



Capital Markets Day

Let's make media better.

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Speakers

Verve



Remco Westermann
CEO



Paul Echt
CFO



Sameer Sondhi
CRO



Alex Stil
CCO



Mishel Alon
CEO Jun Group



Prasanna Prasad
CTO Verve Ad Tech



Carl Liverstam
MD Verve Nordics



Moderation

Jenny Rosberg

Founder & CEO at ROPA,
Rosberg & Partners Ltd (AB)

Experts



Peter Huijboom
Former CEO Media & Global Clients at Dentsu
and current Member of the Board Verve



Rowena Lam
Senior Director of Product at IAB
Tech Lab



Guillaume Leggues
Director of Customer Engineering
Nordics at Google Cloud



Jonathan Seim
Customer Engineer, Smart
Analytics Google Cloud



Agenda

CEST	Topic	Presenter
Part One - Verve Business Update		
10:00	Commercial Update	Remco Westermann, CEO Verve
10:30	Financial Update	Paul Echt, CFO Verve
11:00	Jun Group becomes part of Verve	Mishel Alon, CEO of Jun Group
Part Two – Expert Sessions: Advertising, a Dynamic Market		
11:45	State of the advertising market and upcoming trends	Peter Huijboom, Board Member Verve and former CEO Media & Global Clients at Dentsu
12:15	<i>Lunch break</i>	
12:45	Gen AI, AI and AI cloud development	Guillaume Leygues, Director of Customer Engineering Nordics at Google Cloud / Jonathan Seim, Customer Engineer, Smart Analytics Google Cloud
13:15	Privacy and targeting	Rowena Lam, Senior Director of Product at IAB Tech Lab
Part Three - Verve Deep Dive into “Let’s make media better.”		
13:45	Better Outcomes for Publishers	Sameer Sondhi, CRO Verve
14:15	Better Outcomes for Advertiser	Alex Stil, CCO Verve
14:45	Responsible Media – Verve’s Privacy First AI Targeting Solutions	Prasanna Prasad, CTO Verve
15:15	Emerging Channels – Verve’s Focus on Emerging Channels	Carl Liverstam, MD Verve Nordics
15:45	Closing remarks	Remco Westermann, CEO Verve



At Today's Capital Markets Day...

We inform you about what we have achieved at Verve since CMD 2023

- Commercial Update
- Financial Update
- Jun Group becomes part of Verve

Experts will give you an overview of what is happening in the industry

- State of the advertising market
- AI, Gen-AI and AI-Cloud development
- Privacy and targeting

We explain what is behind our mission “Let's make media better.” and how we plan to drive strong ongoing organic growth

- Better Outcomes for publishers
- Better outcomes for advertisers
- Responsible media
- Emerging channels



Part One

Verve Business Update



Introduction & Commercial Update

Remco Westermann, CEO Verve



A strong Q2'24



Let's make media better.

We continued our strong growth path, outperformed the market, being in the top tier of the sector

**26%
Organic
Growth**

**37%
Adj. EBITDA**

**30%
Adj. EBITDA
Margin**

**2.8x
Leverage
Ratio**

**+33%
Software
Clients¹**

**9%
Adj. Net
Result Margin**

Strong ongoing organic revenue growth and margin expansion lead to strong increase of EBITDA



Highlights in Q2

01 | Rebranding to Verve: one company, one brand. Clarity and efficiency gains

02 | Strong new customer growth as well as scaling of existing customer base

03 | Profiting from the market shift to more privacy, due to e.g. ATOM, SKAN and Moments.AI

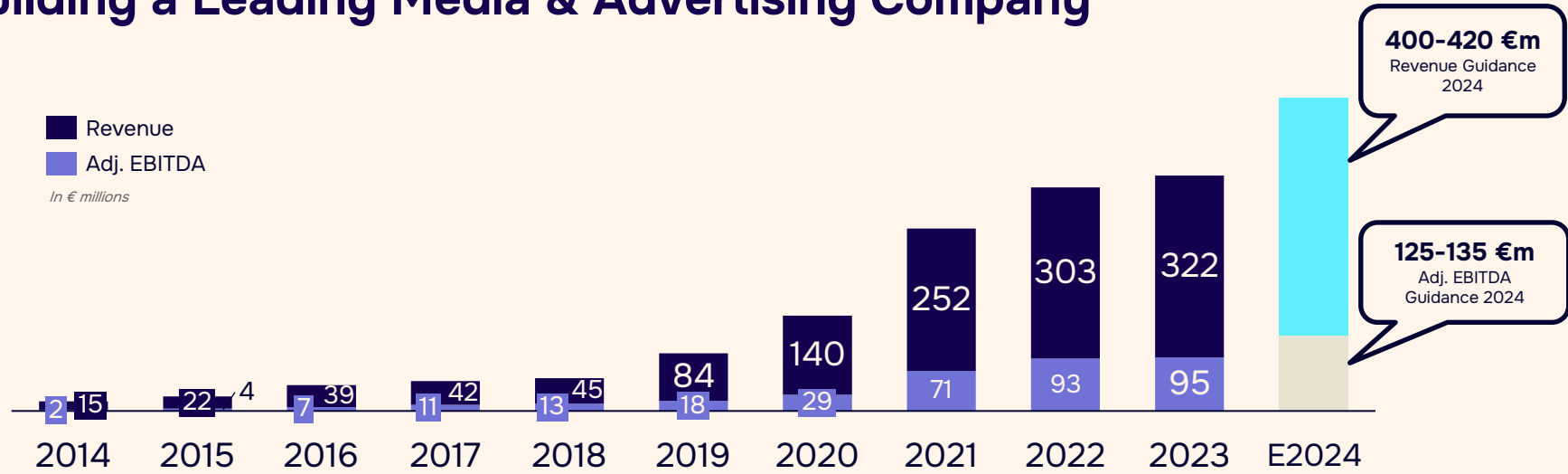
04 | More supply and data + AI platform optimizations improved targeting, driving revenues

05 | Strengthening our demand side and adding critical mass by acquiring Jun Group

06 | Improving our capital structure and decreasing pro forma leverage to 2,4x



Strong Growth Path: Building a Leading Media & Advertising Company



Board with Extensive Media / Tech Expertise and Experience



Holdings:
1,209,228 shares and
500,000 ESOP

Experience:
mobilcom

Tobias M. Weitzel
(Independent)

Chairman (2022) and Member
of the Board (2018)



Holdings:
N/A

Experience:
HUFFPOST
CRITEO Buzz Feed

Greg Coleman
(Independent)

Member of the Board (2024)



Holdings:
N/A

Experience:
dentsu

Peter Huijboom
(Independent)

Member of the Board (2024)



Holdings:
1,457,847 shares
and 500,000 ESOP

Experience:
BNP PARIBAS

Elizabeth Para
(Independent)

Member of the Board (2020)



Holdings:
4,900

Experience:
GP. Bullhound

Johan Roslund
(Independent)

Member of the Board (2022)



Holdings:
4,625

Experience:
thyssenkrupp
nucera

Franca Ruhwedel
(Independent)

Member of the Board (2022)



Holdings:
45,520,587

Experience:
TeliaSonera

Remco Westermann
(Dependent)

Member of the Board (2012)
CEO (2012)¹



A Strong Team Driving our Mission Globally



Alex, CCO



Jens, COO



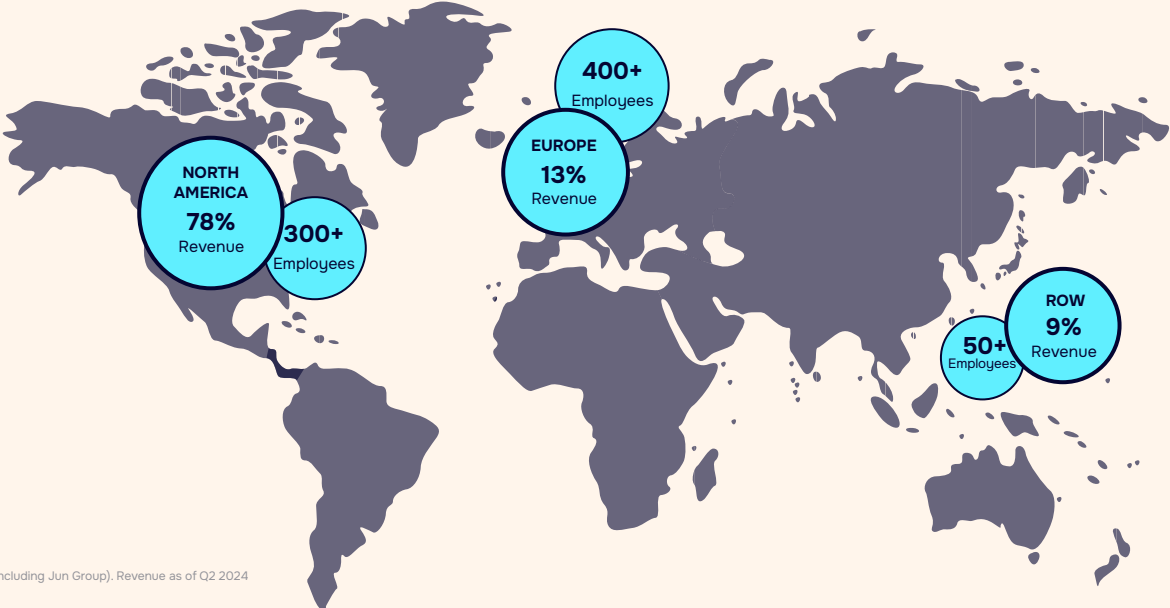
Remco, CEO



Paul, CFO



Sameer, CRO

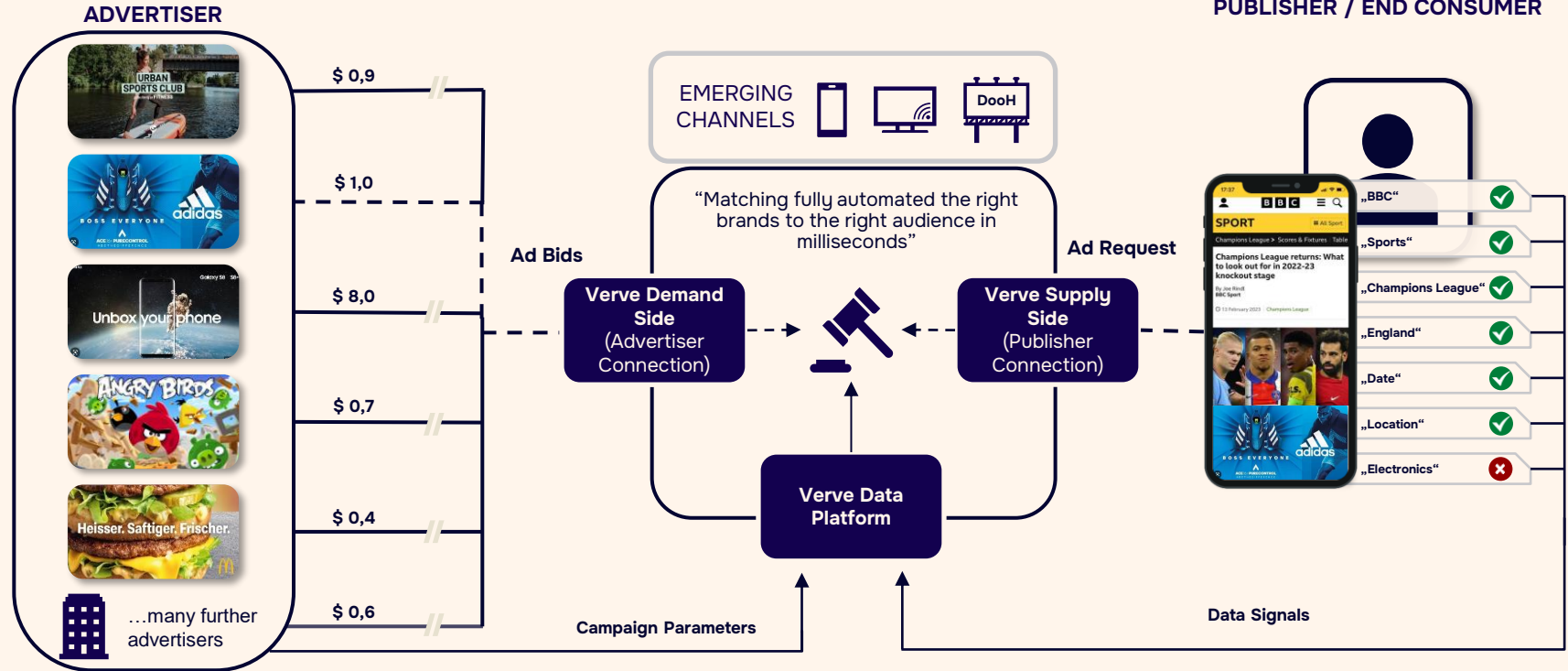


Notes: (1) Employee Data as of 31.12.2024 (including Jun Group). Revenue as of Q2 2024



Verve Covers the Full Value Chain

We automate the buying and selling of ads on all digital devices



We Are a Leading Digital Media Company



That enables better outcomes for publishers and advertisers



With responsible advertising solutions



In emerging channels

Our mission

Let's make media better.





Enabling better outcomes for advertisers and publishers

Better outcomes for advertisers



Efficient user acquisition

Better outcomes for publishers



Best monetization at scale

Enabled through

Bespoke Data

Zero, first- and third party data and contextual

Sector Solutions

Curation, segments, measuring, ..

Global Supply

Direct multi-channel supply



SPO

Direct, transparent, efficient

Targeting

AI & Data optimized

Scalable

Efficient, global platform



Enabled through

Global Demand

Direct brand as well as performance demand

Fill rates / CPM

Ad-space optimization

Publisher Solutions

SDK's, data-integrations, ...





With Responsible Advertising Solutions

A selection of the advertisers we work with



A selection of the agencies we work with



A selection of the DSP's we work with



The right solution for the right audience

- Strong contextual solutions for a changing privacy environment (ATOM, Moments.AI ...)
- Sector solutions; eg shopper-cart, QSR, entertainment
- Curation; a wide variety of targeting segments
- Privacy and brand safety by design
- Carbon footprint; measuring and reducing
- Access to a wide range of external data and measurement parties





And Focus on Emerging Channels



Mobile

Very strong

- Access to 2 billion mobile phones
- 20,000 in-app SDK integrations
- Premium Supply

10%¹
CAGR 2024 - 2027

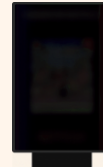


CTV

Strong

- Access to 300m CTV screens
- 60% household reach in the US

10,5%²
CAGR 2024 - 2027



DOOH

Upcoming

- State of the art DOOH enriched with datapoints from our platform e.g. time-based or live weather

9%³
CAGR 2024 - 2027



Retail Media & Audio / Podcast

Early stage

- Bring the power of sound to in-app
- Sweden and Norway have the largest number of monthly listeners by percentage of internet users
- Retailers developing advertising as an important income stream

9%⁴
CAGR 2022 - 2027



Verve has Achieved a Strong Position

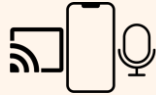


Strong operating performance

Leading in terms of reach and quality of our supply



A dominant presence in the emerging channels



High industry recognition for our privacy solutions



Increased KPIs



Resulting in strong financial performance

26%
Organic growth
(Q2 2024)

45%
Revenue CAGR¹

308%
Earnings per share
growth
(Q2 2024)



Our Four Main Growth Drivers Will Propel Further Fast Growth

4 Platform synergies



- Improved AI routines and data models continue to learn + data from Jun Group
- Platform synergies through direct connecting of Demand and Supply
- Reduce OPEX through scale & Google Cloud

3 New products



- ATOM 3.0, Moments.AI, Schema, ..
- New Ad-formats & growth in new channels
- Curated market places, segmented supply
- Sector specific solutions for advertisers

2 Customer expansion



Adding Demand + Supply +
New Verticals & Geos



Growing Share
of Wallet

1 Market growth



Structural growth of emerging
channels accelerated by consumer
time spent on screen



12% market growth Mobile in-app (2024)



14% market growth CTV (2024)



Thank You



Financial Update

Paul Echt, CFO Verve



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Financial Highlights Q2 2024

What Drives the Organic Growth

What is the Outlook of the Business



Second Quarter Financial Highlights

Strong Organic Growth

27%

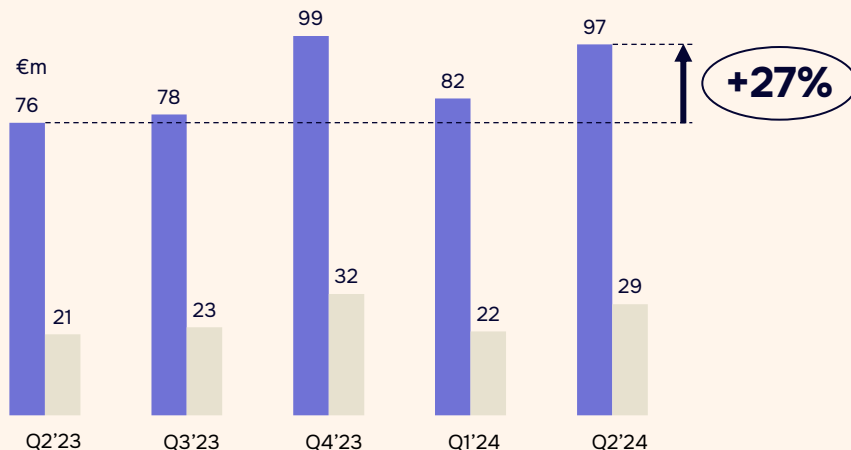
Revenue Growth

■ Net Revenues

■ Adj. EBITDA

26%

Organic Revenue Growth
adjusted for FX



Highly Profitable and Cash Generating

Profit Growth %

37%

Adj. EBITDA growth

40%

Adj. EBIT growth

Strong Margin %

30%

Adj. EBITDA margin

23%

Adj. EBIT

High Cashflow

31 €m

Operating Cash Flow
before change in WC

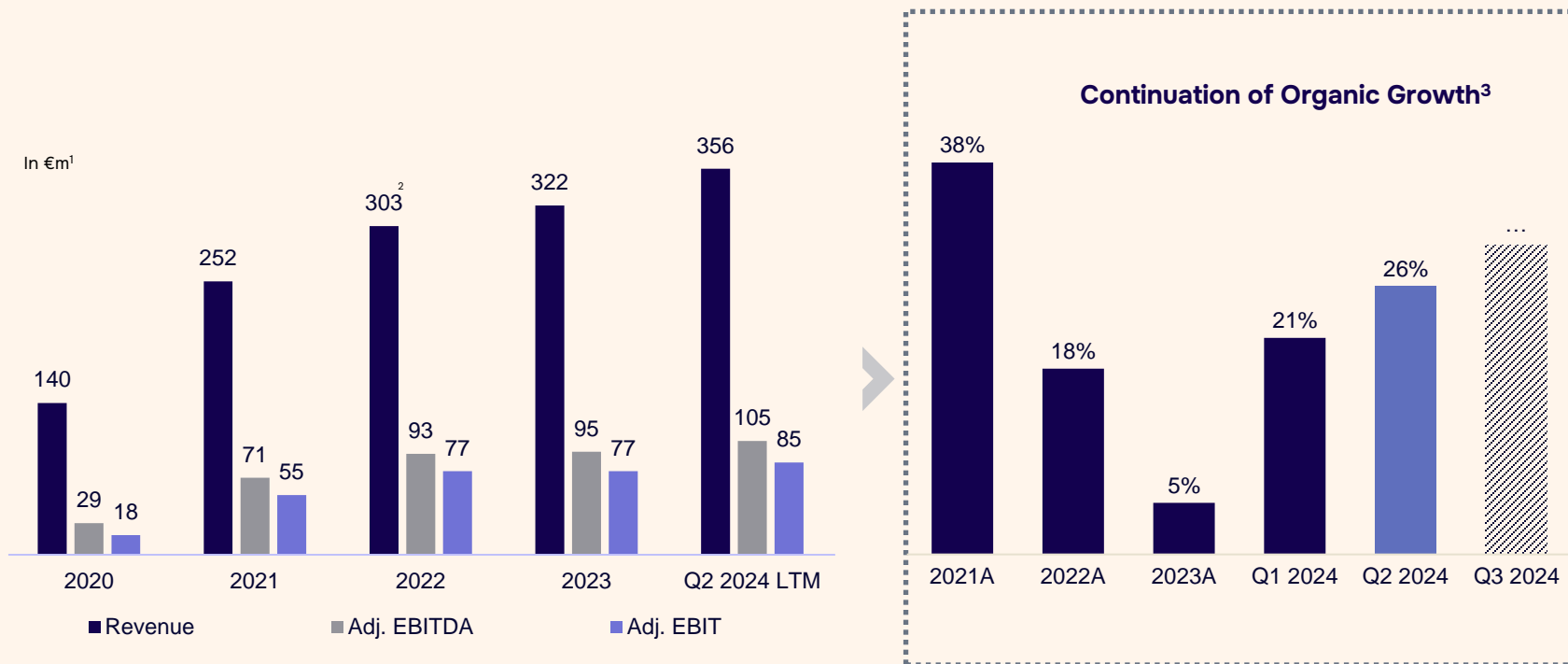
-9 €m

Investing Cash Flow

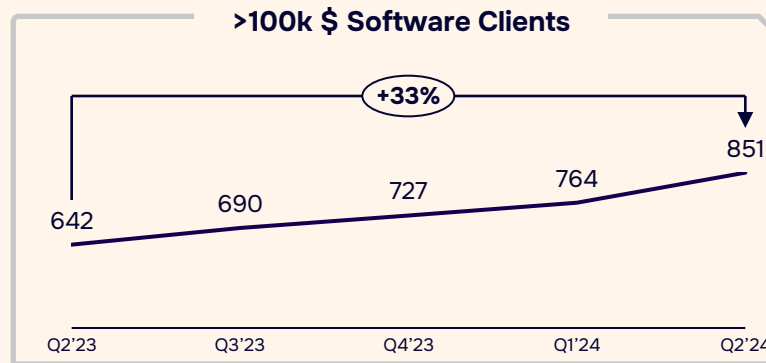
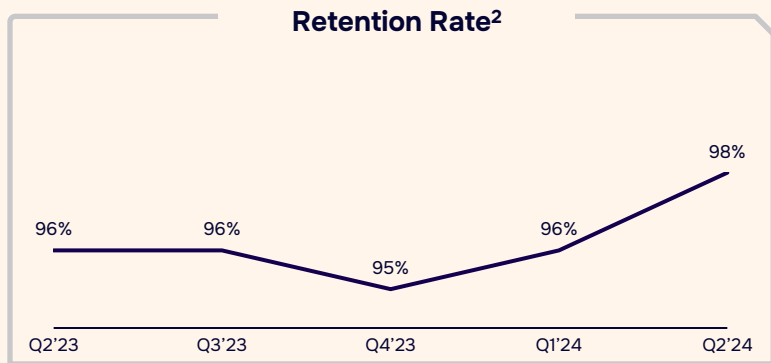
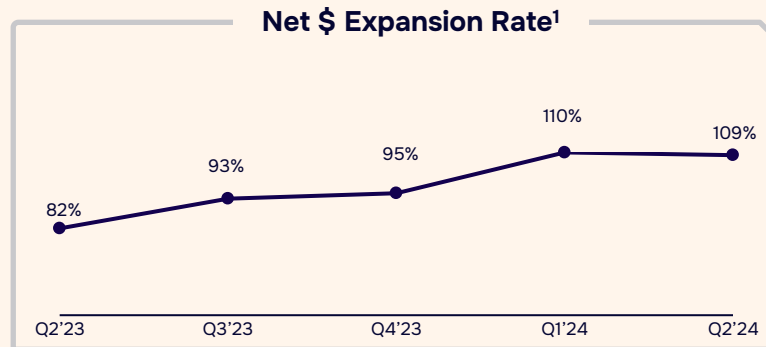
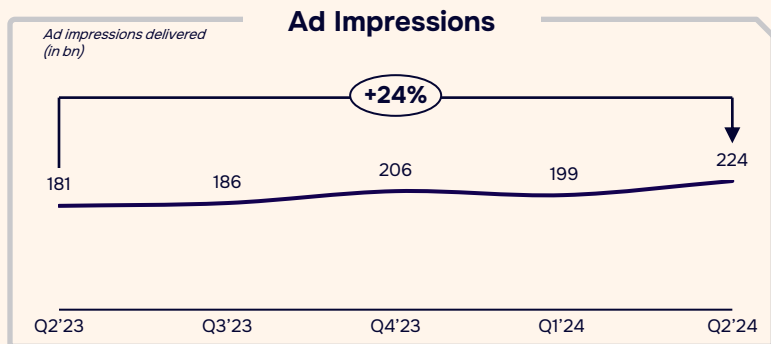


Further Acceleration of Organic Revenue Growth

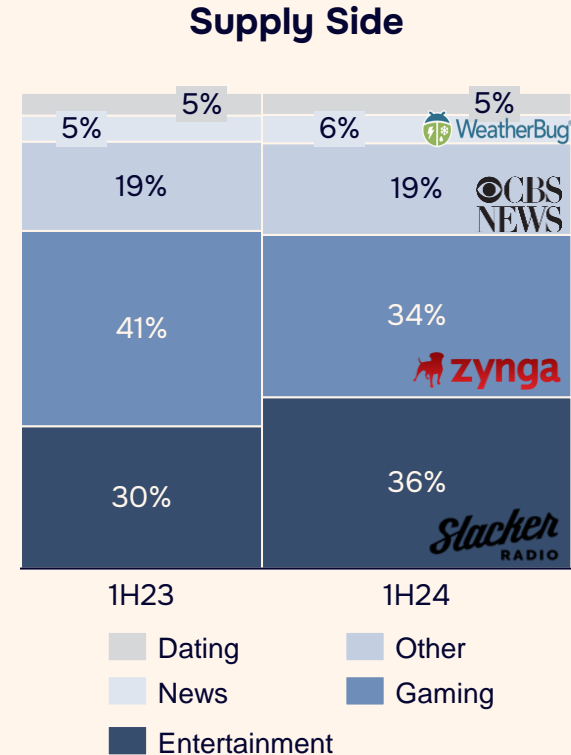
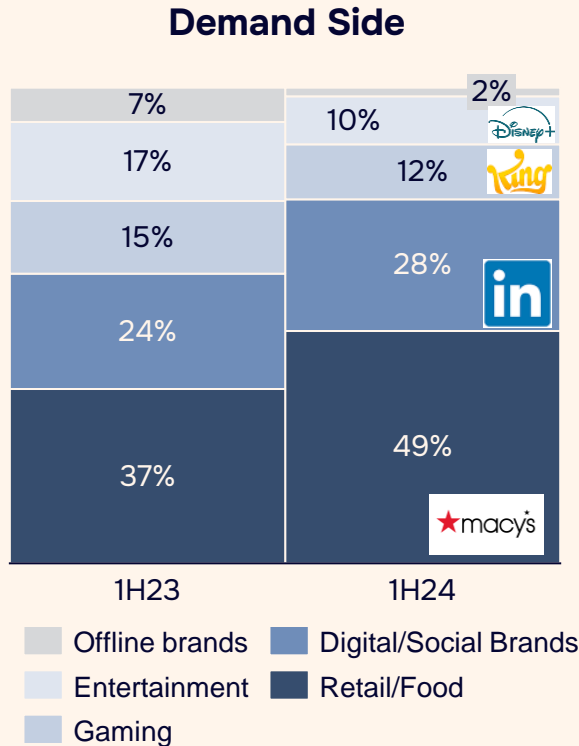
Highly scalable and profitable business model



Strong Volume Growth Driven by New and Existing Clients

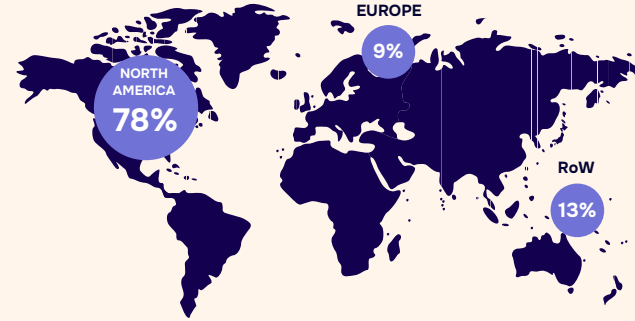
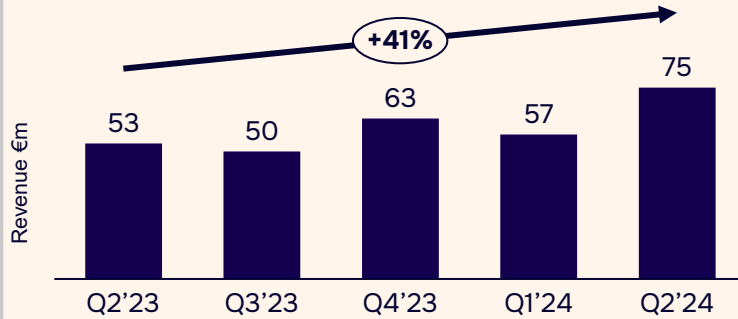


