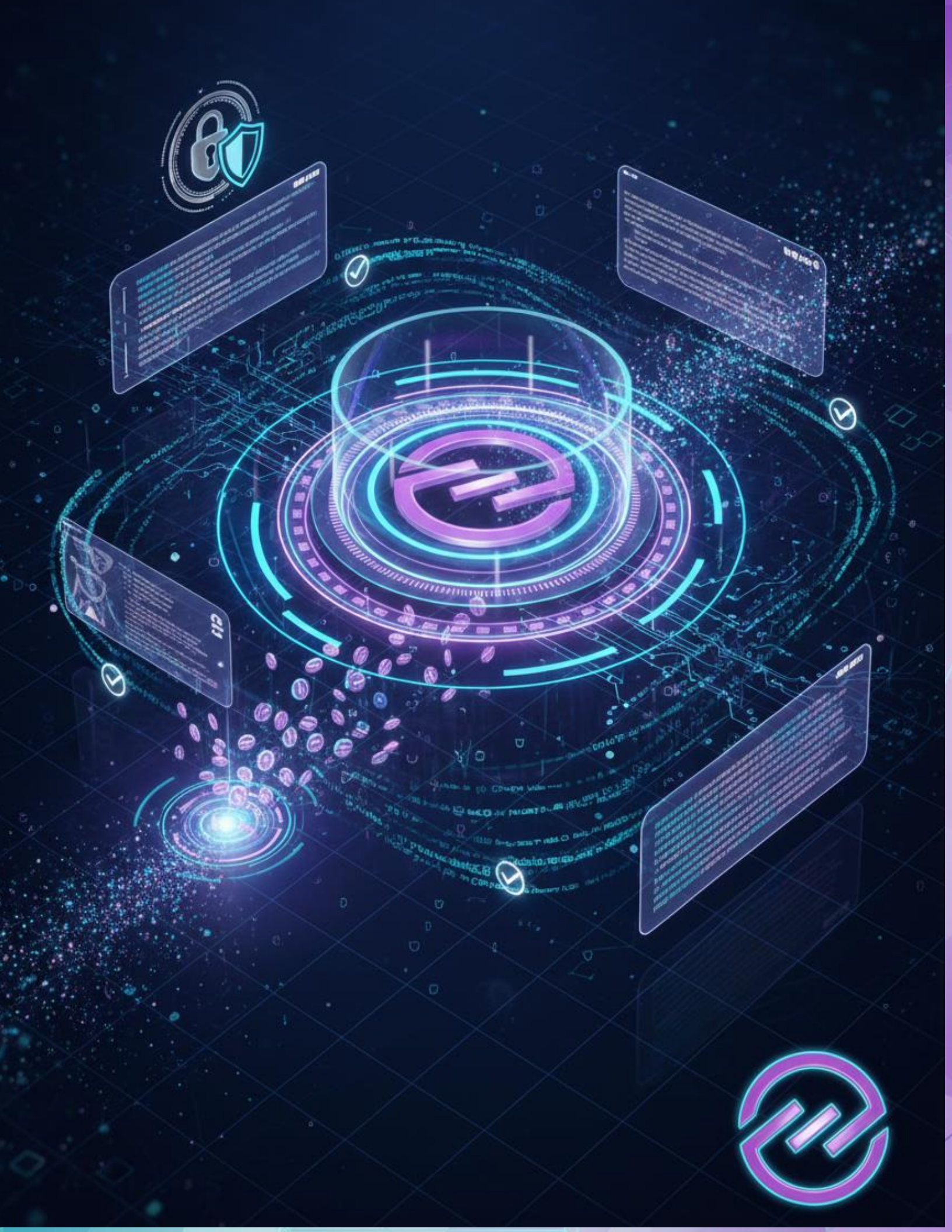
Liquidity Portion: Locked for 12 months post-listing.

Reward Reserve: Released gradually over multiple years.

Locked Reserve (500M): Will remain locked for future strategic use.

No Additional Minting: Fixed total supply of 1B EUT-S.

This allocation model ensures a balanced token economy, gradual reward distribution, and strong investor protection while maintaining room for long-term strategic flexibility.



Token Integrity & Minting Policy

EarnUp maintains a strict no-minting and fixed-supply policy across all networks. Both the Polygon-based EUT and Solana-based EUT-S tokens are permanently capped, ensuring full transparency and protection against inflation. Each version operates independently but under the same economic principles to preserve integrity across the EarnUp ecosystem.

- Polygon Network (EUT)

The EUT token is deployed on the Polygon 2.0 network as a non-mintable ERC-20 token.

Total Supply: 1,000,000,000 EUT

The token contract prohibits any form of minting, ensuring that no additional tokens can ever be created beyond this fixed limit.

Smart contracts include built-in security checks to prevent unauthorized issuance or manipulation.

A portion of the tokens are time-locked, while others are released gradually through EarnUp's transparent reward and lottery mechanisms. This structure guarantees long-term supply control, transparency, and ecosystem stability.

- Solana Network (EUT-S)

The EUT-S token is deployed on the Solana network as a non-mintable SPL token, following the same fixed-supply policy.

Total Supply: 1,000,000,000 EUT-S

No additional minting or token creation is possible beyond this cap.

A part of the tokens are allocated for presale, liquidity, and reward distribution, while 50% of the total supply will remain locked for future strategic expansion.

Smart contract mechanisms ensure traceability, preventing any unauthorized transfers or supply manipulation.

Together, the dual-token system (EUT & EUT-S) forms a cross-chain model built on transparency, immutability, and sustainable tokenomics. Both tokens share the same brand identity and economic vision, empowering EarnUp to expand across multiple blockchain ecosystems while preserving total supply integrity.

Token Circulation & Platform Utility Flow

The EarnUp ecosystem maintains a balanced and utility-based token flow across both the Polygon (EUT) and Solana (EUT-S) networks.

Each version operates with activity-driven release mechanisms to ensure controlled token circulation, minimize market pressure, and reward genuine user engagement.

- Rewards & User Incentives

Token releases for user rewards are strictly tied to active campaigns, lotteries, or engagement-based activities.

If no reward or lottery campaigns are active, no tokens are released from the reserve.

This ensures that token emission directly reflects real participation, protecting long-term market stability.

On the Solana network, reward emissions follow a structured, multi-year schedule aligned with community growth.

Platform Maintenance, Operations, and Development

A portion of released tokens is allocated for the maintenance, operation, and continuous development of the EarnUp platform.

These funds support infrastructure upgrades, software improvements, server costs, blockchain integrations, and user experience enhancements.

This approach ensures the sustainability of the platform and the integrity of its ecosystem without creating market disruption.

Token utilization for operational development is managed transparently, ensuring every allocation contributes to platform longevity and innovation.

Mechanisms for Value & Stability

EarnUp enforces a sustainable, utility-driven token economy designed to maintain value, usability, and controlled supply across both networks.

