Analyst & Investor
Afternoon
June 2015

An Introduction to the Digital Advertising Ecosystem
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We are happy to welcome you to the Crossrider Analyst and Investor Afternoon. We are really glad to see you all here and can’t wait to start this event. Our guest speakers at this event are NeoMobile and PWC.
Meet the Crossrider Team

Our team are here today to help you understand our business and our strategy

Koby Menachemi  
CEO and Founder

Ran Goldi  
VP Mobile

Shay Dadosh  
CTO

Ziv Jonas  
COO

Mark Carlisle  
CFO
Meet Our Guest Speakers

Dan Bunyan
PWC

Gianluca D'Agostino
Neomobile & Onebip
Agenda

We will be explaining the Digital Advertising Ecosystem and how Crossrider fits in

The Digital Advertising Ecosystem

Crossrider – Across the AdTech Landscape

The Evolution of Crossrider in AdTech

Crossrider Mobile

A Customer’s Perspective

Summary and Q&A

Dan Bunyan
Senior Manager
TMT Strategy
PWC

Koby Menachemi, CEO &
Ziv Jonas, COO
Crossrider

Gianluca D’Agostino
CEO
Neomobile & Onebip

Ran Goldi
VP Mobile
Crossrider

Ran Goldi
VP Mobile
Crossrider

Don Elgie, David Cotterell,
Koby Menachemi, Mark
Carlisle, Ziv Jonas, Ran
Goldi, Shay Dadosh

Gianluca D’Agostino
CEO
Neomobile & Onebip
The Digital Advertising Ecosystem

Dan Bunyan, Senior Manager, TMT Strategy, PWC
In the space of 20 years the digital ecosystem has expanded dramatically. The AdTech market is highly complex, fast moving and fragmented. Where does the sector go from here?
**Agenda**

1. Digital advertising in context
2. A fragmented Ad Tech ecosystem
3. Trends and outlook for the sector
Digital advertising in context
In the space of 20 years, the digital ecosystem has expanded dramatically

1995

Internet users

- c.35m

Mobile users

- c.80m

2014

- c.2.8bn

- c.5.2bn

50% Asia; 50% RoW

73% of population; 40% smartphones

Source: KPCB Internet Trends 2015
**Digital advertising and digital access remain the fastest growing sectors across media markets globally**

<table>
<thead>
<tr>
<th>Sector</th>
<th>2014 – 2019 CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet advertising</td>
<td>12.1%</td>
</tr>
<tr>
<td>Internet access</td>
<td>8.8%</td>
</tr>
<tr>
<td>Video games</td>
<td>5.7%</td>
</tr>
<tr>
<td>Out-of-home advertising</td>
<td>5.1%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Filmed entertainment</td>
<td>4.6%</td>
</tr>
<tr>
<td>TV advertising</td>
<td>4.1%</td>
</tr>
<tr>
<td>Business-to-business</td>
<td>4.1%</td>
</tr>
<tr>
<td>TV subscriptions</td>
<td>3.7%</td>
</tr>
<tr>
<td>Radio</td>
<td>3.1%</td>
</tr>
<tr>
<td>Book publishing</td>
<td>2.5%</td>
</tr>
<tr>
<td>Music</td>
<td>1.3%</td>
</tr>
<tr>
<td>Magazine publishing</td>
<td>0.8%</td>
</tr>
<tr>
<td>Newspaper publishing</td>
<td>-0.3%</td>
</tr>
</tbody>
</table>

Source: PwC Entertainment & Media Outlook 2015
Digital is now taking the lion’s share of advertising budgets globally

Global advertising spend by platform (share of total spend)

2014
- Television: 31%
- Digital: 27%
- Newspaper: 13%
- Radio: 6%
- Consumer magazine: 6%
- Out-of-home: 5%
- Other: 12%

CAGR: 4.7%

2019
- Television: 29%
- Digital: 39%
- Newspaper: 3%
- Radio: 4%
- Consumer magazine: 6%
- Out-of-home: 9%
- Other: 10%