Expansion into New Industries Drives Customer Onboardings



Expanding Revenues in North America and Scaling New Ad-Formats

North America



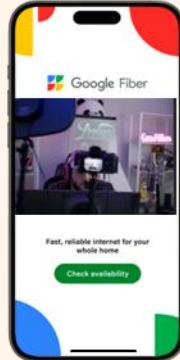
VIDEO



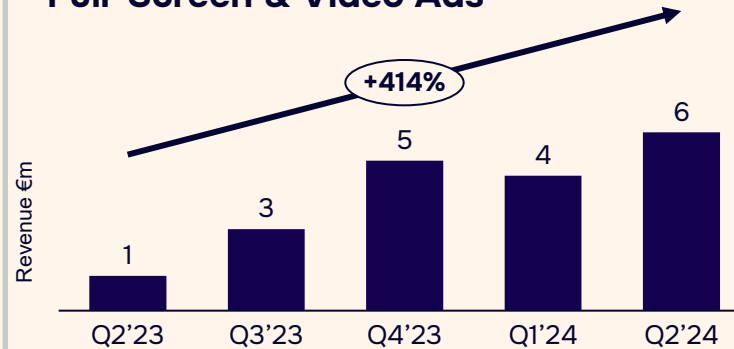
DISPLAY



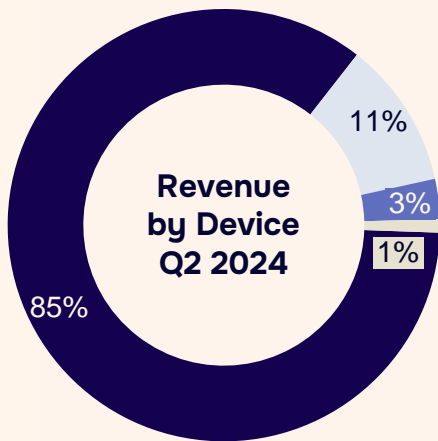
RICH MEDIA



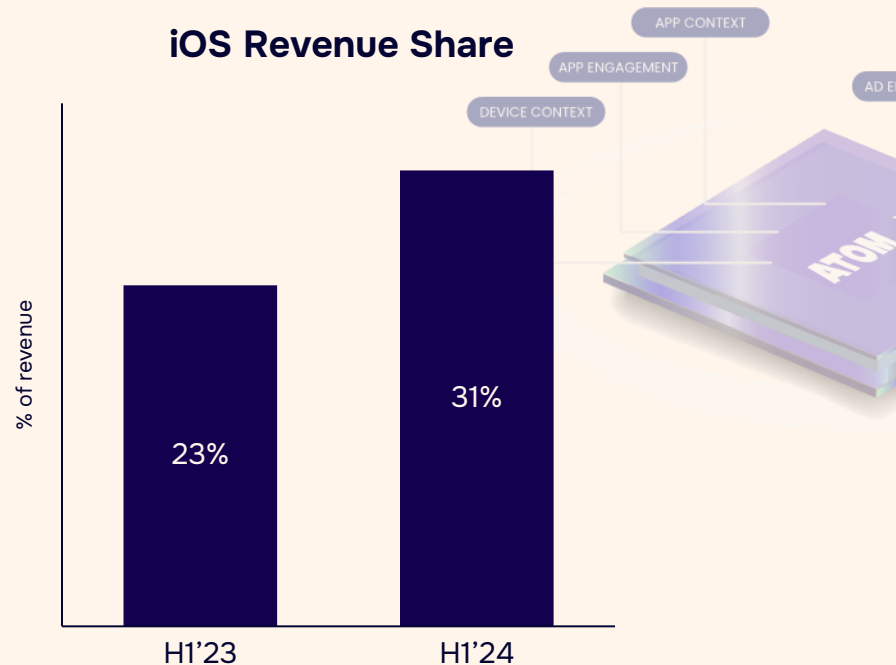
Full-Screen & Video Ads



Privacy First Targeting Solutions on Apple iOS as Growth Driver



iOS Revenue Share



Verve Takes Market Share and Becomes More Relevant

Verve Q2'24¹

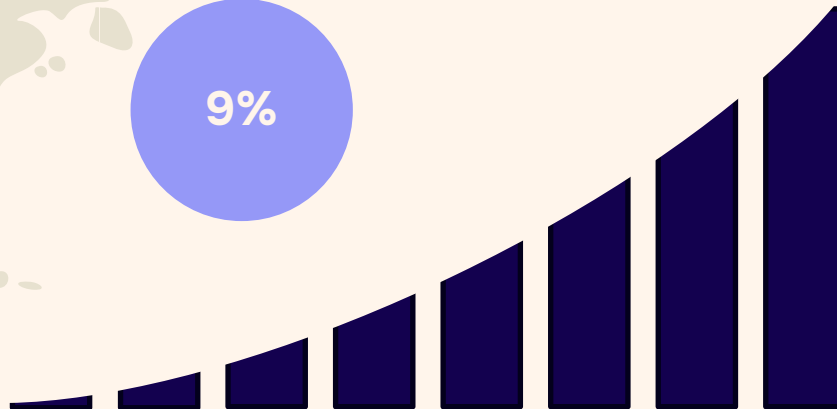
26%

Global programmatic
Ad spend 2024²

9%

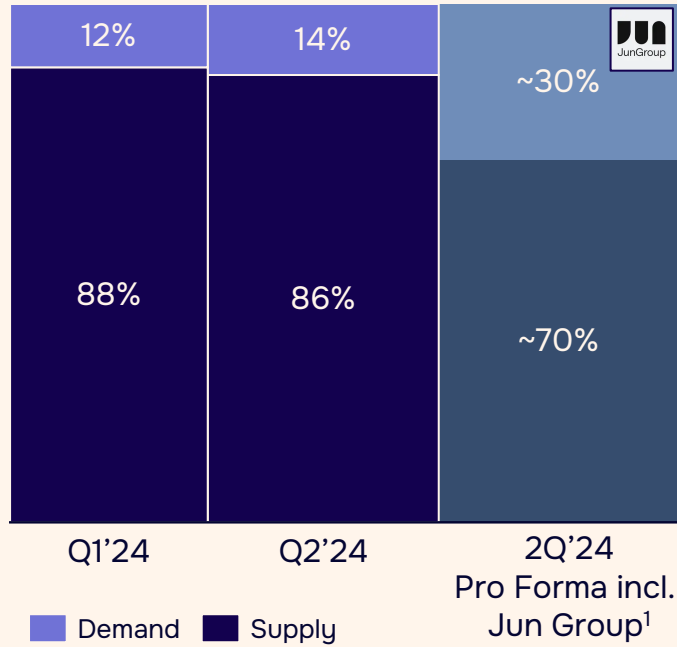
Ad tech Peers
Q2'24¹

7%



The Benefit of the Jun Acquisition

Revenue share DSP vs. SSP



€30-40 Million Revenue Opportunities With Jun

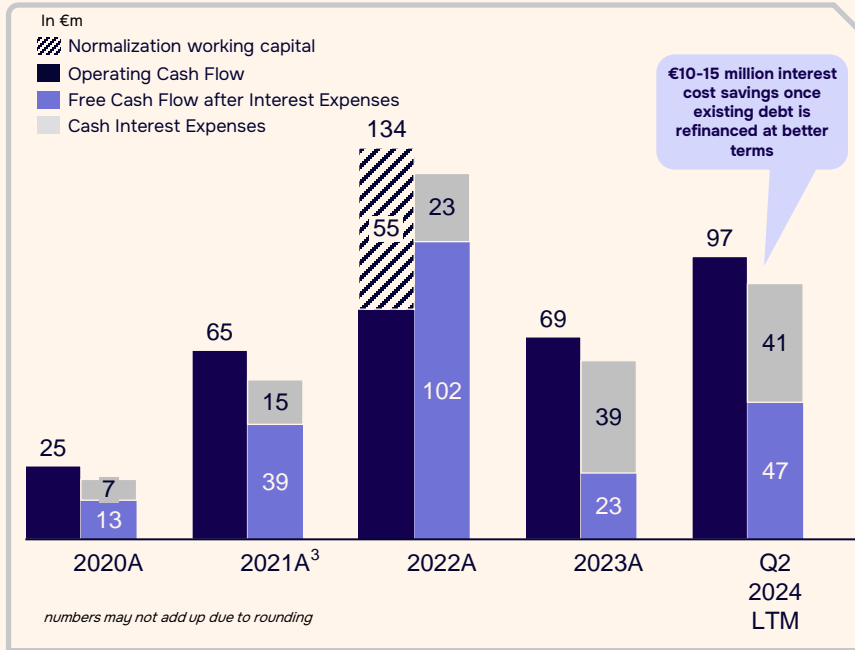
The diagram illustrates the synergy between Jun Group and Verve. It features three overlapping dark blue boxes with white text, a large blue plus sign, and the logos for Verve and Jun Group.

- Box 1:** Connecting direct demand and direct supply
Connect directly
- Box 2:** International expansion of Jun Group's demand
Access Verve's global reach to evaluate, scale and activate international go-to-market
- Box 3:** Connected TV
Activate a competitive CTV offering using Verve's supply for Jun Group brand clients, maximizing margin across Verve.

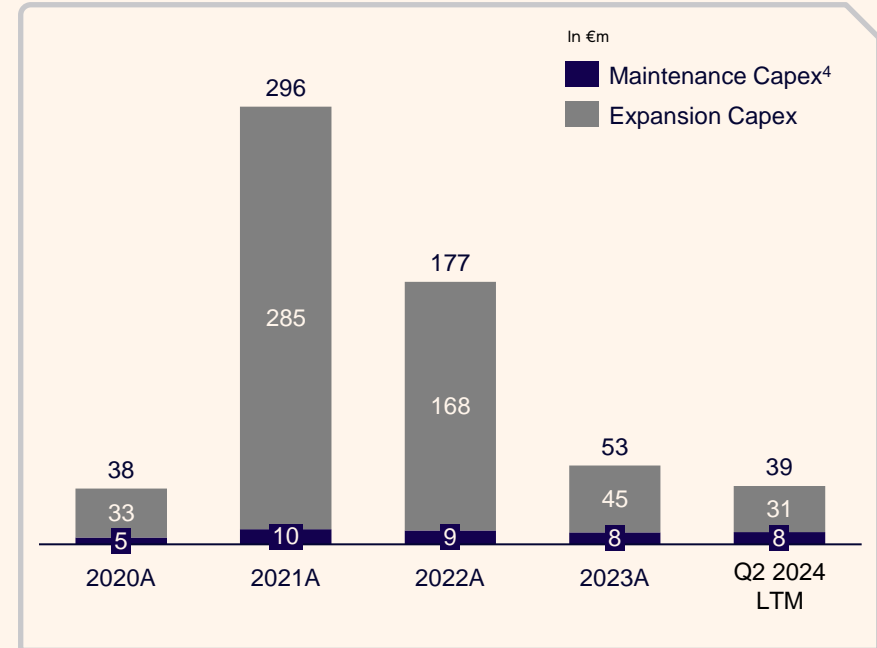


Strong Free Cash Flow, Continuous Investments in Organic Growth

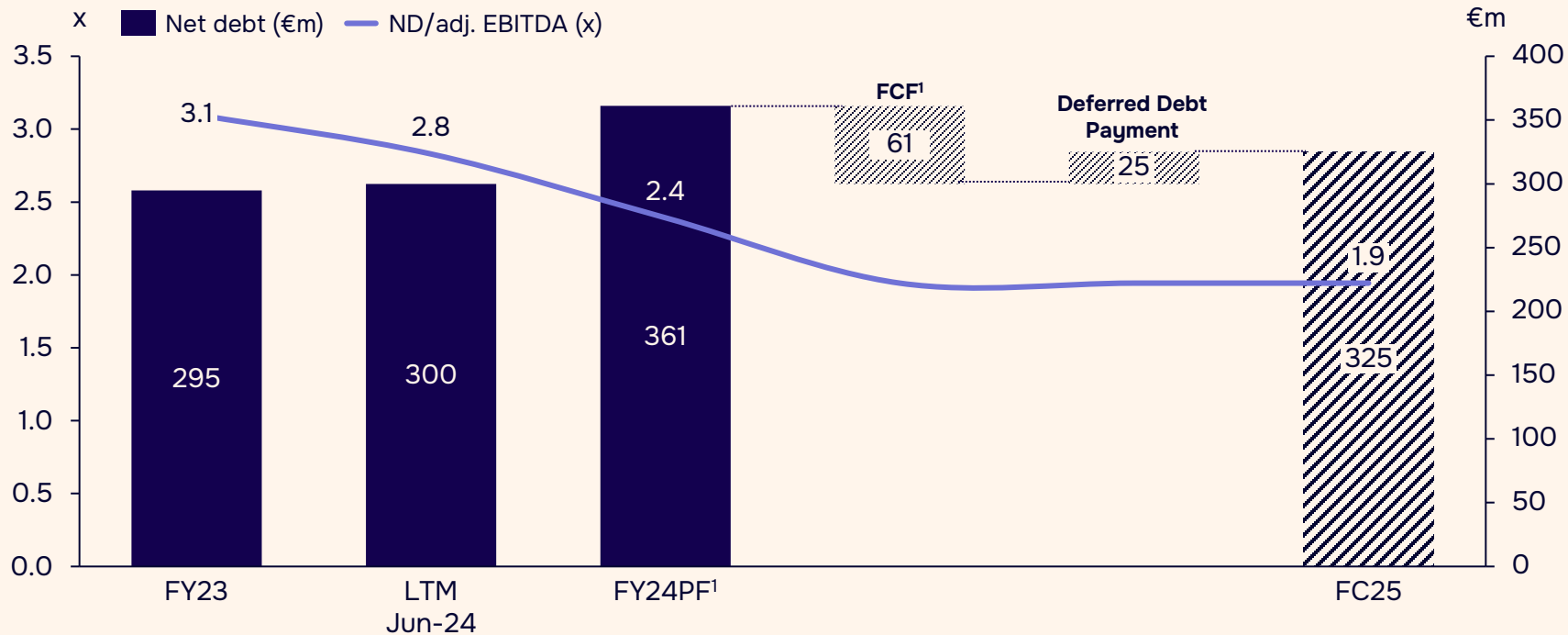
Operating cash flow development^{1,2}



Capex development



Strong Deleveraging in Place



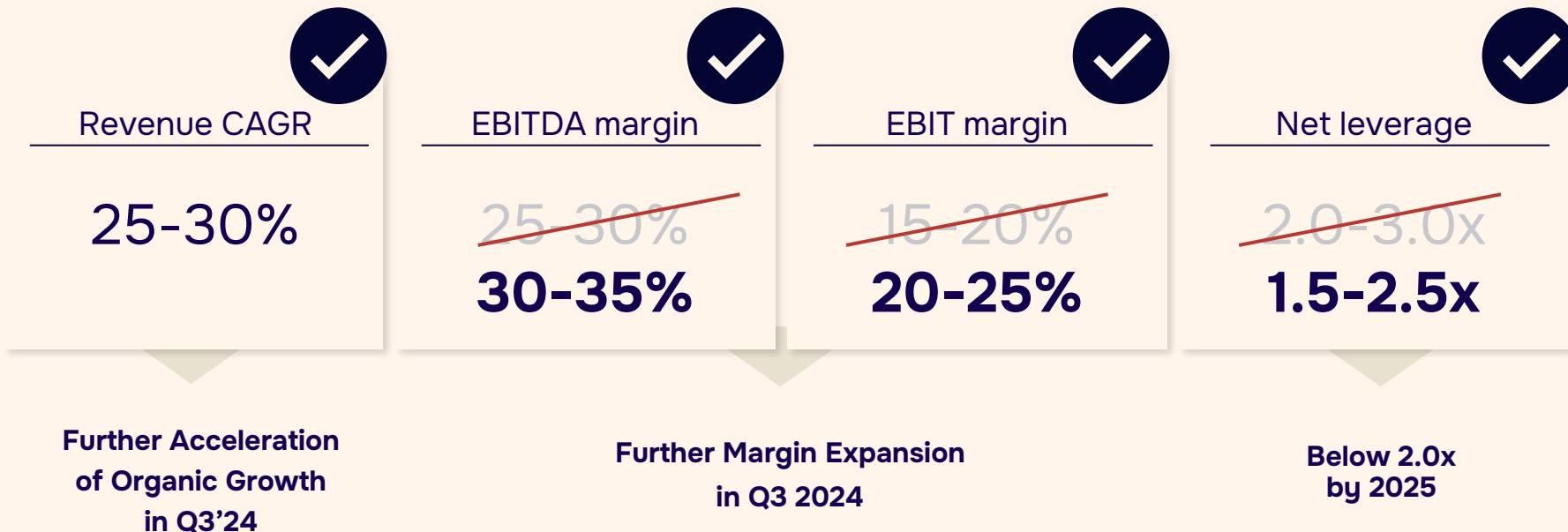
Increased Guidance 2024

Based on a strong first half year 2024 with visibility into August

	FY 2023	Initial Guidance 2024	Updated Guidance 2024 (post Jun)	Third Guidance 2024
Revenue (in €m)	322	350 – 370	380- 400	400-420
Adj. EBITDA (in €m)	95	100 – 110	115 - 125	125-135
Taking Jun Group full year into account				447m Revenues 151m Adj. EBITDA



Verve Already Achieves its Mid-Term Financial Targets



Our Four Main Growth Drivers Enabling Continued Organic Growth

4 Platform synergies



- Improved AI routines and data models continue to learn + data from Jun Group
- Platform synergies through direct connecting of Demand Supply
- Reduce OPEX through scale & Google Cloud



3 New products



- ATOM 3.0, Moments.AI, Schema, ..
- New Ad-formats & growth in new channels
- Curated market places, segmented supply
- Sector specific solutions for advertisers



2 Customer expansion



Adding Demand + Supply +
New Verticals &Geo's



Growing Share
of Wallet



1 Market growth



Structural growth of emerging
channels accelerated by consumer
time spent on screen

- ▲ 12% market growth Mobile in-app
- ▲ 14% market growth CTV



Verve is on an Attractive Journey

01 | We are able to grow at very high rates based on our leading market position & ad-technology

02 | We are a much more diversified and stronger company now

03 | We improved our credit metrics and reduced the net leverage

04 | We improved our quality of earnings which enables a strong free cashflow generation

05 | We will deliver a successful integration of Jun Group and win further market share

06 | We will generate material shareholder value in the years to come



Time for Questions



Jun Group Becomes Part of Verve

Mishel Alon, CEO Jun Group



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Overview

Technology

Lines of Business

Case Studies



Intelligent advertising that inspires trust

Jun Group has built a world where consumers are in control of their advertising, and brands can reach them directly.

\$81M

Revenue
(LTM Jun 2024)

\$39M

Adj. EBITDA
(LTM Jun 2024)

270+

Clients
(LTM Jun 2024)

90%

Viewability
(2024E)

2.7B+

Publisher
Page Views
(LTM Jun 2024)

90

Team Members
Globally
(Jun 2024)



Strong Demand-Side Position with the World's Best-Known Brands, Agencies and Media Companies

BRANDS

Personalized, in-app mobile ads that deliver high performance and ensure brand safety. Deliver real business outcomes using consent-based, zero-party data with purpose-built AI.

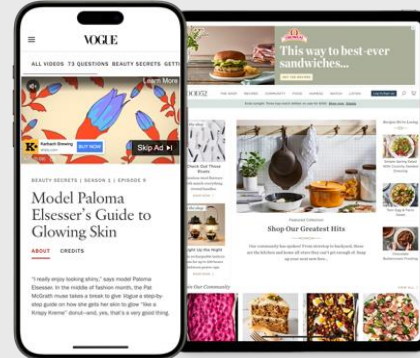


90%+
Viewability

1.4B+
Delivered impressions¹

MEDIA COMPANIES

The world's largest media companies use Jun Group to amplify editorial, video, and branded content. Zero-party targeting drives high-quality, unique users to leading media companies.



2.6B+
Page views¹

99%
Human traffic²



Premier Media Companies, Brands & Agencies

LEADING BRANDS & AGENCIES

Walmart ✱

Pfizer

dentsu

BEST BUY

Lilly

HAVAS

COSTCO
WHOLESALE

HONDA

IPG

Albertsons

United
Healthcare

OMG Omnicom
MediaGroup

TARGET

Lysol

PUBLICIS
GROUPE

MEDIA COMPANIES

BBC

CONDÉ NAST

REVOLT

World of Good

BUSTLE

INFATUATION

The Guardian

healthgrades.

Entrepreneur

TIME

PureWow

Fandom

NBCUniversal

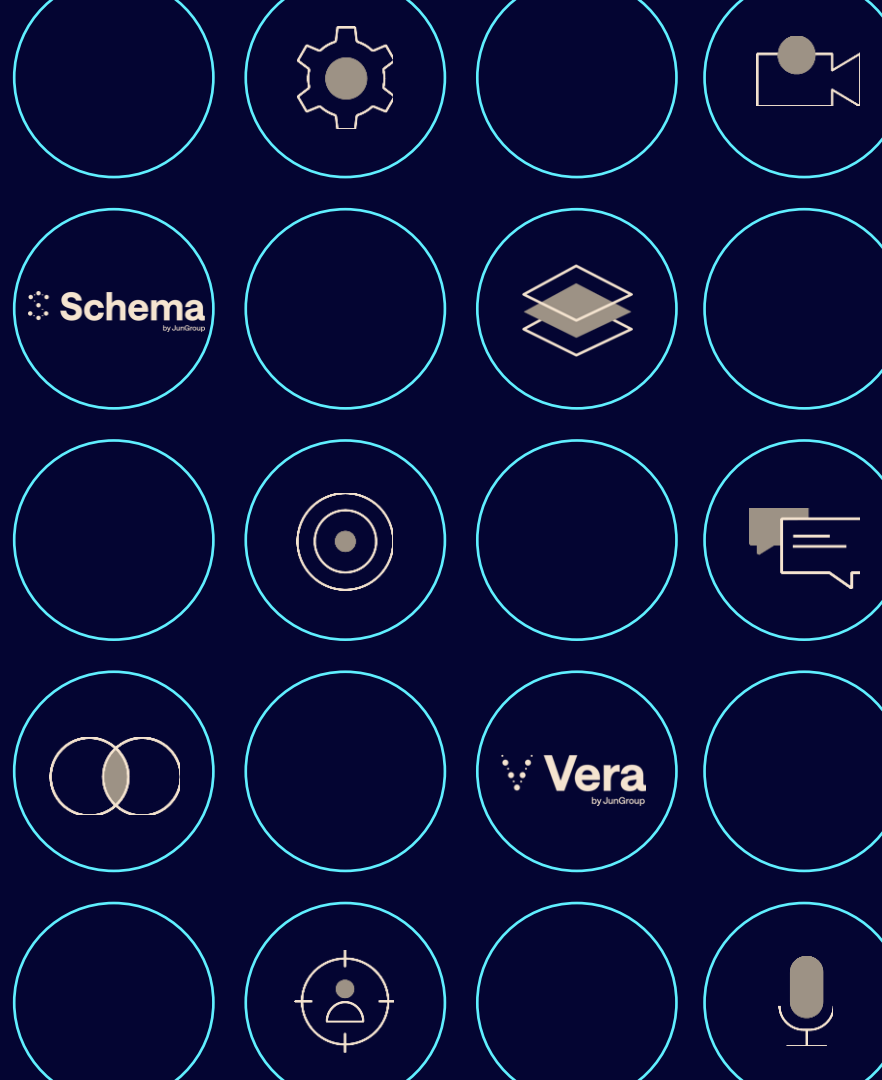
US
WEEKLY

CNET



Technology

- 1 Overview
- 2 Schema
- 3 Vera



Unique Tools Engineered for the Future State of Digital Advertising

● SDK

Explore our proprietary software development kit

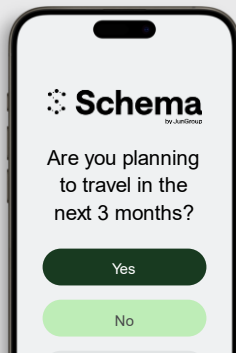
Jun Group's brand-first SDK provides a direct line to consumers to drive awareness and conversions.



● SCHEMA

Get a full picture of your customers with Schema

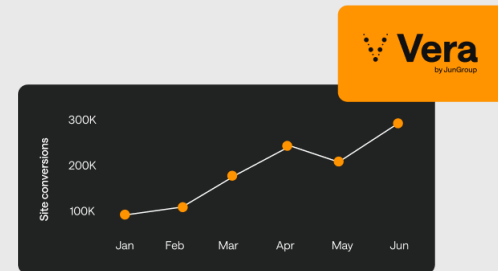
Our machine learning tool, Schema, leverages zero-party polling data and modeling to target audiences at scale.



● VERA

Make your media work smarter with Vera AI

We reach ~90% of U.S. households and deliver tangible results and optimization in real time.



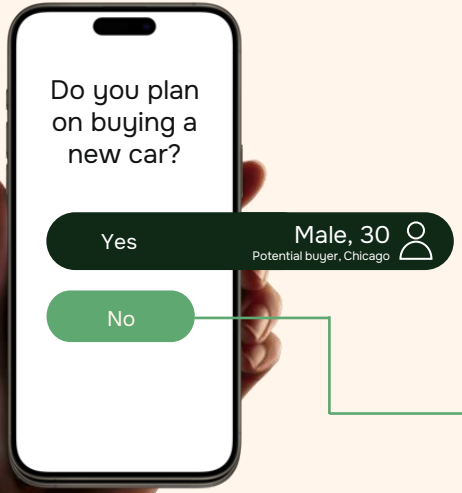
Build and Optimize Audiences with Schema & Vera

Jun Group's targeting algorithm, Schema, combined with machine-learning tools results in a unique and privacy-first targeting solution. Here's how:

Polling & data collection

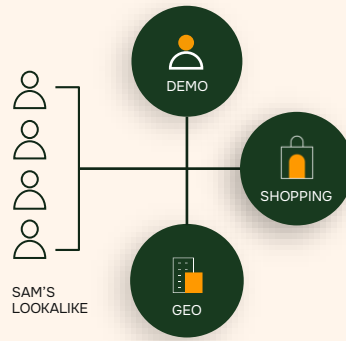
We collect **first-party data**, such as age and gender, through our SDK integration with Apps in our network. In addition, we collect and analyze **zero-party data** by polling our audience in-app.

- YES
Consent-based
- Cookieless
- Privacy-safe



Building lookalikes

We'll combine the data-set with **other targeting touch-points**, such as past purchases and behavioral attributes, to build a rigorous targeting strategy.



Execute & optimize

Our Schema is applied across inventory channels. Vera, our **machine learning** platform, monitors and analyzes the campaign in real time.



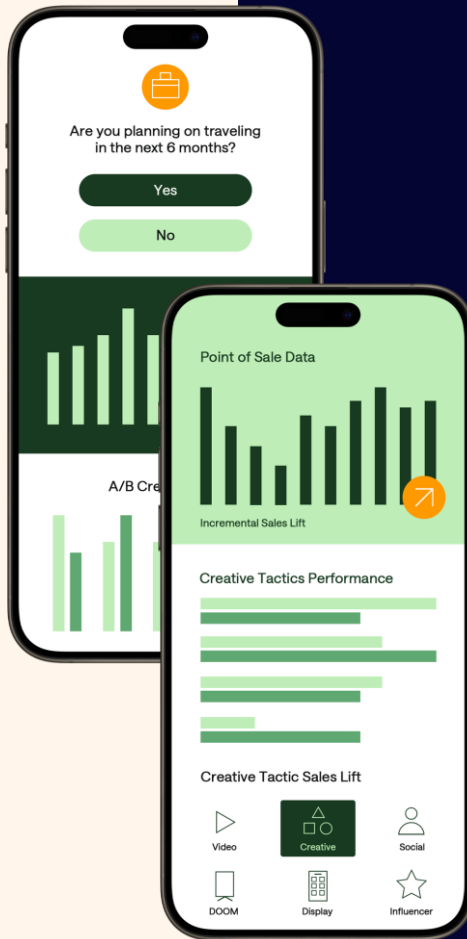
Proprietary Technology: Vera Enables Tracking & Optimization of Campaign Performance

Jun Group's artificial intelligence engine, Vera, automatically optimizes campaigns using POS data, targeting information, and creative performance, among other data points across devices, to deliver sales in person and online.









SDK Polling

Ask consumers directly about their interests, lifestyle, and occupations.



Point-of-Sale & Purchase Data

Access consumers' shopping behaviors and past purchase information.



Demographics & Location

Responsively target based on page interactions with business and financial web content.



Retail App Usage & Retail Affinity

Extend the reach of your campaign to any digital channel or format.



Lines of business

Overview

Brand Solutions

Media Companies



Brand Solutions: Deliver Campaigns with Peace-of-Mind

Personalize ads with zero-party data and deliver real business outcomes with purpose-built AI.
Craft unique consumer experiences that are dynamic, interactive, and contextualized.

Target consumers with precision

Uphold the highest standards of trust, privacy and transparency. Inspire trust with Schema.



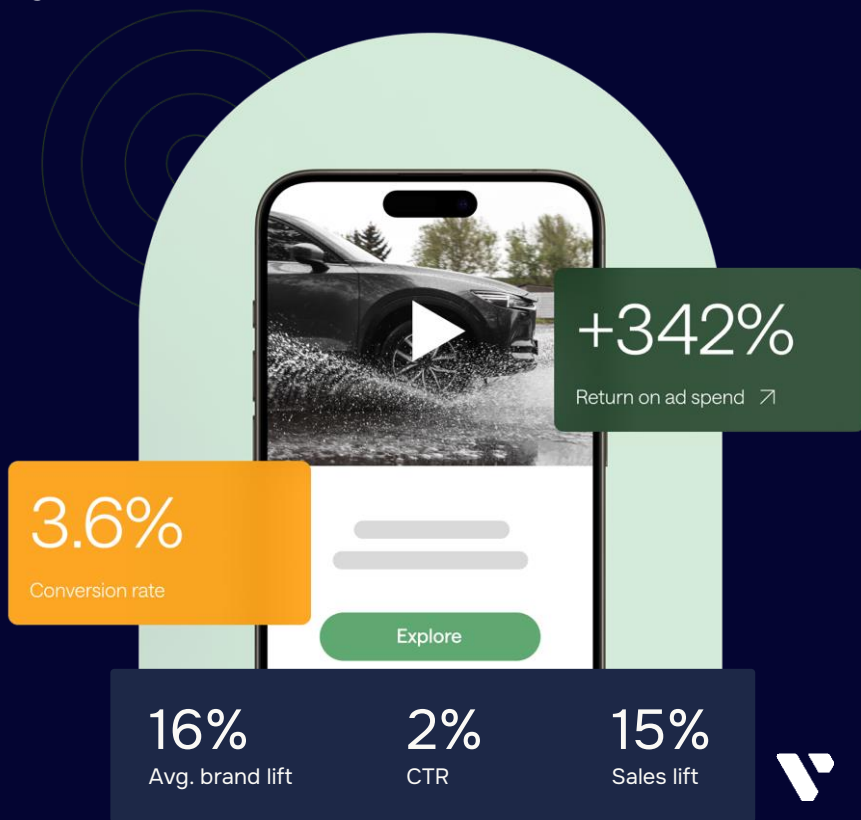
Grab attention with robust ad formats

Our in-house creative team builds custom ads that are dynamic, interactive, and contextualized.



Cross-platform measurement

Tailor Vera to your use case and see results faster. Track and optimize towards any goal.



Full-screen

Dominate the attention economy with full-screen opt-in and interstitial display and video formats delivered in brand-safe, premium mobile apps.



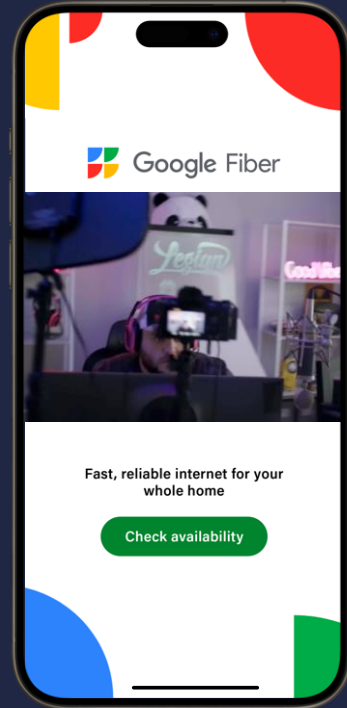
VIDEO



DISPLAY



RICH MEDIA



Shoppable

Simplify the path to purchase with direct-to-cart integrations across major retailers, regional grocers, and e-commerce.



guaranteed cartings



return on ad spend



stock aware



VIDEO



DISPLAY



RICH MEDIA



In-app audio

Extend the reach of audio creative with our first-to-market placement that brings the power of sound to in-app.



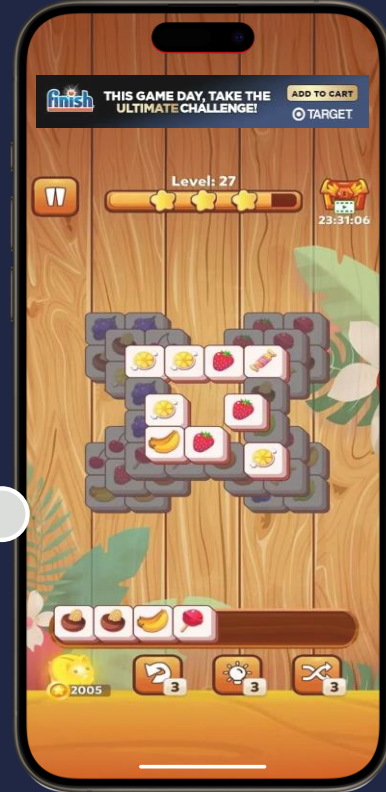
Volume detection

Delivered only when sound is on.



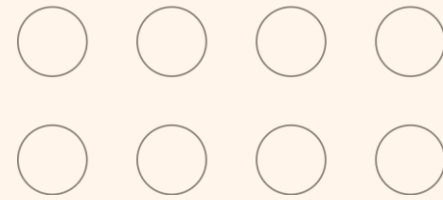
Companion banner

Drive engagement with accompanying banners.



Coverage for Every Channel

Reach consumers wherever they are.



Cross-Device web



Deliver on premium web publishers, powered by our industry-leading data.



Connected TV



Reach U.S. households on major streaming TV networks.



Digital out of home



Capture attention across airports, streets, shopping centers, and more.



Capturing Impressive Sales Lift for Reckitt Finish Ultimate

- Business Line: Brand
- Impressions: 37M+

Situation Overview

- Reckitt wanted to drive unit sales for their Finish Ultimate product at Walmart, Target and Publix
- Jun Group used zero-party polling, as well as purchase and visitation data, to reach Walmart, Target and Publix category shoppers



Outcomes

Jun Group’s high-impact display and in-app audio placements with embedded add-to-cart functionality streamlines the path to purchase and drive sales.




9%

Sales lift

3% benchmark

69%

Add-to-cart rate

1.2x higher than benchmark

3:1

Return on ad spend



Media Companies: Driving Qualified Visitors to Any Web page

Deliver millions of impressions among qualified audiences, powered by consent-based, zero-party data that intelligently recommends content based on survey responses.

