

PRESS RELEASE

Berlin startup Humancredit offers a fair alternative to adblockers

- **Solution for the arms race between the advertising industry and adblockers**
- **Dialogue between companies and consumers at eye level**
- **Humancredit turns consumers using ad-blockers into premium ad-customers**

Berlin, July 1, 2015 – Just about everyone who goes online is annoyed by the enormous amounts of advertising. About 150 million people* employ adblockers to remove the ads, casting ad-financed websites into existential difficulties while brands spend a lot of money for campaigns that are invisible to users blocking them. That is why adblocker companies and the advertising industry are currently engaged in an arms race. The Berlin-based startup Humancredit has developed an alternative that aims to put an end to this confrontation for the benefit of all.

"Going to court or technical tricks will not help. If publishers want to find a sustainable solution for 'adblock problem' they have to be able to offer their readers something better than adblockers. It is time that the advertising industry understands that there is no way to avoid safeguarding user interests. With Humancredit website operators can provide their readers a fair option and bring online advertising into a new dimension," said Humancredit founder Georgi Musev.

Humancredit has developed a free browser plugin** that filters advertising instead of simply blocking it. The public alpha version can be downloaded from their website humancredit.cc. When it is activated, the plugin will only display ads from companies that meet basic ethical standards *** and at the same time reward users for their attention. Humancredit protects users' personal privacy and creates a channel for dialogue to take place between committed consumers and companies. By using this "fair filter" Internet users gain control over what they see without endangering the existence of the web sites they visit. On the contrary, consumers that were previously unreachable will be able to accept non-obtrusive, and more importantly, relevant advertising from select brands. This is how Humancredit transforms consumers using adblockers into self-determined users and premium advertising customers.

The attention that Humancredit users give to the ads they see is valuable to advertisers. Humancredit converts this attention into real value and wants its users to benefit from that. Every interaction between advertisers and consumers will be rewarded with credits that are donated to select recipients.

Local charitable organizations like the "Gelbe Villa" in Berlin and international educational projects run by Oxfam Germany e.V. will be among the first to benefit.

At a later stage users will be able to choose themselves how the funds are distributed.

* Source: [PageFair & Adobe Adblocking Report 2014](#)

** Initially only for Chrome browser

*** The ethical standards at Humancredit (see humancredit.cc/principles) require:

1. Advertisers to be members of the [UN Global Compact network](#), or to comply with the UN Global Compact's [10 principles](#).
2. The delivery of advertisement over networks that have been [EDAA OBA certified](#), or comply with [the 7 principles for online behavioral advertising](#).

For images (logo, infographics, photos) go to humancredit.cc/press/.

About Humancredit

The Humancredit filter is a plugin that allows users to view only advertising from ethically committed brands that reward them for their attention by funding donations to the cause of their choice. Humancredit provides companies with a direct communication channel to engaged consumers, enabling them to reduce wastage and build sustained customer loyalty. The plugin is operated by the non-profit Humancredit gGmbH established in 2014 by Georgi Musev to generate funds for public-benefit causes and to strengthen the self-determination of Internet users.

The Plugin

The Humancredit browser plugin is based on existing adblocker technology and will be incrementally enhanced with personalization and dialogue features. With the release of the plugin's alpha version, the Berlin Social Startup seeks to convince adblock users to switch to Humancredit's filter, to invite advertisers to switch to 'fair advertising' featuring the Humancredit Certificate and to acquire investments for software development so that "Humancredits" can begin to flow on a large scale.

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