- 1. Controlled Release Based on Platform Activity

No tokens are released unless directly connected to verified user activity such as ad engagement, lotteries, or promotional campaigns.
This model prevents inflation and keeps supply aligned with genuine platform demand.

- 2. Real-World Token Utility

EUT and EUT-S tokens are used by users and advertisers to purchase advertising packages, lottery entries, subscriptions, and promotional services.
This ensures real, consistent demand and integrates the tokens into EarnUp's core functionality.

- 3. Sustainable Platform Development

A limited portion of tokens is reserved for system upgrades, security maintenance, and operational sustainability — ensuring EarnUp can continuously evolve without external funding pressure or excessive token release.

- 4. Cross-Network Synergy

The dual-network structure enables balanced token utility:

Polygon (EUT): For user transactions, advertising payments, and subscription rewards.

Solana (EUT-S): For lotteries, presales, and reward distribution.

This structure strengthens EarnUp's long-term economic health and supports growth across multiple blockchain ecosystems.



EUT Token Use Case Summary

The EUT token serves as the core utility token within the EarnUp ecosystem, powering key functions related to user interaction, service payments, and platform engagement.

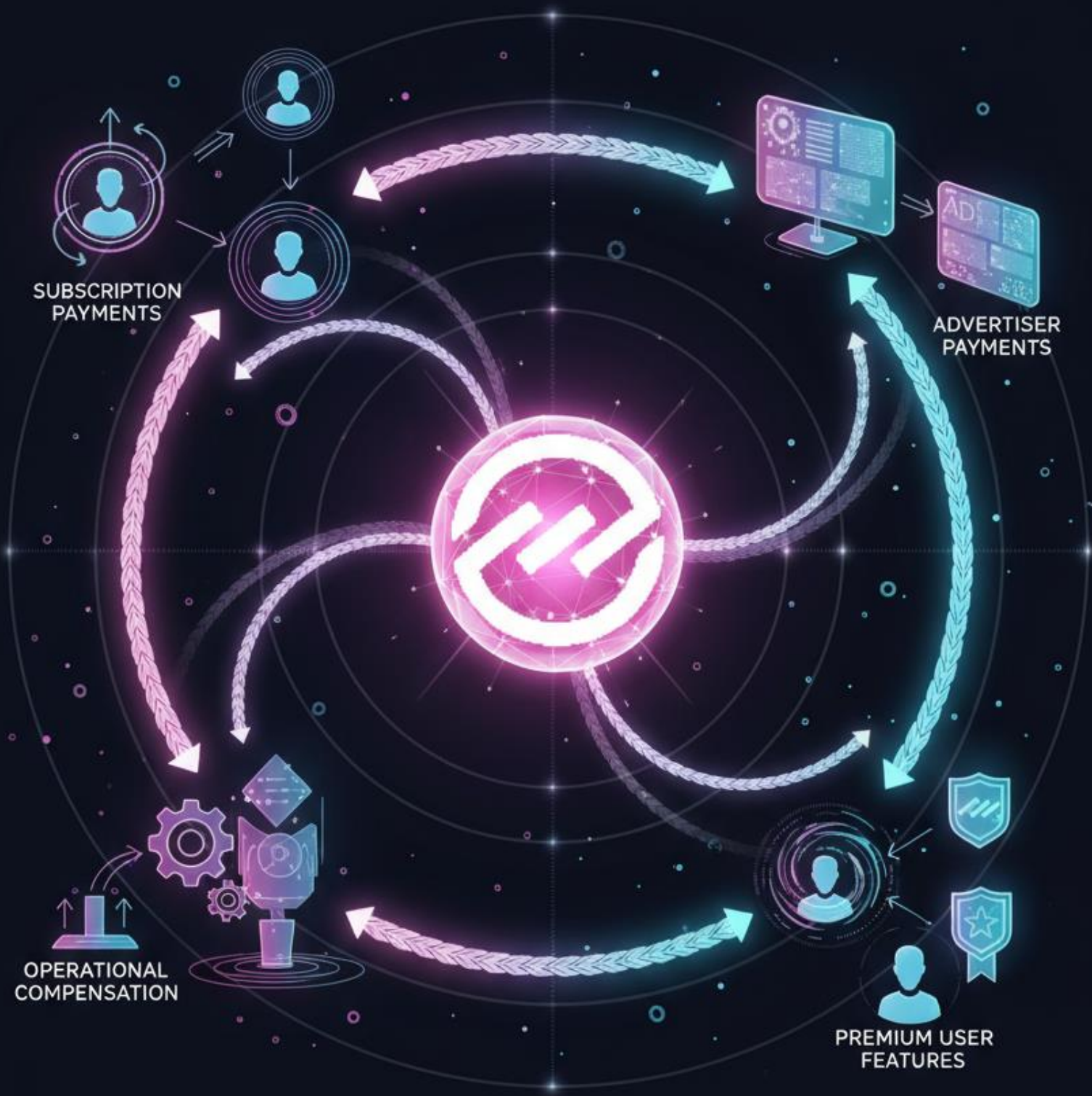
Monthly Subscription Payments: Users pay their monthly subscription fees using EUT, reinforcing internal token circulation and consistent demand.

Advertiser Payments: Advertisers use EUT to purchase ad placements and access premium advertising packages.

Premium User Features: EUT grants users access to exclusive features such as enhanced earnings, access to VIP prize draws, and multipliers—encouraging token holding and long-term engagement.

Operational Compensation: A portion of EUT received through platform revenues is used to compensate team members, content creators, and technical staff—ensuring sustainability without overwhelming market supply.

This model creates a closed-loop, utility-driven demand cycle that supports stable token usage and long-term value within the EarnUp ecosystem.



EUT Incentive and Demand Cycle

EarnUp operates a dual-token ecosystem designed to create a balanced, sustainable, and activity-based demand cycle across both the Polygon (EUT) and Solana (EUT-S) networks. Each token plays a complementary role within the EarnUp platform, ensuring real utility, scarcity, and continued engagement from both users and advertisers.

- EUT (Polygon Network) – Utility and Core Platform Demand

The EUT Utility Token, deployed on the Polygon network, powers day-to-day activity within the EarnUp platform.

It supports a sustainable token economy driven by platform interactions and user participation.

User Participation and Rewards:

While USDT remains the primary user reward currency, EUT tokens are distributed selectively during premium campaigns, exclusive lotteries, and limited promotional events. Token distribution is activity-based and occurs under strict release conditions to maintain scarcity and prevent inflation.

Advertiser Utility and Premium Access:

Advertisers acquire EUT tokens to pay for high-visibility ad placements, priority campaigns, and custom promotional packages.

Users also use EUT tokens to unlock enhanced features such as reward multipliers, access to exclusive lotteries, and bonus earning tiers, reinforcing continuous engagement.

This design ensures that EUT issuance and circulation are directly tied to platform activity and engagement — preserving value, utility, and scarcity.

- EUT-S (Solana Network) – Expansion and Reward Demand

The EUT-S Token, deployed on the Solana network, extends EarnUp's ecosystem to global-scale reward and lottery activities.