Achieve monthly user and marketing goals

Our placements allow consumers to interact with your website. Web pages appear full-screen and provide your complete site experience.



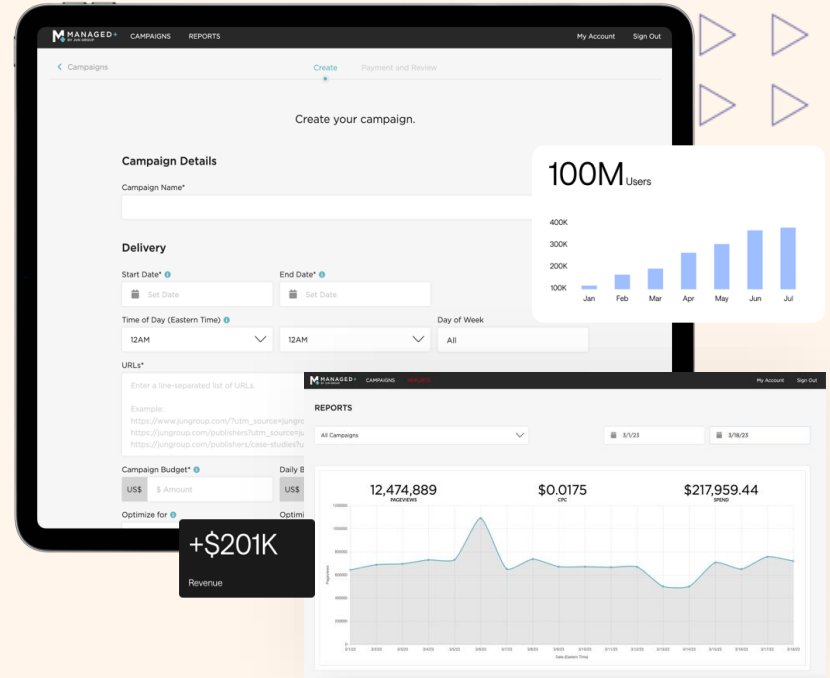
Amplify content with immense scale

Reach audiences at scale and boost content performance to 100 million monthly unique users with cost-effective CPCs.



100% brand safe

Protect your reputation with direct inventory sourced from our SDK.



Generating Significant ROI for Sharecare

- Business Line: **Media Company**

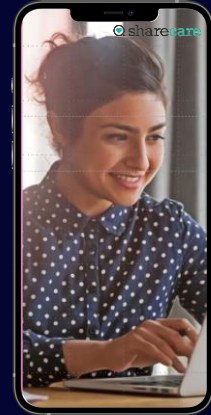
Situation Overview

- Sharecare engaged Jun Group to direct consumers to their website
- Jun Group is leveraging proprietary zero-party data and third-party medical condition segments to ensure these are relevant, interested consumers

 sharecare

Outcomes

Jun Group's zero-party data allows for distribution across rich media within the preferred markets, driving millions of page views



\$3.3M
2023A spend

130M+
Total page views



Podcast Promotion for Any Size Audio Creator

Reach targeted listeners across top mobile apps with 100% share of voice and a full-screen player that immerses listeners with audio and artwork. Encourage continued listening by opening episodes on Spotify, Apple Podcasts, and more, with just a tap.

Who

We help independent producers, networks, and brands inspire people to tune into their show.

Why

Promote episodes to new listeners and boost listenership and streams with audio-visual content across premium mobile apps.

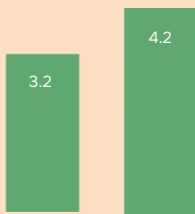
How

Ads are embedded directly in our in-app placements, where people opt-in to listen and follow.



Number of Podcast Growth YoY¹

2023 – 2024 YTD,
Podcasts worldwide in millions

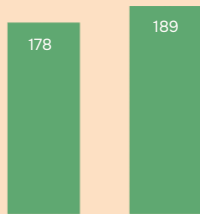


2023

2024

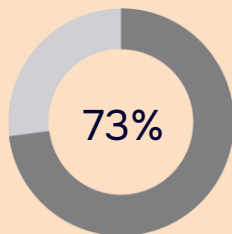
Number of Podcast Episodes YoY¹

2023 – 2024 YTD,
Episodes worldwide in millions



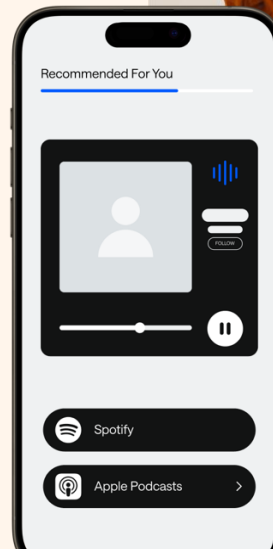
2023

2024



of users choose mobile devices to listen to podcasts²

1. Statista, 2024 2. Backlinko, 2024, 3. Jun Group 2024



120%

Increase in YTD podcast revenue compared to 2023³

69%

Increase in podcast listeners worldwide since 2019¹



Industry Leading Expertise That Brands and Media Companies Rely On

Unique and diverse capabilities designed to perform

The best-known brands, agencies, and media companies partner with Jun Group to deliver smarter, more effective media.

- 111M+ in-network reach
- Proprietary zero-party data
- Cookie-less, consent-based targeting
- Diverse, full-screen units with 100% Share of Voice
- Industry leading performance



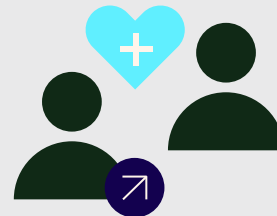
Powered by machine learning and artificial intelligence

We leverage proprietary machine learning and artificial intelligence tools to dynamically optimize campaigns, deliver industry-leading campaign performance, and maximize ROI.



End-to-end campaign and client management

Our industry expertise is built from years of work crafting unique consumer experiences that are dynamic, interactive, and contextualized. We work diligently for every client to foster meaningful relationships and drive successful performance.



Verve + Jun Group Revenue Synergies

A partnership dedicated to making media better.

Connected TV



Activate a competitive CTV offering using Verve's supply for Jun Group brand clients, maximizing margin across Verve.

Marketplace demand enablement



Enable Verve-sourced demand to run via the HyprMX SDK, expanding reach.

Brand app installs



Build processes with Verve DSP to elevate app install opportunities for brand clients.

International expansion



Access Verve's global sales resources, evaluate scale and cost, and develop international go-to-market strategy.

Bolster sales strategy



Enhance collaboration between Verve and Jun Group sales teams and create a unified story for brand clients in the U.S.

Revenue & EBITDA synergies



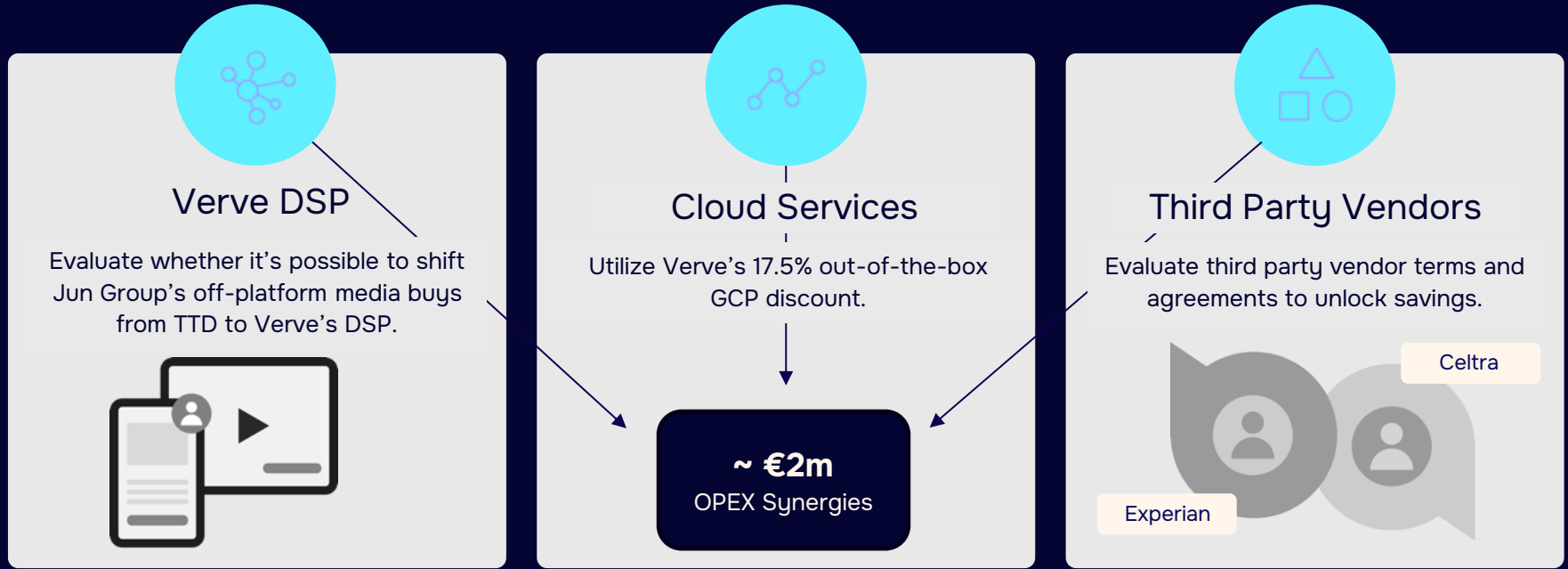
~ €9m
Revenue

~ €8m
EBITDA



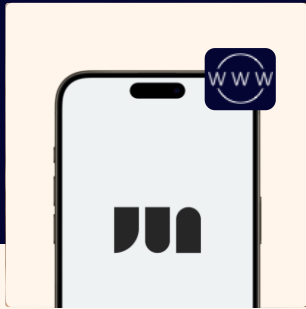
Verve + Jun Group COGS & OPEX Synergies

Create efficiency through technology, shared sales resources, and joint operations team.



Verve's Supply Opportunities

Utilize Verve's marketplace relationships to grow Jun Group's client base and revenue.



Site List Integrations

Review Verve's app and site list and identify turnkey integrations to expand Jun Group's scale & reach.



Media Companies

Pinpoint media companies that are part of Verve's supply and add to Jun Group's book of media clients.



International Support

Expand globally by identifying which international apps can support Jun Group on an international scale.



Time for Questions



Part Two – Expert Sessions: Advertising, a Dynamic Market



State of The Advertising Market

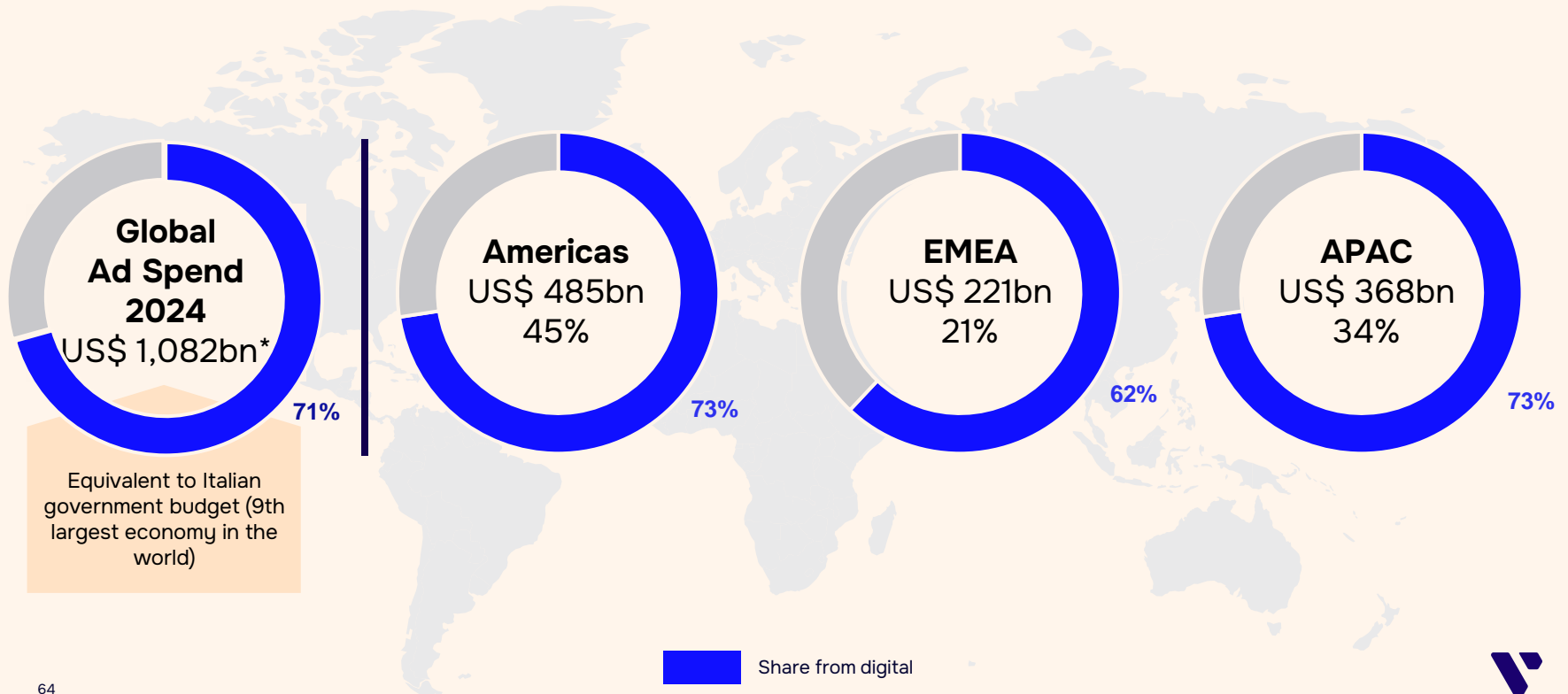
Opportunities in Media

Peter Huijboom

Board Member Verve and former CEO Media & Global Clients at Dentsu

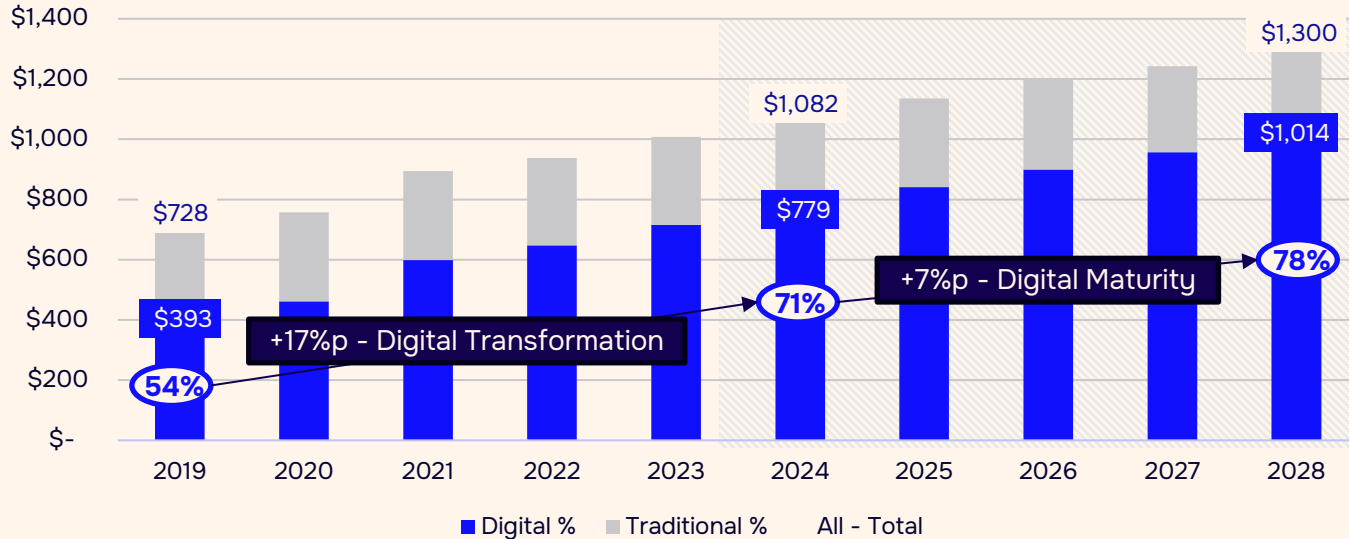
Let's make media better.

The Big Picture



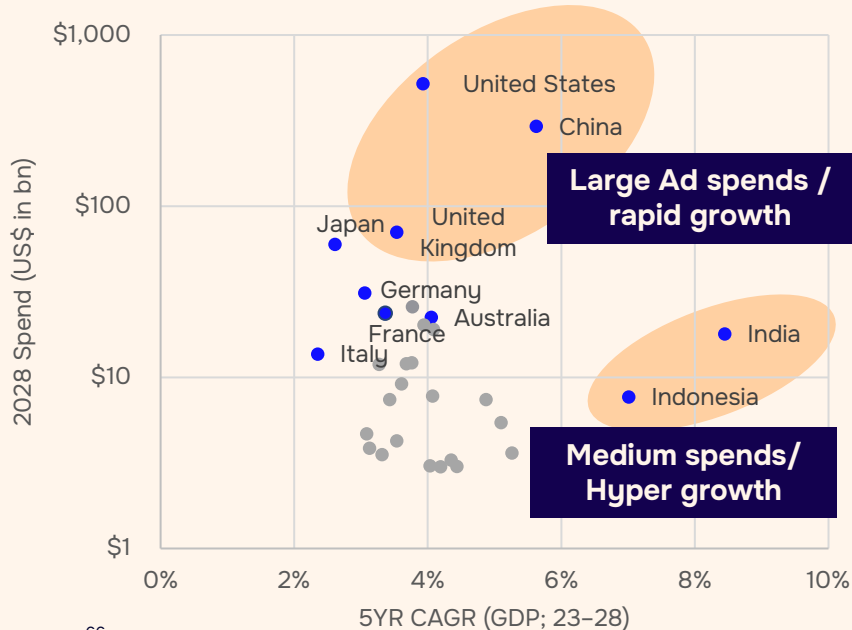
Consistent Growth in Digital Advertising Revenues

Ad spend – Global (US\$, Bn)



High-Growth Geographies and Segments

The biggest pools of revenue growth lie in two principal areas: regions that are already big and growing relatively rapidly, and those that are relatively small and growing extremely quickly, owing to significant headroom for digital ad spend.



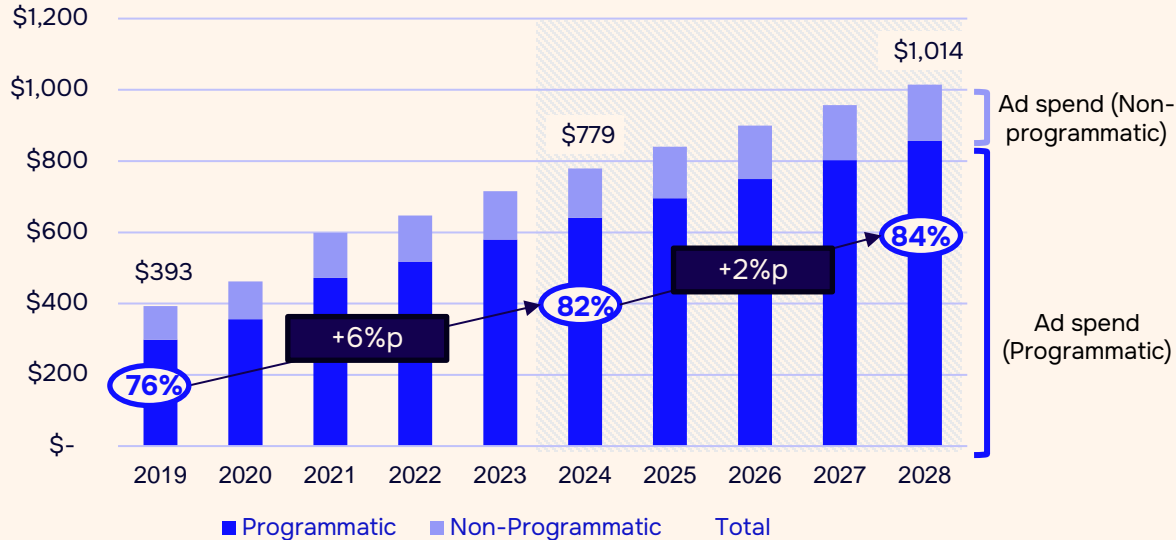
Country	Adspend (24E)	Digital share (24E)
USA	\$421.3bn	82%
China	\$230.7bn	76%
UK	\$58.7bn	71%
India	\$14.7bn	36%
Indonesia	\$6.6bn	47%



Growth Channels and Segments

Programmatic spend is maturing, but huge embedded growth opportunities remain - retail media and CTV are set to grow 21% and 14% respectively and become a meaningful component of digital spend.

Digital Ad Spend (Programmatic) – Global (US\$, Bn)



Digital Ad spend Growth (2024e) driven by:

Retail Media +21% YoY

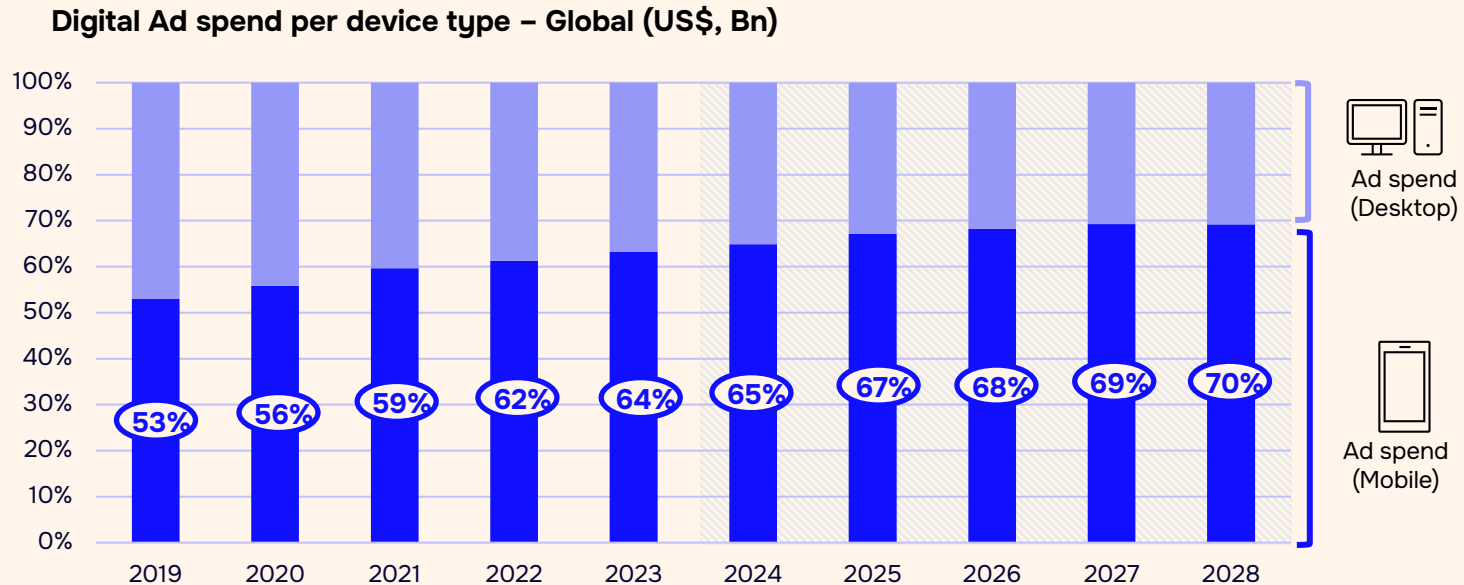
Connected TV +14 YoY

DOOH + 9% YoY

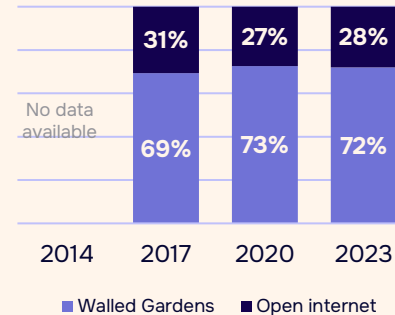
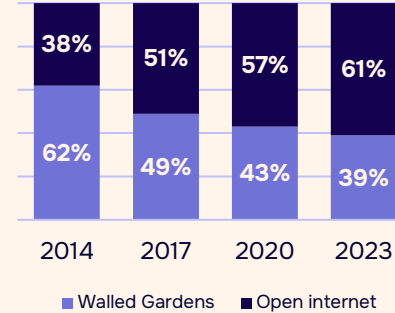


Mobile is Now the Dominant Device Type

Spend continues to migrate towards mobile, where Verve is more advantaged.



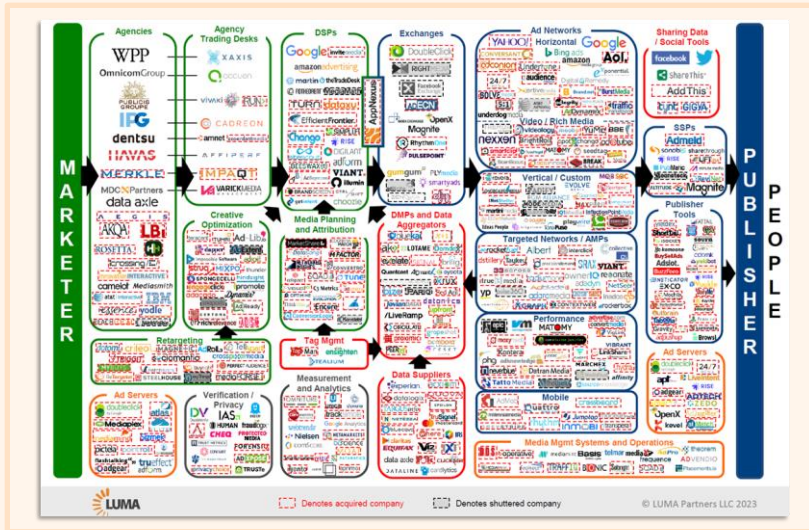
Open Internet vs. Walled Gardens



Underneath These Calm Seas of Growth, Lies a World of Rising Complexity and Crowding Out Effects

Media industry landscape

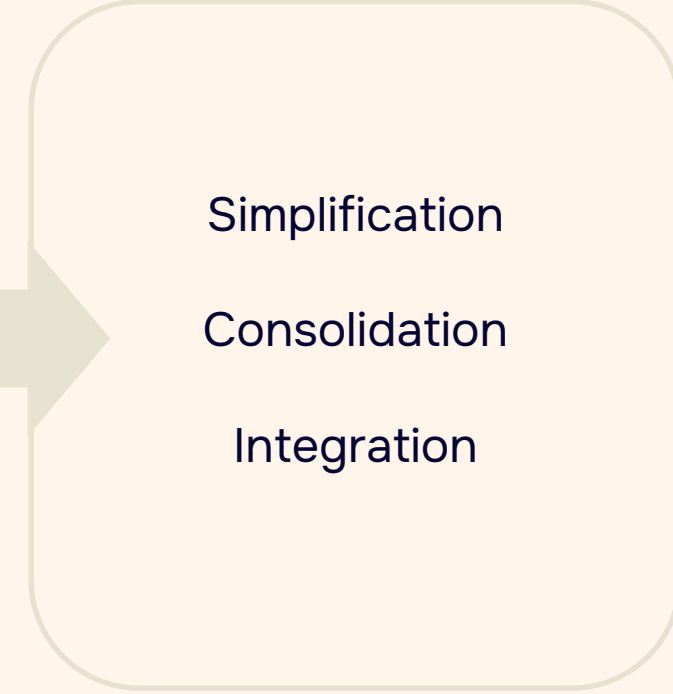
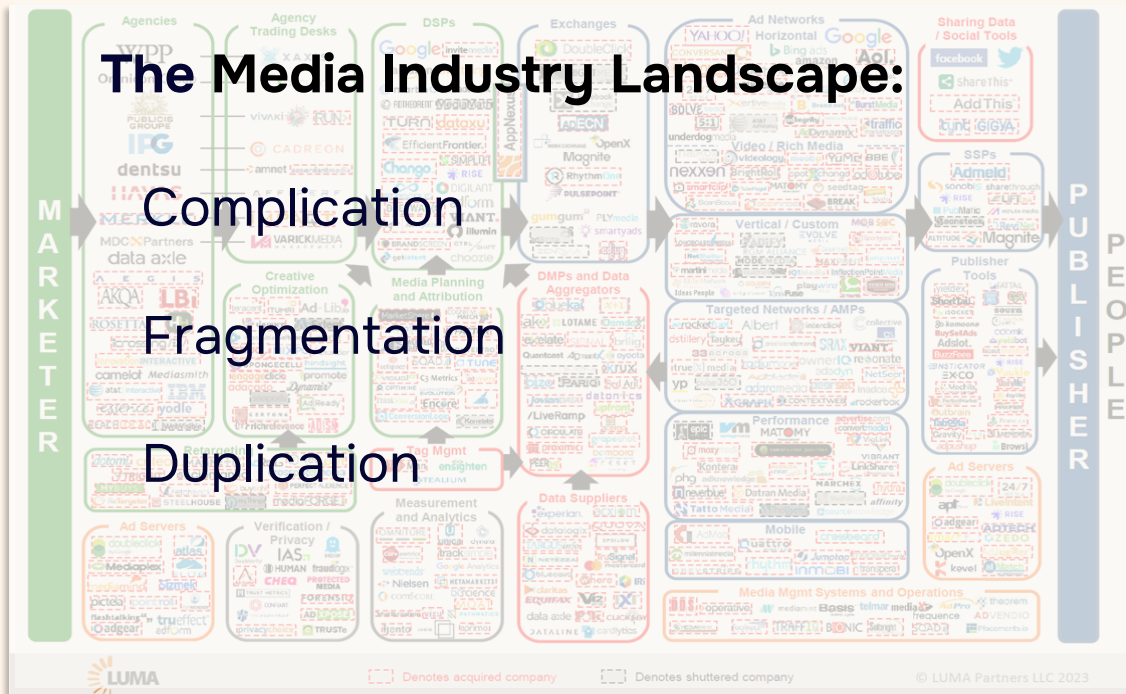
Advertising spend per capita (2024E, US\$)



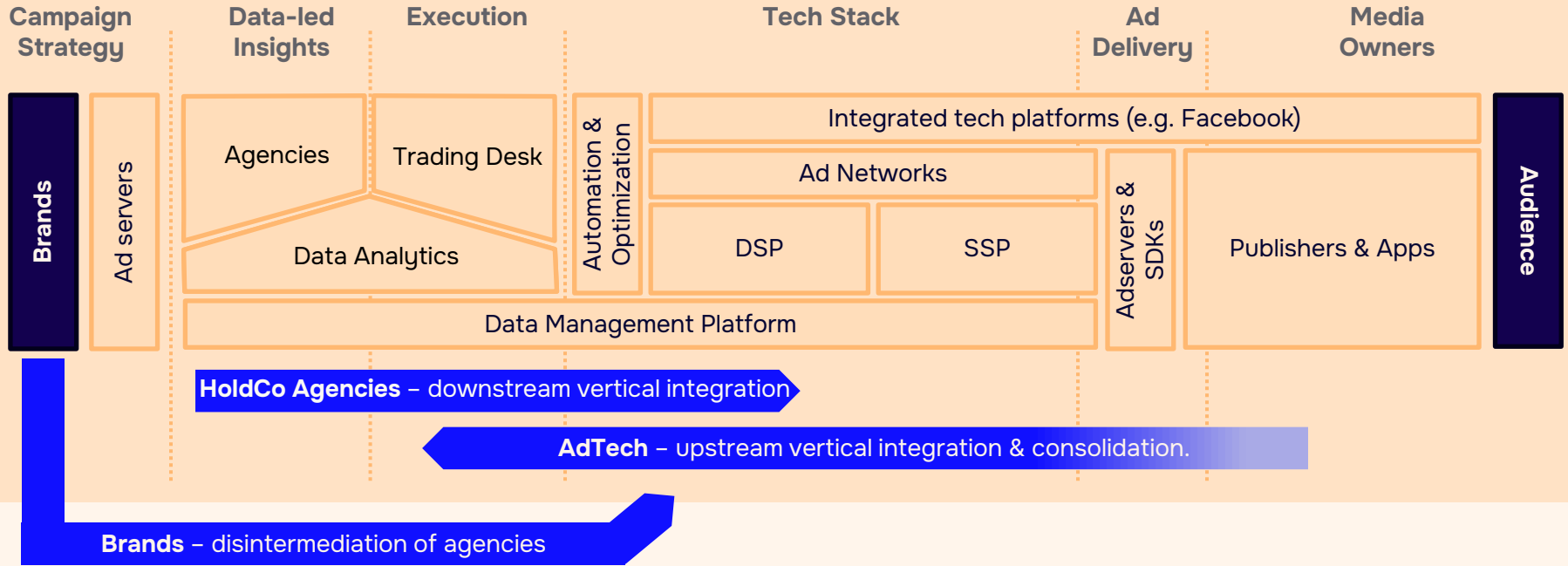
The Media Industry landscape is increasingly complex, fragmented and duplicated.

