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Kubient Builds on Proprietary KAI Platform by Announcing KAI 2.0

Kubient Enhances the Suite of Benefits Provided By Its AI-powered Fraud Protection Platform with the Latest Update, KAI 2.0

NEW YORK, Feb. 08, 2023 (GLOBE NEWSWIRE) -- [Kubient](#) (NasdaqCM: KBNT, KBNTW) ("Kubient" or the "Company"), a cloud-based software platform for digital advertising, today announced the release of KAI 2.0, the latest update to its proprietary ad fraud identification and prevention technology, Kubient Artificial Intelligence ("KAI").

KAI 2.0 comes with improvements for the entire suite of KAI functionalities, including:

- Expanded real-time AI with 25 algorithms running in under 10 milliseconds and built-in efficiencies to significantly expand the number and complexity of algorithms in the future
- Full support for the much larger scale IPv6 protocol (to add to the existing IPv4 support)
- Extensive supply path optimization (SPO) support with ads.txt and Sellers.JSON/ SupplyChain Object verification
- Enhanced support for new CTV and audio formats
- Data mining capabilities for identifying what is driving fraud at the most granular level with more than 50 specific potential causes in order to be able to take action to mitigate it

"While ChatGPT has shown the public the productive power of what AI can bring, fraudsters are using similar AI tools to continue building their arsenal for fake websites, apps, digital media impressions, etc. This launch ensures that our core AI technology stays many steps ahead of the fraudsters with significant AI firepower to thwart their efforts," said Leon Zemel, Chief Product Officer of Kubient. "At the same time, this release drives significant feature benefits for our publisher and advertiser clients. It's exciting to think about the roadmap ahead as we continue to add value-added features for our clients, such as postbid fraud blocking and monitoring, IAB RTB 2.6 / podding support, and monetization tools."

The KAI 2.0 update comes just two months after the United States Patent and Trademark Office ("USPTO") [issued](#) its patent for KAI in December 2022, which established Kubient as the intellectual property owner of KAI from now until 2040.

"The release of KAI 2.0 shows our commitment and focus on investing in Kubient's differentiated KAI technology and supporting our vision for using AI to drive a cleaner and more transparent digital media ecosystem," said Paul Roberts, CEO and founder of Kubient.

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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