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Kubient Receives Patent for KAI Solution

Kubient Becomes One of the Few Adtech Companies to Receive a Patent on Fraud Prevention in the Advertising Ecosystem

NEW YORK, Dec. 12, 2022 (GLOBE NEWSWIRE) -- [Kubient](#) (NasdaqCM: KBNT, KBNTW) (“Kubient” or the “Company”), a cloud-based software platform for digital advertising, announced today that the United States Patent and Trademark Office (“USPTO”) had issued its patent for the Company’s proprietary ad fraud identification and prevention technology, Kubient Artificial intelligence (“KAI”). The patent provides Kubient with intellectual property protection for KAI from now until 2040.

“From the outset, Kubient was founded on strong and innovative technology to combat fraudulent ad traffic for brands, agencies, and publishers,” said Paul Roberts, CEO and founder of Kubient. “Receiving this patent is a great milestone for our company, especially for our team that has built this platform from the ground up, including our Director of Data Science, Vasanti Mahajan, Chief Technology Officer, Mitchell Berg, and Chief Product Officer, Leon Zemel. With our patented technology, we’re strongly positioned in the adtech and media ecosystem to empower brands, advertisers, and publishers to combat ad fraud and protect their media budgets, which is more important than ever.”

Kubient has achieved a rare milestone as one of the few adtech companies to receive patent approval for fraud prevention in the advertising ecosystem. Following the approval, Kubient is poised to continue its growth trajectory by working with premium partners to ensure their private marketplaces are free of fraudulent traffic and bad actors in the ecosystem.

Kubient's patented real-time fraud identification and prevention technology transforms the fraud prevention process into a real-time programmatic process. KAI empowers buyers and sellers of digital advertising to use machine learning during the 300-millisecond bidding process to identify and remove fraudulent traffic before it is bought and sold. KAI provides real time protection across omni-channel digital marketing campaigns regardless of digital platforms and channels, ensures that specific audiences will be marketed to, and allows media publishers, buyers, and platforms to see detailed fraud reports, insights, and analytics in real time based upon each advertising unit.

True to the Company’s core thesis, Kubient’s artificial intelligence and machine learning teams continue to bolster KAI’s capabilities, beginning with the addition of compliance verification algorithms. This feature allows KAI’s AI to better sort and vet fraudulent data and users from processing through the digital ad marketplace. Additionally, Kubient has successfully developed KAI as a hybrid standalone tool that third party publishers or suppliers can utilize and incorporate into their existing ecosystems. Kubient is continuing to invest in KAI's fraud AI/machine learning models and developing KAI to be the optimal intelligence layer between buyers and sellers.

To learn more about Kubient and KAI, please visit, <https://kubient.com/kai/>.

About Kubient

Kubient is a technology company with a mission to transform the digital advertising industry to audience-based marketing. Kubient's next generation cloud-based infrastructure enables efficient marketplace liquidity for buyers and sellers of digital advertising. The Kubient Audience Marketplace is a flexible open marketplace for advertisers and publishers to reach, monetize and connect their audiences. The Company's platform provides a transparent programmatic environment with proprietary artificial intelligence-powered pre-bid ad fraud prevention, and proprietary real-time bidding (RTB) marketplace automation for the digital out of home industry. The Audience Marketplace is the solution for brands and publishers that demand transparency and the ability to reach audiences across all channels and ad formats. For additional information, please visit <https://kubient.com>.

Forward-Looking Statements

The information contained herein includes forward-looking statements. These statements relate to future events or to our future financial performance, and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. You should not place undue reliance on forward-looking statements since they involve known and unknown risks, uncertainties and other factors which are, in some cases, beyond our control and which could, and likely will, materially affect actual results, levels of activity, performance or achievements. Any forward-looking statement reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our operations, results of operations, growth strategy and liquidity. We assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future. The safe harbor for forward-looking statements contained in the Securities Litigation Reform Act of 1995 protects companies from liability for their forward-looking statements if they comply with the requirements of the Act.

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