Never have advertisers spent this much per capita, with the U.S. getting close to the \$1,250 per capita milestone.





Consolidation, Simplification and Integration in the Media Landscape



The Need for further Consolidation

*“Ad Tech is a Peter Pan industry. It **refuses to grow up**. What we need is rationalization of an industry like every other industry over time, and especially one at the scale that we have here.”*

Luma Partners

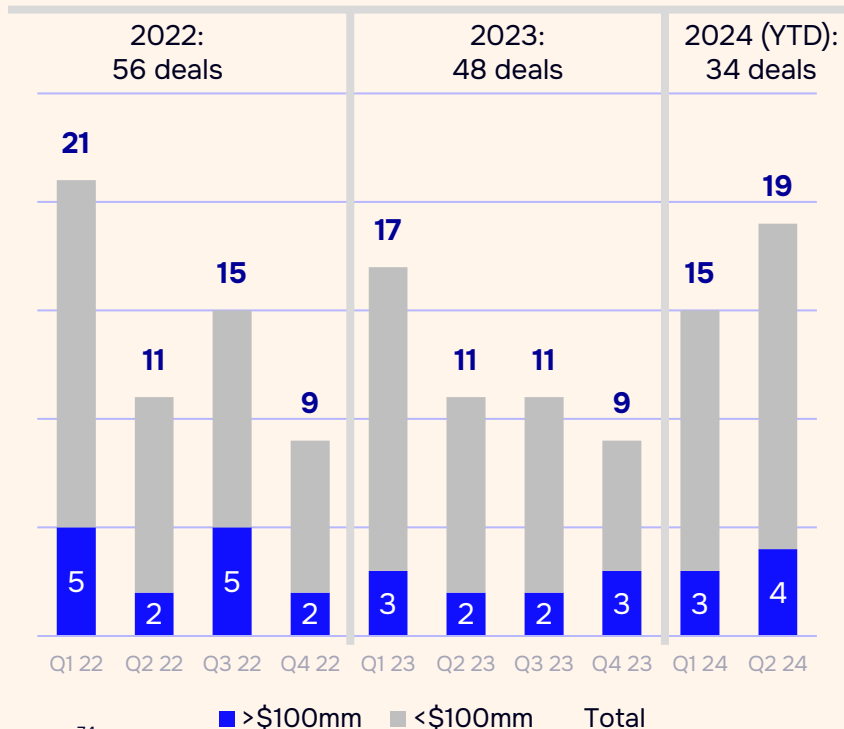
Ad Tech M&A activity picking up
(Q2 2024)

YoY (+73%)

QoQ (+27%)



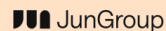
AdTech M&A Activity Reflects these Trends



VIZIO



Walmart will acquire VIZIO for \$11.50 per share in cash, valuing VIZIO at about \$2.3 billion. This acquisition aims to enhance Walmart's U.S. media business, Walmart Connect, by combining it with VIZIO's advertising solutions.



Verve Group will fully acquire Jun Group, a mobile advertising firm focused on the demand side, from Advantage Solutions.



Global Ad Tech company Equativ has announced its merger with omni-channel ad exchange Sharethrough. The merger aims to create one of the world's largest ad marketplaces, helping advertisers, media owners, and tech partners optimize programmatic value and scale.



Cadent, a leading CTV advertising solutions provider, will acquire AdTheorent, a machine learning performance advertising company, for \$3.21 per share in cash. This merger will form one of the largest independent omnichannel audience activation platforms for advertising buyers and sellers.

Source: Luma, 2024 Q1 & Q2 Market Reports

Increasing Need for Digital Expertise Among Advertisers and Agencies

CMO survey
\$1M – where would you invest it?

16.5% Hiring and talent development

10.3% Digital Advertising

7.9% Brand & Awareness

7.0% AI and Automation

1. Increasingly Complex Ecosystem

“The technology ecosystem is becoming increasingly complex. We need specialist outsourced partners to navigate this for us”

2. Shift towards Privacy and Identity-based Models

“We are currently talking to a lot of people including the walled gardens, agencies and advertisers to understand what they are doing, and, more importantly what we should do”

3. Industry-wide Resource Constraints

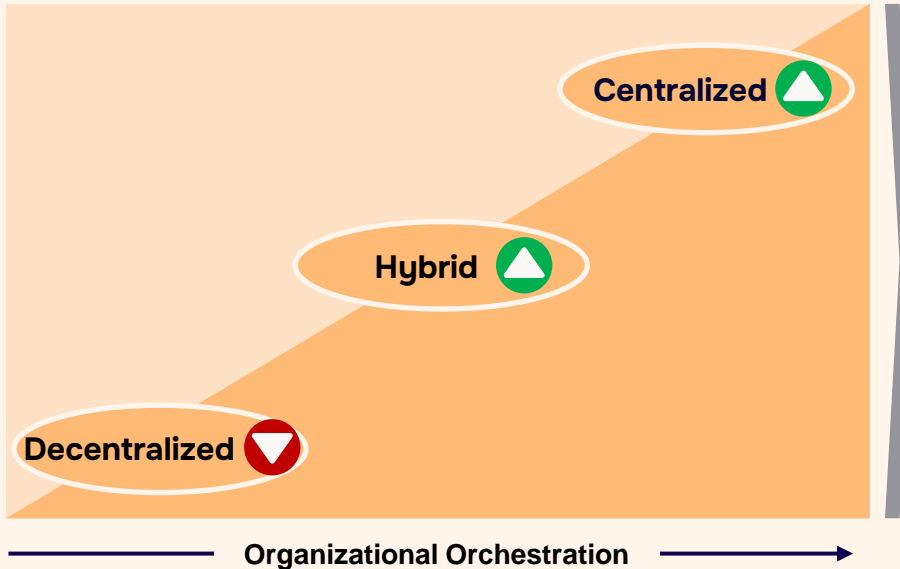
“We have serious talent issues – our attrition rates are really high”

Source: Deloitte & Duke Fuqua – The CMO Survey.
N=2085 marketing leaders in the US. Q: If you had an extra \$1M of budget given to the marketing organization to use any way you wanted, where/how would you invest it? (% of respondents using budget for activity)

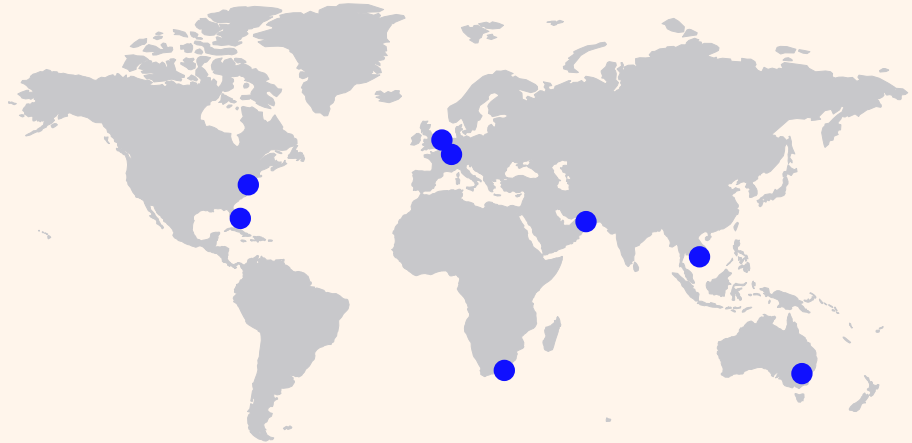


Large Advertisers are Consolidating Budgets and Strategies at the Global and Regional Level

As advertisers are adopting deeper organizational orchestration of their marketing strategies and budgets...



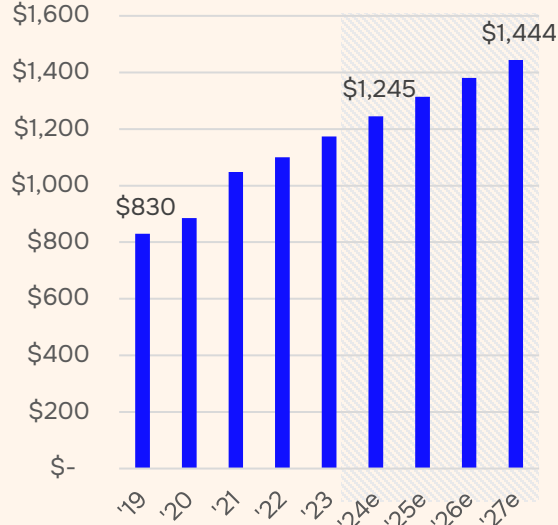
...we observe the rise of in-housing and global and regional digital hubs.



The Battle for Consumer Attention in a Saturated Media Landscape

The Media Landscape is becoming increasingly saturated

Ad spend per capita – USA (US\$, Bn)

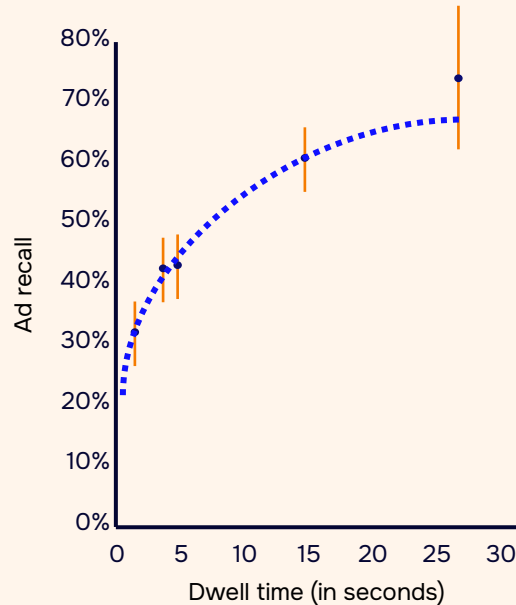


■ Ad Spend per Capita

Source: Statista ([link](#)).

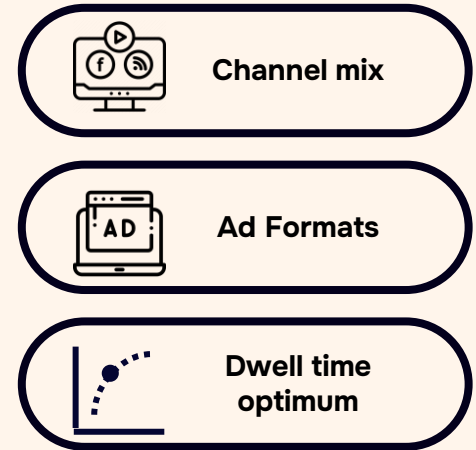
Viewability ≠ Attention

Ad recall versus dwell time (how long someone looks at the ad)

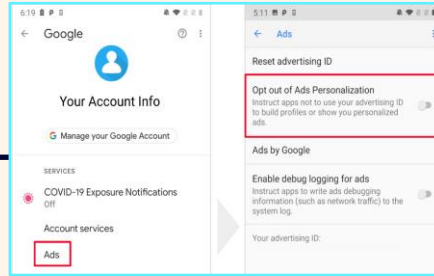


Source: Lumen Research

Optimizing Media plans for Attention for...



Google Cookie Deprecation, or Not? It Doesn't Matter, Internet Addressability is Becoming More Complex Anyway!



Current Addressability

Before Google activates "User Choice"

Chrome's Current Market Share	63%
	x
Chrome Addressability due to privacy settings, Incognito mode, etc.	60%
	=
Open Web Addressability	37%

Future Addressability

Once users need to opt-in

Chrome's Current Market Share	63%
	x
Chrome Opt-Ins Assumption based on comparable rates for GDPR-compliant cookie consent notices	17%
	=
Open Web Addressability	11%

"Your App" would like permission to track you across apps and websites owned by other companies.

Your data will be used to deliver personalized ads to you.

Ask App Not to Track

Allow Tracking



Major Trends in Advertising

CASE FOR CHANGE

- Consolidation, integration, simplification
- Carbon management, Attention Economy
- Addressability opportunities in the open internet

PRIVACY/TARGETING

- Identifiers disappearing
- Regulation increasing
- Addressability becoming more difficult without 1P data

EMERGING GROWTH CHANNELS

- Consumer behavior continues to change
- Mobile, CTV, DOOH, Digital Audio, Retail Media
- The industry is adapting

IMPACT OF AI

- AI is revolutionizing the AdTech industry
- Hyper-personalization, privacy-compliant targeting, automated campaign optimization, fraud detection and creative innovation
- Leading to more efficient and effective advertising strategies



Thank You



Lunch Break

Next presentation starts at 12:45 (CEST)



Gen AI, AI and AI Cloud Development

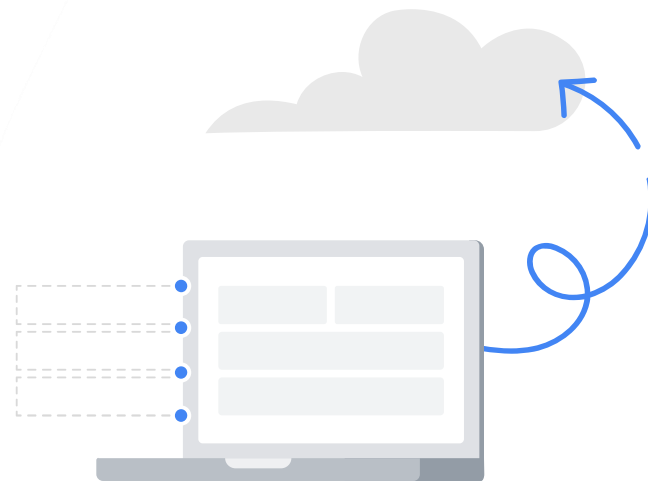
Guillaume Leygues, Director of Customer Engineering Nordics at Google Cloud

Jonathan Seim, Customer Engineer, Smart Analytics Google Cloud



Verve Group & Google Cloud Capital Markets Day Presentation

August 2024



Agenda



Gen AI, AI and AI cloud development



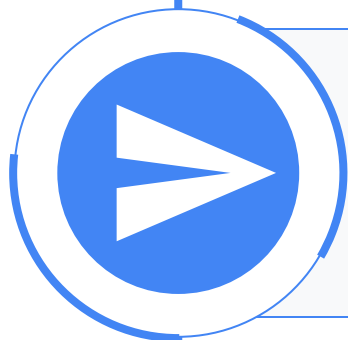
The evolution of AI

Impact and opportunities for advertising companies

How Google Cloud supports the optimization of AI applications

The partnership between Google Cloud and Verve





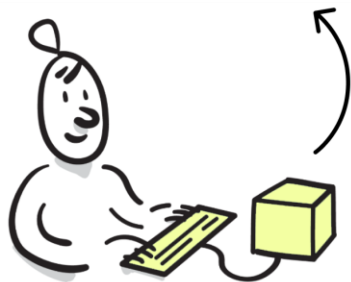
The evolution of AI

We're in an AI-driven revolution

cat:

```

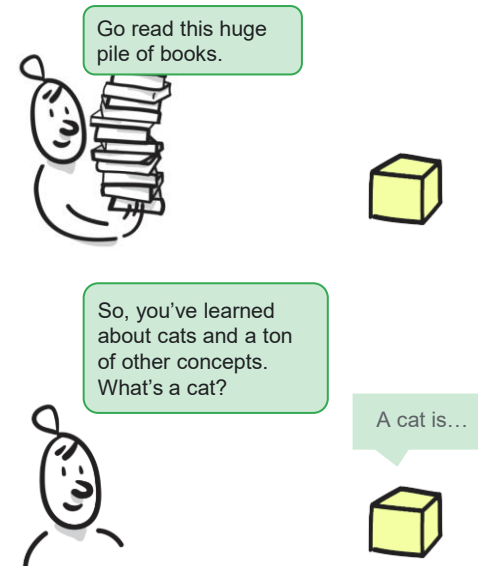
type: animal
legs: 4
ears: 2
fur: yes
likes: yarn, catnip
  
```



Traditional Programming



Wave of Neural Networks (~2012)



Generative Language Models

Why are large language models different?



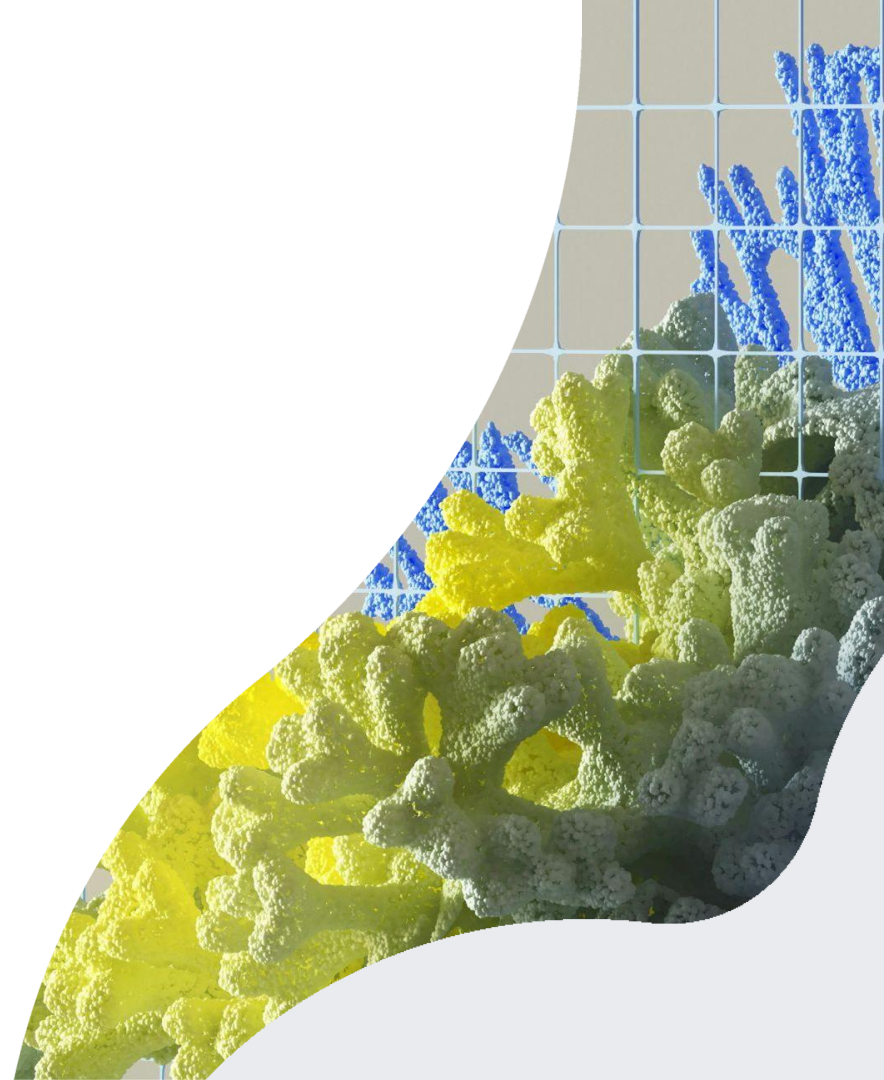
LLMs are characterized by **emergent abilities**, or the ability to perform tasks that were not present in smaller models.



LLMs contextual understanding of human language **changes how we interact** with data and intelligent systems.



LLMs can find patterns and connections in **massive, disparate data corpora**.



AI is evolving from analysis to creation based on human language prompts.

Prediction

Classification

Understanding

Generation

Scale

Research

Infrastructure

Responsibility

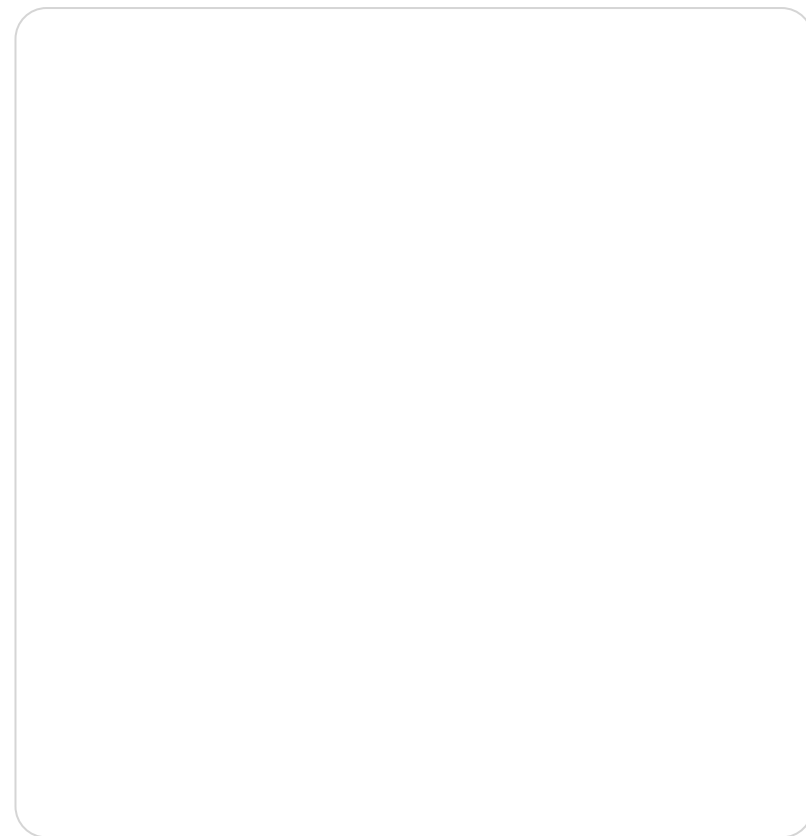


Scale

Research

Infrastructure

Responsibility

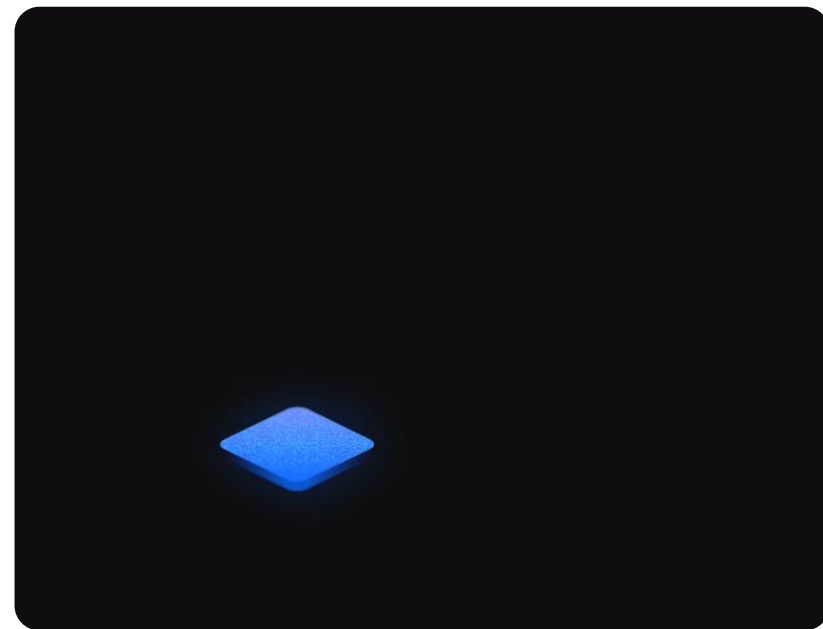


Scale

Research

Infrastructure

Responsibility



Scale

Research

Infrastructure

Responsibility



Data governance, security, and privacy to protect your data



Indemnity for generative AI training data and generated outputs



Data residency and ML processing for your global regulatory needs



RAI tooling to make every model safe for your use cases

Google is a Leader in recent Forrester Wave evaluations

THE FORRESTER WAVE™
AI Infrastructure Solutions
Q1 2024



*A gray bubble or open dot indicates a nonparticipating vendor.
Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

Google is a **Leader in The Forrester Wave™: AI Infrastructure Solutions, Q1 2024** - receiving the highest scores of all vendors evaluated in the Current Offering & Strategy categories

THE FORRESTER WAVE™
AI Foundation Models For Language
Q2 2024

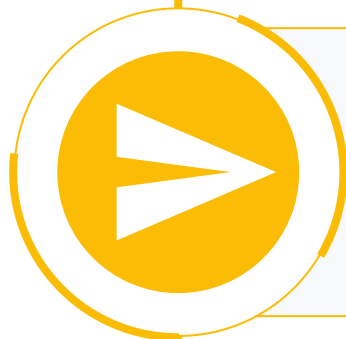


*A gray bubble or open dot indicates a nonparticipating vendor.
Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

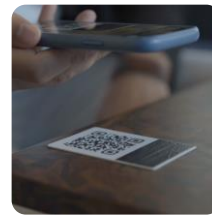
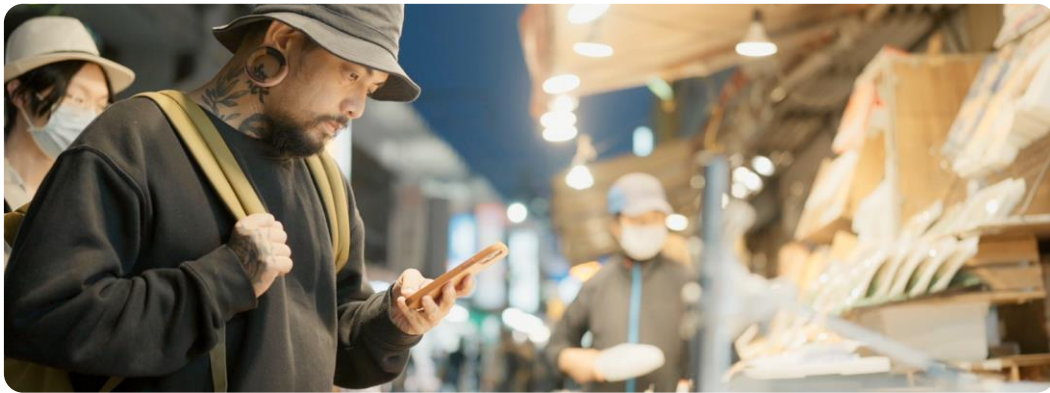
Google is a **Leader in The Forrester Wave™: AI Foundation Models for Language, Q2 2024** - receiving the highest scores of all vendors evaluated in the Current Offering & Strategy categories



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Impact and opportunities for advertising companies



Accelerating consumer complexity



More than

15

%



of daily searches have
never been searched
before

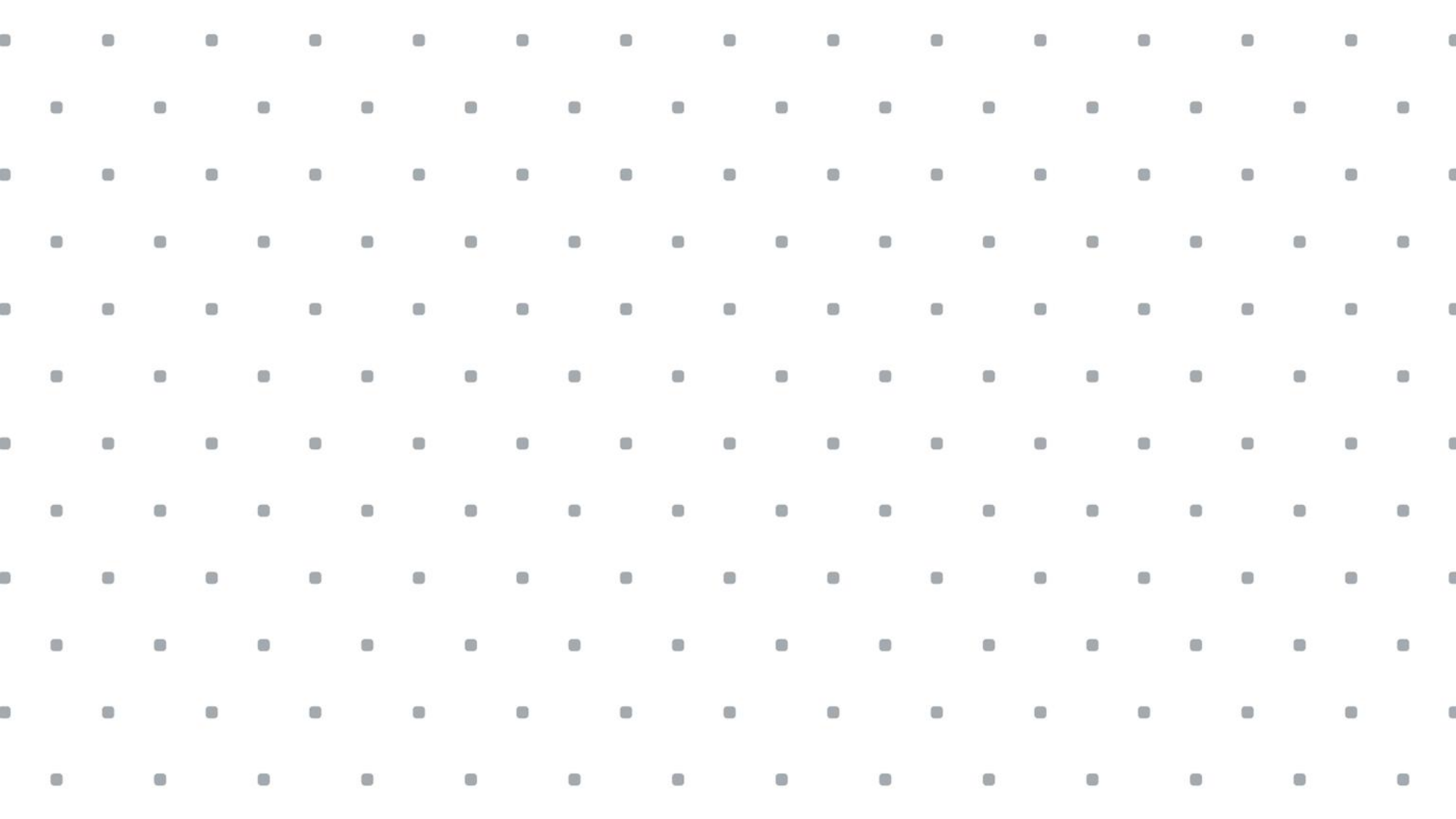
A man with a beard and short dark hair is sitting on a couch, looking down at a tablet computer he is holding. He is wearing a blue button-down shirt over a maroon t-shirt. The background is a dimly lit living room with a wooden bookshelf and a plant.

