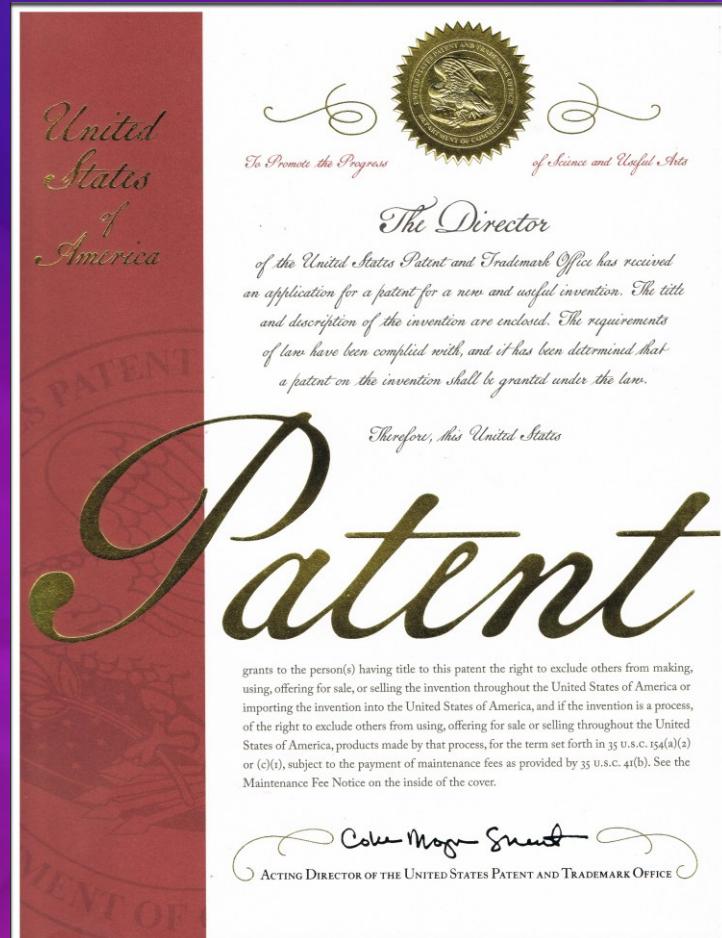


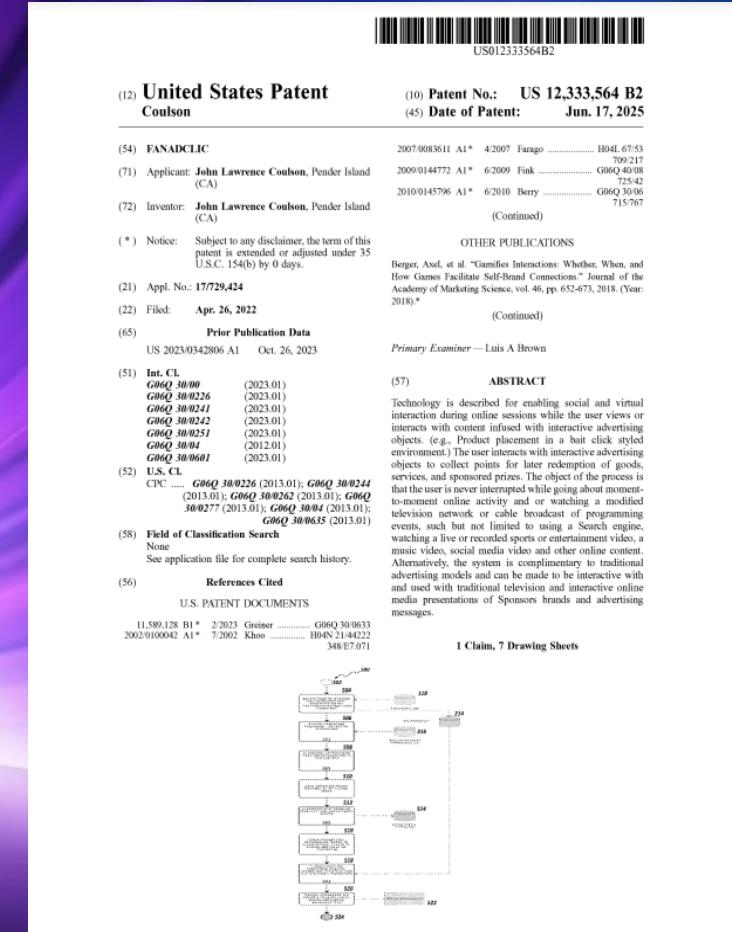
APEX.ai