It serves as a growth-oriented token for community incentives, presales, and long-term expansion.

Community Rewards and Lotteries:

EUT-S is distributed to users participating in lottery events, early-access campaigns, and staking-based reward programs.

The release is strictly tied to real user participation to ensure sustainable value.

Fundraising and Platform Growth:

Advertisers, partners, and investors may use EUT-S during presale rounds and ecosystem expansion events, directly supporting EarnUp's liquidity and reward programs. This dual functionality connects project growth with token demand, building a dynamic market foundation.

Together, EUT and EUT-S maintain a unified value system where every token released corresponds to real activity, engagement, or contribution to the EarnUp ecosystem.

Token Utility Summary

The EarnUp ecosystem operates with a dual-token structure designed to empower both user engagement and advertiser participation through genuine utility. Each token serves a unique purpose while contributing to a unified and sustainable in-platform economy.

- EUT (Polygon Network) – Core Utility Token

The EUT token on the Polygon network drives the daily operations of the EarnUp platform. It supports internal transactions, ad package purchases, monthly subscriptions, and premium feature access.

For Users: Holding EUT unlocks exclusive lotteries, reward multipliers, and premium opportunities that enhance earnings and engagement.

For Advertisers: EUT is used to purchase high-visibility ad placements and premium exposure packages, creating continuous token demand tied to real advertiser activity.

This mechanism ensures that EUT remains the core transactional token of the platform — directly connected to user participation and advertiser spending.

- EUT-S (Solana Network) – Expansion & Reward Token

The EUT-S token, built on the Solana network, complements the Polygon-based EUT by supporting EarnUp's reward ecosystem and global expansion efforts.

It plays a vital role in lottery systems, community incentives, and presale events, helping to finance liquidity and long-term growth.

For Users: EUT-S allows participation in lottery-based campaigns, staking programs, and reward distributions.

For Partners & Advertisers: EUT-S serves as a vehicle for presale participation and ecosystem support, ensuring value creation through contribution.

Together, both tokens establish a dynamic and activity-based reward cycle that strengthens EarnUp's decentralized economy.

Conclusion

The EUT and EUT-S tokens form the economic backbone of the EarnUp ecosystem — connecting users, advertisers, and platform operations under a transparent, utility-driven model.

By rewarding participation, enabling advertising access, and funding long-term development, the dual-token framework ensures a balanced, scalable, and community-oriented digital economy.

As EarnUp continues to expand its reach, the real-world demand for both tokens is expected to grow steadily — reinforcing their role in realizing EarnUp's mission to transform digital advertising through blockchain innovation and fair value distribution.

EarnUp in Action

- Reward-Based Advertising & Utility Integration

EarnUp transforms traditional digital advertising into a reward-driven and transparent engagement model, where every ad view creates measurable value for both users and advertisers.

This system bridges real engagement with blockchain-based incentives, ensuring authenticity and sustainability.

- Reward-Based Advertising

EarnUp introduces a new standard in digital marketing by rewarding users directly for verified ad interactions.

Users earn rewards — primarily in USDT — for watching and confirming ad views.

This structure ensures that engagement is real, measurable, and incentivized, providing advertisers with genuine exposure and high-quality audience data.

In select campaigns, users may also receive EUT-based bonuses or participate in token-linked lotteries, enhancing excitement and user motivation.

This model not only drives user participation but also creates recurring value for advertisers seeking verified engagement and brand visibility.

- Lottery-Style Ads

To create an engaging and enjoyable user experience, EarnUp introduces lottery-style advertisements that allow users to participate in prize draws after watching and confirming an ad.

These ads combine entertainment and reward, appealing to users motivated by the chance of winning.

While most rewards are distributed in USDT, certain promotional events include limited amounts of EUT Utility Tokens or EUT-S (Solana-based) rewards as bonus incentives.

This structure maximizes ad viewership, promotes authentic participation, and builds an emotional connection between users and advertisers.

- High-Visibility Ad Spaces

EarnUp offers premium advertising zones on high-traffic pages, allowing brands to achieve maximum visibility.

Advertisers can purchase these spaces using USDT or EUT, gaining priority display positions and enhanced exposure.

This system ensures that EarnUp functions as both a reward platform and a high-impact digital advertising marketplace.

- Token-Based Payments with Discounts

Advertisers on EarnUp enjoy the flexibility to pay for ad packages using the EarnUp Token (EUT).

Token-based payments come with exclusive discounts, encouraging real token circulation and reinforcing internal demand.

This mechanism ties EUT's value directly to the platform's core economic activity — advertising spend.

- User & Advertiser Dashboard

EarnUp's user-friendly dashboard allows both users and advertisers to manage their activities seamlessly.

Users can track their ad views, earnings, and participation in lotteries in real time.

Advertisers can monitor campaign reach, engagement data, and performance metrics through an integrated analytics system.

This creates a transparent, accessible environment that aligns both sides of the advertising experience.

Use Cases

- For Users Looking to Earn

EarnUp offers users two distinct earning models, powered by blockchain technology:

Reward-Based Crypto Ads (Polygon Network – EUT Token):

Users earn reward points by watching and confirming crypto-related advertisements.

Points can be redeemed for EUT tokens (Polygon) once a minimum threshold is reached.

This model applies exclusively to crypto projects, ensuring that engagement directly supports the blockchain ecosystem.

Lottery-Based Non-Crypto Ads (Solana Network – EUT-S Token):

Users participating in non-crypto ad campaigns can join lottery-based reward programs.

Lottery prizes are paid in EUT-S (Solana) tokens.

This structure replaces point rewards with a fair, gamified system that keeps engagement fun and valuable.

- For Advertisers Seeking Effective Outreach

EarnUp provides advertisers with two powerful options for reaching their audiences:

Crypto Advertisers: Reward-based campaigns that directly pay users with EUT tokens, ensuring verified engagement.

Non-Crypto Advertisers: Lottery-style campaigns that attract attention and motivate participation through tokenized prize draws.

Advertisers can purchase ad packages and pay subscription fees using either EUT (Polygon) or EUT-S (Solana) tokens.

This dual-token system provides flexibility and strengthens the overall ecosystem.

For Crypto Enthusiasts & Token Holders

Crypto enthusiasts can benefit from real token utility:

Earn EUT tokens by engaging with crypto ads.

Participate in lotteries and campaigns that distribute EUT-S rewards.

Subscribe to the premium plan using either token and gain access to exclusive lotteries, enhanced earnings, and higher reward limits.

This dual-token interaction ensures that both EUT and EUT-S maintain active circulation and utility within the platform.

- For Businesses Seeking Targeted Exposure

From emerging startups to established brands, EarnUp provides an opportunity to showcase products through an interactive, user-centric experience.

Crypto brands gain loyal audiences through verified engagement.

Non-crypto brands leverage lottery-based exposure to reach new customers in a fun and rewarding format.

Both ad models guarantee authentic interaction, improving ROI and brand recognition.