CAGR: 12.1%

Source: PwC Entertainment & Media Outlook 2015
Digital is not only the largest in absolute terms, but is also complimentary to other media

UK advertising media mix

Note: Only online media are included in Internet - e.g. out of home digital advertising is not included

Source: PwC Entertainment & Media Outlook 2015
Over 80% of digital advertising spend is concentrated in ten major markets

Digital advertising revenue by country, US$bn

Source: PwC Entertainment & Media Outlook 2015
There are a number of fast growing digital advertising markets, primarily in Asia Pacific and Latin America.
The UK ad market has one of the highest digital shares

Digital Share of Ad Spend, 2019

- South Korea: 58%
- UK: 57%
- China: 53%
- Russia: 49%
- US: 39%
- Saudi Arabia: 37%
- Japan: 35%
- Mexico: 23%
- Brazil: 19%

Source: PwC Entertainment & Media Outlook 2015
UK digital advertising is worth £7.2bn, and continues to grow strongly at 14% per year

Source: PwC / IAB digital ad spend study 2014
Growth varies by advertising segment, with display the fastest growing segment currently

UK Digital advertising market

Source: PwC / IAB digital ad spend study 2014
Mobile advertising continues to grow rapidly, and at a much faster pace than online did historically...

UK Total Online vs. Mobile Advertising evolution

Source: PwC / IAB digital ad spend study 2014
...and more opportunity still remains within mobile (when simply compared to time spent)

Source: PwC / IAB digital ad spend study 2014, PwC Entertainment & Media Outlook, emarketer, KPCB Mary Meeker, PwC Analysis

Walmart CMO – “It’s now a case of going from print to mobile”
A fragmented Ad Tech ecosystem
The ad tech market is highly complex and fragmented
Digital display ad eco-system

Source: Luma Partners
There are three primary routes through which media owner inventory is sold in digital advertising

Illustrative digital display advertising value chains

1. Direct agency / advertiser
2. Via ad network
3. Real time bidding
A number of intermediaries earn commission on digital advertising, and this mix continues to evolve over time

**Illustrative advertising value chains**

<table>
<thead>
<tr>
<th>Medium</th>
<th>Advertiser</th>
<th>Agency</th>
<th>DSP</th>
<th>Exchange</th>
<th>SSP</th>
<th>Ad server</th>
<th>Media Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>Advertiser</td>
<td>Agency</td>
<td>DSP</td>
<td>Exchange</td>
<td>SSP</td>
<td>Ad server</td>
<td>Media Owner</td>
</tr>
</tbody>
</table>

Intermediaries now add/extract a lot of the value

Source: PwC Analysis
Trends and outlook for the sector
The market continues to evolve rapidly

Continued wave of M&A and broader industry consolidation

Programmatic becoming more mainstream; not just remnant inventory

An advertising ecosystem which now revolves around mobile devices

New premium ad formats in native and video which engage consumers
**Consolidation is likely to continue, with a number of acquisitions in programmatic and data analytics**