87%

of consumers want offers
that are aligned with
their interests



They also
demand
privacy



AI

is only as good as the **data** you put into it



Show my product to
**18-25 year-old women with
an interest in pickleball
shoes**



Show my product to
**18-25 year-old women with
an interest in pickleball
shoes**



Sell my product profitably
to **whoever's interested in
it**

First-party
relationships

+

AI
capabilities

80%



of marketers deem
creative quality key to
marketing effectiveness

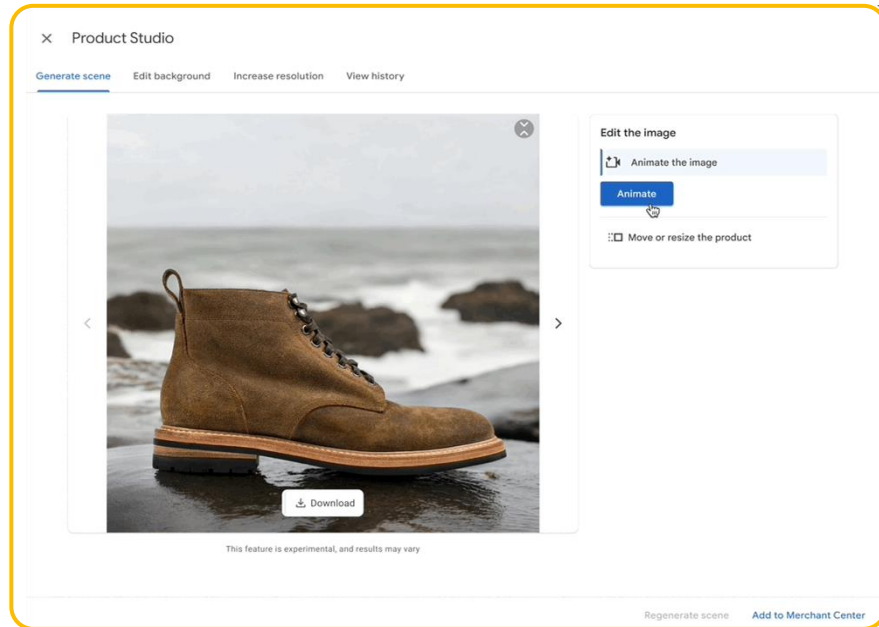
Accelerate ads creation

Scale your creative vision
in just a few clicks



Accelerate ads content

Enhance and create product images to drive relevance – including video

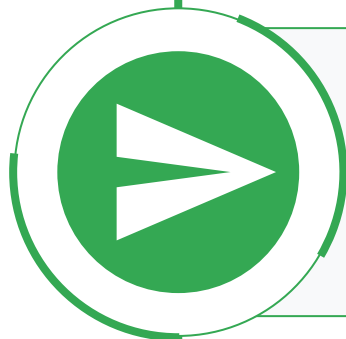


Accelerate campaigns

Eg. build and modify Search campaigns

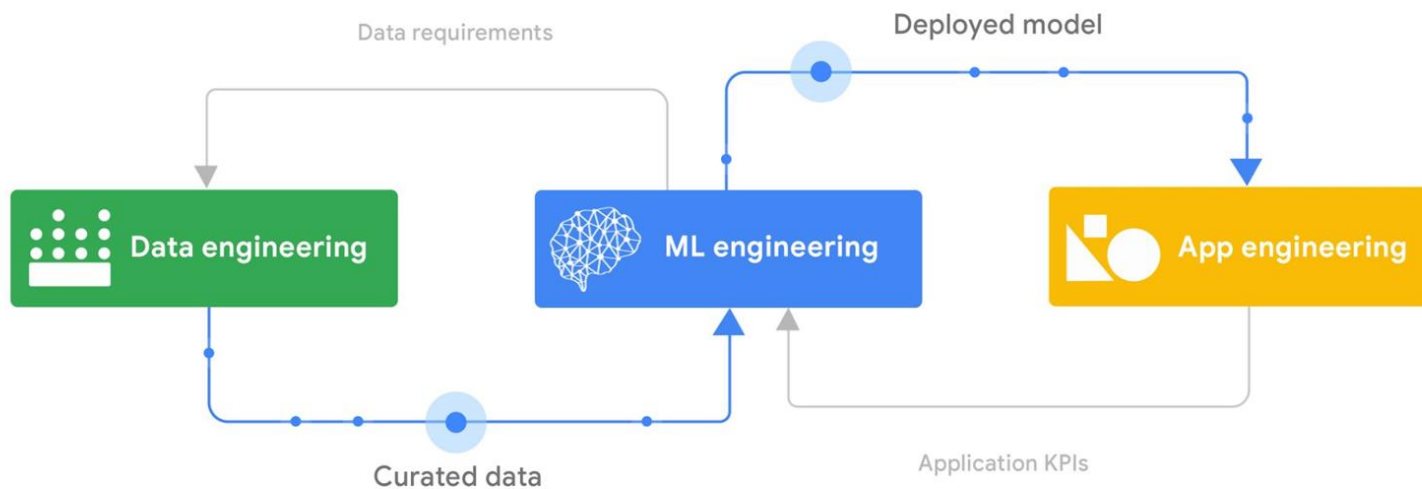


A screenshot of the Google Ads interface. The top navigation bar includes the Google Ads logo, account ID (278-606-7143), and user name (henry@gmail-beauty.com). The main content area is divided into several sections: 1. 'Add more headlines to increase your chances for better performance' with an 'Add strength' dropdown set to 'Excellent'. 2. 'Descriptions 3/4' with three items: 'Experience the magic of our all-natural skincare line and reveal your true beauty' (Required, 82/90), 'Achieve salon-quality results at home with our innovative hair care range' (Required, 72/90), and 'Enjoy SPF protection with our entire product range' (51/90). 3. 'Images' section with a '+ Add Images' button. 4. 'Sitelinks' section with an 'Add 4 or more to maximize performance' prompt. 5. 'Preview' section showing a mobile device view of an ad for 'Skin Beauty Care | Shop Our Skin & Hair Line | Based in Palm Springs, CA'. The ad includes a headline, a description, a product image, and four sitelinks: 'Skincare', 'Hair care', 'Monthly specials', and 'Membership'. 6. 'Get help creating your ad' sidebar on the right, which provides tips based on user input and offers to generate headlines, descriptions, sitelinks, and callouts. It also shows a 'Review images' section with three image thumbnails and a 'Review links' section with five sitelink thumbnails. 7. A right-hand sidebar with a '95.4%' score and a table of metrics: 'Ad group 1', 'Weeks since 10:1', 'Cost / Conv. \$3.66', and 'Weeks since \$70.00'. The bottom of the interface has a 'Type message' input field.

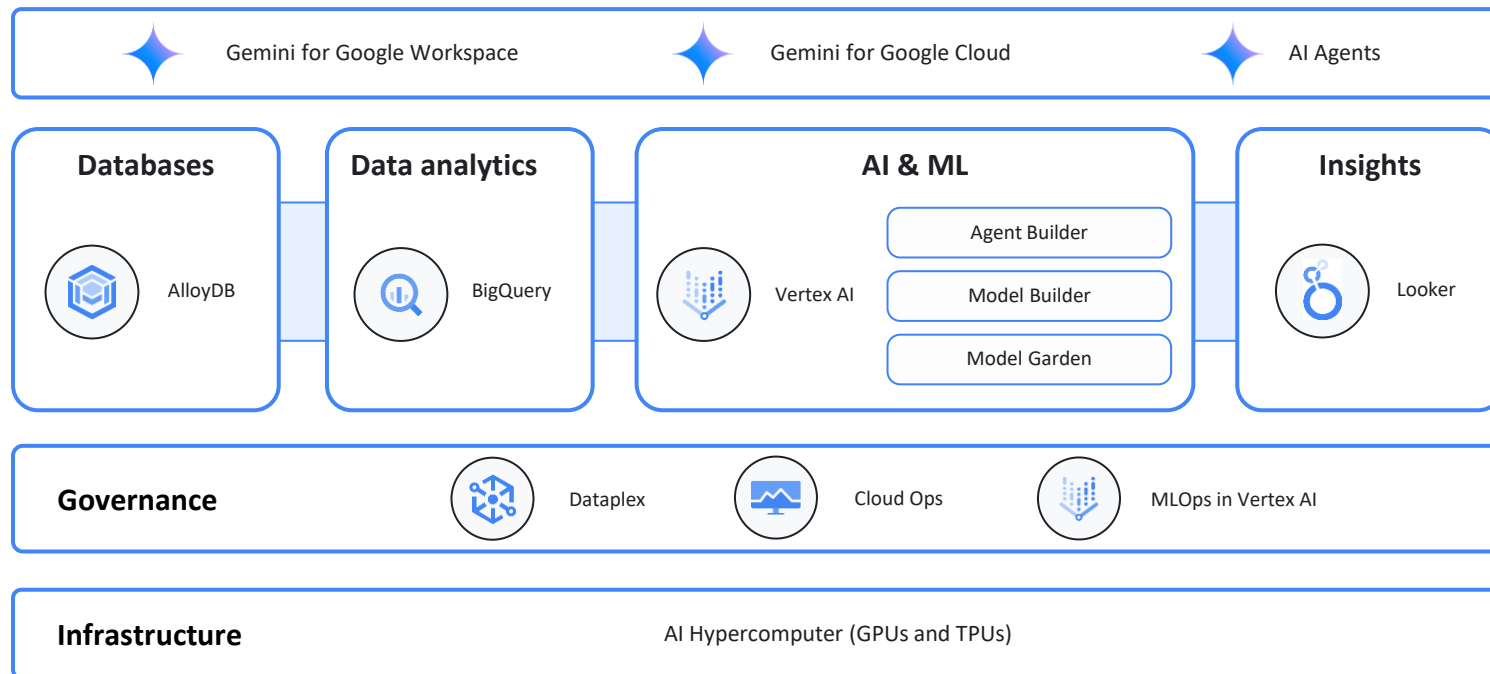


How Google Cloud supports the optimization of AI applications

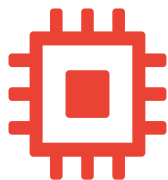
Engineering an ML-enabled approach



A unified platform from data to deployment



Flexibility and curation at every layer of the stack to avoid lock-in



Data

Single unified access layer for all data: structured, unstructured, streaming



BigQuery



GCS

Omni for Multi-cloud
(AWS S3, Azure Storage)

Compute

Ultra performant AI hypercomputers for any workload



TPUs



NVIDIA.

GPUs

Frameworks

An open & comprehensive AI stack fueling the Gen AI revolution



TensorFlow



PyTorch



JAX



ACCELERATED LINEAR ALGEBRA

Models

The best foundation models from Google, Partners, and the Open ecosystem in the Model Garden

Gemini

Imagen



AI



MISTRAL AI



Hugging Face

kaggle



Gemma

Agents

Comprehensive tools from Google and partners to build and deploy agents.



Vertex AI



LlamaIndex



LangChain

Best platform TCO for all AI use cases

FORRESTER®

The Total Economic Impact™ of Google Cloud Vertex AI

70%

Less time preparing data and creating/training models

40%

Less time deploying models

397% ROI

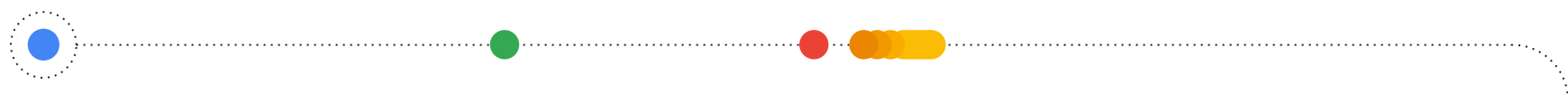
Over three years

60%

Faster model explainability

60%

Less time monitoring models



Unquantified benefits

Scaling ML while maintaining headcount

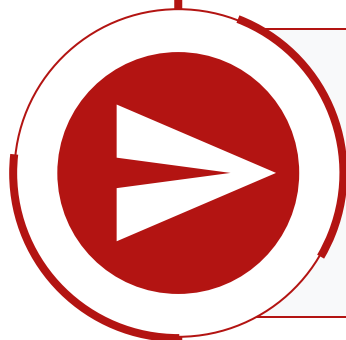
Improved compliance, governance, and security

Enhanced employee acquisition and retention

Results are for a composite organization based on interviewed customers. A commissioned study conducted by Forrester Consulting on behalf of Google, 2023.

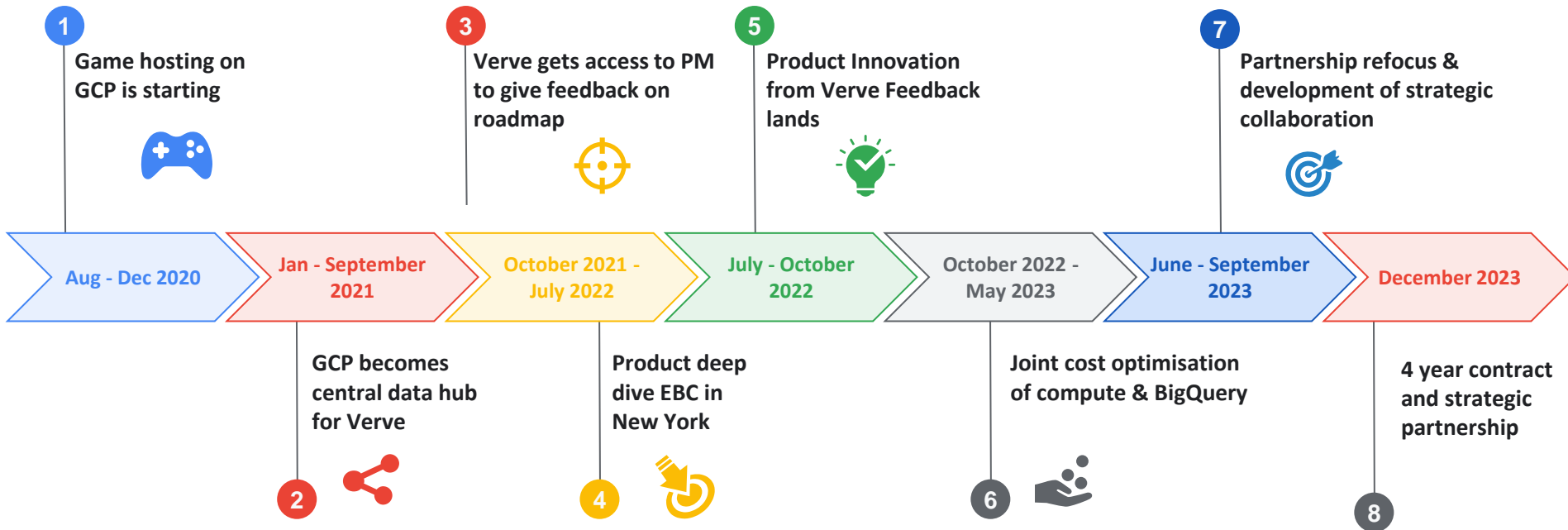
If you remember nothing else

1. We're in an AI driven revolution: Generative AI is an accelerator across every business, including ML development.
2. Increased customer complexity: First party data and AI transforms marketing into a profit center.
3. AI presents an opportunity to improve the advertising process beyond bidding and allocation, providing more efficient tools for marketers and publishers with creative and agentic workflows.
4. With Google Cloud Verve tap into a purpose built platform for AI and advertising technology, accelerating time to market holding the lowest possible TCO.



The partnership between Google Cloud and Verve

Joint Journey since 2020



An era of **mutual investment** begins

Since the signing of a four year term Cloud contract both sides have intensified their collaboration. Google is supporting Verve with:

- **Funding** for various **Partners** and **Professional Services**
- Unique **Executive-led partnership governance** which contains various cadences with the upper Google Cloud Management
- Access to **Product Managers**
- Access to **Alphas & Betas**
- **Commercial funding** for POCs and the Onboarding of new Workloads
- **Best in Class** AI Technology and Infrastructure

Outlook



Workstream 1

Migration & Unification

- Create an overview of the footprint of all stack components of all Verve subsidiaries across different providers
- Conduct a migration assessment with Google & Partner to understand benefits, cost and timeline of migration and unification of all components

Workstream 2

Data Architecture

- Set up a deep dive session to design a unified data architecture incl. federation & syndication
- Zoom in on CDPs and evaluate potential to strategically enrich offering with Generative AI capabilities from Google

Workstream 3

AI Roadmap & Privacy Sandbox

- Understand to what extent Google plans to enrich its advertising features by leveraging AI
- Create even greater strategic alignment with the privacy sandbox leadership team to incorporate principles into product development to improve position in market

Workstream 4

DV360-Integration

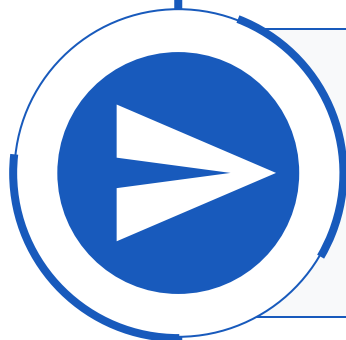
- Identify potential and necessary steps to integrate Verve stack with Google stack to create strategic alignment beyond cloud
- Connect ADs and cloud through one partnership framework

Business Case

- Transform current costs, future workloads and value drivers into a holistic business case

Program Mgmt.

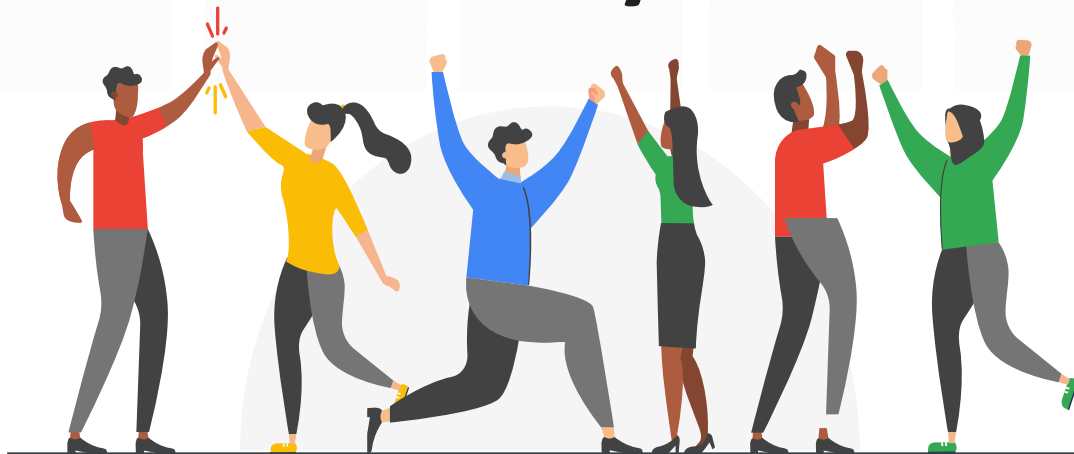
- Set-up DD governance, cadence and communication channels and monitor progress to ensure success



Other Topics and Q&A

Google Cloud

Thank you



Privacy and Targeting

Rowena Lam, Senior Director of Product at IAB Tech Lab

Let's make media better.

Balancing Privacy and Targeting in Digital Advertising

- Consumer sentiments towards privacy and digital advertising
- Evolving regulatory landscape
- Privacy-driven platform changes
- Role of technical standards and the IAB Tech Lab
- Opportunities

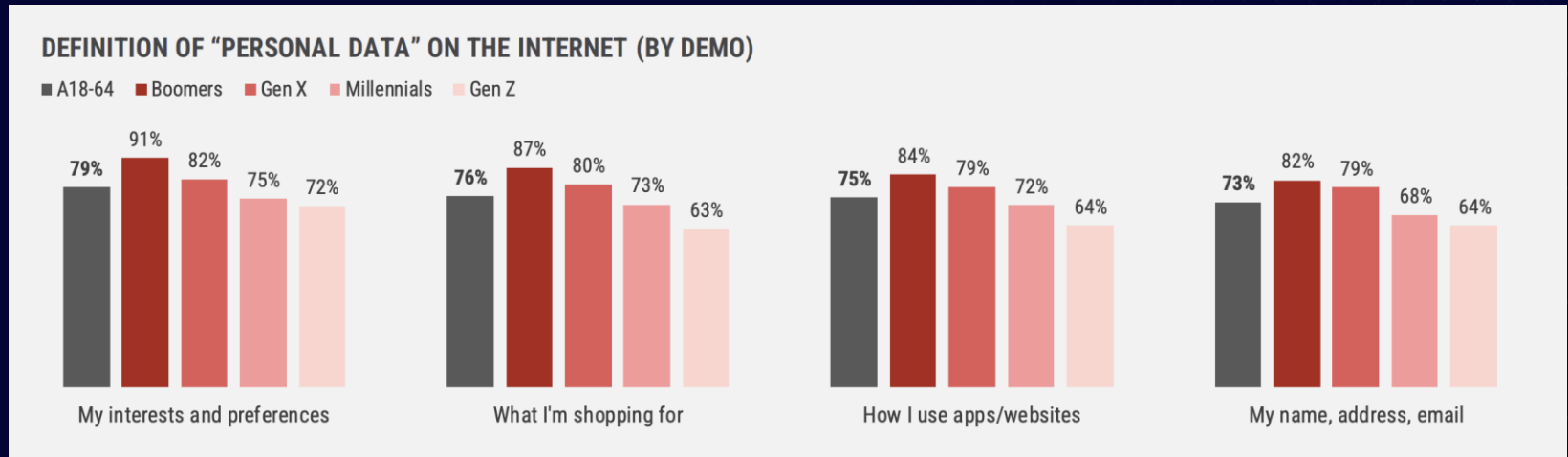


Consumers are increasingly aware of and better understand personal data and its use in digital advertising



Consumers are Mostly Aware of What Personal Data Means on the Internet

About **three-in-four** consumers understand that personal data can include their website/app usage history, interests, and shopping behavior as well as identifiers including name, address, and email.



Source: IAB, The Free and Open Ad-Supported Internet. Available at: <https://www.iab.com/wp-content/uploads/2024/01/IAB-Consumer-Privacy-Report-January-2024.pdf>




Consumers Understand the Benefits of Sharing Their Personal Data

Roughly **two out of three** consumers will share personal data regarding their preferences, interests, and habits so they can receive more personalized content and services, get better deals, and see more relevant ads.

AGREEMENT WITH STATEMENTS ABOUT SHARING PERSONAL DATA WITH WEBSITES/APPS CONSUMERS TRUST AND VALUE

I'm willing to share content preferences so website/apps can send me more of that  69%

Sharing data helps me find products, bargains, and services I'm interested in  67%

I'm willing to share my lifestyle/interests data so websites/apps can send me relevant ads  66%



"I feel it's okay when websites/apps use my personal data when it's geared towards my online usage experience. If I'm looking for a certain interest like crafting, and then ads for different crafting supplies or designs are targeted to me, it will elevate my interest level and could even lead me down a whole different path of knowledge."

-Millennial, Male

Source: IAB, The Free and Open Ad-Supported Internet. Available at: <https://www.iab.com/wp-content/uploads/2024/01/IAB-Consumer-Privacy-Report-January-2024.pdf>

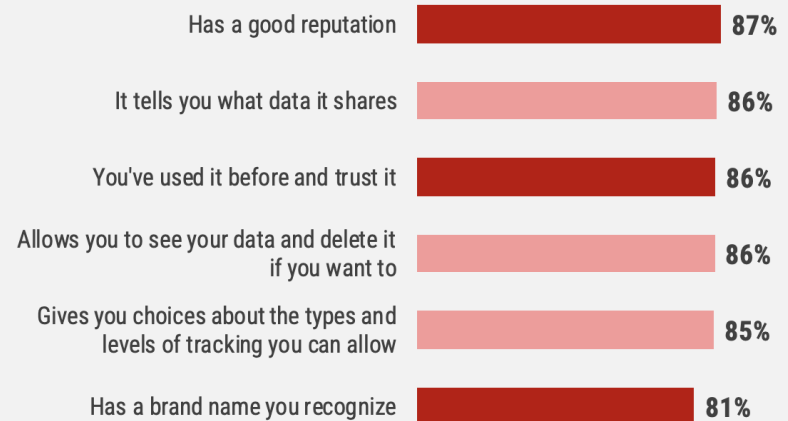


Reputation, Transparency and Trustworthiness are Top Considerations When Deciding to Share Data

Consumers want to feel comfortable with the websites/apps they share their personal data with.

IMPORTANCE WHEN AGREEING TO SHARE DATA WITH WEBSITES/APPS

■ Reputation / Trustworthiness ■ Transparency



74%

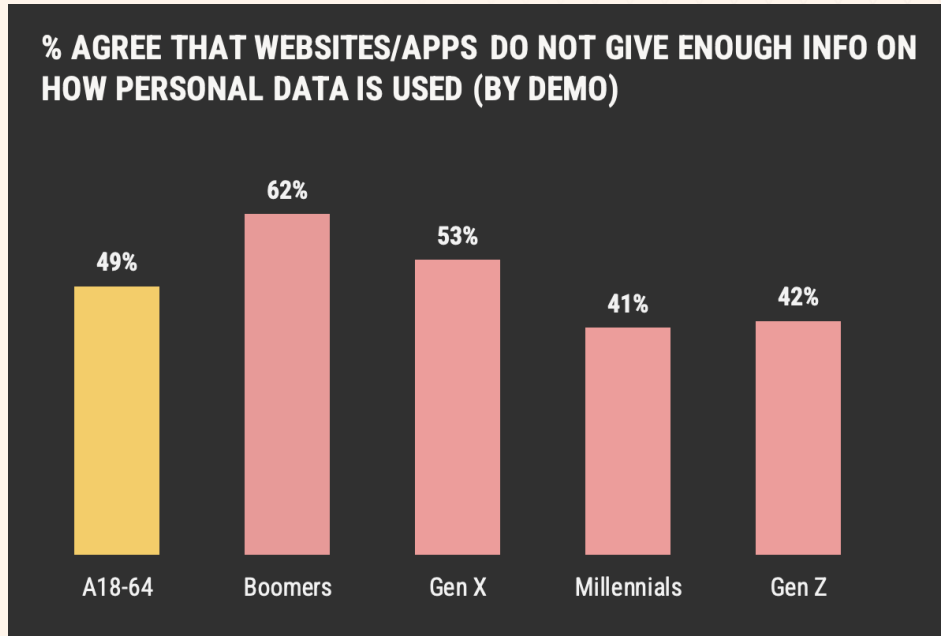
agree that if they were **assured that their personal data is protected and secure**, they'd be more likely to share it.

Source: IAB, The Free and Open Ad-Supported Internet. Available at: <https://www.iab.com/wp-content/uploads/2024/01/IAB-Consumer-Privacy-Report-January-2024.pdf>



Consumers Want More Transparency From Website / App Owners

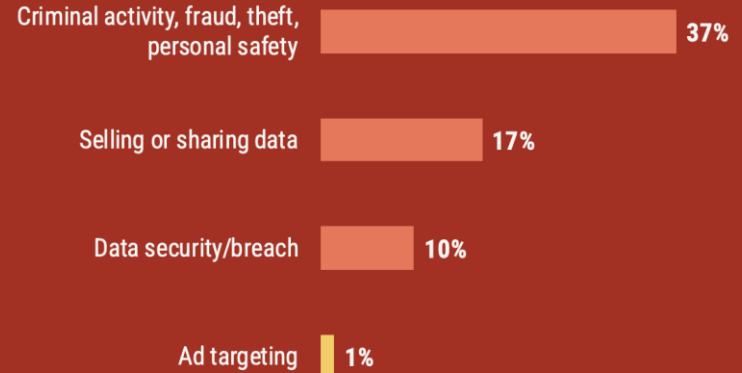
Half of consumers (49%) think that websites/apps do not give enough information regarding how their data is used and protected.



However, Consumers are More Concerned About Criminal Activity Than Ads

When asked what concerns are top of mind regarding how websites/apps collect and use data, criminal activity and selling/sharing data are the top concerns while ad targeting is of little-to-no concern.

TOP-OF-MIND CONCERNS WITH HOW WEBSITES/APPS COLLECT AND USE DATA



"I wouldn't want my data points like credit card or bank information shared and then stolen for identity theft. But sharing data like what ads I saw and websites/apps I visited will help me in the future, if I want to buy similar items to what I've purchased in the past."

-Gen X, Male

Source: IAB, The Free and Open Ad-Supported Internet. Available at: <https://www.iab.com/wp-content/uploads/2024/01/IAB-Consumer-Privacy-Report-January-2024.pdf>

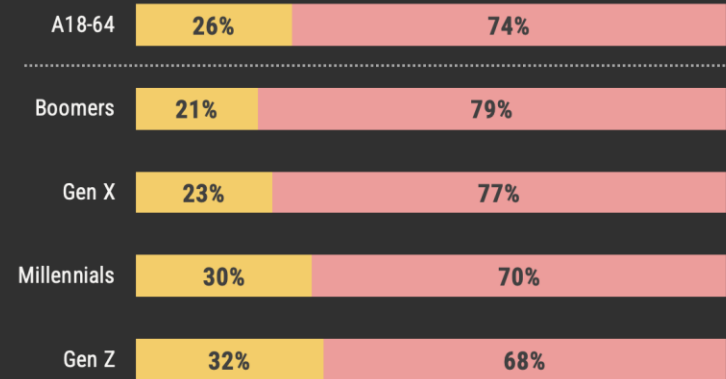


Although Laws Exist to Protect Consumers Around Data Sharing, Awareness is Low

Only about one-in-four consumers (26%) are aware of data privacy laws in the U.S. and Europe.

AWARENESS OF CONSUMER PRIVACY LAWS* (BY DEMO)

■ Yes ■ No



* Privacy laws include Europe's GDPR or any of the similar laws in the U.S. in California, Connecticut, Colorado, Virginia, Utah, and others

Source: IAB, The Free and Open Ad-Supported Internet. Available at: <https://www.iab.com/wp-content/uploads/2024/01/IAB-Consumer-Privacy-Report-January-2024.pdf>



The Regulatory Landscape is Continuously Evolving



GDPR + CCPA: A Turning Point



General Data Protection Regulation (GDPR)

Effective
May 2018

Key Provisions

Set a global standard for data privacy, emphasizing clear consent, transparency in data practices, and enhanced consumer rights, including access, correction, and deletion of personal data

Fines

Up to €20 million or 4% of the company's annual global turnover for serious violations



California Consumer Privacy Act (CCPA)

Effective
January 2020

Key Provisions

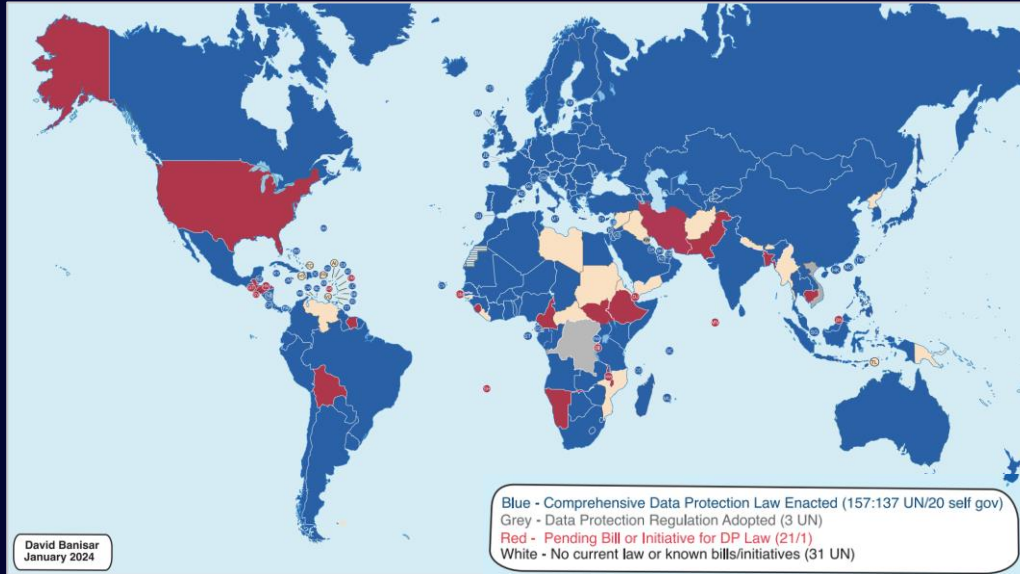
Introduced key privacy rights for Californians akin to GDPR, including data access, deletion, and the option to opt out of data sales, and was the first significant state-level privacy regulation in the U.S.

Fines

Up to \$7,500 per intentional violation



Global Data Privacy Regulation Landscape



Source: Banisar, David, National Comprehensive Data Protection/Privacy Laws and Bills 2024 (January 27, 2024). Available at SSRN: <https://ssrn.com/abstract=1951416>

160 countries and self-governing jurisdictions and territories have adopted comprehensive data privacy laws

82% of the global population lives in a jurisdiction with comprehensive data protection law or regulation



Beyond Omnibus Laws

Regulations such as the DSA and Washington's My Health My Data Act are crucial for the industry to watch, as they impact digital advertising practices and also require compliance.