WATCH ADS, EARN POINTS



MORE GAMES



PREMIUM MEMBERSHIPS

LUCKY MAKER - USE CREDIT POINTS



Earning Opportunities on the EarnUp Platform

EarnUp provides multiple structured methods for users to earn rewards, depending on the ad type and token used.

1. Watch Ads, Earn Points (Crypto Ads – Polygon)

Users earn points for watching crypto-related ads.

Points are later redeemable for EUT tokens.

Premium Members: Earn double points per ad and have access to exclusive lotteries.

Free Members: Earn standard points and limited lottery access.

2. Lottery-Based Rewards (Non-Crypto Ads – Solana)

Users can participate in lottery-style ad campaigns, where viewing an ad grants entry to a prize draw.

Prizes are distributed in EUT-S tokens (Solana).

Premium Members: Full access to all lotteries and 100% prize payouts.

Free Members: Limited monthly entries and partial prize eligibility.

3. Lucky Maker – User-Created Lotteries

EarnUp also allows users to create their own lotteries using EUT or EUT-S tokens:

Creators define ticket prices, duration, and prize goals.

At the end of each lottery:

10% of the collected value goes to EarnUp (for platform maintenance).

90% is distributed between the winner and the lottery creator.

This feature transforms users into active participants in the platform's growth.

4. Premium Memberships (Paid in EUT or EUT-S)

Users can subscribe to the Premium Plan using either token.

Premium members receive:

Double ad-view points

Access to all lottery events

Higher prize eligibility

Exclusive campaigns and bonuses

This system allows both tokens to circulate naturally through user activity and platform operations.

Conclusion

EarnUp merges blockchain innovation with digital advertising by combining two earning models — reward-based crypto ads and lottery-based non-crypto ads — under one unified platform.

With EUT and EUT-S tokens driving engagement, rewards, and payments, EarnUp builds a transparent and sustainable ecosystem that benefits all participants — users, advertisers, and token holders alike.



Polygon

SOLANA



Persistent Advertisements & Lasting Brand Engagement

EarnUp provides permanent visibility for all advertisements published on its platform. Unlike traditional digital advertising, where ads disappear after a campaign ends, all EarnUp ads remain accessible — forming a searchable advertising archive that continuously drives engagement and long-term brand exposure.

Users can revisit active or expired campaigns to earn points (for crypto ads), join lotteries (for non-crypto ads), or visit advertiser websites for purchases.

This structure builds brand familiarity and ensures that even after rewards expire, advertisements retain lasting value.

Advertisers can reactivate campaigns anytime by recharging their accounts, re-enabling point-based incentives or lottery access.

This perpetual visibility makes EarnUp not just an ad platform — but a living advertising ecosystem where engagement never ends.

Market & Competitor Analysis

The global digital advertising market exceeds \$600 billion, with rapid growth driven by measurable engagement, performance-based pricing, and user-centric models. However, traditional and blockchain-based advertising platforms still face persistent challenges:

Ad fatigue and low user engagement

Lack of verified interaction

Short-term campaign visibility

Minimal incentives for viewers

EarnUp directly addresses these limitations through a dual-reward architecture:

Crypto Ads: reward users with EUT (Polygon) through verifiable point-based engagement.

Non-Crypto Ads: offer EUT-S (Solana) lottery participation, combining entertainment with transparent blockchain rewards.

This hybrid system introduces a sustainable incentive model that benefits both advertisers and users while reducing inefficiency and fraud.

Blockchain's Role in Advertising

Blockchain introduces transparency, fairness, and traceability to digital marketing. It ensures that engagement metrics cannot be falsified and that every reward is verifiable on-chain.

While most blockchain advertising projects focus only on fraud prevention or payment tracking, EarnUp takes a step further by integrating real incentives, token-based payments, and dual-chain engagement models that directly connect user participation with measurable brand outcomes.

Through the combined use of Polygon (EUT) and Solana (EUT-S) networks, EarnUp ensures high scalability, minimal fees, and real-time verification of ad interactions — achieving both transparency and active engagement.

Comparative Analysis

Many blockchain advertising platforms suffer from the same weaknesses:

Rewards limited to one token type

Campaigns that disappear after completion

Minimal engagement beyond ad viewing

Little or no gamification

EarnUp overcomes these barriers with a multi-layered engagement structure and permanent ad availability, creating continuous participation loops and strong advertiser ROI.

Limitation in Competing Platforms	EarnUp's Approach
Limited Engagement Models	Combines point-based rewards (EUT) and lottery-style ads (EUT-S) to maintain ongoing participation.
Short-Lived Campaigns	Ads remain permanently accessible; advertisers can recharge campaigns anytime.
Restricted Ecosystem Scope	Supports both crypto and non-crypto sectors, with flexible payment options (EUT, EUT-S, or USDT).
Simplistic Reward Design	Offers layered incentives: points, lotteries, premium access, and membership-based bonuses.
Low Real-World Utility	Token payments unlock discounts, ensuring active use and sustainable demand for EUT and EUT-S.

Unique Positioning of EarnUp

EarnUp stands out in the blockchain advertising space by integrating permanent ad visibility, tokenized incentives, and cross-chain usability into a single platform.

Key differentiators include:

Persistent Ad Storage: All ads remain accessible indefinitely, creating a cumulative library of brand content and a long-term discovery system for users.

Dual-Network Token Model: Polygon-based EUT for crypto campaigns and Solana-based EUT-S for non-crypto lotteries — ensuring clear segmentation and healthy token circulation.

User-Centric Rewards: Tangible, verifiable incentives motivate continuous participation, addressing the engagement gap in most blockchain platforms.

Advertiser Flexibility: Payment options in EUT, EUT-S, or USDT offer cost efficiency and broad appeal across industries.

This structure bridges the gap between Web2 advertisers seeking measurable ROI and Web3 users seeking real value and fair rewards.

Growth Potential

As blockchain adoption in advertising accelerates, EarnUp's hybrid model is uniquely positioned to capture both markets:

Decentralized blockchain users attracted by tokenized incentives

Traditional advertisers seeking transparent, performance-based visibility

With its permanent ad accessibility, flexible campaign structure, verified engagement tracking, and cross-chain integration, EarnUp represents a scalable, future-ready advertising ecosystem.

By rewarding real engagement and maintaining on-chain transparency, EarnUp builds the foundation for the next generation of digital marketing — a model where every interaction creates measurable, lasting value.



Roadmap

Phase 1: Foundation and Development

Target Date: August 31, 2024

Comprehensive Market Research: Conduct in-depth research to understand user needs, market trends, and competitive landscape, ensuring EarnUp's offerings align with industry demands.

Initial Platform Design: Establish the foundational structure for the platform, focusing on user experience, scalability, and seamless integration with EUT token functions.

Beta Version Development: Develop and test a beta version of the platform to gather user feedback and address any initial issues.

Website Launch and Feedback Collection: Launch the EarnUp website to introduce the concept and engage early adopters for constructive feedback.