<table>
<thead>
<tr>
<th>Acquirer</th>
<th>Type of business</th>
<th>Target</th>
<th>Type of business</th>
<th>Date</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>Search &amp; Ad Network</td>
<td>Adometry</td>
<td>Analytics and attribution</td>
<td>May-14</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>AOL</td>
<td>Ad Network</td>
<td>Convertro</td>
<td>Analytics and attribution</td>
<td>May-14</td>
<td>$101m</td>
</tr>
<tr>
<td>Oracle</td>
<td>IT / ERP solution provider</td>
<td>Datalogix</td>
<td>Data analytics</td>
<td>Feb-14</td>
<td>$450m</td>
</tr>
<tr>
<td>Twitter</td>
<td>Social network</td>
<td>Gnip</td>
<td>Data analytics</td>
<td>Apr-14</td>
<td>$134m</td>
</tr>
<tr>
<td>WPP</td>
<td>Agency</td>
<td>Comscore</td>
<td>Audience measurement</td>
<td>Feb-15</td>
<td>$300m</td>
</tr>
<tr>
<td>Media Math</td>
<td>DSP</td>
<td>Rare Crowds</td>
<td>Audience matching</td>
<td>Nov-14</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>App Nexus</td>
<td>DSP / Exchange</td>
<td>Yieldex</td>
<td>Digital sales analytics</td>
<td>Mar-15</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>Google</td>
<td>Search &amp; Ad Network</td>
<td>Spider.io</td>
<td>Ad fraud detection</td>
<td>Feb-14</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>Media Math</td>
<td>DSP</td>
<td>Tactad</td>
<td>Tracking &amp; measurement</td>
<td>Apr-14</td>
<td>Not disclosed</td>
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<tr>
<td>Rubicon</td>
<td>SSP</td>
<td>Chango</td>
<td>Retargeting</td>
<td>Apr-15</td>
<td>$122m</td>
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<tr>
<td>Gravity.4</td>
<td>DSP / DMP</td>
<td>Triggit</td>
<td>Retargeting</td>
<td>Mar-15</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>Marin Software</td>
<td>SEO</td>
<td>Perfect Audience</td>
<td>Retargeting</td>
<td>Jun-14</td>
<td>$23m</td>
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<td>Oracle</td>
<td>IT / ERP solution provider</td>
<td>BlueKai</td>
<td>DMP</td>
<td>Feb-14</td>
<td>$450m</td>
</tr>
<tr>
<td>Rubicon</td>
<td>SSP</td>
<td>iSocket &amp; Shiny</td>
<td>RTB / automation platform</td>
<td>Nov-14</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>WPP</td>
<td>Agency</td>
<td>Bannerconnect</td>
<td>DSP</td>
<td>Feb-14</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>RTL</td>
<td>Media company</td>
<td>SpotXchange</td>
<td>Video SSP</td>
<td>Jul-14</td>
<td>$144m</td>
</tr>
<tr>
<td>Facebook</td>
<td>Social network</td>
<td>LiveRail</td>
<td>Video ad server</td>
<td>Jan-14</td>
<td>$400m</td>
</tr>
</tbody>
</table>
Acquisitions in mobile have focused on networks and programmatic platforms, led by trade or VC

