



Press Release

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Talkpool and Joors co-found blockchain consortium to transform the mobile internet advertising industry

Talkpool and Joors co-found a consortium called “JoorsChain” together with TrueChain to develop a blockchain platform to support telecom operators, media and ad-tech in transforming the mobile internet advertising industry. The platform will provide a transparent and non-fraudulent way to distribute ads, sponsored apps and content to mobile users, with higher efficiency and possibilities to incentivize end-users.

The solution is addressing a digital advertising market exceeding 200 billion USD. It will enable mobile operators, publishers and advertisers to offer more value to mobile users in new and innovative ways.

Blockchains is also a complementary technology to our Internet-of-Things strategy; where we build upon our network and security expertise. Blockchain technology and decentralized applications, DAPPS, are disruptive technologies that enables new more efficient business models. It adds a new dimension to Internet where all sorts of transactions can be programmatic, secure and without middlemen, adds Stefan Lindgren, CTO of Talkpool.

The strategic partnership in JoorsChain is very important to TrueChain. As we are building the first permissionless public PBFT blockchain for commercial Dapps and we need partners to build real high-performing Dapps on our infrastructure. We are very excited to take the challenge and build TrueChain together with our partners, said Eric Zhang, Co-founder & CTO of TrueChain.

Carl Aspenberg, CEO of Joors: We are very excited about bringing this blockchain solution to the market for the benefit of mobile users, publishers and ad buyers. The JoorsChain blockchain will be disruptive and change the way ad buyers interact with mobile operators and publishers and also diminish the frauds in the value chain.

Talkpool will provide technical expertise in networks, mobile security and blockchain technology as well as market access to all Talkpool’s markets for the said blockchain platform.

For more information go to www.joorschain.io or contact:

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About Talkpool

Talkpool provides IoT solutions and telecommunication network services globally. Through its cutting-edge technical expertise, long experience and agile business model, Talkpool offers global telecom vendors and operators high-quality services on short notice no matter the location. Moreover, Talkpool is one of few companies with actual solutions and contracts in place in the exciting IoT-market. Remium Nordic Holding AB is Talkpool's Certified Advisor. www.talkpool.com

About IntJoors Holding AB

IntJoors Holding AB provides software solutions that enable mobile operators and media companies to leverage their existing infrastructure and consumer data. IntJoors Holding AB offers their solutions primarily in emerging and developing markets.

www.joors.com

About TrueChain

TrueChain is developing a state of the art public blockchain for real commercial decentralized applications ("Dapps"). The blockchain is based on an improved PBFT consensus protocol that provides fast peer-to-peer communication, value transfer, and efficient smart contract infrastructure. TrueChain is currently focusing on digital advertising industry Dapps, but is preparing for supporting all commercial Dapps. www.truechain.pro

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