Phase 2: Token Launch and Registration

Target Date: December 31, 2024

Initial Platform Launch: Release the primary version of EarnUp, enabling basic interactions and ad placements.

EarnUp Token (EUT) Launch: Officially launch EUT to power transactions, reward distribution, and platform interactions.

Listing on QuickSwap Exchange: List EUT on QuickSwap, providing initial liquidity and market access for early investors and users.

User Registration and Early Rewards Program: Open registration for new users with exclusive incentives, encouraging early adoption and community growth.

Phase 3: User Growth and Ad Deployment

Target Date: September 31, 2025

Community Expansion: Implement strategies to grow the EarnUp user base, attract advertisers, and establish a dynamic ecosystem.

Marketing and Advertising Campaigns: Roll out targeted marketing efforts to increase platform visibility and user engagement.

Ad Deployment and Monetization: Enable advertisers to place ads, offering users opportunities to earn rewards through ad interactions.

Phase 4: Evaluation and Global Expansion

Target Date: December 31, 2025

Official Platform Operation: Transition to full-scale operations, offering a refined and feature-complete platform for users and advertisers.

Reward Distribution for Ad Interactions and Lottery Wins: Begin distributing rewards in EUT and USDT for ad views and lottery participation.

Performance Monitoring and Improvement: Continuously evaluate platform metrics to optimize user experience, ad efficacy, and reward structures.

Global Market Expansion: Scale operations to reach a global audience, introducing EarnUp's unique advertising model across diverse regions.

Service Diversification: Expand platform offerings to include new ad formats, enhanced reward systems, and partnerships to meet broader user needs.

EUT-S (Solana) Roadmap

- Phase 1 – Awareness & Technical Preparation (Q4 2025)

EarnUp begins the expansion of its dual-chain ecosystem through the introduction of the EUT-S token on the Solana network.

This phase focuses on building awareness, strengthening technical readiness, and establishing community participation before launch.

Key Objectives:

Official Announcement of EUT-S: Introduce the Solana-based EarnUp Token as part of the platform's broader ecosystem vision.

Technical Deployment & Verification: Deploy the EUT-S smart contract and complete verification on Solscan.

Early Support Distribution: Allocate a small portion of tokens to early supporters to encourage ecosystem participation and test wallet functionality.

Community Engagement: Begin awareness campaigns across social platforms, focusing on education and organic community growth.

- Phase 2 – Presale Preparation & Community Growth (Q1 2026)

The focus shifts to preparing the token for presale and expanding EarnUp's audience through trust-based engagement and transparency.

Key Objectives:

Presale Structure & Allocation Design: Finalize multi-round presale distribution strategy to ensure long-term token stability.

Smart Contract Audit: Conduct a third-party audit to verify the EUT-S contract's integrity and compliance.

Strategic Partnerships: Establish collaborations with advertising networks, community groups, and crypto influencers to support presale visibility.

Platform Integration: Begin integrating Solana-based features into the EarnUp platform, enabling reward and lottery functionalities.

- Phase 3 – Public Presale & Ecosystem Funding (Q2 2026)

This phase launches the public presale of EUT-S, allowing community members and new investors to participate in the EarnUp expansion.

Key Objectives:

Public Presale Launch: Conduct a multi-round presale of EUT-S to establish liquidity and community ownership.

Community Incentive Programs: Introduce campaigns that reward participation and strengthen engagement within the EarnUp ecosystem.

Reserve Management & Token Locking: Secure a significant portion of supply for future development, rewards, and platform growth.

Liquidity Framework Design: Prepare for centralized and decentralized exchange listings with a balanced liquidity strategy.

- Phase 4 – Listing & Platform Activation (Q3 2026)

Following the presale, EarnUp activates full EUT-S integration across its ecosystem, enabling both liquidity trading and platform reward distribution.

Key Objectives:

Centralized Exchange Listing: Launch EUT-S on a major CEX to ensure accessibility and price stability.

Decentralized Liquidity Deployment: Establish a supporting liquidity pool on a leading Solana-based DEX.

Reward Activation: Enable EUT-S rewards for all non-crypto ad campaigns and lottery systems on the EarnUp platform.

Subscription Integration: Allow premium users to purchase subscriptions using EUT or EUT-S, fostering dual-token circulation.

- Phase 5 – Ecosystem Growth & Long-Term Sustainability (Q4 2026 and Beyond)

EarnUp transitions into a phase of long-term growth, focusing on user expansion, token stability, and cross-chain interoperability.

Key Objectives:

Reward Distribution Framework: Gradual release of EUT-S tokens through structured reward programs over multiple years.

Cross-Chain Functionality: Develop mechanisms for EUT ↔ EUT-S interaction within the EarnUp ecosystem.

Additional Exchange Listings: Expand listings to enhance liquidity, visibility, and trading volume.

Governance & Staking Introduction: Implement staking and community governance systems to promote decentralized participation.

Global Expansion & Brand Partnerships: Build international collaborations and brand integrations to scale EarnUp's market presence.



Team

EarnUp is developed by a multidisciplinary team of professionals in blockchain development, product design, market analysis, and platform security. The team collectively manages the platform's technical infrastructure, user experience, reward models, and ecosystem governance.

Rather than emphasizing individual profiles, the project is focused on delivering real, measurable value through technology and community engagement. This approach is aligned with best practices across many decentralized platforms.

EarnUp remains committed to operational transparency, code-level security, and ongoing communication with its users. The governance structure is built on periodic updates, technical oversight, and responsiveness to community feedback—ensuring long-term stakeholder trust.

Legal and Compliance

In an increasingly dynamic regulatory landscape, EarnUp is fully committed to maintaining legal transparency, regulatory compliance, and user protection across all its operations. Our compliance framework ensures that both EUT (Polygon) and EUT-S (Solana) operate under the highest ethical and legal standards.

Advisory and Governance

EarnUp is guided by an experienced advisory board composed of professionals in blockchain, finance, digital marketing, and legal compliance. Their expertise helps shape strategic decisions, ensure legal soundness, and maintain the platform's alignment with international regulations.

Legal Considerations

As a blockchain-based advertising platform, EarnUp operates in an evolving global regulatory environment. The project's legal architecture is designed to:

Ensure compliance with applicable digital asset and advertising laws,

Protect user rights and financial integrity, and

Maintain full transparency in reward distribution and token operations.

Regulatory Compliance

EarnUp adheres to all applicable regulations related to digital assets, advertising practices, and data privacy.

Our legal team continuously monitors global updates to align EarnUp with international frameworks such as:

GDPR (General Data Protection Regulation – EU)

FINTRAC / FATF guidelines on AML and KYC

Advertising transparency and consumer protection laws in relevant jurisdictions.

All token-related activities, including presale, listing, and user reward distribution, comply with the classification of EUT and EUT-S as utility tokens, not as securities.

Token Legality and Use

Both EUT (Polygon) and EUT-S (Solana) are designed exclusively as utility tokens within the EarnUp ecosystem.

Their functions include platform access, advertisement payments, lottery participation, and subscription activation.