Selected recent transactions in the mobile ad tech space

<table>
<thead>
<tr>
<th>Acquirer</th>
<th>Type of business</th>
<th>Target</th>
<th>Type of business</th>
<th>Date</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yahoo</td>
<td>Search &amp; Ad network</td>
<td>Flurry</td>
<td>Mobile ad network</td>
<td>Jul-14</td>
<td>$200m</td>
</tr>
<tr>
<td>Yahoo</td>
<td>Search &amp; Ad network</td>
<td>BrightRoll</td>
<td>Mobile ad network</td>
<td>Jul-14</td>
<td>$640m</td>
</tr>
<tr>
<td>RNTS Media</td>
<td>Digital media co.</td>
<td>Fyber</td>
<td>Mobile ad network</td>
<td>Oct-14</td>
<td>$190m</td>
</tr>
<tr>
<td>Twitter</td>
<td>Social media</td>
<td>MoPub</td>
<td>Mobile programmatic</td>
<td>Sep-13</td>
<td>$350m</td>
</tr>
<tr>
<td>HasOffers</td>
<td>Mobile ad network</td>
<td>MobileDevHQ</td>
<td>Mobile app technology</td>
<td>Aug-14</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>Rennov8 Media</td>
<td>Mobile ad network</td>
<td>Nexage</td>
<td>Mobile SSP</td>
<td>Dec-14</td>
<td>$108m</td>
</tr>
<tr>
<td>Airpush</td>
<td>Mobile ad network</td>
<td>Hubbl</td>
<td>Mobile app technology</td>
<td>Oct-13</td>
<td>$15m</td>
</tr>
<tr>
<td>Tapjoy</td>
<td>Mobile ad network</td>
<td>5Rocks</td>
<td>Mobile analytics</td>
<td>Aug-14</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>Millenial Media</td>
<td>Mobile ad network</td>
<td>Nexage</td>
<td>RTB technology</td>
<td>Sep-14</td>
<td>$107.5m</td>
</tr>
<tr>
<td>Lotame</td>
<td>DMP</td>
<td>AdMobius</td>
<td>Mobile audience measurement</td>
<td>Mar-14</td>
<td>Not disclosed</td>
</tr>
<tr>
<td>WPP</td>
<td>Ad agency</td>
<td>AppNexus</td>
<td>Mobile ad exchange</td>
<td>Sep-14</td>
<td>$25m (minority)</td>
</tr>
<tr>
<td>Sequoia Capital</td>
<td>Venture Capital</td>
<td>Chartboost</td>
<td>Mobile ad network</td>
<td>Jul-14</td>
<td>Raised $19m</td>
</tr>
<tr>
<td>Multiple</td>
<td>Venture Capital</td>
<td>Shazam</td>
<td>Mobile app (music recognition)</td>
<td>Jul-13</td>
<td>Raised $30m</td>
</tr>
<tr>
<td>Multiple</td>
<td>Venture Capital</td>
<td>Datasift</td>
<td>Social data platform</td>
<td>Dec-13</td>
<td>Raised $42m</td>
</tr>
<tr>
<td>Fidelity</td>
<td>Venture Capital</td>
<td>AppsFlyer</td>
<td>Measurement &amp; analytics</td>
<td>Jan-15</td>
<td>Raised $20m</td>
</tr>
<tr>
<td>Aeris Capital</td>
<td>Venture Capital</td>
<td>Smaato</td>
<td>Mobile ad exchange</td>
<td>Aug-14</td>
<td>Raised $25m</td>
</tr>
</tbody>
</table>
Programmatic is becoming more mainstream and will not be simply used for remnant inventory
The share of value captured by programmatic systems is around 40%, and is growing rapidly.

**UK Programmatic display advertising**

*Programmatic as share of display media*

**US Programmatic display advertising**

*Programmatic as % of total digital display*

Source: IAB, emarketer, IDC
Consumers now spend 3hrs per day using their mobile device, and the ad ecosystem is now re-shaping...

USA - Time spent per Adult User per day with Digital Media

Over 90% of people keep their mobile device 1 metre away, 24 hours a day

Source: KPCB Internet Trends 2015, emarketer
Mobile interacts with other media (TV, OOH), and allows advertisers to be more targeted / drive purchases

New uses and applications of mobile advertising

- Out of home advertising interaction
- TV interaction (second screen devices)
- Shopping – mobile optimised websites
- Location-based advertising
Advertisers and app developers are making it easier for consumers to purchase with their mobile devices.
And mobile has encouraged a wave of creative campaigns to ‘cut through the noise’
Content & Native advertising will become increasingly prominent across desktop and mobile

Content marketing (e.g. sponsorships and advertisement features)

Native distribution, including in-feed
Video advertising continues to see investment, innovation and strong growth potential

The continued evolution of video advertising

- Pre/mid/post roll video ads
- Social (viral) video formats
- 'In-read' video ads; new placement types
Thank you

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Crossrider – Across the AdTech Landscape

Ran Goldi
VP Mobile, Crossrider
Ran Goldi  
VP Mobile

Crossrider – Across the AdTech landscape

Where do we fit?
Ad Exchange / RTB

Advertising Value Chain

Advertisers

Agencies

Demand Side Platform

Ad Exchange / RTB

Supply Side Platform

Publishers

Web App Development & Add-ons

Measurement & Analytics

Verifications & Privacy

Creative Optimisation

DMPs & Data Aggregators

Users
Current Market Positioning

The current market positioning of the Crossrider brands

Advertisers

Agencies

Demand Side Platform

Ad Exchange / RTB

Supply Side Platform

Ad Networks

Publishers

Users

Measurement & Analytics

Verifications & Privacy

Creative Optimisation

DMPs & Data Aggregators

Web App Development & Add-ons

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Creative Optimisation

DMPs & Data Aggregators

Web App Development & Add-ons

Ad Networks

DMPs & Data Aggregators

Web App Development & Add-ons

Creative Optimisation

Verifications & Privacy

Measurement & Analytics
Why Are We Different?

