Transforming Digital Advertising

February 2022

[K]ubient
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Digital Advertising Marketplace Overview

SELLERS [Publishers]
- Website and mobile app owners & other digital properties.
- Use SSPs (Supply-Side Platforms) to manage, sell & optimize available ad space on their websites & mobile apps in an automated marketplace.

BUYERS [Advertisers]
- Brands, ad networks & advertising agencies.
- Use DSPs (Demand-Side Platforms) to purchase digital ad inventory through an automated buying platform like a stock exchange.

PUBLISHER WEBSITE ➔ REAL-TIME BIDDING (RTB) ➔ AUDIENCE TARGETING ➔ PUBLISHED AD PLACED ON WEBSITE
Digital Transformation is Driving Unprecedented Digital Advertising Growth

2022 is forecasted to be the first-time digital advertising surpasses half a trillion dollars

Digital Ad Spending Worldwide, 2020-2025 (Billions)

Speed is Everything
When Everyone Gets the Same 300 Milliseconds

0
Winning bidder’s ad server collects ad data on Peter.

10
Publisher may find information it has stored on Peter.

300
Publisher sends info to its ad server. If a direct, targeted ad campaign is available, an ad is served.

250
Ad Exchange sends winning ad & price to publisher’s ad server.

200
If not, the ad server attempts to match the impression programmatically via agency trading desks.

150
Ad Exchange selects winning bid.

100
The ad server will attempt to match the impression programmatically via an ad network or SSP.

10
Each bidder evaluates the ad opportunity and responds with ad unit and price.

75
If no matches identified, the ad server attempts to match the impression programmatically via an open ad exchange.

30
Peter’s browser retrieves ad unit and displays to web page.

60
Winning bidder’s ad server collects ad data on Peter.

40
Winning bidder’s ad server collects ad data on Peter.

7
Peter clicks a URL and a website begins to load.
Industry Problems

Ad Fraud
In 2021, advertisers lost an estimated $65 billion to ad fraud. Ad fraud is when an ad is displayed to a fake website or bot to falsely inflate web traffic numbers & sell false advertising space. Current machine learning & fraud prevention solutions can only identify such fraud AFTER an ad purchase has already occurred. Fraud is expected to reach $100 billion by 2023.

Fragmentation
Ad markets have become fragmented & siloed, creating an inefficient supply path and lack of transparency between supply & demand.

Waste
Up to 70% of advertising is not seen by a human audience. $37 billion of worldwide marketing budgets are being wasted on poor digital performance. Publishers struggle to effectively monetize their audiences due to too many vendors that take a percentage of revenue.

Latency
Delayed or loading wait times.

References:
What We Do

Building technology that directly solves industry problems

**Audience Cloud marketplace & infrastructure**

**Single point of entry** for buyers and sellers to transact directly in a real-time transparent environment across all channels and formats of digital advertising (desktop/mobile/CTV/DOOH)

**Make efficient markets** by simplifying real-time audience data, and making it actionable.

**Prevent** ad fraud before advertising budgets are wasted on non-human traffic.

**Optimize the supply chain** by removing multiple hops between buyer & seller.

**Enable advertisers to save money and spend more effectively** to seamlessly reach an audience of one at scale.

**Empower publishers to make more money** by right pricing the value of their audiences.
We Optimize the Digital Ad Marketplace

**Before** Kubient Solution

**After** Kubient Solution

**APNEWS.COM CASE STUDY**

The **Audience Cloud** optimized AP News’ revenue yield, driving a 50% increase in CPM.

**BEFORE - Inefficient**

6-step process with too many players and fees, leading to lower revenue

**AFTER - Streamlined**

Kubient 3-step process removes inefficiency & reduces fraud, yielding a higher revenue

CPM: Cost per thousand impressions
How We Do It

We build technology to eliminate friction points, maximize ROI for advertisers, and empower publishers to capitalize on the value of their audience.

Auction Technology
Faster speed allows buyers and sellers to execute more efficiently

KAI Fraud Prevention
Machine learning powered pre-bid ad fraud prevention technology

Media Trading Desk
Modular trading desk allows customized application configuration

Digital Out of Home
Industry’s first full RTB channel for buyers & sellers for digital billboards

Direct Marketplace
Direct supply & demand connection enables efficient market making

Audience Data
Over 600M unique internet devices that have been finger-printed & analyzed
Meet KAI, Our Artificial Intelligence

Real-time fraud prevention in the 300 millisecond window before an advertiser spends their budget.

Industry first pre-bid ad fraud detection & prevention

Our technology is powered by deep learning algorithms, the latest advancement in machine learning which allows us to ingest vast amounts of data, find complex patterns in the data and make accurate predictions.