APE-X.ai

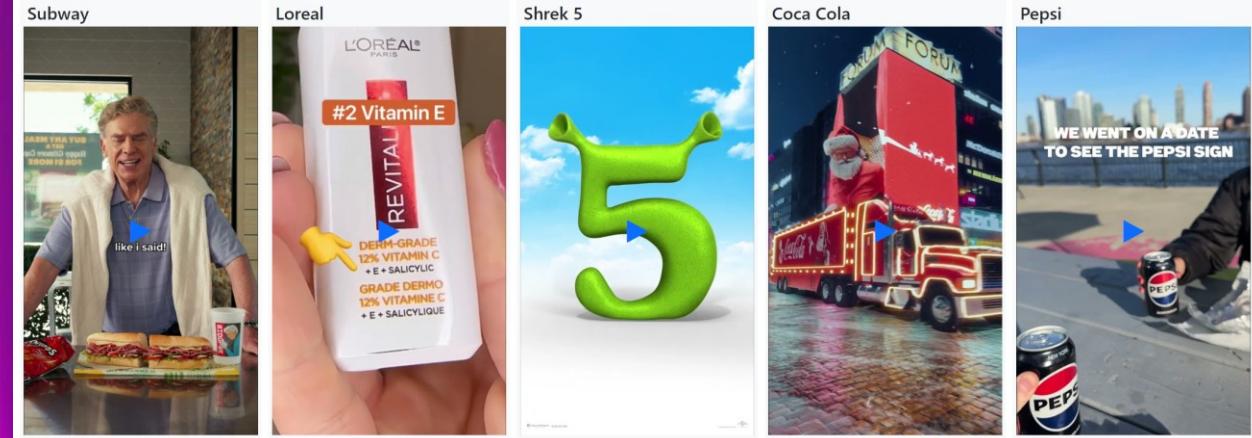
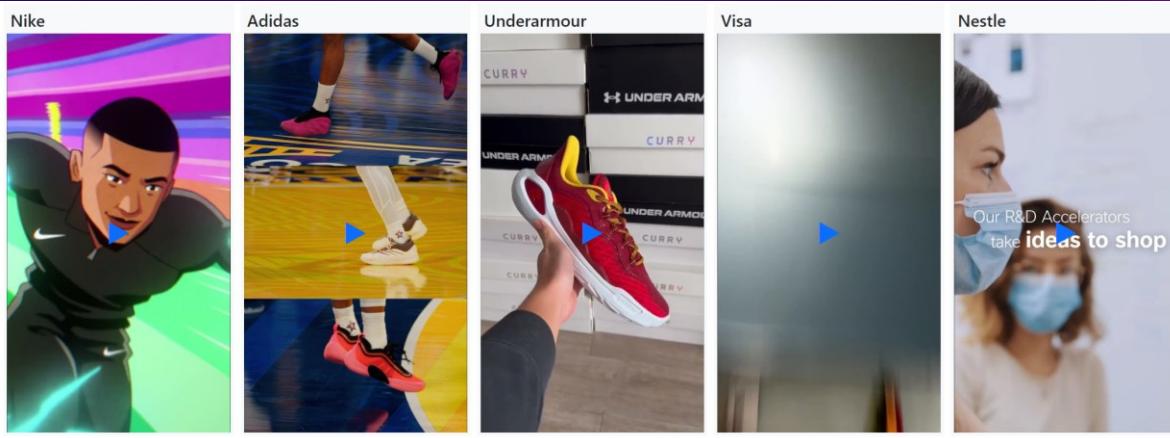


