



The Future of Consumer Data Banking

Private Securities Offering

Offering: **\$20 Million** | Series A Preferred
 Security | Digital Security
 Security Name | Fabric Equity Token
 Ticker Symbol | **FAB Token**
 Security | Series A Preferred
 US Offering (Reg D) | Security Token (Equity)
 Non-US Offering (Reg S) | Security Token (Equity)

Investor Links

Broker Dealer | [Securitize](#)
 Offering Website | [Registration & Purchase](#)
 Consumer Ad Marketplace | [Website](#)
 Investor Video | [Video](#)
 Metaverse Demo Video | [Advertising Land](#)
 Investor Deck (Short) | [Pitch Deck](#)

FabricPaySM unlocks the Trillion-Dollar Consumer Data Banking Marketplace



[FabricPaySM](#) empowers a new generation of digital consumers in **Web 3.0** to control their advertising data and more importantly to **monetize this data to pay for everyday goods and service**.



Fabric's consumer data marketplace unlocks an open market to the **trillion-dollar consumer data banking industry** dominated by the duopoly of **Facebook (Meta) and Google in Web 2.0**.

Consumers get paid by Brands to watch ads, **create and mint their own NFTs promoting those brands** and sell them in Fabric's immersive **metaverse marketplace** called **Advertising Land**.

Paul Taylor | Chief Executive Officer



Problem Fabric is Solving

For Advertisers, an estimated **\$0.50 of every advertising dollar** is lost to fraud (bots) and middle-man publishers - Facebook and Google - *eMarketer Aug 2019*. Meta (Facebook) is the biggest beneficiary of this broken model.

Meta generates \$40 Billion in revenue per year from 250 Million users in North America by collecting consumer data to send targeted advertising. **Consumers get zero** in this value exchange for "free services".

Fabric uses patented blockchain / smart contract technology to remove data gatekeepers (Meta and Google) and to allow users to **own their digital identity** and **pay users directly** for access to their advertising targeting data in their Fabric data bank account. Each Fabric user is assigned a unique bank account and routing number allowing for instant money transfer and payment options using **FabricPaySM**.

Press Release

SAN FRANCISCO, California -- (BUSINESS WIRE) -- **Fabric**, a leader in consumer data payments innovation, announced a **partnership with Galileo**, a data network powering the fintech tools that millions of consumers rely on to improve their financial lives, **to deliver FabricPaySM solution to businesses across North America**. Consumers benefit from Fabric by getting paid by Brands to be creators and get paid by Brands in Fabric's Metaverse called "Advertising Land".

Fabric was also feature on

ICO CROWD
THE DISRUPTIVE INVESTORS MAGAZINE

Medium



Forbes

Entrepreneur

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Securities Offering: \$20 Million Series A Round

Overview Pricing Schedule

Round Size | \$20 Million

Token Par Value | \$8.19 per token

Security Type | Series A Preferred

1 token = 1 share

Pricing | \$8.19 per share

Buy 1 token = \$8.19 = 1 Preferred Share

Preferred Equity for Sale | 2,441,471 shares (25%)

Total Tokens for Sale | 2,441,471 tokens

Executive Team

Paul Taylor
Chief Executive
Officer



Jeff Davis
Board of
Directors



Brian Platz
Blockchain
CTO



Kristine Taylor
Chief of
Staff



Andrew Filipowski
Board of
Directors



Ryan Marquis
VP Banking
Partnerships



Advisors

Russel Smith | Partner | Securities | Dentons

Anthony Duca | CEO | Metaverse | Cavnus

Rick Bachman | CEO | Compliance | Scale

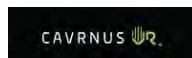
Christine Carvalho | VP Brand Strategy | Coca-Cola

Sam Cannon | Managing Director | Marketing | Molio

Kim Haskell | Advisor | Brand Bus. Dev. | Chiat Day

Marc Fischer | Product Development | Dogtown Media

Partners



Join the 75,000 consumers that already signed up.

Open Your Fabric Data Bank Account Today. Get Paid by Brands.

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