Most importantly, it’s self-learning, getting smarter and more accurate over time. This provides advertisers the most powerful tools capable of preventing the purchase of ad fraud.

- Addresses the $42 billion fraud problem
- Built into Audience Cloud or standalone SaaS product
- Zero increase in latency
KAI’s Real-Time Fraud Index

Self-learning neural network that’s always getting smarter

Changing discussion from fraud identification to fraud prevention

Digital fingerprint on 600+ million internet devices

1st Party data allows smarter targeting and media buying
Our Partners (Publishers) span the entire digital advertising & media supply chain. These partners share our vision of a transparent and fraud free ecosystem.
Diversified Business Model

**Strong growth** reflected by fixed cost structure & scalability of the business and industry

**Diversified revenue base:** Distribution across customers, products & geographies

**Scalable** technology platform & business model

**Products / Services**
- Advertising Marketplace
- Digital Out of Home
- KAI Fraud Prevention
- Ad Serving
- Audience Desk
- Audience Data Storage

**Revenue Streams**
- % of Media Spend
- % of Publisher Revenue
- Data Sales
- SaaS Monthly
- Enterprise Installation
- Big Data Management
Growth Strategy

Accelerate Sales
Expanding our salesforce to accelerate greater marketplace participation and secure new customers

Diversify Products
Introducing stand-alone applications that address advertisers’ business needs, e.g. KAI for real-time fraud prevention, first-party data hosting, audience targeting solutions

Disrupt DOOH
Launching and scaling our reach with advertisers by introducing real-time auctions to the DOOH market

Cont. Tech Development
Continue to enhance and develop our technology to improve adoption by publishers and advertisers

Grow Internationally
Increasing our footprint into global growth markets: Latin America, Asia-Pacific, EMEA

Strategic M&A
Acquiring companies that expand our core tech, client base and footprint
Focused M&A

Our goal is to strengthen both the publisher and advertiser side of the Audience Marketplace equation

Our Strategy

Search for companies that will grow our existing ecosystem by adding direct publishers, direct advertising partnerships, as well as entities that offer engineering, operational, business development, and human capital resources. Disciplined approach focused on acquisition targets that are strategic, accretive, and drive synergies.
Acquisition of MediaCrossing

MediaCrossing - a full-service digital agency focused on driving growth for both brands and agencies, now operates as Kubient’s brand focused managed services team

Acquisition Synergies
• Direct access to MediaCrossing’s current client base, and their corresponding advertising dollars into the Audience Marketplace
• Broadens Kubient’s Managed Service division by including: assigned account managers, real time dashboard monitoring, performance analysis, quarterly reviews, media reconciliation, payment facilitation, acceptance and utilization of competitive trade credit by specific clients
• Enables Kubient to provide reporting, analytics, and optimization recommendations throughout the lifecycle of a campaign, delivering result-oriented metrics and insights
• Expands Kubient’s market footprint by providing access to incremental verticals

MediaCrossing handles client:
• Media Strategy Development
• Buying and Analytics
• Programmatic Advertising
• Paid Social
• Paid Search
• Search Engine Optimization
• Direct to Publisher
• Traditional Media Advertising
Corporate Snapshot

14.3M Shares Outstanding (11-23-21)

~41% Insider Ownership (12-17-21)

$30.4M Market Cap (2-11-22)

$28.7M Cash (9-30-21)

$3.03M TTM Net Revenue (9-30-21)

+156% Ad Impression Opportunities Q3 ‘21/Q2 ‘21 (9-30-21)
Investment Highlights

- **Leading ad-tech cloud-based marketplace**
- **Proprietary Technology**
  - KAI ad-fraud prevention
  - RTB digital out of home¹
- **Massive market with**
  - $491.7B in 2021 revenue²

**Potential M&A Activity**

- **Proven management team and board of directors with deep industry experience**
- **Over 600M internet devices analyzed, verified and databased**

¹ Provisional Patent Applications filed September 2019
Proven Leadership Team

Management
Digital veterans with 100+ years combined industry experience

Paul Roberts
Interim CEO & CSO

Josh Weiss
CFO

Mitchell Berg
CTO

Leon Zemel
CPO

Board of Directors
Guided by successful executives who have grown startups to major brands and made invaluable contributions to companies boards

Paul Roberts
Peter Bordes
Elisabeth Demarse

Mitchell Berg
Leon Zemel

Paul Roberts
Peter Bordes
Elisabeth Demarse

Jeannie Mun
Grainne Coen

Jon Bond
Larry Harris

Paul Roberts
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Paul Roberts
Peter Bordes
Elisabeth Demarse

Jeannie Mun
Grainne Coen

Jon Bond
Larry Harris
Contact Us

Gateway Investor Relations
Matt Glover & John Yi
Kubient@gatewayir.com