

Adslot.

INVESTOR WEBINAR.

MAY 2024

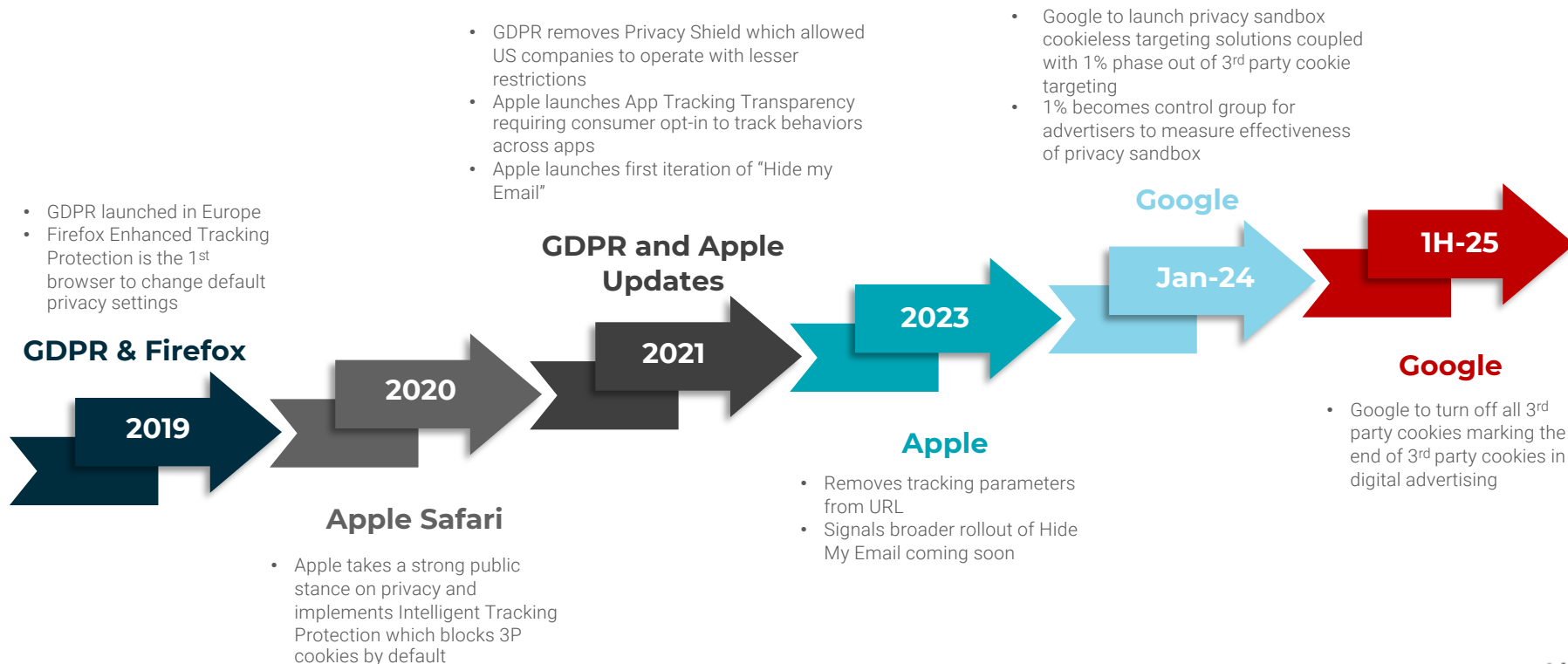


A laptop is shown from a low angle, open, with its screen tilted back. The screen and keyboard area are illuminated with a vibrant, multi-colored glow, transitioning from blue on the left to red and orange on the right. The laptop is set against a dark, almost black background, which makes the glowing elements stand out prominently. The overall aesthetic is futuristic and high-tech.

**GENERATIONAL
INDUSTRY CHANGE.**

COOKIE DEPRECATION: A FUNDAMENTAL CHANGE

73% of brands say they are not prepared for loss of 3P cookie



INCUMBENT SOLUTIONS LEAVE SIZEABLE ADDRESSABILITY GAP.



50% of the users
are on Chrome and
Android only



Mid to long-tail
open web pubs,
premium video
Est opt-in 5% -10%



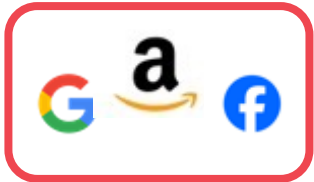
Authenticated
Users only.
~5% -10% of
open web pubs



WE ADDRESS THAT GAP.