Digital Services Act (DSA)

Scope

Aims to regulate online platforms and digital services within the EU.

Impact on Digital Advertising

Requires clear ad disclosures, user opt-out options for personalized ads, and content moderation to manage harmful content and disinformation.



My Health My Data Act (MHMDA)

Scope

Focuses on health data privacy for Washington state residents.

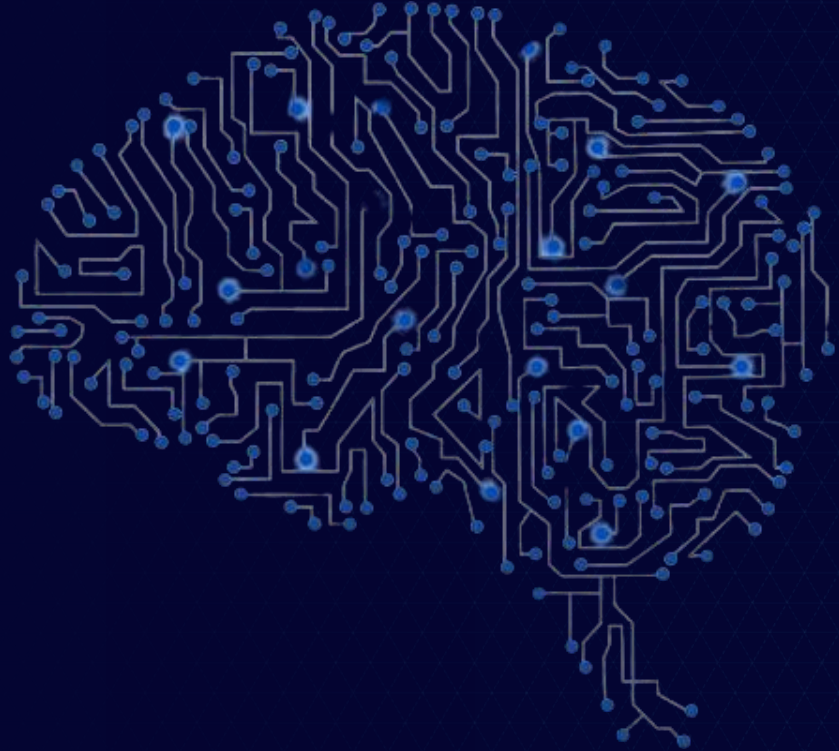
Impact on Digital Advertising

Limits the use and sharing of health data and grants rights to access, correct, and delete health information, affecting targeted advertising practices.



Privacy Concerns Around AI and Automated Decision Making

- Regulatory focus on AI and automated decision making:
 - EU AI Act
 - CPPA's draft rulemaking for automated decision-making technologies
- Automated decision making is already widely used in digital advertising for audience creation, campaign optimization, and other purposes



Challenges to Regulatory Compliance

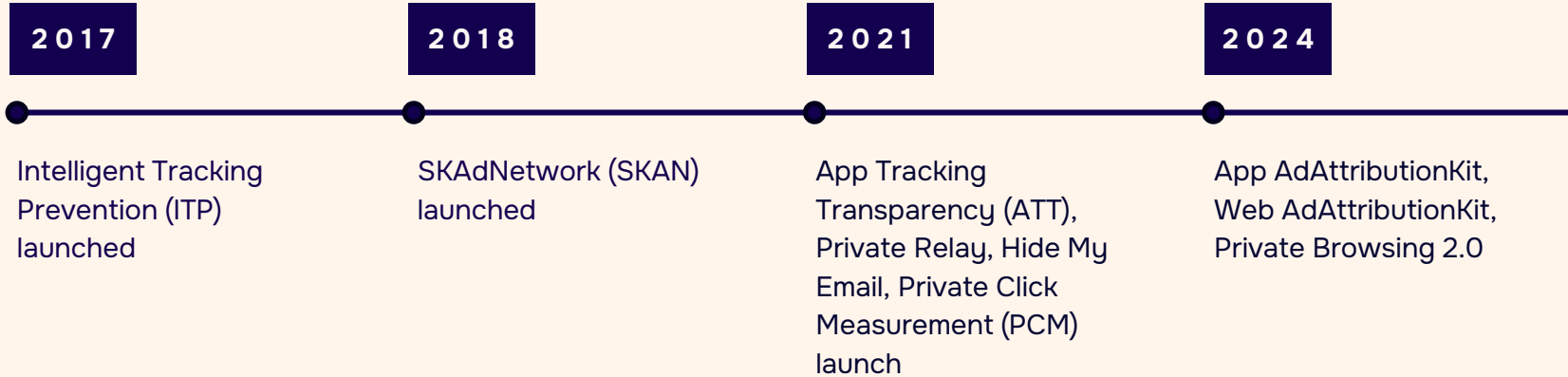
- Regulatory focus on data minimization
- High bar for data to be considered anonymous or deidentified (hashing is not enough)
- Challenges in complying with data privacy regulations across channels
 - In CTV, consumer transparency and choice mechanisms may be difficult to implement



Identifiers are Experiencing More Constraints From Large Platforms



Platform changes



Platform changes “Continued”



2020

Chrome third party
cookie deprecation
announced

2021

Public Privacy
Sandbox trials
launched

2023

Same changes to
Android announced

2024

Chrome is no longer
deprecating third party
cookies and instead
will elevate user choice



“Industry Frameworks and Technical Standards Help Navigate the Complexities of Safeguarding Consumer Privacy”



**Member-driven,
member-developed**

1000+ companies

23+ working groups

3000+ participants

44+ countries



Vision
Establish **open technical standards** across the **ad-supported digital economy**, enabling people and businesses to prosper from the **societal and economic benefits** of the internet



Mission
Develop **global, open interoperable technology standards** supporting the growth of a **secure and private ad-supported digital economy.**

Global Board + Local IABs + Member Companies



1,000+ companies
23+ working groups
3,000+ people

* Local/regional IABs supporting Tech Lab

Board of Directors





Ads.txt has been adopted by millions of companies globally



Transparency & Consent Framework: Over **87%** of web inventory in Europe with a TCF signal, **79%** of apps with a TCF signal

OM SDK PAIR SellerDefined Audiences
 sellers.json Global Privacy Platform VAST ACCOUNTABILITY PLATFORM TCF
 MRAID Datalabel.org Addressability SIMID Privacy Enhancing Technologies
 OpenRTB Content taxonomy ads.txt Podcast Measurement



800+ companies have adopted **sellers.json** globally.



160+ **OM SDK** certified integrations (**50%** non-US) ; on **3B+** devices



IAB Tech Lab Pillars



**Supply Chain
Foundations**



**Addressability &
PETs**



Privacy



Measurement



Advanced TV



Role of technical standards



Privacy

Technical standards to aid in regulatory compliance:

- Transparency & Consent Framework (TCF)
- Global Privacy Platform (GPP)
- Digital Services Act (DSA) Transparency
- Accountability Platform
- Data Deletion Request Framework



Addressability & Privacy Enhancing Technologies (PETs)

Technical standards for rethinking addressability while prioritizing privacy:

- Data Clean Rooms Guidance
- Differential Privacy Guide
- ID Solutions Guide
- Open Private Join and Activation (OPJA) and Publisher Advertiser Identity Reconciliation (PAIR)
- Seller Defined Audiences (SDA)



**Ensuring consumer privacy
is more than just a
requirement; it can also be
a strategic advantage**



Opportunities

- Adopt a privacy-by-design approach and keep FIPPS in mind – many of the data privacy regulations are rooted in these principles

Fair Information Practice Principles (FIPPS)

A collection of widely accepted principles that agencies use when evaluating information systems, processes, programs and activities that affect individual privacy.



Access & Amendment



Accountability



Authority



Minimization



Quality & Integrity



Individual Participation



Purpose Specification
& Use Limitation



Security



Transparency



Opportunities “Continued”

- Adopt a privacy-by-design approach and keep FIPPS in mind – many of the data privacy regulations are rooted in these principles
- Third-party cookies will still likely become more limited – businesses who diversify their approach will be better positioned for success
 - Invest in privacy enhancing technologies (PETs)

Privacy Enhancing Technologies



Secure multi-party computation (SMPC)



Trusted execution environments (TEE)



On-device learning



Differential privacy



K-anonymity



Opportunities “Continued”

- Adopt a privacy-by-design approach and keep FIPPS in mind – many of the data privacy regulations are rooted in these principles
- Third-party cookies will still likely become more limited – businesses who diversify their approach will be better positioned for success
 - Invest in privacy enhancing technologies (PETs)
- Getting privacy right resonates with consumers; this is important for consumer-facing businesses as well as non-consumer facing businesses:
 - Improved consumer trust
 - Improved partner trust



Thank you!



Part Three

Verve Deep Dive into

“Let’s make media better.”



Better Outcomes for Publishers

Sameer Sondhi, CRO Verve



1. What Publishers want?
2. Verve's position on the Supply side
3. Our Solutions for the Supply Side
4. Verve's Roadmap for the Supply side

Agenda

Make me feel Special (Supply)

Supply to be treated different!

”Demand will follow the Supply, when supply is treated and handled in a Special way and not just like same supply via another SSP – that’s what we do at “Verve” when we claim “Let’s Make Media Better”

Direct Supply



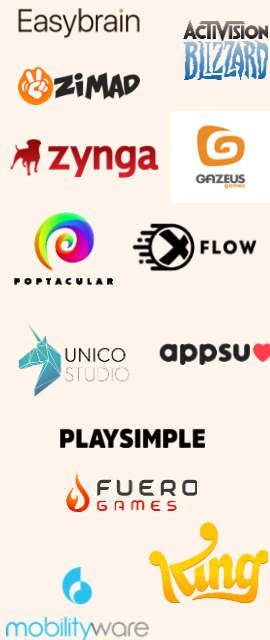
access to ad inventory

Our Premium Direct-Publisher Partnerships

Entertainment



Gaming



News



Other



Our publishers feed our platform with

700 – 800bn
ad requests per day

We serve our publishers

4 - 5bn
impressions per day





What Publishers want?

Publishers Are Facing Several Challenges



Privacy related:

- pressure from ever changing privacy policies
- cookie impact
- consent collection /opt in for device-ID for data usage for better targeting

How to make revenue in a world with fewer or no identifiers.

Quality related:

- Ad-quality issues, low quality ads, IVT traffic
- Integration issues with SSP & Demand sources, eg conflicts with App updates

How to ensure Publishers get quality of service and still retain position

Market related:

- Walled gardens own optimization leads to less traffic & rev-share
- Open internet/advertisers focus on top 100 publishers
- Cost; traffic, personnel, etc generate cost pressure

How to ensure enough traffic and market-share of revenue



What Publishers want from an SSP



Trust & service with SSP that they work with.



Curation capabilities: make audiences & ads also available for programmatic marketplace (PMP's), programmatic guaranteed (PG)



Revenue generation good fill rates and high CPM's, lead to better revenue



Payments: Ease of receiving payments – regular & on time.



Quality Ads help to retain users. Ads that annoy or lead users to other pages are less liked.



Tools and technology that 'works' is reliable, free of issues, lightweight, easy to integrate.



What Publishers Also Would Like to Get



Know more about their Users with respect to audience / behavior / content consumption patterns.



Transparency: Having more visibility into the food chain



Customer Acquisition/ Multichannel:
Acquire new users across Apps, CTV, Web, DOOH and Audio



SPO: Supply path optimization where in the chain?



Cost benefits: more efficient connection, cheaper cloud / infra costs, tools



Sustainability: less Carbon emission, being a responsible publisher working with responsible platforms





Verve's Position on the Supply Side

Verve is Beyond being “just another” SSP

Verve focuses on Emerging channels

- Mobile App has been our core strength from start. CTV & OTT is one of the fastest growing channels that we are in as well.
- Targeting with strong AI and data propositions is a key focus area, where we generate audiences with and without ID's & provide sophisticated AI driven targeting capabilities.
- A global scalable platform : AI & ML drive Yield optimization for in bound supply and outbound request to DSP's, focus is on efficiency.
- Unique formats & experiences, self-generated demand from our internal DSPs and brand demand sources



“Unique SSP offerings with solutions for emerging channels, extending our marketplace beyond InApp, CTV, mobile web towards audio and DOOH”

Key USP's Part I

Mobile SDK



Verve has a leading global open source SDK with footprint across various verticals such as eg. Gaming, utilities, entertainment, news

Our SDK is integrated in over 20,000 Apps

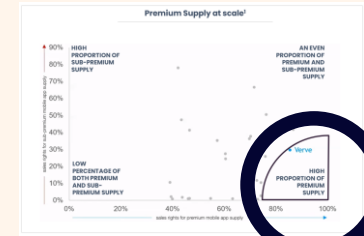
CTV



Verve has a leading CTV footprint in the NA, having almost all larger and many smaller CTV publishers connected.

Over 60% household reach with CTV in NA

SPO



Verve has a leading position in direct prime publisher integrations for in-App and CTV

Leading U.S. direct in-app and ctv supply position

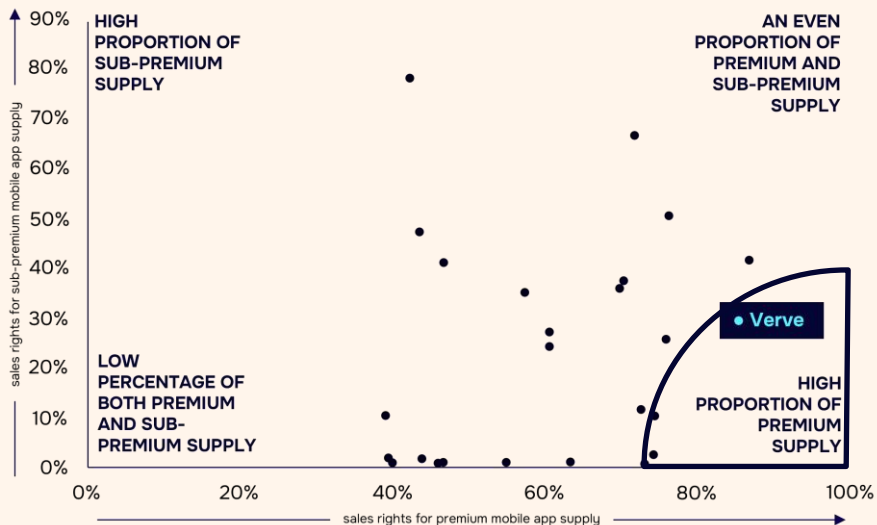




Mobile In-App and CTV SSP Market Leader

The Jounce Media RTB Supply Path Benchmarking Report¹
confirms our leading direct supply position

Premium Supply at scale¹



Sub-Premium²

Leads to unnecessary hoops between marketers and publishers, chronically invisible ad placements or user-hostile ad experiences

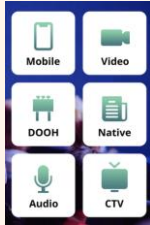
Premium supply²

Maximally direct supply chains that result in inventory that is proven to influence consumer purchasing decisions



Key USP's Part II

Contextual targeting



Our early focus on privacy changes made us invest in contextual, ATOM, SKAN, etc. enabling publishers to make revenue from non-consent & ID-less traffic.

Leading position in contextual targeting with several solutions available

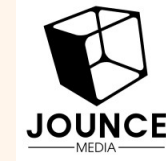
Owned & Operated supply



With our O&O gaming, giving us unique ad-spaces, first-party data, a testing environment for our SDK and perspective into life of a publisher.

A.o. a leading mobile racing game with > 1bn downloads

Trust



Verve has been Consecutively Ranked as Leaders in Seller Trust Index on Mobile & CTV

Good & trusted relations are key to a successfull business



A Leading and Growing Emerging Channels Supply Position

Channels

Leading : Mobile



Strong : CTV



Upcoming : DOOH



Early : Retail /Audio /
Mobile web



Low focus : PC-web



Countries

Leading : North America

Strong : Scandinavia & Brazil

Upcoming : Netherlands, UK

Early : India and APAC

No focus : China & Russia



Further growth plans :

- Getting stronger where we are strong already.
- Solving for the weaker positions, hiring extra sellers for our weaker & newer channels, as well as in missing geo's.





Our Solutions for the Supply Side

Optimal Demand for Publishers

Making sure that every Ad-impession is sold in an efficient way

Bring **Premium Brand** with **global** reach

As well as **Performance buyers**

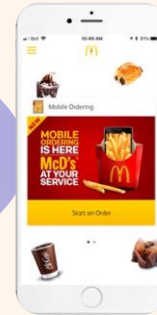
Demand for **supply** with & without ID's

Demand for all **formats**

Demand via **Open Auction & Waterfall setup**

Demand via **Curated Marketplace** (PMP/PG)

Demand from our own **DSP & 80+** plus DSP's



Revenue growth
for **Publishers**



Generating More Value Per Ad Impression

Making the publisher inventory more Valuable

- **Scale Matters:** Verve marketplaces reach 2 billion+ devices
- **Enrichment of signals** via bidstream down to DSP's
- **Addressability:** ATOM, ID's and ID-less graph solutions enable addressability challenge.
- Best-in-class **demand & supply shaping** for optimizing of traffic.
- **Internally optimized and unique AI and ML** models and solutions to optimize **right ads** to **reach** the **right users** to maximize the KPIs of advertisers.

And Much More Behind It

Further optimizations & focus

- **Easy, low touch integration** and activation across all major platforms.
- Among our **industry peer-set**, we are the only large player with an **open-source SDK** – publishers trust and work with us because of the **transparency**.
- **Our first class SDK Footprint** and **Creative rendering** as well as **ATOM** in the SDK brings Brand & Performance formats to maximize fill rate
- **Because** on our **multichannel** focus we can do **reach extension** onto **formats** – video, display, native, audio, DOOH, CTV, app, mobile-web
- **PMP** capabilities: Provide the best-in-class PMP feature set for the publishers for seamless PMP packaging / targeting and execution
- **Preferred Publisher Partnership**: being more **accretive** for a publisher



Verve's Roadmap for the Supply side



Product Development & Innovation

- **Mobile:** invest and improve **video, full screen, rewarded video** experience via our SDK. Continued enhancements for mobile brand & performance specific Ad units.
- **CTV:** Invest into **CTV, audience packaging, targeting, SSAI** components and enrich **creative** experiences.
- **DOOH & Audio:** improvements in ad offerings
- **Data:** Improvements in ID and ID less Graph solutions in Verve Audiences Store services, also focus on cross-platform
- **ATOM:** further develop, scale & innovate ATOM for Android / CTV and Web
- **Platform:** further improve and invest into targeting; AI and ML approach across the platform components, enriching bidstreams with data.



Improve Publisher Relations & Grow Revenues

- **Sales and Internationalization:** grow Verve's direct (global) publisher base, increase sales teams and focus on global & local supply in the emerging channels.
- **Farming:** improve account management for publishers and DSP's, increase Ad Ops teams.
- **PMP & PG:** focus on curation and making inventories available
- **ATOM:** roll out our **solution** for the **privacy** first, identifier-less App economy, extended and bespoke Cohort creation for DSP partners.
- **Publisher relations:** we continue to invest and innovate in products that will help improve and solve problems for the Publishers.

All investment are focused on growth drivers for advertisers - that way we lock in more supply and serve them better.

Thank you



Better Outcomes for Advertisers

Alex Stil, CCO Verve



Table of Contents

Developing Agency and Brands Business

Enabling Outcomes with
Responsible Advertising solutions

Growth and expansion



Developing Agency and Brand Business on a Strong Foundation

Verve is building further on the market leading position in in-app and CTV supply. Now bringing the value proposition directly to agencies and brands.

Top 5

Ranked among the top globally for CTV

224bn+

Ad impressions quarterly

#1

RTB supply path coverage and quality

300M+

CTV screens

+2bn

Connected devices

20+

offices



What Makes Us Unique & Relevant For Agencies and Brands



PREMIUM SUPPLY

Number one In-App Position
Own SDK
Strong across CTV
Substantial DOOH

Reaching people everywhere with
impact



BESPOKE DATA

Wide data sources; O&O, SDK.
Contextual, Zero and 3rd Party
Unique data graphs & segments

Privacy first principle



SOLUTIONS

Delivering results in a responsible
way (brand safe, high quality and
sustainable)

Balancing outcomes with doing good



Extending Our Relationships With Top Brands & Agencies

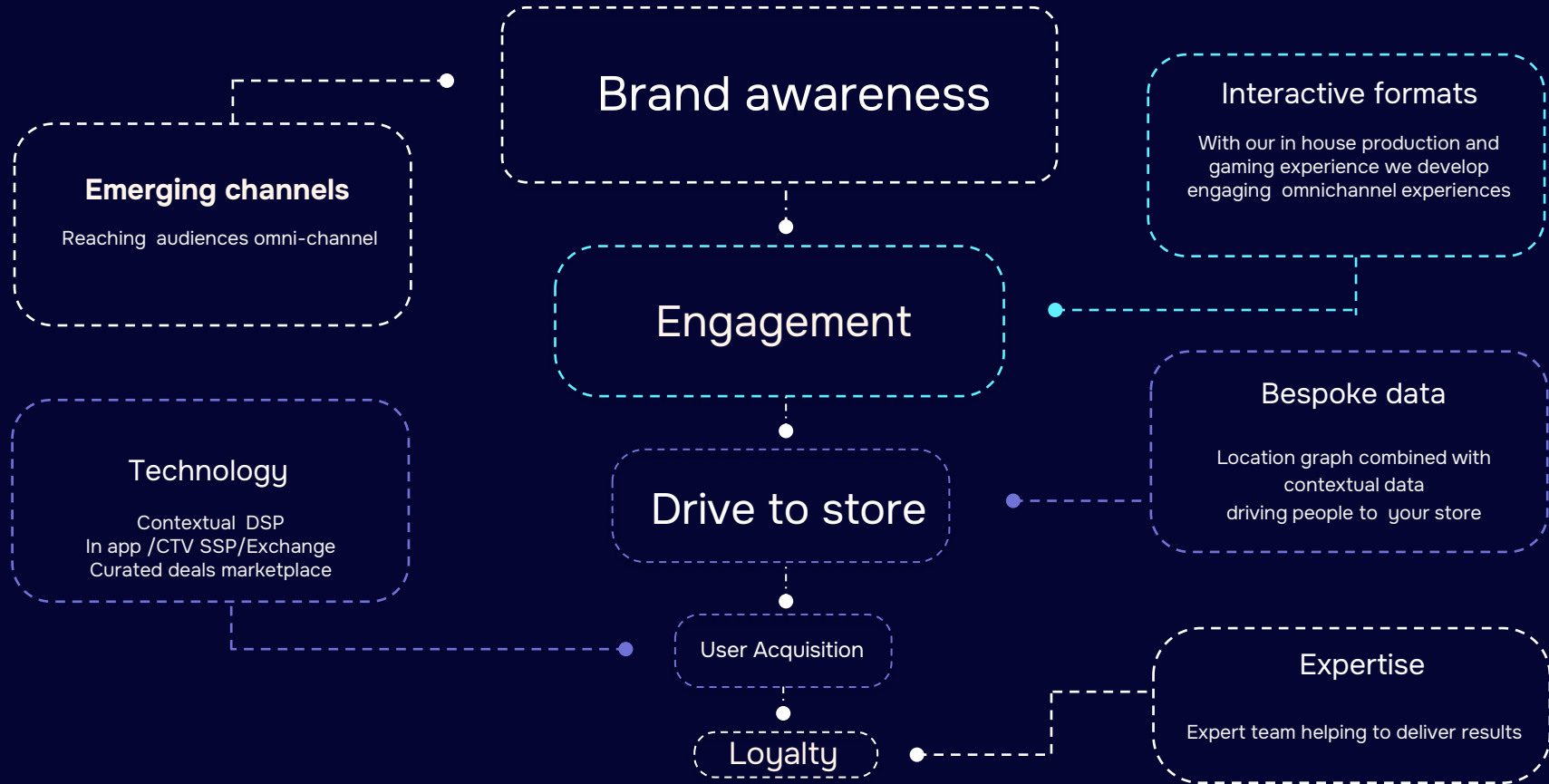


We work with ~90 of the Fortune 100 brands

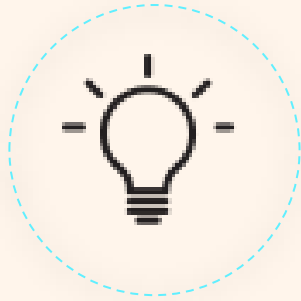
Product names, company logos, and app screenshots used on this slide are property of their respective owners.



Delivering on Divers Objectives



Providing Flexible Solutions Based on Client Needs

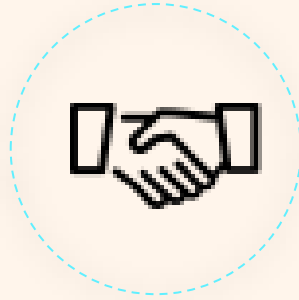


SOLUTIONS MANAGED SERVICES

Custom solutions (**created with our supply, data , creative solutions and tech**)
fully managed by us for you delivering on your objective

Transactional sales

Mainly monthly –quarterly campaigns

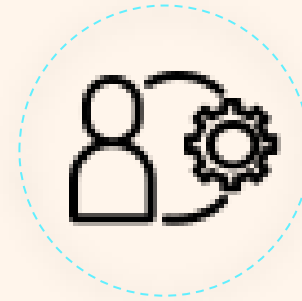


CURATED AND CUSTOM SUPPLY

Access to our supply and combining our proprietary and partner data to create **bespoke curated deals** that can be activated in your DSP of choice

Transactional /Consultative sales

Monthly to always on campaigns



SELF SERVICE TECHNOLOGY

Demand technology to access emerging channels and extra value/efficiency when leveraging rest of verve ecosystem

Consultative sales

All campaigns of brand / agency

Verve Focus: Let's make media better.

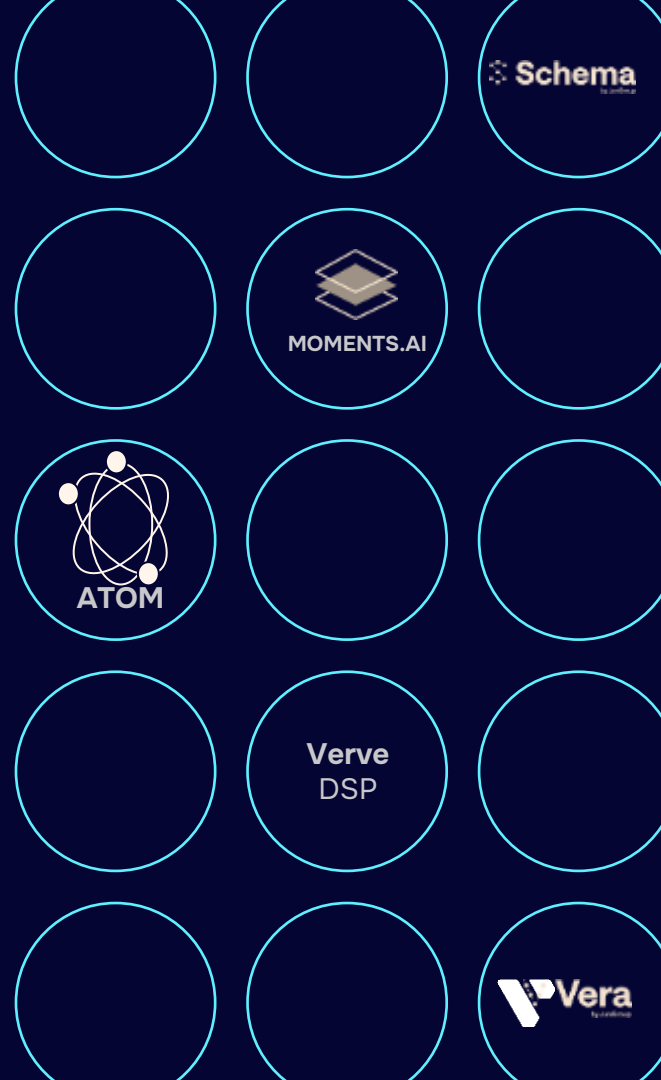
We are the leading digital media company
that **enables better outcomes**
with **responsible advertising solutions**
in **emerging channels**



Enabling Outcomes With Responsible Advertising Solutions

Privacy first , transparency, brand safe , future proof

- 1 PINPOINTING AUDIENCES
- 2 LEVERAGE BEST SUPPLY AND DATA
- 3 BEST IN CLASS CREATIVES
- 4 KPI FOCUSSED MEASUREMENT AND TARGETING
- 5 FUTURE PROOF TECHNOLOGY
- 6 CUSTOMIZED TO VERTICAL SPECIFICS



Build and Optimize Audiences with Schema & Vera

With Verve's targeting algorithm, Schema (JunGroup), combined with machine-learning tools results in a unique and privacy-first targeting solution. Here's how:

Polling & data collection

We collect **first-party data**, such as age and gender, through our SDK integration with Apps in our network. In addition, we collect and analyze **zero-party data** by polling our audience in-App

Building lookalikes

We'll combine the data-set with **other targeting touch-points**, such as past purchases and behavioral attributes, to build a rigorous targeting strategy.

Execute & optimize

Our Schema is applied across inventory channels. Vera, our **machine learning** platform, monitors and analyzes the campaign in real time.

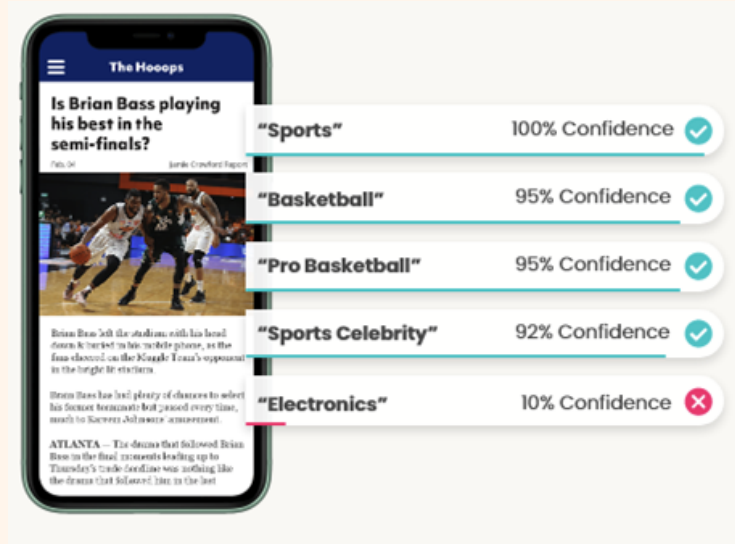


Moments.AI For a Non-Identifier World: Contextual

Reach consumers with accuracy and speed

Visual content analysis, keywords, semantics, meta tags, and more are all analyzed and assigned a confidence score within 10 milliseconds. With Verve's breakthrough data-processing technology, reach consumers in meaningful moments that align with your brand's values.