- APE-X.ai's model of rewatchable ads, interaction points, and gamification storytelling directly taps into these proven metrics:
- Higher engagement
- More meaningful data feedback
- Built-in loyalty through choice and rewards
- Scalable monetization across media, games, and advertising

A revolutionary, pioneering, game-changing, US Patent No.: 12,333,564 B2 interactive advertising and real-time gamification platform



“Where Brands, Creators, & Players All Level Up.”



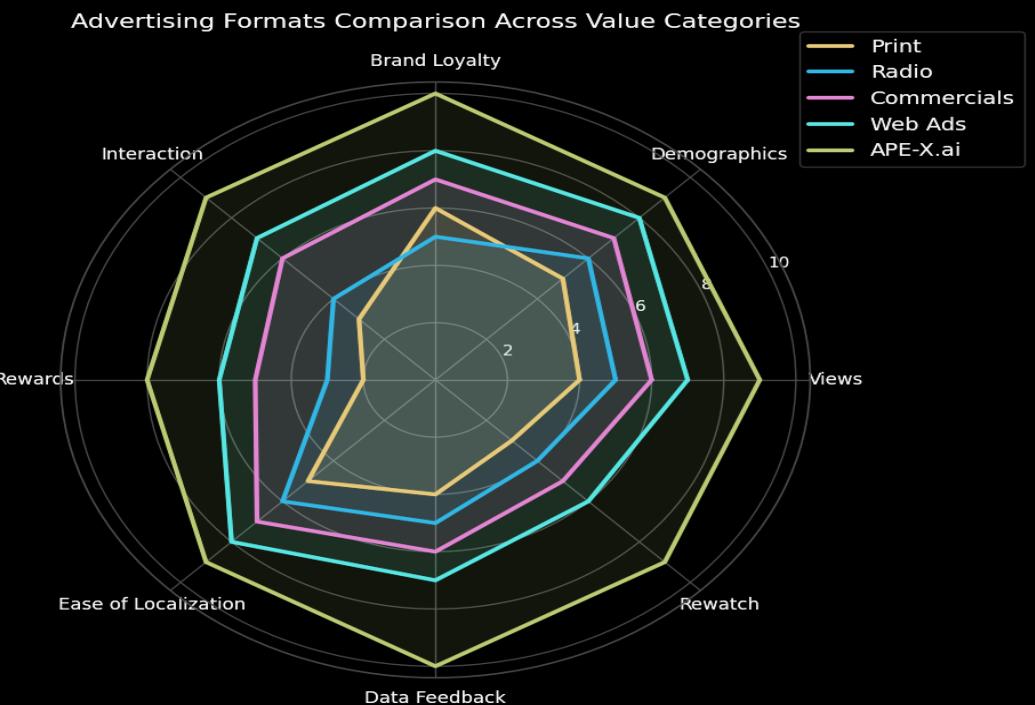
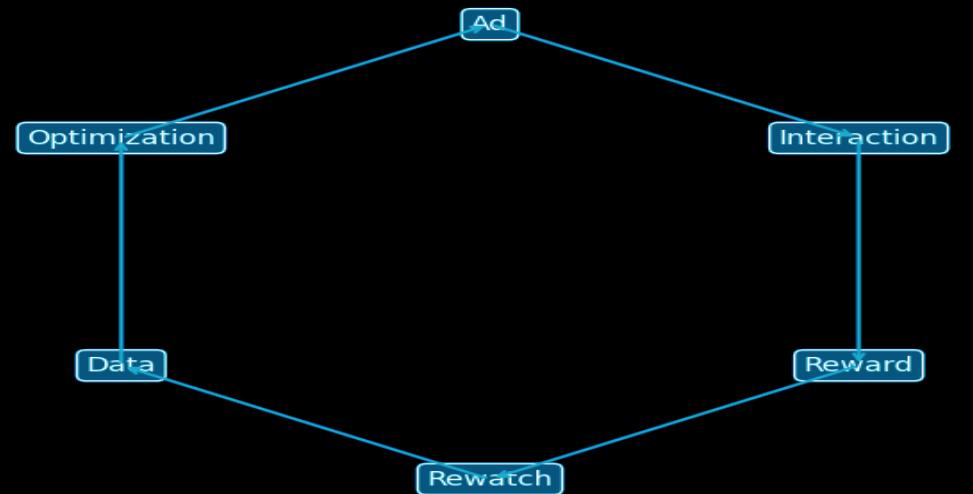
- The core innovation lies in its ability to deliver hyper-personalized, contextually relevant advertising without interrupting the user experience. Ape-X.ai directly addresses these pain points by transforming advertising into an enjoyable, rewarding "treasure hunt" or "game within the game", controlled by the user. The system's A.I.M.L. core ensures personalized ad delivery based on user-defined preferences and learned behaviors, enhancing relevance and user receptiveness.