Web
- Development Framework
- Publisher Platform
- PC Software

Mobile
- Ad network
- Ad server
- DSP
- Exchange
A number of intermediaries earn commission on digital advertising, and this mix continues to evolve over time.

Growth in programmatic buying and increasing overlay of audience data and analytics will see this value increase over time.

Market Perspectives

Publisher

Ad Server

Ad / Exchange / SSP

DSP

Data Provider

Ad Network

Agency

Advertiser Spend

£100

£10

£10

£6

£2

£2

£3

£67
Company Structure

A Digital Media Company

crossrider

reimage
Desktop Apps Distribution

crossrider WEB
Web Apps Platform

ajillion
Mobile Management Platform

Definiti Media
Mobile Ad Network

Analyst and Investor Afternoon – June 2015
Crossrider Key Stats

- **End Users / Traffic**
  - ReImage
  - Web Apps
  - Ad Server
  - DSP & SSP
  - Mobile Ad Network

- **Publishers**
  - 30M+ installations
  - 34K app developers

- **Ad Networks**
  - 130+ ad networks
  - 1,200+ publishers
  - 3,500+ advertisers
  - 5.3bn daily available ad space
  - 1.8bn daily monetised ad space
  - 25K live campaigns

- **Advertisers**
  - 2.0M+ pc repairs
  - 1.2bn pc scans
  - 1.8M+ daily installs
  - 1.8bn daily installs
  - 3.3K daily available ad space

Serving ads to more than 200M unique users monthly

* As of December 2014
The Evolution of Crossrider in AdTech

Koby Menachemi, CEO
and Ziv Jonas, COO
Crossrider
The Evolution of Crossrider In AdTech

Our path in AdTech from 2011 to today
Crossrider was founded by Koby Menachemi and Shmueli Ahdut

First Steps in AdTech
First steps in AdTech as web platform – helped developers to build web apps

Crossrider’s Cross-Browser Extension Development Platform Comes Out Of Beta
The reinvigorated competition in the browser market over the last few years has definitely been a boon for users, having a number of browsers with very high user numbers makes life a bit harder for developers who want to write extensions. Crossrider, which is coming out of beta today, aims to make things a bit easier for developers. The service offers a cross-platform development platform for Chrome, Firefox,
Crossrider acquired by Market Connect, controlled by Teddy Sagi

Crossrider reached 400M Web App installations

Crossrider, a platform that lets developers make extensions that can work across different web browsers like Chrome, Internet Explorer, Safari and Firefox, has been sold for $37 million to Market.com, according to...
It’s All About the Data

Big Data collected through web apps and the use of Crossrider’s ad serving technology

20k+ data points collected and analysed per second

Data driven optimisation of traffic results in improved ROI

Crossrider does not collect or process any Personally Identifiable Information (PII)
Monetisation of Web Platform

Rev-share model

70%
30%

Market Place

October, 2013
Crossrider entered the mobile space by acquiring DefinitiMedia and Ajillion, companies that had already existed in the mobile space for two years.

**Entered Mobile Space**

In May 2014, Crossrider acquired DefinitiMedia and Ajillion. Crossrider raised $75M at IPO on AIM with a company value of $250M in September 2014.

