

# PAYWARD CANADA INC.

## CRYPTO ASSET STATEMENT

ALKIMI

**Alkimi (ALKIMI)**

Last updated on August 21, 2025

### Disclaimer

*Payward Canada Inc. (Kraken) is registered under Canadian securities laws as a restricted dealer and is offering Crypto Contracts on crypto assets in reliance on a prospectus exemption contained in the exemptive relief decision [Re Payward Canada Inc.](#) dated 04/01/2025 (the Decision). The statutory rights in section 130.1 of the Securities Act (Ontario), and, if applicable, similar statutory rights under the securities legislation of each other province and territory in Canada, do not apply in respect of the Crypto Asset Statement to the extent a Crypto Contract is distributed under the prospectus relief in the Decision.*

*No securities regulatory authority has expressed an opinion about the Crypto Contracts or any Crypto Assets (as defined in the Risk Statement) made available on the Kraken platform, including an opinion that ALKIMI is not itself a security and/or derivative. Changes to applicable law may adversely affect the use, transfer, exchange, or value of any of your crypto assets, and such changes may be sudden and without notice.*

*Please note that this Crypto Asset Statement may not be exhaustive of all risks associated with trading ALKIMI. Please review the [Risk Statement](#) and [Fee Schedule](#) for additional discussion of general risks and transaction fees associated with the Crypto Contracts and Crypto Assets made available through the Canadian Platform. These materials are for general information purposes only and are not investment advice or a recommendation or solicitation to buy, sell or hold any crypto asset or to engage in any specific trading strategy. The information contained in this Crypto Asset Statement is based on publicly available information provided by third parties.*

### What is Alkimi and how does it work?

Alkimi is a decentralized advertising exchange that aims to bring transparency and efficiency to the digital advertising industry. Built using Ethereum-compatible infrastructure, Alkimi runs real-time ad auctions with tools like OpenRTB and Prebid, and logs transactions using Ads Explorer. The platform seeks to reduce middlemen costs, improve settlement times, and provide a more efficient ad supply chain for advertisers and publishers.

The ADS token is used to settle advertising transactions on Alkimi Exchange (AIEx) and distribute fees as yield to token holders. It also serves as collateral for operating validator nodes that maintain the exchange. Token holders can stake ADS or provide liquidity to earn a share of ad revenue generated through the platform.

### Who is behind the Project?

The core team includes co-founders Ben Putley (CEO), Adam Chorley (COO), and Chandrashekar Narayana (CTO).

## Tokenomics of Alkimi:

The distribution of ALKIMI tokens is as follows:

Category	Percentage
Private Sale 1	9%
Private Sale 2	10%
Private Sale 3	1%
Team	10%
Advisors	10%
Marketing	15%
Staking Rewards	5%
Development Bounty	5%
Exchange Liquidity	5%
Reserve	3%
Platform Tokens	27%
<b>Total</b>	<b>100%</b>

## General Risks

Like all other digital assets, there are some general risks to investing in ALKIMI. These include short history risk, volatility, and liquidity risk, demand risk, forking risk, code defects, cryptography risk, regulatory risk, concentration risk, electronic trading risk and cyber security risk. For more information on general risks associated with smart contracts and digital assets, see [Kraken's Risk Statement](#).

## Risks specific to Alkimi

### *Competition*

ALKIMI faces competition from other blockchain ad-tech platforms and traditional digital ad networks. ALKIMI's value derives from the project's broader adoption in the market. If ALKIMI fails to achieve sufficient adoption compared to the other options in the market, this could negatively impact the value of ALKIMI.

## Due Diligence

Prior to listing on the Kraken platform, Kraken performed due diligence on ALKIMI and determined that ALKIMI is unlikely to be a security or derivative under Canadian securities legislation. Our analysis generally includes, but is not limited to, reviewing publicly available information on the following:

- The creation, governance, usage and design of ALKIMI, including the source code, security and roadmap for growth in the developer community and, if available, the background of the developer(s) that created ALKIMI;
- The supply, demand, maturity, utility and liquidity of ALKIMI;
- Material technical risks associated with ALKIMI, including any code defects, security breaches and other threats concerning ALKIMI and its supporting blockchain (such as the susceptibility to hacking and impact of forking), or the practices and protocols that apply to them; and
- Legal and regulatory risks associated with ALKIMI, including (i) any pending, potential, or prior civil, regulatory, criminal, or enforcement action relating to the issuance, distribution, or use of ALKIMI, and (ii) consideration of statements made by any regulators or securities regulatory authorities in Canada, other regulators of the International Organization of Securities Commissions, or the regulator with the most significant connection to ALKIMI about whether ALKIMI, or generally about whether the type of crypto asset, is a security and/or derivative.