August 12, 2021

[K]ubient

Kubient Pre-Bid Ad Fraud Tool KAI Reveals CTV as Top Platform Attracting Ad Fraud in First Half of 2021

According to data from the adtech company, ad fraud decreased across all key platforms in Q2, when compared to Q1

NEW YORK, Aug. 12, 2021 /PRNewswire/ --Kubient (NasdaqCM: KBNT, KBNTW) ("Kubient" or the "Company"), the cloud advertising marketplace that enables advertisers and publishers to reach, monetize and connect their audiences efficiently and effectively, today released figures on the state of ad fraud as identified by the company's proprietary ad fraud detection tool, Kubient Artificial Intelligence (KAI). KAI is a pre-bid ad-fraud prevention tool that helps stop fraud before it happens through pattern recognition and device scoring. The algorithm is trained to analyze the behavior, consistency and quality to determine audience credibility – accurately flagging fraud within a 300 millisecond time frame of a programmatic advertising auction.

The figures from Q1 and Q2 2021 can be found in the accompanying chart:

- **Ad fraud rates improve across all major platforms from Q1 to Q2:** Mobile, Desktop, and CTV have all seen 3% less ad fraud quarter over quarter in the first half of 2021. Looking at the data, we can infer that the leaders in the ecosystem are prioritizing fraud detection industry wide. However, we still see fraud rates in the double digits, which shows this is a significant issue across the landscape and impacting campaign performances.
- **CTV Inventory Premium Is a Myth:** CTV, with its high price point is prime for fraud, has fraudsters look to cash in on the industry's race to capitalize on the highly engaged

audiences. However, this space continues to experience significantly higher fraud rates at close to 30% of bid requests. The data indicates that it's critical for marketers to apply pre-bid fraud protection on these potentially high impact campaigns.

- **The Need for Pre-Bid Technologies for CTV Providers:**While CTV is a major aspect of most campaigns, suppliers need to do a better job ensuring their platforms are free of fraud. As we can infer from the data, we're catching a great deal of fraud occurring in these preconceived 'premium' environments, reinforcing the need for marketers to prioritize ad fraud detection, even when they think they are purchasing premium inventory.

"With brand marketing budgets being reviewed with a fine tooth comb, no CMO or brand marketing lead wants a dollar of their spend wasted on fraudulent traffic," said Leon Zemel, Chief Product Officer at Kubient. "Industry leaders have come a long way when it comes to investing in combating ad fraud, but as the data shows, there are still bad actors in the space that are wasting marketing budgets daily. For the rest of 2021, marketers should hold their sell side partners and resellers accountable, ensuring that all traffic they purchase are legitimate platforms, and not allocating funds to fraudulent traffic, because this is preventable."

To learn more about Kubient and its partner work visitwww.kubient.com.

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 Cloud 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 Cloud 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.

Kubient Public Relations
Clarity PR
Will Vogel
kubient@clarity.pr

Kubient Investor Relations
Gateway Investor Relations
Matt Glover and Tom Colton
T: 1-949-574-3860
Kubient@gatewayir.com

C View original content to download multimediahttps://www.prnewswire.com/news-releases/kubient-pre-bid-ad-fraud-tool-kai-reveals-ctv-as-top-platform-attracting-ad-fraud-in-first-half-of-2021-301353967.html

SOURCE Kubient