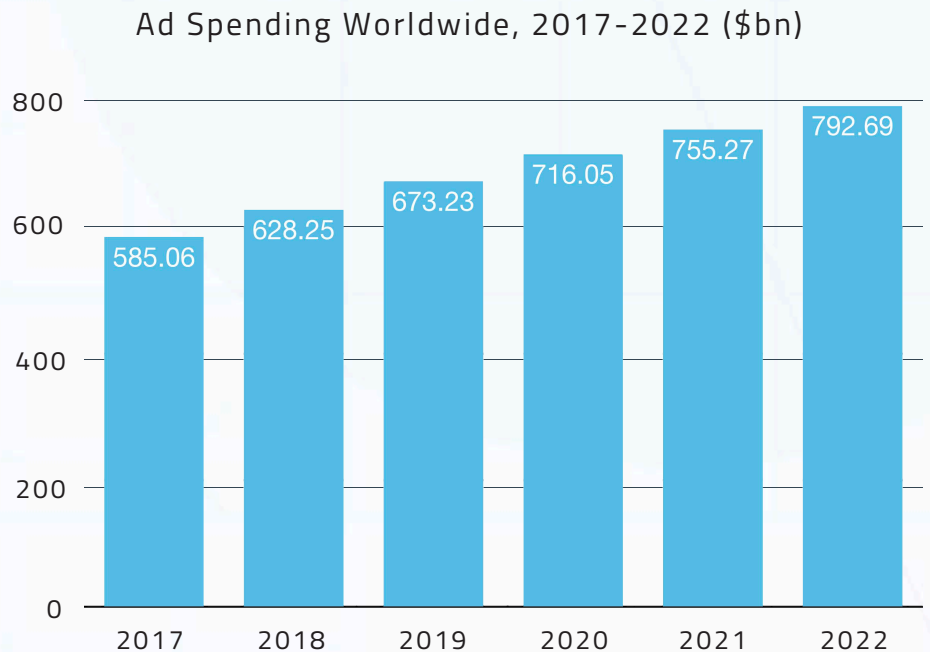


HYGH Revenue Share Model

Advertising spending is expected to be as much as 800bn by 2022 with expected annual industry growth rates of 13% through 2022.



source: eMarketer

Accounting for tax and margin of error, we conservatively estimate the **net turnover for the industry at 600bn**. With this in mind, let's assume HYGH captures only 1% of this industry by 2022 for illustration purposes:

- i. **6bn** revenue per year by 2022.
- ii. 9% of this revenue is reserved and paid out to the token holders: a total of **\$540m**.
- iii. If you bought 1,000,000 HYGH tokens in the sale (0.1% of the supply) at 0.05\$ a token (for a total of **\$50k**), you get 0.1% of that \$ payout, which amounts to **\$540k**.
- iv. Payments are distributed quarterly; in other words, **you would get \$135k every 3 months**.
- v. An asset that grants you \$540k annually is worth at least worth 10-20x the amount it generates per year (according to a minimum of 5-10% ROI each year). This would mean **the tokens you bought for 50k\$ in 2018 would be worth \$5.4m-\$10.8m in 2022**.