Choose from 700+ IAB interest segments, 11 GARM brand safety segments, and a library of other contextual segments or mix and match to create bespoke segments



GDPR
compliant

73%
of URL's are
published in
last 24h

100%
privacy-safe

ATOM on Device Targeting For a Non-Identifier World



**ATOM uses machine learning to process contextual signals
to engage with IDFA-less users with relevant cohorts, delivering high campaign ROI**

✓ Cohorts are built on-device

✓ Requires NO IDFA or PII's

✓ Uses machine learning models

✓ Uses app and device context













✓ CTRs match pre-IDFA ROI



Curated and Custom Supply Packages

Strategically curate supply that can also be customize to align with client unique marketing goals

- Inventory**
- Audience**
- Performance**
- Geo/Location**
- Format**
- Events**
- Seasonal**

 <p>Pre-Packaged Deals Live TV</p> <p>Learn More</p>	 <p>Pre-Packaged Deals CTV</p> <p>Learn More</p>	 <p>Pre-Packaged Deals Health, Wellness, Fitness</p> <p>Learn More</p>	 <p>Pre-Packaged Deals Premium Sports</p> <p>Learn More</p>
 <p>Pre-Packaged Deals Open Measurement</p> <p>Learn More</p>	 <p>Pre-Packaged Deals IAS-Enabled Viewability</p> <p>Learn More</p>	 <p>Pre-Packaged Deals Video Completion Rate</p> <p>Learn More</p>	 <p>Pre-Packaged Deals News/Business/Finance</p> <p>Learn More</p>
 <p>Pre-Packaged Deals Sustainability</p> <p>Learn More</p>	 <p>Pre-Packaged Deals Holiday Food & Recipes</p> <p>Learn More</p>	 <p>Pre-Packaged Deals Ramp-ID Traffic</p> <p>Learn More</p>	 <p>Pre-Packaged Deals Family & Parenting</p> <p>Learn More</p>

Creative solutions: Creative and Innovative Formats in-app

Based on our large SDK base: many possibilities to also do non-standard executions



Expandable
Banners



Wheel of
fortune/
gamification



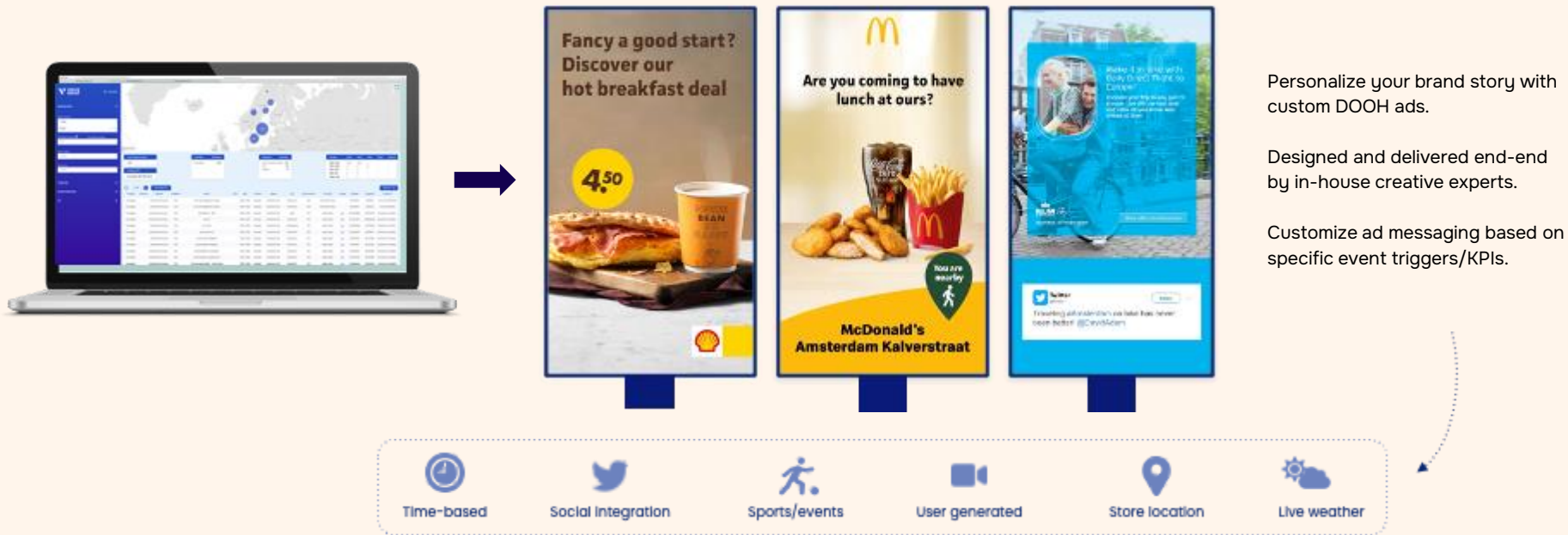
Panel and
Quiz
Engagement



Interactive
Formats

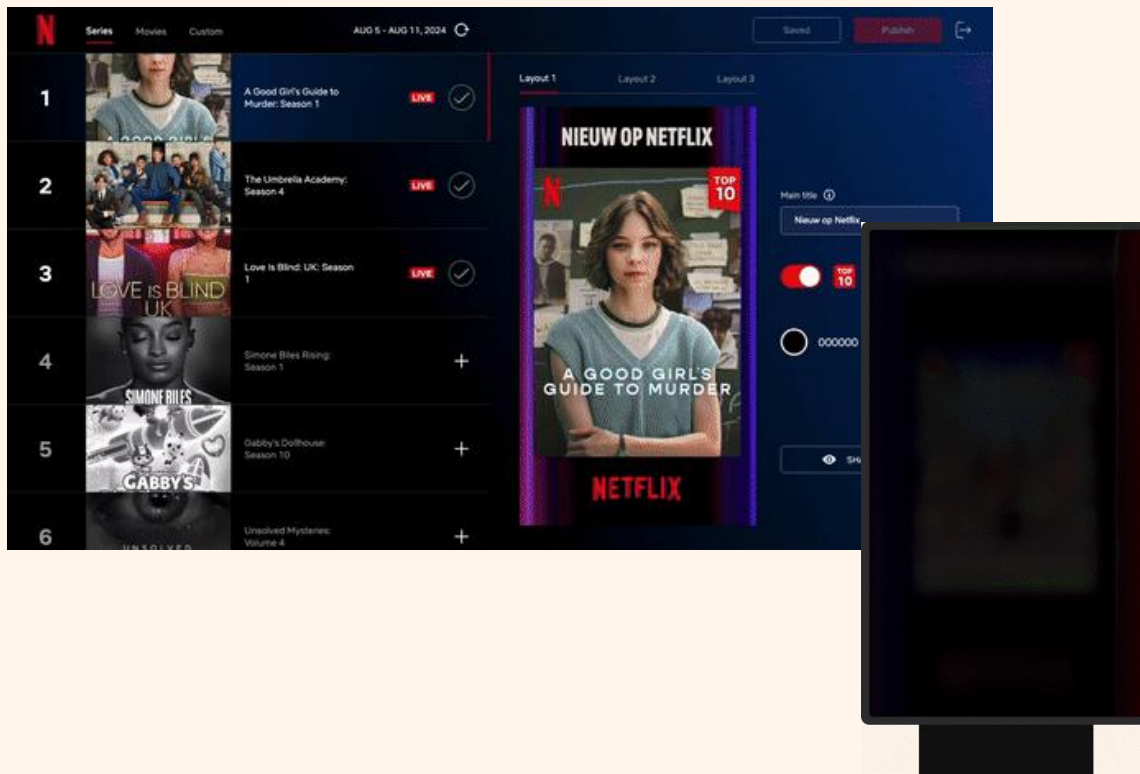
Creative solutions: Innovative DOOH

From planning to leveraging data and creative possibilities to create impactful messaging



Netflix Case Study

Custom creative control



Get full control


For Netflix, we created a unique user interface, allowing them full control over the creative: at any time of day, they can adjust the content and thus feature a different series or movie on any Digital out of Home screen.

Additional possibilities

- Adjust ads on the fly
- Promote new products
- Combine with count down to run flash discount
- Combine with location to adjust creatives based on the location of the screen and contextual conditions

Measurement & Targeting: Expanding Our Third-Party Partnerships

Partnerships that enable specific targeting, measurement and verification based on advertisers KPI's

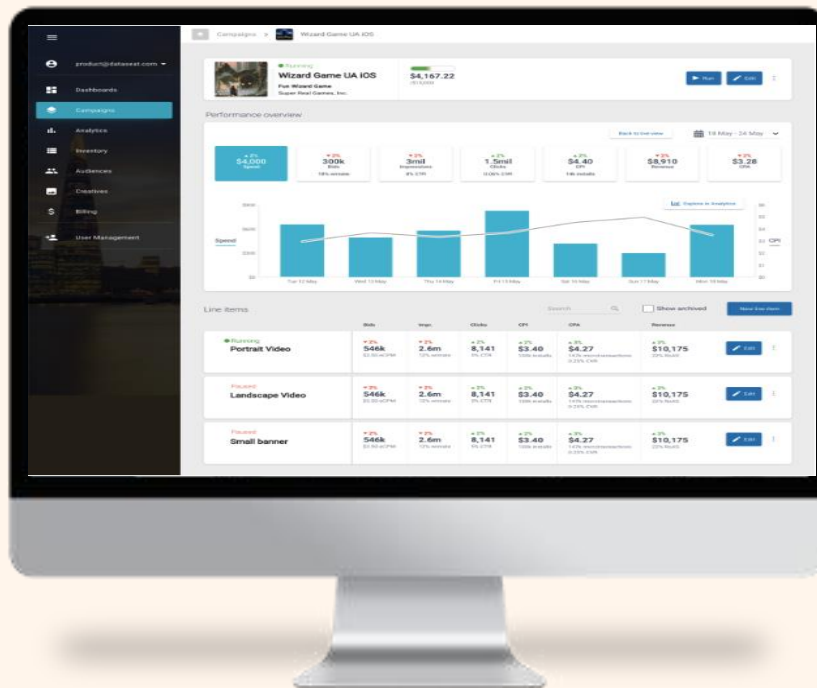
VERIFICATION	CPG	VISITATION	HEALTH	DATA & IDENTITY	BRAND LIFT
DV DoubleVerify	Circana.	FOURSQUARE	IQVIA™	neustar A TransUnion® Company	Nielsen
IAS.	ABCS Insights	IN MARKET	CROSSIX a Veeva company	/LiveRamp	KANTAR
MOAT by ORACLE DATA CLOUD	smart commerce	Arrivalist powered by AirDNA	DMD an IQVIA business	Epsilon®	comscore
LUMEN™	Attain	ADARA	PART OF REAL CHEMISTRY swcop	experian.	LUCID 
adloox	pear	PlaceIQ	adstra	dynata	SAMBA TV

Verve DSP: Our Contextual Mobile DSP

Putting app marketers fully in control of their paid UA efforts

We provide modern mobile marketers with all the tools they need for programmatic success in the privacy-first world.

Unlike traditional DSPs, Dataseat works with advertisers to build and maintain their own ML models to suit their business needs. Creating their own private bidder.



Solutions Created For Specific Verticals



Retail

Drive in-store traffic and online sales, with shopper driven marketing,

Simplify the path to purchase across major retailers with shoppable ads with direct-to-cart* technology.



Automotive

Leveraging specific data and supply to enable brochure request and test drives, including specific hyper local car dealer programs.



Gaming

Best-in-class user acquisition for games companies based on our own experience with our owned and operated games



Entertainment

Enabling full screen rich media interactive experiences to generate awareness and engagement



Growth and Expansion

Growth coming from 4 dimensions, existing and new

PINPOINTING AUDIENCES

LEVERAGE BEST SUPPLY AND DATA

BEST IN CLASS CREATIVES

KPI FOCUSED MEASUREMENT & TARGETING

FUTURE PROOF TECHNOLOGY

CUSTOMIZED TO VERTICAL SPECIFICS



Responsible Media

Prasanna Prasad, CTO Verve



Agenda

01

Privacy Safe
Targeting



Industry leading targeting
& measurement

02

AI - Led
Outcomes



State-of-the-Art AI-led
optimization

03

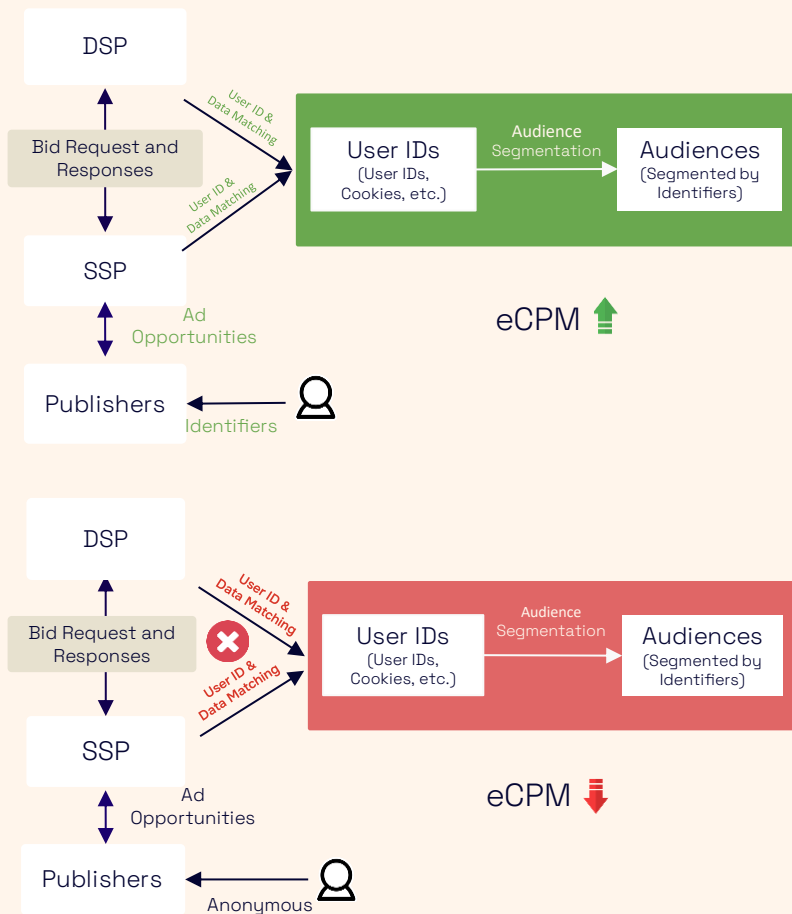
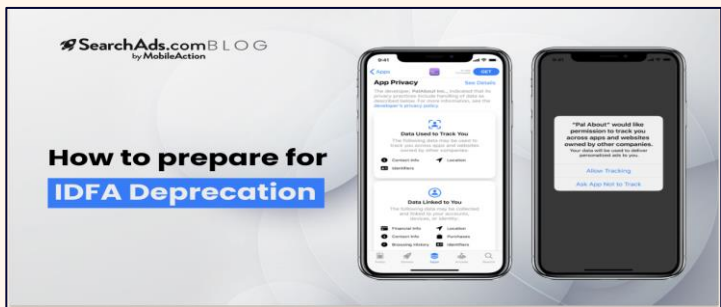
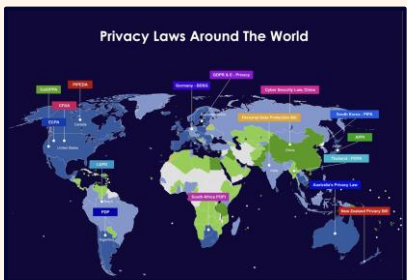
Cloud and Platform
Efficiencies



Driving sustainable
Advertising

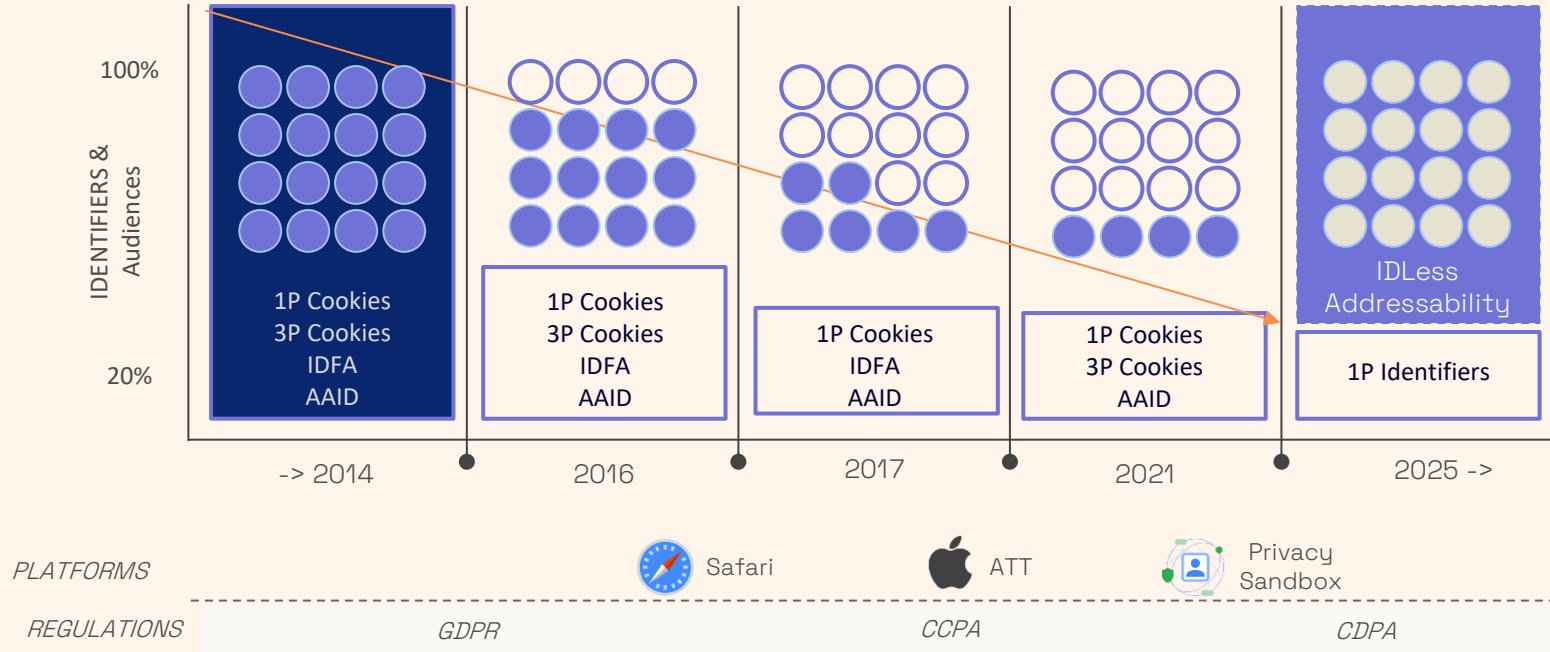


The Evolving Privacy Landscape



The Evolution of Addressability

Regulations and competition drives privacy which decreases person tracking capabilities



From 100% deterministic person targeting towards anonymous cohort-level targeting

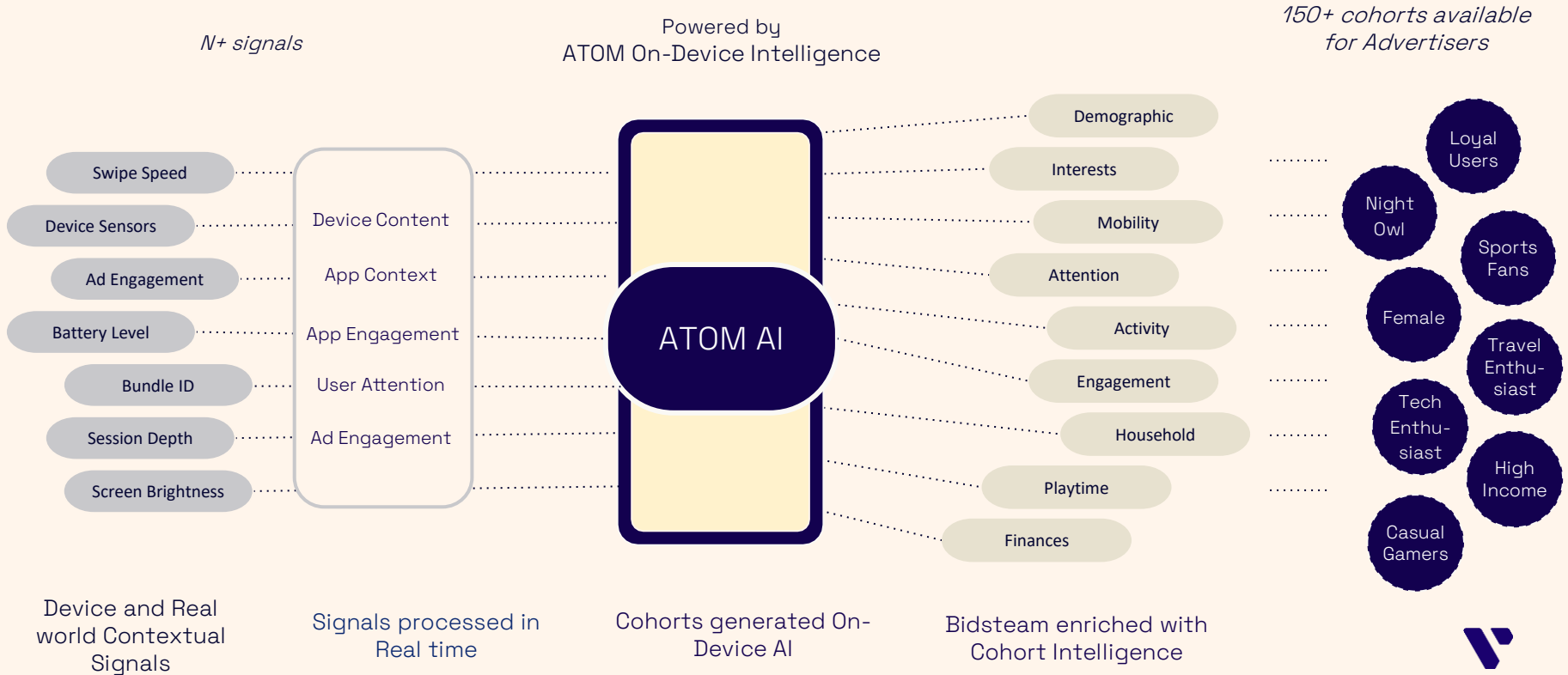


ATOM 3.0



Best In Class On-Device AI - How ATOM Builds Models

ATOM packs powerful artificial intelligence computing models right within the user's device. The model processes device signals and real-world context of users to predict user traits and classify them into cohorts. All data stays on the device.



ATOM Customer Segments - Brand Awareness

Unleash Your Inner Explorer Campaign

OBJECTIVE

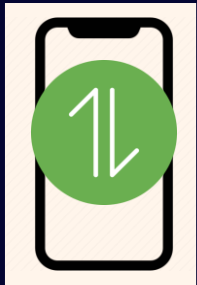
Increase brand awareness and drive traffic to the website of an outdoor gear and adventure brand.

EXECUTION

Define target persona to drive awareness and intent against.

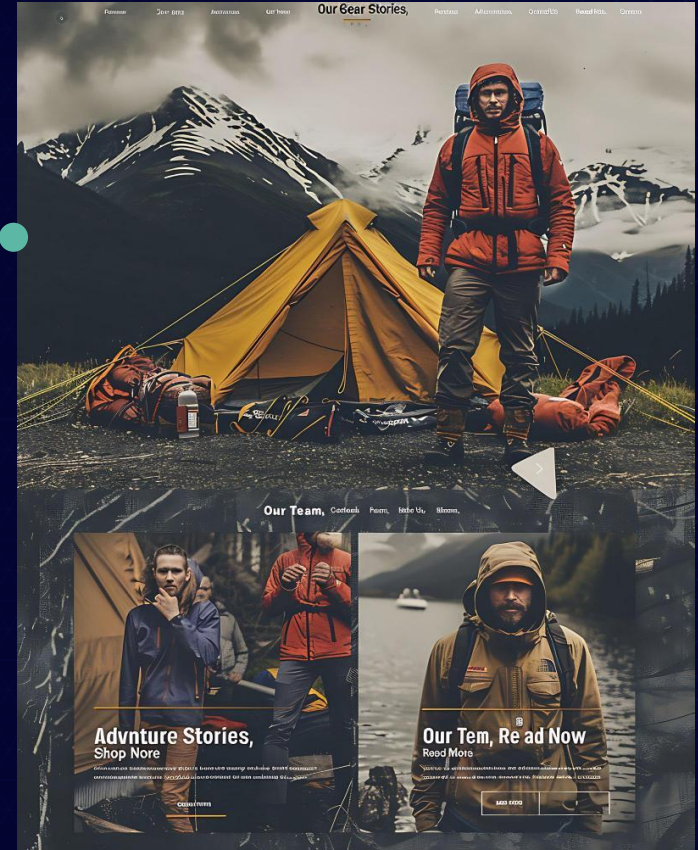
ATOM COHORTS

#Outdoor
#Traveller
#Adventure
#Activewalker



ATOM AI
DATA

Motion modeling -> Walking
Activity history -> Active
Content browsing -> Adventure, nature
Time zone -> Frequent changes
Area history -> Parks, countryside



ATOM - Use Case Example - Performance

Food Delivery App Install Campaign

OBJECTIVE

The goal of this campaign is to drive new installs of a food delivery app.

EXECUTION

Focus on people who work at home, and are active during lunch and dinner hours.

COHORTS

#Age_18-45
#Lunch_hrs
#Dinner_hrs
#Urban_area
#Weather



ATOM AI
DATA

Motion modeling -> At home
Motion modeling -> At work
Screen interactivity -> Medium
Daypart -> Lunch, dinner time
Area -> Residential, office area

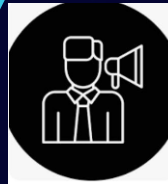


ATOM Customer Segments - Publishers



Acquisition
Increase User
scale by going
after ideal
audience personas
through
advertising.

Look-alike for
additional scale



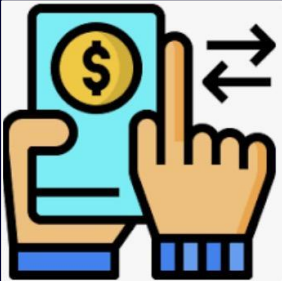
Media Owner

Insights for Retention and
churn reduction



Retention
Understand user
intent and activity
and maximize
retention.

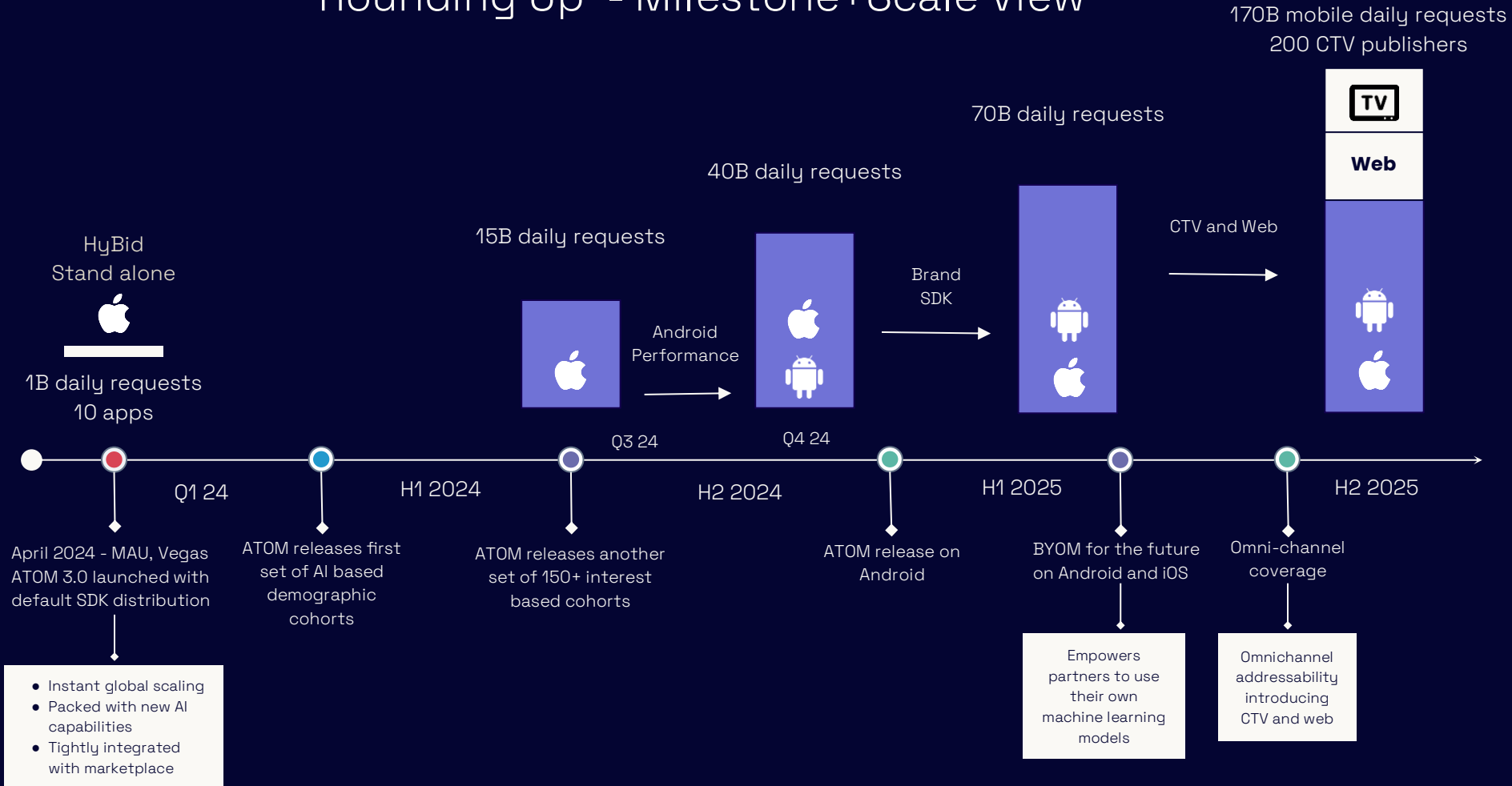
Personalized and targeted
ARPU maximization



Monetization
Enable privacy
safe segments to
buyers for
targeted
advertising driving
higher CPMs



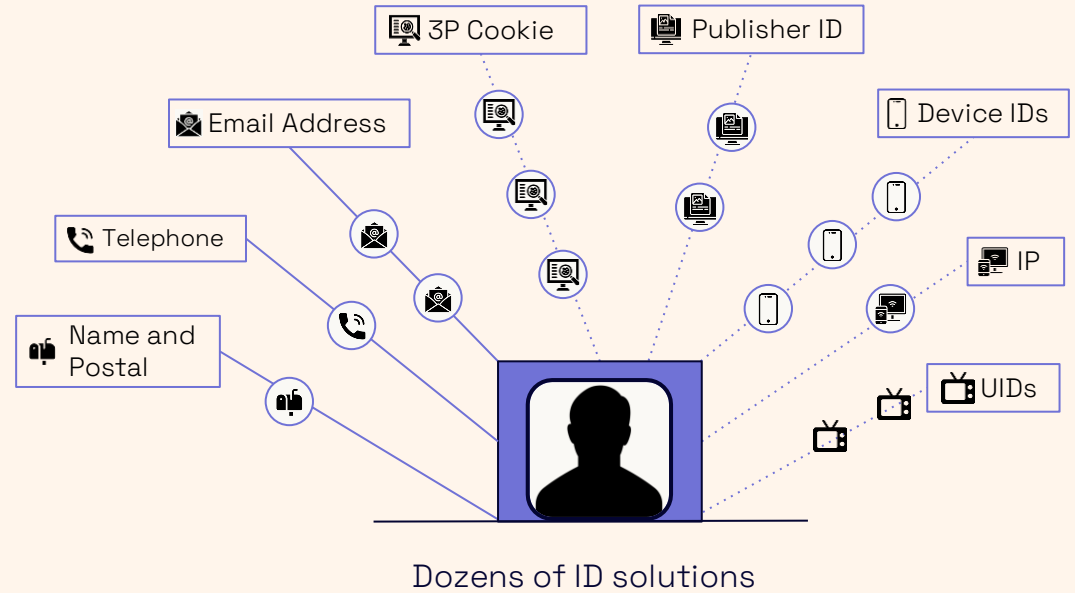
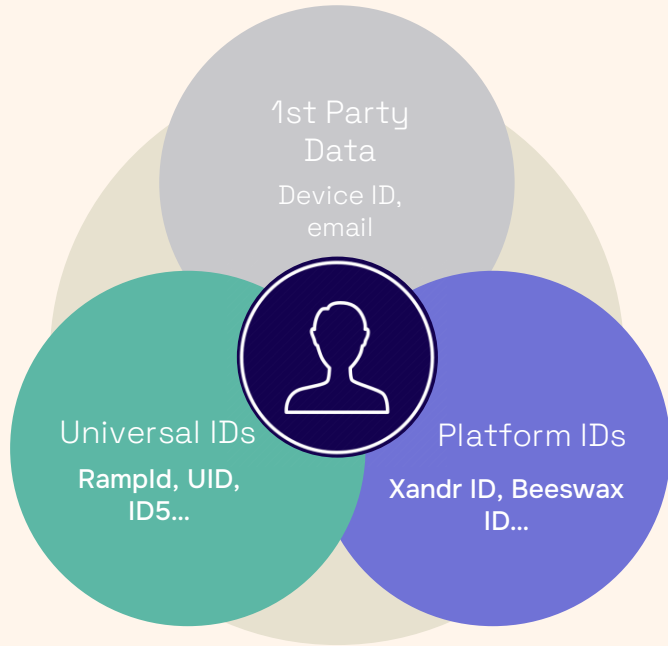
Rounding Up - Milestone+Scale View