- Ape-X.ai offers a compelling value proposition to users (fun, rewards, control), advertisers (higher engagement, positive brand association, targeted reach based on actual interaction), and content providers/ad agencies (new, non-competitive revenue streams). Revenue will primarily be generated through a Cost-Per-Engagement (CPE) model, licensing fees, and transaction commissions.

• Powering the Future of Play, Promotion, and Participation.

- Pay-Per-Engagement Model: ensuring higher ROI than impression-based models.
- Enhanced Targeting & Relevance: A.I.M.L. ensures ads reach interested users based on their stated preferences and learned behavior.
- Increased Brand Recall & Positive Association: Gamified, rewarding interactions lead to better brand perception.
- High Density Threshold: Deliver more branded content than normally acceptable because it's non-intrusive and valued by users.
- Real-time Reporting & Analytics: Standard online advertising features like impression tracking (for context), interaction rates, real-time scheduling, and billing.





“Turning Every Click into Connection,
Commerce, and Culture.”



“Bringing Brands into the Game—and
Gamers into the Story.”

Here's how APE-X.ai transforms ad spend into strategic intelligence:

-  **ROI Amplification:** Every interaction is tracked, analyzed, and optimized—no wasted impressions.
-  **Hyper-Targeting:** AI doesn't guess—it knows. Demographics are precise, dynamic, and behaviorally informed.
-  **Engagement Intelligence:** Rewatches aren't just vanity metrics—they're signals of brand affinity.
-  **Adaptive Localization:** Ads adapt to language, culture, and region instantly—no manual overhead.
-  **Gamified Loyalty:** Viewers earn rewards, creating a feedback loop that builds brand love and repeat engagement.

Category	Print	Radio	Commercials (TV)	Web Ads	APE-X.ai
 Views	Low visibility, static reach	Medium reach, audio-only	High reach, but passive	High reach, trackable clicks	High reach + verified engagement
 Demographics	Broad, imprecise	Vague audience profiles	Estimated via Nielsen ratings	Cookie-based targeting	AI-driven precision targeting
 Brand Loyalty	Weak recall	Low emotional connection	Moderate via repetition	Moderate via retargeting	Strong via gamified engagement
 Interaction	None	None	Passive viewing	Click-through only	Multi-layered: clicks, rewatches, actions
 Rewards	None	None	Rare (contests/promos)	Occasional (points/offers)	Built-in reward ecosystem
 Localization	Static, costly	Regional only	Regional ad buys	Geo-targeted	Instant AI-powered localization
 Data Feedback	Minimal, delayed	Minimal, anecdotal	Delayed, indirect	Real-time analytics	Real-time + behavioral insights
 Rewatch	No	No	Rare (DVR)	Limited (YouTube, etc.)	Encouraged + tracked for ROI



Vision & Market Opportunity

“The future of advertising isn’t passive—it’s primate-powered.”