They are not intended for speculative investment and carry no promise of financial return. Users and participants are encouraged to seek independent legal and financial advice before engaging in token-related activities.

Data Privacy and Security

EarnUp enforces strict data protection and cybersecurity measures, ensuring user data remains confidential, encrypted, and used only for legitimate platform functions.

The platform complies with GDPR, employing secure storage, anonymized analytics, and proactive defense against unauthorized access or data breaches.

Anti-Money Laundering (AML) and Know Your Customer (KYC)

To maintain a secure and trustworthy ecosystem, EarnUp applies AML and KYC procedures for advertisers, token purchasers, and major reward participants.

This includes:

Identity verification (where applicable),

Transaction monitoring,

Cooperation with legal authorities when required.

These steps ensure the platform's integrity and align with international anti-fraud and anti-terrorism financing standards.

- **Intellectual Property Rights**

All intellectual property associated with EarnUp—including brand assets, trademarks, software, and promotional content—is protected by international copyright law. Advertisers are solely responsible for ensuring that their uploaded materials do not infringe upon third-party rights. EarnUp reserves the right to remove or restrict any infringing content immediately.

- **Jurisdiction and Governing Law**

EarnUp operates as a global digital platform, compliant with the governing laws of its primary jurisdictions.

Users should familiarize themselves with their local regulations regarding cryptocurrency usage, advertising standards, and token-based transactions.

Any legal disputes arising from EarnUp's operations will be handled under the laws of the project's designated jurisdiction.

Risks and Disclaimers

Participation in EarnUp's ecosystem involves inherent market and regulatory risks.

Token prices may fluctuate based on market conditions.

Platform updates, regulatory changes, or technical events may affect token usability.

EarnUp provides no guarantee of future value or profits and encourages users to participate primarily for the utility and services offered within the ecosystem.

- **Overview of Financial Interactions**

EarnUp is committed to maintaining a secure and transparent financial environment for all platform participants.

All monetary interactions, including subscription purchases and advertising payments, are processed exclusively through EarnUp's official channels to ensure integrity, traceability, and user protection.

Accepted Payment Methods

EarnUp supports only the following payment options for all transactions:

- USDT (Tether)
- EarnUp Token (EUT)

No other cryptocurrency or payment method is authorized. Users must ensure that all payments are conducted exclusively through the official EarnUp website and dashboard.

Authorized Transaction Channels

All payments—whether for Premium subscriptions or ad placements—are processed solely through EarnUp's secure platform.

Any external links, wallet addresses, or third-party requests for payment are unauthorized and should be reported immediately to the EarnUp Support team.

- Commitment to Transaction Security

EarnUp prioritizes the safety of user assets and personal information.

The platform will never request private keys, seed phrases, or passwords.

All official payment addresses and transaction details are visible only through the verified EarnUp dashboard.

All transactions are conducted using encrypted, blockchain-based verification for maximum transparency and protection.

Security Guidelines for EarnUp Users and Advertisers

1. Subscription and Premium Membership

EarnUp offers an optional \$2 Premium subscription, payable only in EUT tokens through the Join Premium section of the user dashboard.

Premium members receive double rewards and full lottery access.

Non-Premium users can still earn rewards, but at 50% of the Premium rate, and with limited lottery participation.

⚠ No other fees or payments are required for participation or prize collection.

2. Beware of Unauthorized Payment Requests

EarnUp never asks for additional payments related to:

Reward withdrawals,

Lottery participation, or Transaction processing. All rewards—including lottery prizes—are distributed automatically to user wallets without requiring extra deposits or verification payments.

3. Protect Your Private Information

Never share your seed phrase, private keys, or passwords with anyone.

EarnUp representatives will never ask for this information.

Any such requests are fraudulent and should be reported immediately.

4. Official Payment Route

The only authorized method for paying the \$2 Premium subscription is via the "Join Premium" menu within your user dashboard.

Payments made elsewhere are not valid and may result in financial loss.

5. Use Only the Official Website

Always interact exclusively through earnuptoken.com.

EarnUp does not operate under any alternative domain such as .net, .org, or external DApp interfaces.

Before proceeding with any action, confirm that the URL matches the official domain to avoid phishing attempts.

- For Advertisers on EarnUp

EarnUp prioritizes transparency, authenticity, and the safety of every advertiser.

To ensure secure interactions and maintain trust across the platform, please review and adhere to the following official guidelines.

1. No Regional Representatives

EarnUp does not appoint any country-based representatives, intermediaries, or agents.

All advertising transactions — including package selection, payment, and campaign setup — must be completed directly through the official website under the Ad Packages section.

Any individual or group claiming to represent EarnUp in exchange for payment is unauthorized and should be reported immediately to EarnUp Support.

2. No Hidden or Extra Fees

EarnUp maintains a transparent pricing model.

All advertising packages list their full and final cost on the website.

No additional service fees, setup costs, or processing charges are applied.

If anyone contacts you claiming there are extra or hidden fees, such communication is fraudulent and must be disregarded.

3. Official Website Verification

All advertisement-related transactions are processed only via the official EarnUp domain: earnuptoken.com

EarnUp does not accept payments or host ad management services under any alternative domains (such as .net, .org, or other extensions).

Always double-check the website URL before entering payment information to avoid phishing scams.

4. Protect Sensitive Information

For your protection:

Never share your private keys, seed phrase, or passwords with anyone.

EarnUp will never request this data under any circumstance.

If someone claims to be an EarnUp representative and asks for these details, treat it as a fraud attempt.

5. Authorized Ad Packages Only

The Ad Packages section on EarnUp's official website is the only authorized place to purchase advertising services.

Ensure that all campaign purchases and payments occur within this section.

Do not send funds to individuals or addresses provided outside the official platform.

6. Advertising Content Guidelines

To preserve a safe, compliant, and ethical advertising environment, all advertisers must comply with EarnUp's content policies.

These guidelines prohibit illegal, deceptive, or harmful content and require that every ad adhere to the following principles:

All content must respect intellectual property rights.

Ads must not promote violence, hate, or discrimination.

Misleading financial claims, pyramid schemes, and false investment guarantees are strictly forbidden.

Advertisers must comply with international advertising and consumer protection laws.

Failure to comply may result in ad suspension, account restriction, or permanent removal from the platform.

Content Submission Guidelines

EarnUp ensures a secure, ethical, and high-quality advertising environment.

To maintain consistency and professionalism across the platform, all advertisers must comply with the following content submission requirements:

1. Uploading and Submitting Content

Advertisers are responsible for providing all promotional materials, including images, videos, and descriptions related to their products or services.

All media files should be uploaded to a secure cloud storage platform such as Google Drive or Dropbox, and the shareable link must be included in the advertisement submission form.

This ensures seamless file access for verification and publication.

2. Legal and Regulatory Compliance

All advertisements must fully comply with:

Applicable local and international advertising laws,

Intellectual property and copyright regulations, and

EarnUp's content policy regarding accuracy and fair representation.