A PORTFOLIO OF SOLUTIONS TO THIS CHALLENGE



Increased market share to the “walled gardens” with their consented audience data



Attempts to develop cookieless identifiers from key programmatic players



More media trading directly between buyers and sellers using purpose-built technology & 1st party data

A hand in a dark suit sleeve points upwards towards a row of wooden blocks. The blocks are arranged in a line, but the ones on the left are falling over, while the ones on the right are standing upright. The background is a solid dark blue color.

OUR PRIORITIES

KEY PRIORITIES FOR THE ADSLOT BUSINESS.



GERMAN CONNECTED TELEVISION (CTV)

- High value market with strong product – market fit
- Privacy compliant solutions critical for DE market
- Activation commitments from 2 leading agency groups and growing publisher coverage



KEY UK AGENCIES AND PUBLISHER MARKETPLACES

- GDPR market with high programmatic market share
- Trading activation underway with GroupM agencies
- Significant opportunities for publisher direct (white label) marketplaces



BRIDGE: US MARKET FOCUS

- US\$23B obtainable market in 2025
- Unique capabilities with strong fit to market requirements
- Decisions on post cookie solutions being made in next 9 months

Introducing....



The world's only responsible bulk audience trading platform.

All the benefits of programmatic powered by the addressability and scale of premium publisher 1st party data.



Unique Features

Aggregated 1P Audience Buying

Access inventory from 300 premium domains in one workflow

Scaled 1P Behavioural Audiences

Tap into proven, scaled 1P publisher behavioural, interest, and demographic data

Powered By Proven Publisher Ad Decisioning Technology

bridge enables traders to instrument publisher's proven ad decisioning at the edges where the 1P cookie resides

Transparent Media Buying

Fully transparent media buys with pricing directly negotiated between advertiser and publisher

br1dge Launch Target Outcomes

Objectives:

- Official launch of br1dge

Desired Outcomes:

- Generate Pipeline
- Continue identifying PMF and fine-tune br1dge programmatic messaging



br1dge Launch Results

Generate Pipeline

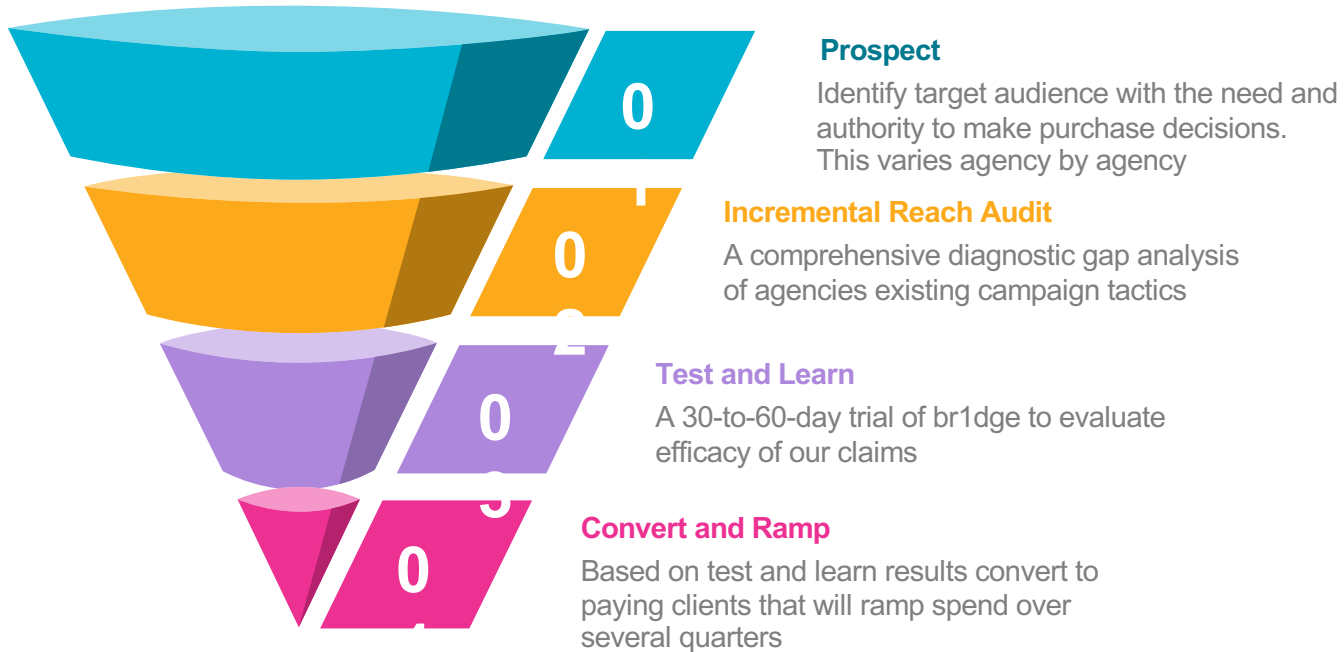
- 115% attainment of meeting goal (23 vs 20)
- Generated 8 new pipeline opportunities with 11 total follow-up calls