**IPO on AIM**

Crossrider raised $75M at IPO on AIM. Company value - $250M.
Mobile is Booming

The average exchange has access to billions of mobile ad requests per day
Audience Data is a Must

Buying ad spaces will lose you money if you don’t have a tech platform to help you reach and target the right audience.
New Ad Formats

Must have tech to support new formats

Video Advertising

Native Advertising
Crossrider – the “Amazon Cloud” of AdTech

- Data Analysis and BI
- Video Ads Support
- Native Ads Support
- Rich Media Support
- User Targeting
- Ad Serving Infrastructure
Crossrider Mobile

Ran Goldi
VP Mobile, Crossrider
Crossrider Mobile

Our technology and media expertise
About Crossrider Mobile Companies

- Mobile from Inception
- Fully Programmatic
- One Stop Shop
DefinitiMedia – Our Own Ad Network

In house customer – allows us to test products we develop on a market test case, before rolling them out.
Platform Usage

Private Exchange
between in-house advertisers and publishers

Public Exchange
buying from other networks

DSP
buying from ad space aggregator

E-Commerce / Travel

Branding

User Acquisition
Crossrider Mobile

Amazon of AdTech
Platform to become the industry standard

Growing Exchange
Creating the largest and best performing exchange

AdAlgo
AdAlgo trading will become a commodity

Winner Agnostic
Platform is agnostic to winners/losers
A Customer’s Perspective

By Gianluca D’Agostino, CEO, Neomobile & Onebip
A Customer’s Perspective

“We partner with Crossrider because they help us extend our reach within in the mobile ecosystem and bring value to our customers.”
What is Neomobile Group?

An internationally integrated mobile commerce player, focused on digital goods and Carrier Billing.

Group provides a mobile monetisation platform to more than 100 merchants and content providers.

One of Crossrider’s top mobile advertisers in a number of European and Latin American countries.

Neomobile Group has 3 go-to-markets: B2C and B2B. For this latter one has spun off a dedicated company - Onebip.
A distributor of digital goods to consumers
A mobile monetisation platform for Digital Merchants & Adnetworks

≈ €25m
End User Spend on our tech platforms monthly

up to 10m
billed transactions

≈ 20m
http requests daily\(^1\)

100+
Adnetworks

100+
Merchants & Content Providers

40+
Direct Carrier Billing Connections
>200
via aggregators

€1bn +
End User Spend generated for carriers\(^2\)

Notes:
1. Average in Q2 2014
2. Cumulated End User Spend since Neomobile incorporation in 2007
# Neomobile Group Spin-off

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Onebip Solution Suite

Billing / Payment methods:
- Carrier Billing
- Other Digital Payments (to be Integrated Soon)

UXs:
- Web
- Mobile
- App

Solutions:
- Onebip Web and Mobile Payment Solutions
- Loyalty Program

Analyst and Investor Afternoon – June 2015
How Neomobile works with Crossrider

A successful partnership demonstrating the advantages of using technology that is ‘mobile from inception’

Started with DefinitiMedia, as one of several ad networks, now it’s one of the top 5 for Neomobile

Continued with Ajillion, integrating directly into Crossrider’s programmatic media buying platform

The Mobile Payment company Onebip chose Ajillion as a monetisation platform for app developers, 1DK launched in TLV 2 weeks ago
Neomobile has been a pioneer as media buyer on mobile and found Crossrider group as a reference innovative partner.

Long established in the online space, programmatic buying is newer to the mobile arena.

Now the new frontier is the Monetization for the App ecosystem: the two groups will make a joint strategic step in this field.

As online advertising continues to move to mobile, Crossrider and Neomobile expect to benefit further from developments arising as a result of the already successful collaboration and integrated technology approach.
Summary and Q&A Session
Summary and Q&A
Summary

Technology company - creator of platforms

Platforms & services spread across the value chain

Focused on mobile
Investing for the future

What have we been doing since IPO to drive the business forward:

- Integrating our businesses
- Investing in our platforms to support future growth (Algos, BI etc) - focus on mobile
- Working hard on acquisitions
Thank you!