Advertisements containing misleading, harmful, or illegal content are strictly prohibited. Violations may result in ad removal, account suspension, or permanent restrictions on future advertising activity.

3. Featured Image and Visual Assets

Each advertisement must include:

One featured image — displayed as the primary banner on EarnUp's homepage and promotional pages.

Up to 20 supporting images — showcasing the product, service, or brand visuals.

High-resolution, professionally formatted images are strongly recommended to ensure maximum visibility and engagement.

4. Video Content Specifications

If the advertisement includes a promotional video:

The maximum file size for each video must not exceed 1 GB.

All videos must be in standard MP4 format, optimized for web playback.

Videos should accurately represent the advertised product or service and must not contain any copyrighted materials without proper authorization.

5. EarnUp's Right to Review

EarnUp reserves the right to review, approve, or reject submitted content based on technical standards, legal compliance, or ethical considerations.

This ensures a safe and trustworthy advertising environment for all platform users and partners.

Winner Information for Prize Draws

EarnUp is committed to ensuring transparency and trust in all reward-based campaigns and lottery-style advertisements hosted on the platform.

For advertisers who conduct such campaigns, EarnUp provides the wallet addresses of confirmed winners upon verified request, enabling advertisers to confirm that rewards have been accurately distributed.

Privacy and Data Protection

Advertisers must protect the privacy and confidentiality of all winner-related data shared by EarnUp.

This information may only be used for verification purposes — not for marketing, communication, or disclosure to third parties.

Advertisers are fully responsible for complying with all applicable data protection and privacy regulations, including the General Data Protection Regulation (GDPR) where applicable.

Unauthorized sharing, public disclosure, or misuse of user wallet information will result in account suspension and possible legal action.

EarnUp maintains internal verification records of all prize distributions to ensure integrity and accountability within the platform.

- **Advertisements and Content Restrictions**

To uphold legal and ethical standards, EarnUp maintains a strict policy regarding the type of content that can be promoted through its platform.

All advertisers must comply with the following restrictions to ensure the safety and integrity of EarnUp's global community.

Prohibited Advertising Categories

EarnUp strictly prohibits the submission or publication of advertisements that:

Promote Illegal or Unethical Activities

Including but not limited to gambling (outside authorized lotteries), weapons, drugs, or unlicensed financial services.

Contain Misleading or False Information

Any attempt to deceive users, exaggerate product performance, or misrepresent results is forbidden.

Violate Intellectual Property Rights

Ads must not include copyrighted content, brand logos, or trademarks without proper authorization.

Include Inappropriate or Harmful Material

Any form of hate speech, sexual content, discrimination, or violence is strictly prohibited.

Encourage Investment Without Disclosure

Projects that promise guaranteed profits, promote unverified crypto tokens, or operate without sufficient documentation are not allowed.

Breach Advertising Regulations

Ads must comply with international advertising standards and the legal frameworks of target regions.

EarnUp reserves the right to remove, suspend, or reject any advertisement that violates these policies, ensuring a safe, transparent, and professional environment for all users and advertisers.

Prohibited Advertising Content

To maintain ethical standards and comply with international regulations, EarnUp strictly prohibits the publication of certain types of advertisements and promotional materials. All advertisers must ensure that submitted content fully adheres to the following restrictions:

1. Illegal Products and Services

EarnUp does not permit advertisements that promote, sell, or facilitate illegal or restricted goods and activities.

This includes but is not limited to:

Illegal drugs or controlled substances

Weapons or ammunition (including firearms, knives, or explosives)

Counterfeit or unlicensed goods

Any other services or products prohibited by applicable laws and international regulations

2. Gambling and Betting

Advertisements promoting online gambling, betting, or lottery services that do not comply with applicable local and international laws are strictly prohibited.

Only campaigns pre-approved and compliant with relevant jurisdictions will be considered for publication.

3. Prescription Drugs and Medical Products

Ads promoting prescription drugs, pharmaceuticals, or medical treatments are not permitted unless officially approved by the appropriate health authorities.

Promotion of unverified medical products, supplements, or alternative treatments that lack scientific validation is also prohibited.

4. Inappropriate or Offensive Content

EarnUp maintains a zero-tolerance policy toward content that is offensive, explicit, or harmful.

This includes:

Pornographic or sexually explicit material, especially content accessible to minors

Hate speech, racist, discriminatory, or defamatory content

Violent or abusive imagery or messaging

5. Misleading or Deceptive Content

All advertisements must be honest, transparent, and factually accurate.

EarnUp prohibits any content that:

Makes false or exaggerated claims about products or services

Includes deceptive offers, fake testimonials, or unverifiable investment promises

Misrepresents the advertiser's identity, licensing status, or affiliations

EarnUp reserves the right to remove or reject any advertisement that violates these content restrictions, with or without prior notice, to maintain a safe, compliant, and trustworthy advertising ecosystem.

Additional Content Restrictions

To safeguard users, ensure transparency, and maintain the ethical integrity of the EarnUp ecosystem, the following categories of advertisements are strictly prohibited:

1. Fraudulent and Deceptive Activities

EarnUp enforces a zero-tolerance policy toward fraudulent content and financial misconduct.

The following are explicitly banned:

Pyramid and Ponzi Schemes: Any advertisements or promotions related to pyramid structures, Ponzi models, or deceptive financial programs intended to mislead users.

Scams and Phishing Attempts: Content that redirects users to phishing websites, fake wallets, or any service designed to steal user data or funds.

Such violations will result in immediate account termination and possible reporting to relevant authorities.

2. Sensitive Political and Social Topics

EarnUp maintains a politically neutral and socially responsible platform. Therefore, advertisements involving politically or socially sensitive content are prohibited unless they comply with applicable regulations.

This includes:

Political Advertising: All political ads must fully comply with election laws and regional regulations. Non-compliant or manipulative political content is forbidden.

Sensitive Social Issues: Content related to race, religion, gender, or sexuality that could incite hatred, discrimination, or offense to any group is not permitted.

3. Cybersecurity and Malware Protection

EarnUp prioritizes user safety and platform integrity.

The following content types are strictly banned:

Malware or Spyware: Any advertisement containing links or downloads that may introduce malicious code, viruses, or spyware.

Unverified Software Links: Ads leading to untrusted or unverified software downloads, including browser extensions or wallet tools, are not allowed.

EarnUp employs automated and manual content screening to prevent the publication of malicious or unsafe materials.

4. Regulated Products and Services

Certain product categories are restricted due to legal and ethical considerations. Advertisers must ensure full compliance with applicable jurisdictional laws, including:

Alcohol and Tobacco Products: Ads promoting alcoholic beverages, tobacco, or related items are subject to strict age and regional restrictions.

EarnUp may require verification of age and legal compliance before approving such campaigns.

Other Regulated Goods: Products that require official licenses (e.g., pharmaceuticals, CBD, or gambling) must include documentation proving authorization before publication.

EarnUp reserves the right to refuse any advertisement that fails to meet these regulatory and ethical standards.