PMF and Messaging

- br1dge aggregates distributed ad decisioning on the “edge” where proven addressability and exposure controls reside
- Automated Deal ID is a must to shift programmatic budgets



br1dge Sales Process





Incremental Reach Audit

Luxury Auto Manufacturer



Overview of br1dge Incremental Reach Audit



The Reach Audit analyzes three critical datasets to determine the potential incremental value of br1dge

1. Maximum On-Target Audience Size based on US Census data
2. Unique Reach across the br1dge Marketplace
3. Actual reach based on current campaign tactics

Luxury Auto Targeting

Core

Age
25-54

HHI
\$75K+

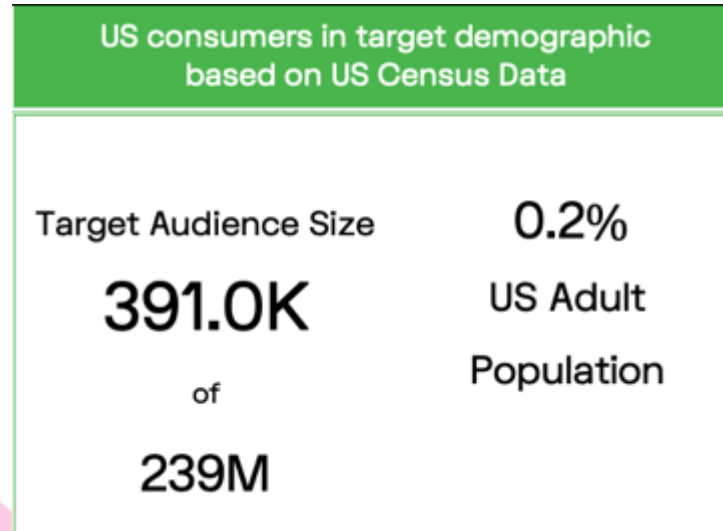
Baltimore

Behavioral

Behavioral
Luxury Car
Shoppers

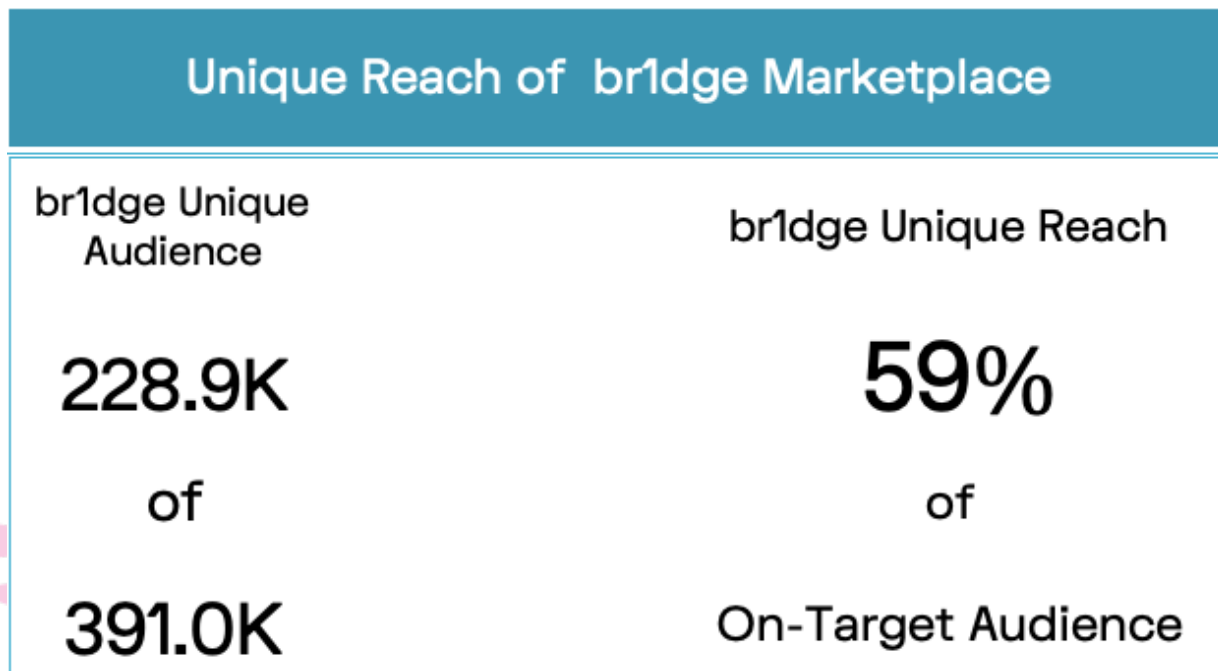
Total On-Target Audience

Based on US Census Data for age and household income
Baltimore County Maryland it is estimated that
390K people fit the luxury automotive targeting demographic



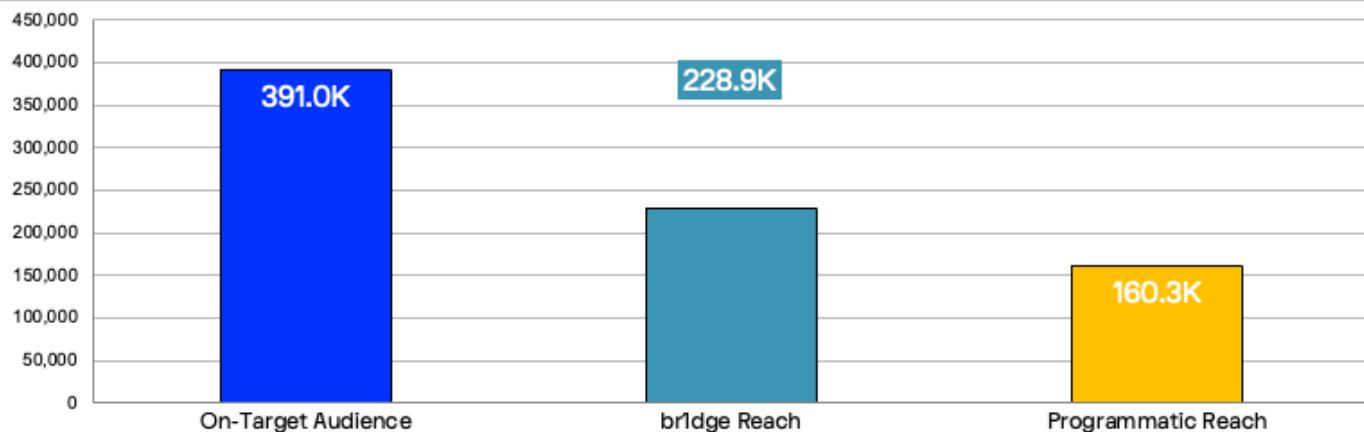
br1dge Reach

br1dge reaches ~60% of all on-target consumers across the br1dge premium publisher marketplace



br1dge 1st Party Data Reaches 71% More Consumers than Programmatic

br1dge reach compared to programmatic via 3rd party cookies



Analysis of Current Campaigns

Only 12% of advertiser current campaign impressions are served to iPhones, despite this being a core consumer demographic

	Cookies	No Cookies
Desktop	39%	25%
<u>Smart Phone/Tablet</u>	<u>25%</u>	<u>12%</u>
Total	64%	36%

br1dge Unique Reach by Device and Browser

66% of br1dge reach is to devices that do not support cookies and 90% of these users are on iPhones

br1dge Device and Browser Unique Reach			
Desktop Uniques		Mobile Uniques	
Chrome	Safari	Android	iPhone
6%	5%	28%	61%

Luxury Auto Manufacturer

Target Audience

- 25 to 54 year old
- 75K+ Household Income
- “Luxury Auto Shoppers”
- Southern / Sunny States

Media Plan

- CY Q3
- \$100,000 USD
- 11.7MM Imps @ \$8.50 CPM

Thank You.