Vision:

APE-X.ai is redefining how brands connect with audiences—through intelligent, interactive video experiences that adapt, engage, and convert. We envision a world where every ad is a conversation, not a monologue.

Market Opportunity:

- 📈 \$1.1 Trillion global digital ad spend projected by 2026
- 🎥 Interactive video ad market growing 2.5x faster than traditional formats
- 🧠 AI-driven personalization increases conversion rates by up to 80%
- 👉 APE-X.ai is positioned at the intersection of AI, interactivity, and storytelling—a trifecta that brands are hungry for

Why Now:

Audiences are tuning out static ads

Brands are demanding measurable engagement

AI tools are finally powerful enough to deliver real-time personalization at scale

APE-X.ai isn’t just riding the wave—we’re building the surfboard

INVESTOR - SAFE

Total global ad spend is projected to reach \$1.1 trillion this year. Digital advertising spend comprises roughly 73% of that total. We have recently been issued a patent for an advertising technology that is an AI enabled force multiplier for engagement and revenue generation across all media formats and platforms. We are raising our seed round for development and launch. US \$50k minimum against a US \$1M safe note at a 20% discount.

APEX.ai

Patented Technology & AI with a fun personality



APE-X™

APE-X is the towering genius—the 800-pound gorilla in a lab coat who's not just rewriting the rules of digital evolution but inventing entirely new ones. With a heart as big as his brain, he's a benevolent architect of breakthrough solutions, always tinkering, always dreaming. Whether he's building ad algorithms or crafting engagement engines, APE-X is the calm, brilliant force behind the revolution—equal parts Einstein and King Kong.



Bongo™

Bongo is chaos in motion—a wild-hearted teenaged Silverback, Bongo has a taste for adrenaline and a knack for disruption. He's the spark that ignites creativity, diving headfirst into extreme sports, gaming marathons, and beat-making sessions. Tech-savvy but impulsive, Bongo's mischief often leads to unexpected breakthroughs. He's the muse who breaks the mold, challenging the status quo with a grin and a skateboard.



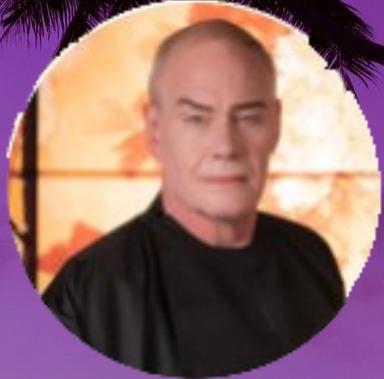
Nova™

Nova is the pulse of the future—equal parts coder, creator, and cultural icon. With brains and brawn in perfect balance, she's the rebel with a poet's soul and a mind wired for innovation. A popular influencer with a magnetic presence, Nova bridges worlds: tech and art, logic and emotion, data and dreams. She doesn't just solve problems—she reimagines them, offering answers with style, depth, and a wink.

Our Founding Fathers – The Team



John L. Coulson CEO/Inventor



J.R. Horsting CCO



Ed Dille CBO



Jamal Woodley CSEO



Serge Stein CCO



APE-X.ai transforms passive ad views into active engagement, rewarding users and cultivating brand loyalty—at scale.

APE-X.ai doesn't just deliver impressions, it delivers impact. Every click, every rewatch, every reward builds a deeper connection, turning viewers into loyal advocates.



True Advertising Gravity

Replay ability is built-in

Viewers return to explore different outcomes, increasing brand exposure.

Not Just a Platform
A Playground for Possibility!



For more Investor, Content Provider and
Consumer information please contact us today

John L. Coulson
CEO/Founder/Inventor
Invest@Ape-X.ai

Ape-X - The New Arena for Attention, Action, and Affinity