Conclusion

EarnUp is not merely an advertising platform — it represents a new paradigm in digital engagement where blockchain meets advertising to create a transparent, fair, and rewarding ecosystem for all participants.

By integrating EarnUp Token (EUT) as the core utility asset, EarnUp empowers users to earn from genuine engagement, allows advertisers to reach authentic audiences, and offers token holders a way to participate in the platform's sustainable growth.

Unlike traditional advertising systems, EarnUp redistributes value directly to its community. Users are rewarded for their time and attention, advertisers gain measurable and verified exposure, and token holders benefit from a growing, utility-based economy that supports real-world use.

Our mission is to establish a self-sustaining advertising ecosystem where engagement equals value, transparency ensures trust, and participation fuels growth. With a clear roadmap, strong governance, and a user-focused approach, EarnUp is set to become a global leader in blockchain-powered digital advertising.

We invite users, advertisers, and blockchain enthusiasts to join us in building a future where advertising truly rewards everyone — fairly, transparently, and meaningfully.



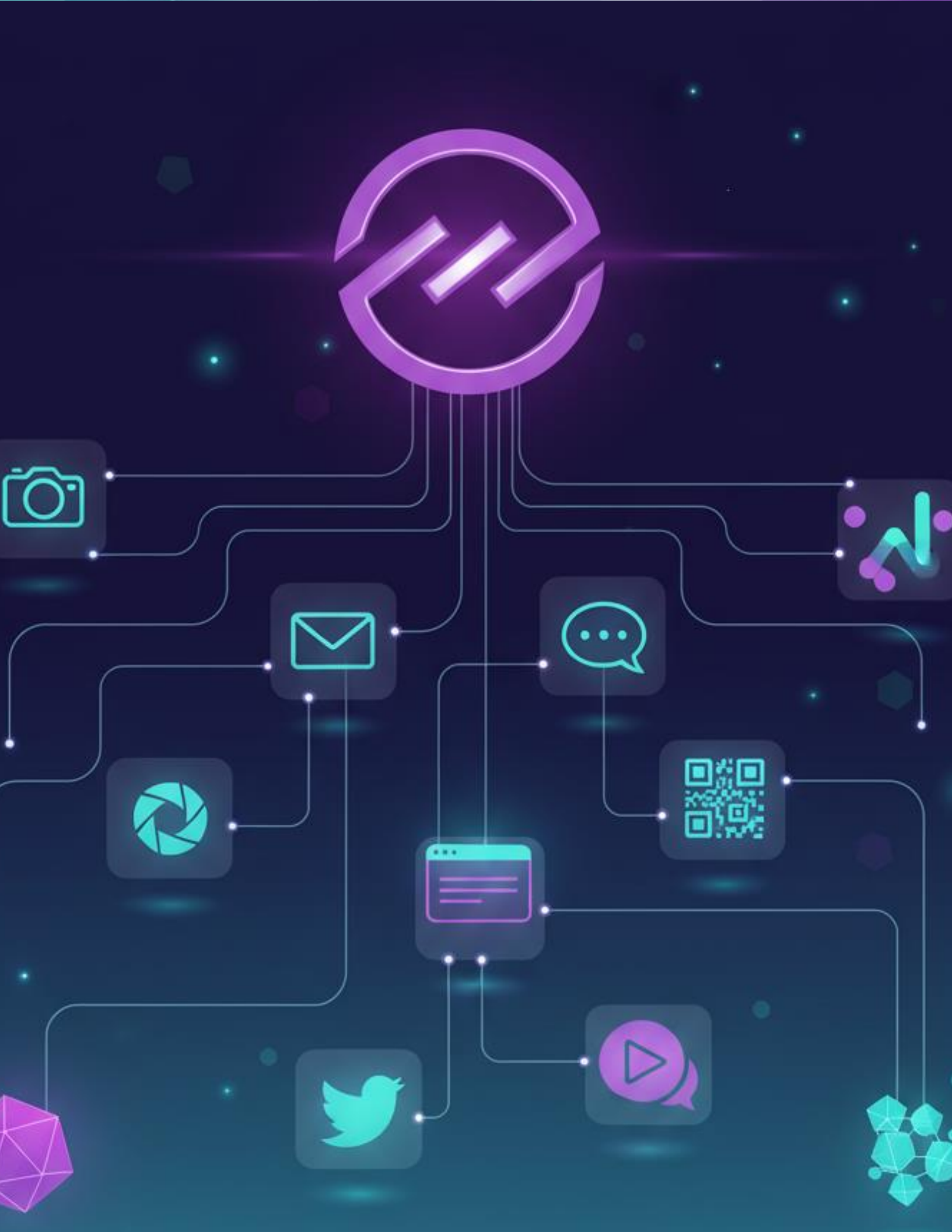
Market Risk Disclaimer

Participation in the EarnUp ecosystem involves real engagement-based activities such as ad viewing, lottery participation, and subscription-based reward programs. While users can earn tangible rewards — primarily in USDT — these earnings depend entirely on their activity level, interaction frequency, and participation in promotional or lottery events.

The EUT token serves as a utility asset for premium access, advertisement payments, and platform features. It is not intended as an investment vehicle, and its value may fluctuate based on market demand, token circulation, and user adoption.

EarnUp does not guarantee fixed profits or returns. The platform ensures transparency through verifiable smart contracts and blockchain-based reward tracking, but all outcomes remain subject to user engagement and market dynamics.

Users are encouraged to conduct independent research and participate responsibly, understanding that blockchain-based platforms carry inherent market variability and risk.



Contact Information

Now is the time to join us.

Whether you're a user looking to earn rewards, an advertiser aiming to maximize reach, or an investor exploring new opportunities in blockchain, EarnUp offers something for everyone. By participating in the EarnUp ecosystem, you're not only contributing to the future of digital advertising but also benefiting from a platform designed to grow and reward its community.

Get started today with EarnUp and experience the future of advertising. Every click counts, every interaction matters, and together, we're building a brighter digital economy.

Join EarnUp. Let's innovate, grow, and succeed—together.

Contact Information

Main Token Website – EarnUp Token (EUT)

<https://earnuptoken.com>

Access technical details, the whitepaper, tokenomics, and official smart contract information for the core utility token EUT.

Earning Platform & Ad Gallery – UpAds

<https://upads.xyz>

Explore the main user interface for viewing ads, earning rewards, joining prize draws, and browsing the complete ad gallery.

Email Support:

support@earnuptoken.com

Social Media:

X

Telegram

Youtube

Instagram



Polygon EUT

0xA0716050A63B691085070a34481F7a130342Fb24

Solana EUT-S

NQqLSwNuQXgNGXz8BWYMWoBxZxbrBLhKxahpo7gebWj



Smart Contract Addresses

Polygon (EUT):

0xA0716050A63B691085070a34481F7a130342Fb24

Solana (EUT-S):

NQqLSwNuQXgNGXz8BWymWoBxZxbrBLhKxahpo7gebWj