Identity Solutions



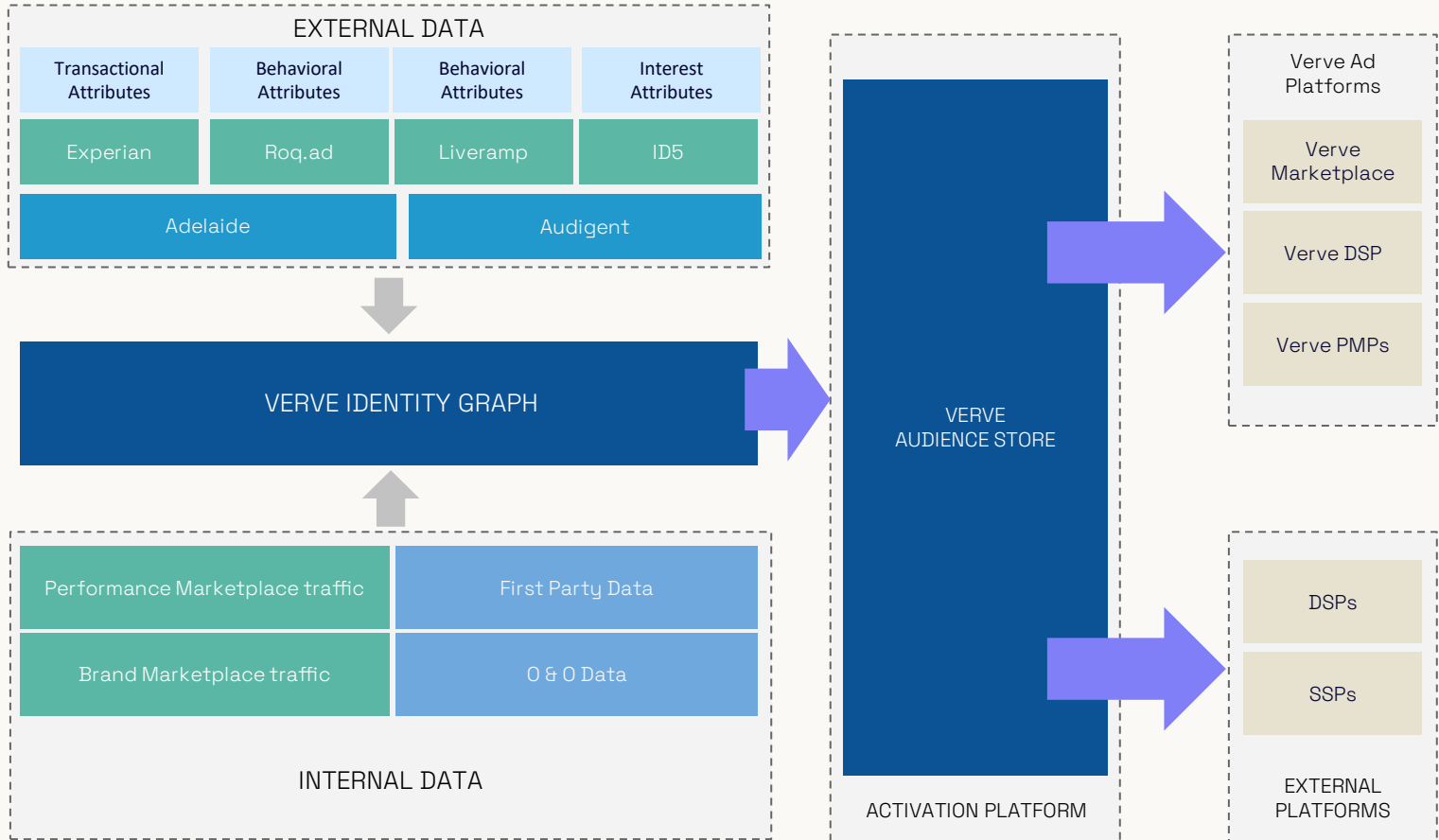
The Identity Landscape



A person is linked to dozens of ID solutions via devices and channels



The Identity Solution @Verve



Universal IDs

Profiling data

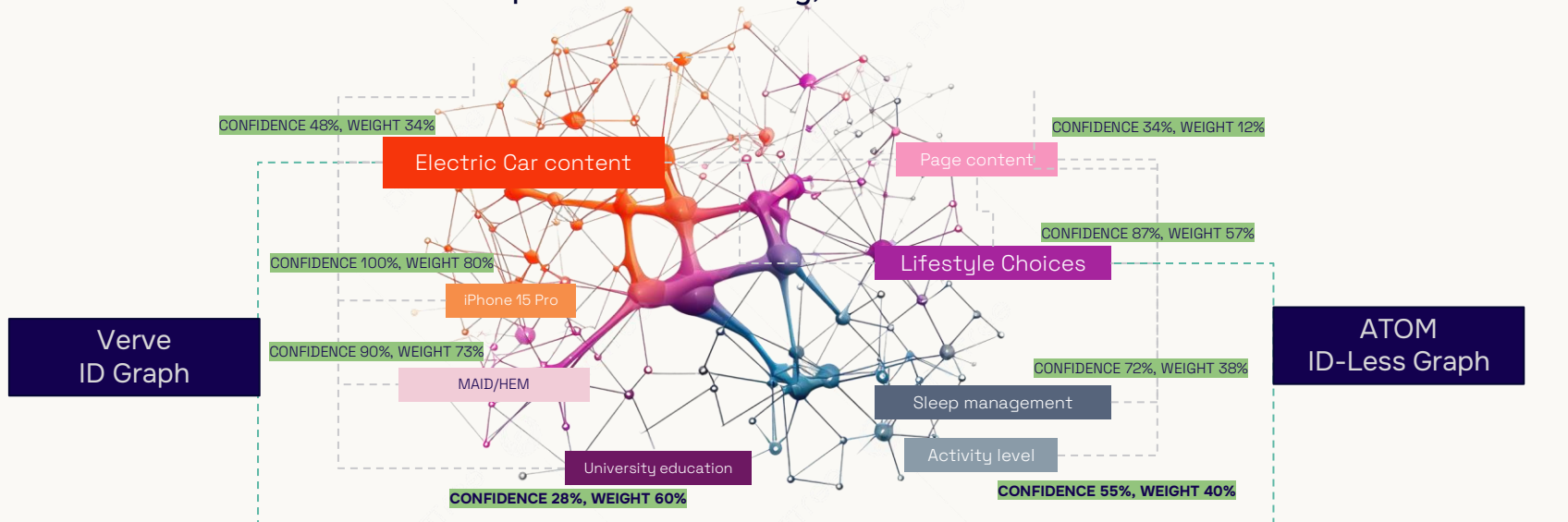
Audience Vendor

Enabling Cross-channel targeting & Measurement



Seamless Advertising across ID and IDLess

Future-proven addressability, with and without IDs.



ID-based targeting

#ElectricCarContent

MAID

#HighEndMobile

CTV

#iPhone15Pro

RampID

ID5

#University Graduate

UID2.0

Email

Electric Car Buying Intent



IDless targeting

#GymGoer

#Foodblogs

#HealthContent

#Recycling

#OutdoorActivity

#WellnessRetreat

#Age45-55

#WearableTechnology

Healthy Lifestyle



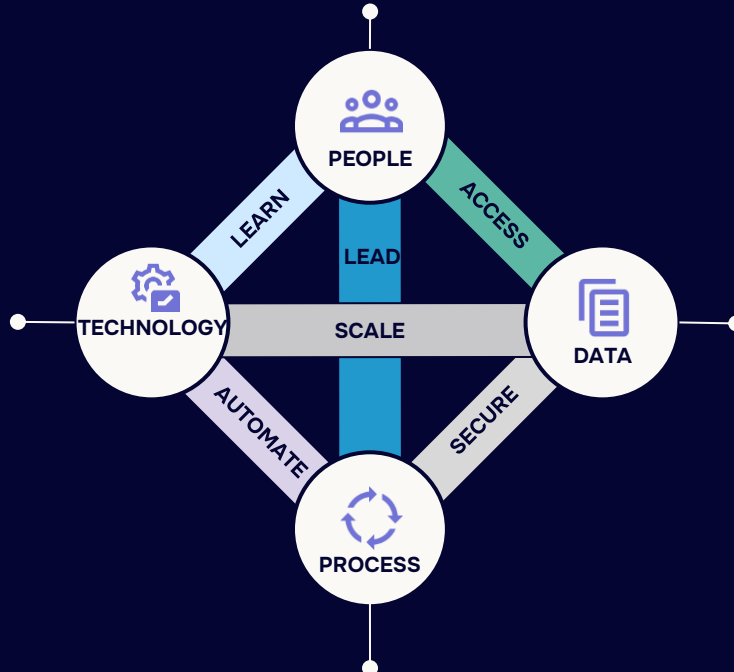


AI-Led Outcomes

A Systemic Approach to AI Transformation



- Accelerated investment in global AI talent and Subject Matter Experts
- Culture of hackathons and innovation



- State of the Art Modeling Techniques
- Customer specific Models

ACCESS

1. Isolated data islands
2. Centralized data & ML assets with a unified data model

SCALE

1. Fully managed serverless ML & data services
2. End-to-end ML & data pipelines using ML accelerators

LEARN

1. Hiring DS and ML, and talent upskilling
2. Focus on innovation and with industry expertise

LEAD

1. AI adoption driven by individual contributors
2. Dedicated budget and centralized teams

- Integrated Data Lake across assets
- Access to data democratized through unified tools
- Data Governance and quality

SECURE

1. Ensure privacy and enable data protection
2. Establishing AI ethics and Fair ML systems

AUTOMATE

1. Ad-hoc data processing & ML model training
2. Automating ML training and data pipelines

- Highly specialised AI roadmaps for customer problems.
- Accelerated experimentation and iterations through MLOps Tools.

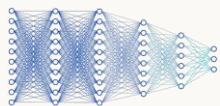


State-of-the Art User Centric Optimizations



Data & Privacy Controls

minimizing friction with automated signal discovery



Neural Network Models

State of the art deep learning models capturing complex bid stream patterns in real time and constantly adapting the system for delivery towards business objectives



Experimentation

Rapid experimentation framework enabling automated feature discovery, model selection and optimal delivery in a continuously evolving real time advertising landscape

User/cohort Centric

Providing AI driven solutions for an ID free privacy friendly world. Device & Context specific Signals allow for interest based relevant ads with minimal waste improving user experience

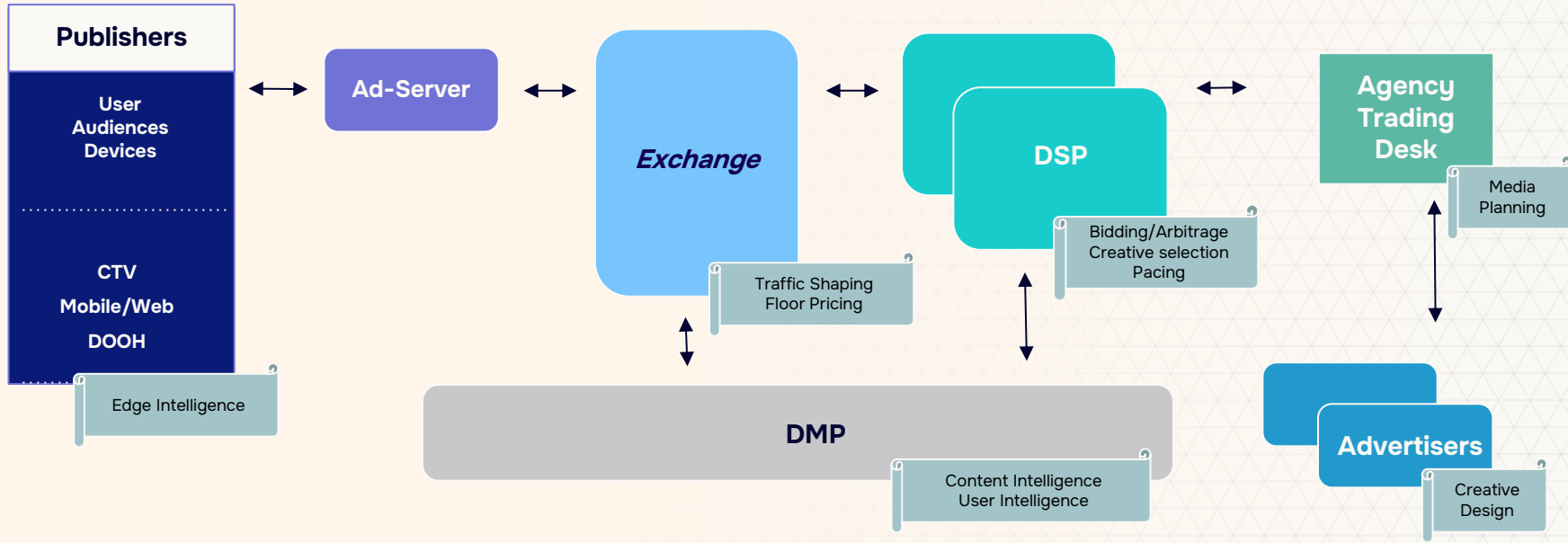


Near Real Time Optimization

Optimizing for user intent and advertiser goals in real time with *deep learning* for better outcomes for advertisers and making our advertising channels more efficient



Digital Advertising Ecosystem - Process Optimization Challenges



Current – Pushing barriers on Core Problems

- Traffic Shaping
- Price Optimizations – Floors & Bid

24 H2 – Hands-off Autopilot

- KPI optimization
- Content Classification
- Audiences

25 H1-H2 – Demand Focus

- Brand Safety
- Supply forecasting
- Demand forecasting
- Creative customization



Case Study : AI led optimizations on Verve DSP SKAN

Targeted 1:1 advertising through IDFAs

April 2021

Introduction of ATT & SKAdNetwork (SKAN)

Apple launching the App Tracking Transparency (ATT) with iOS 14.5.

- 80% users opt-out

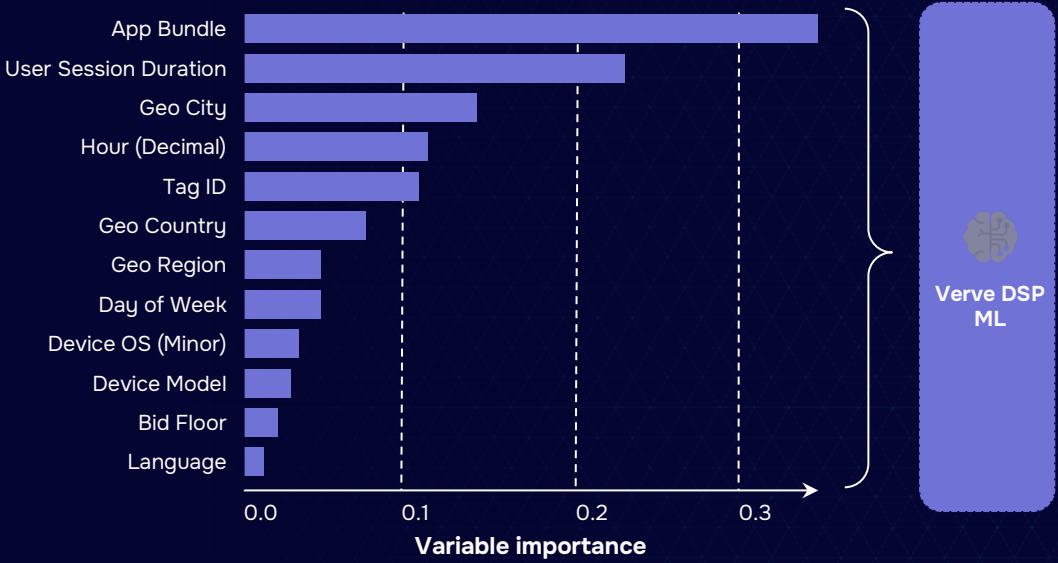
SKAN revisions

- Multiple attempts at getting IDLess attribution right through SKAN.
- SKAN 2, 3 evolution to support CTA, VTA, multi-touch attributions.

2023 - 2024

Privacy Manifests

- Privacy Manifests require app owners to declare third-party SDK functions, preventing connection to tracking domains.
- This measure aims to eliminate fingerprinting and ensure exclusive use of SKAN for attribution.

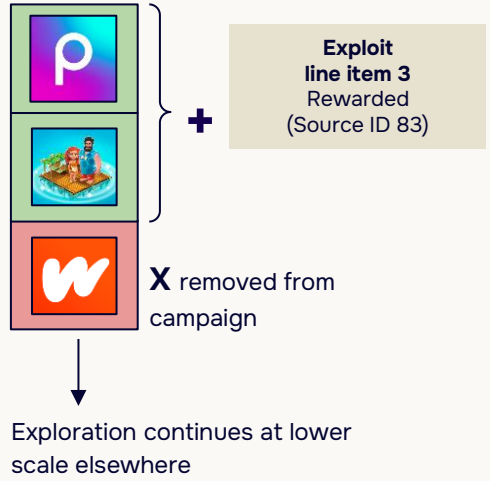
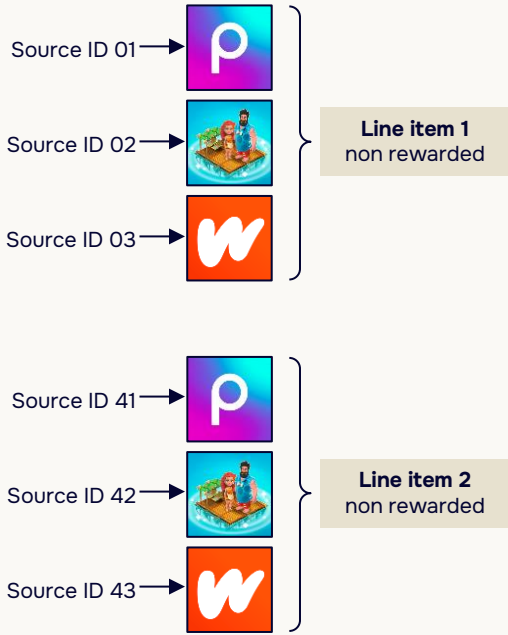


- 1. Initial training:** Identify signals/features that maximise performance for a specific campaign to then train **ML models** to only bid on best performing traffic.
- 2. Custom bidding algorithms per advertizer/campaign.**
- 3. Result:** campaign performance at the same level as with ID targeting and **Predictive Analytics** to fill the gap in SKAN data and support tricky APIs.
- 4. Machine Learning and AI** to enhance bidding and campaign management.
- 5. Proprietary Methodology for SKAN setup** to overcome privacy thresholds and richest portfolio to plan, execute and analyse campaigns.

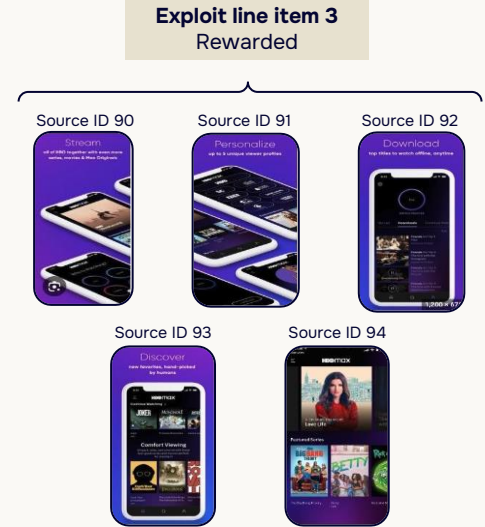


The Explore Exploit Agent

Assign IDs to publishers and test



Assigns IDs to creatives for visibility of creative performance



The Customer Impact



95% visibility on conversions for a social networking app

“Null” conversion value down to **only 5%** within the first 2 weeks running for a social networking app. We got full visibility on **95% of conversions very quickly.**



25% lower CPI with the industry’s first AI-powered SKAN campaign optimization

Verve DSP was **the first** to find a way to use **SKAN data and Machine Learning** techniques **together**. A 25% CPI improvement for a top-tier game when plugged into Dataseat’s machine learning for SKAN campaign optimization.



1.5 years of repeatable success while massively scaling campaign

1.5 years of app install campaigns for a global restaurant chain, and still consistently overachieving their CPA goal. No ceiling reached due to the scale of SKAN-enabled inventory.

Verve DSP drives performance with the industry’s longest-standing SKAN experts and technology. **Verve DSP is privacy-first by design.** On iOS, SKAN is among their core areas of expertise. Clients get access to the most SKAN-ready DSP, and our proprietary SKAN campaign templates based on their own SKAN setup methodology.

Cloud & Platform Efficiencies



Acceleration Through Google Cloud Partnership



- Economies of scale and group synergies on data sharing.
- Better Specialization of skills and approach to platformization.
- **Drives ~20M in bottom line efficiencies over four years.**



- Leverage **best-in-class Google AI platform** and model capabilities.
- Co-build with Google R&D.



- **Deeper integration into Google Advertising Products.**
- First adopters of Privacy initiatives on Chrome or Android.



Technology Vision - Efficiency at Scale

Key Tenets: →

PLATFORMIZATION

- **Modules** vs. Monoliths
- Flexible and **configurable** execution flows
- Highly **reusable** and customizable business specific modules
- Easy to **integrate** with further Exchanges and SSPs

SPECIALISATION

- **Allowing** for high degree of **specialization** and **automation** of vertical specific flows
- Integrated Customer Experiences
- **Streamlined** product development and delivery process

INNOVATION

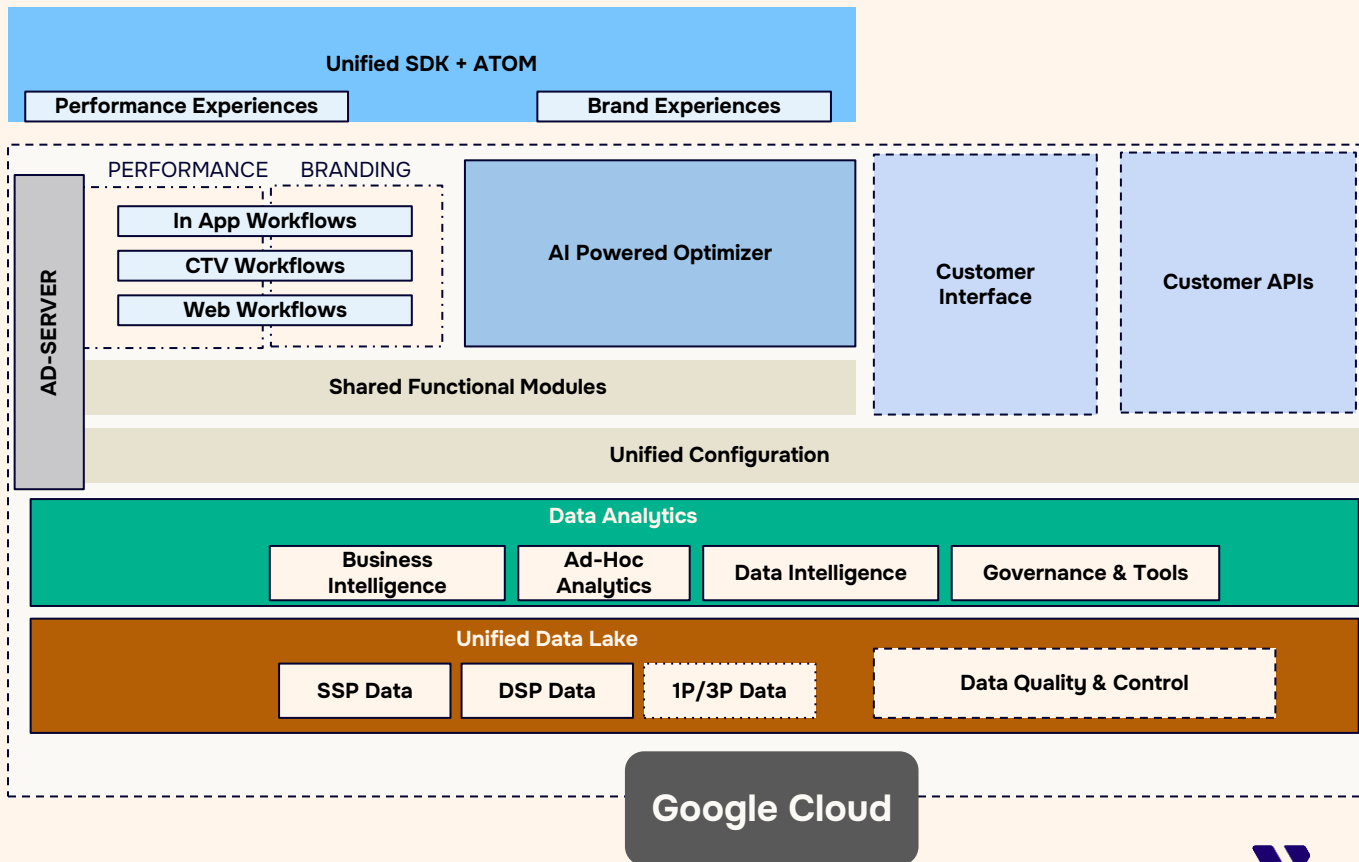
- **AI** from the get go
- Support a **growth** mindset mentality and foster continuous new technology validations
- **Easy Data Accessibility** derive insights & ideas
- **Foster GenAI usage** in engineering and building AI driven knowledge base

Our **integrated** and **customisable platform-first vision** allows deploying and scaling new products in an advantageous manner. applying **one core** to solve for the **needs of different customer** segments.

- One Unified modular platform project under works for integrating our two biggest business lines - into 1 combined platform in 2024-25 specialising for the Performance and Brand Verticals.



The Unified Platform and Data Backbone

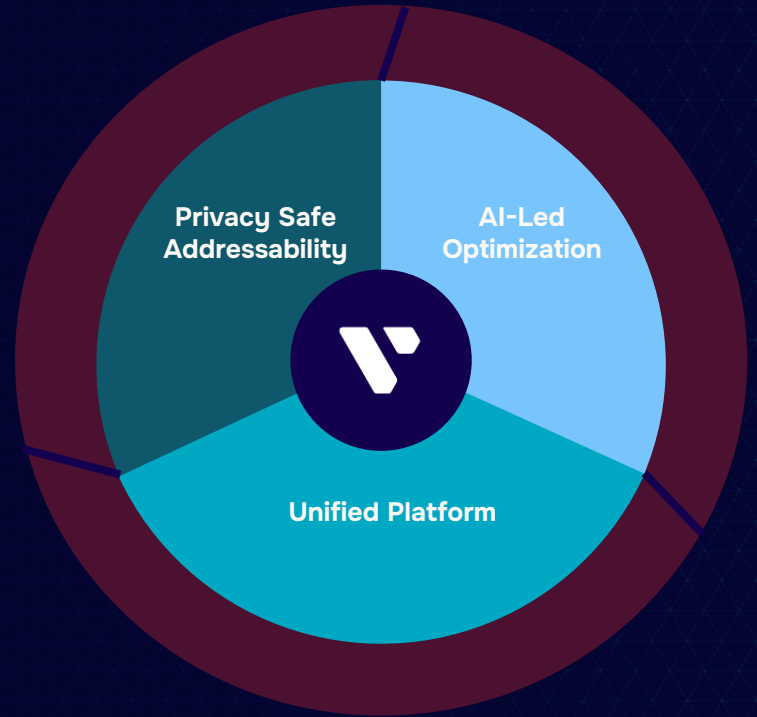


A **Unified Technology Platform** means moving away from legacy isolated stacks to a **common Blueprint** servicing all layers of the tech stack while specialising for **customer outcomes and needs**.



Wrap Up

We are the leading digital media company
that **enables better outcomes**
with **responsible advertising solutions**
in **emerging channels**
for **advertisers & publishers.**



Emerging Channels

Carl Liverstam, MD Verve Nordics



Table of Content

Why we focus on emerging channels

How do emerging channels evolve and what is driving their growth

Our position in the emerging channels



Why We Focus on Emerging Channels



A young woman with vibrant red hair, wearing sunglasses on her head and a black patterned top, is looking down at her smartphone. She is standing in a busy city street, likely Times Square, with tall buildings, billboards, and a crowd of people in the background. The scene is brightly lit, suggesting daytime.

Advertising channels everywhere

Advertising Channels

Emerging Channels

- Mobile Advertising
- Connected TV Advertising
- Digital Out of Home Advertising
- Digital Audio and Podcast Advertising
- Commerce Media Advertising
- ...

Digital Channels

- Display Advertising
- Video Advertising
- Email Marketing
- Content Marketing
- Search Engine Marketing
- Social Media Advertising
- Affiliate
- Influencer Marketing
- ...

Traditional Channels

- Television
- Radio
- Print Media
- Outdoor Advertising
- Direct Mail
- Event Marketing
- Product Placement
- ...



Advertising Channels and their Lifecycle - Illustration

Emerging Channels

- **Mobile Advertising**
- **Connected TV Advertising**
- **Digital Out of Home Advertising**
- **Digital Audio and Podcast Advertising**
- **Commerce Media Advertising**
- ...

Digital Channels

- Display Advertising
- Video Advertising
- Email Marketing
- Content Marketing
- Search Engine Marketing
- Social Media Advertising
- Affiliate
- Influencer Marketing
- ...

Traditional Channels

- Television
- Radio
- Print Media
- Outdoor Advertising
- Direct Mail
- Event Marketing
- Product Placement
- ...

Introduction

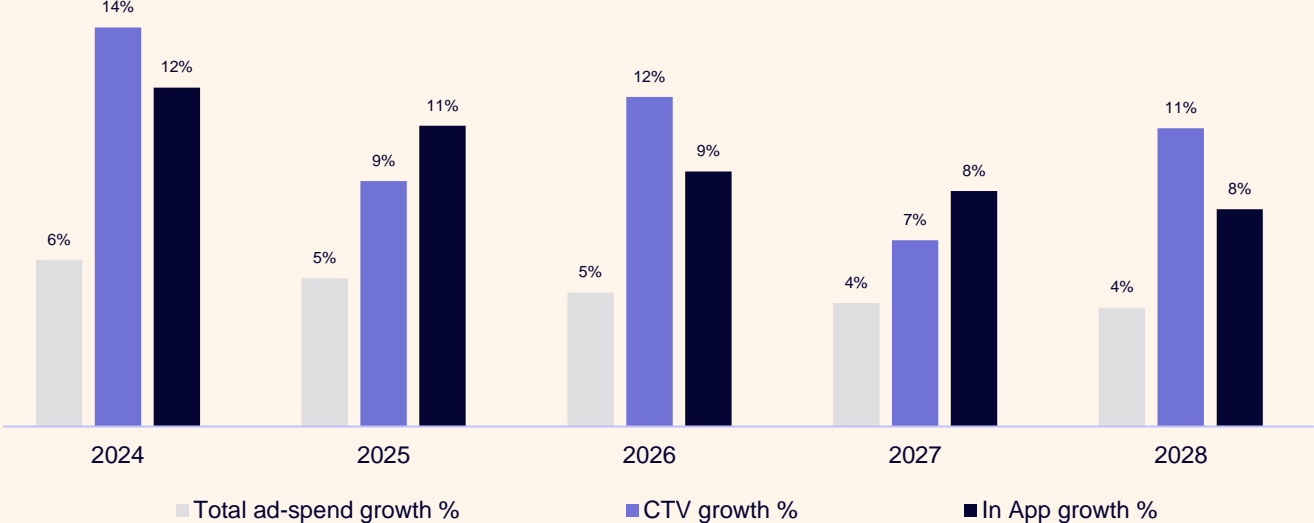
Growth

Maturity

Decline



Strong Growth in Emerging Channels



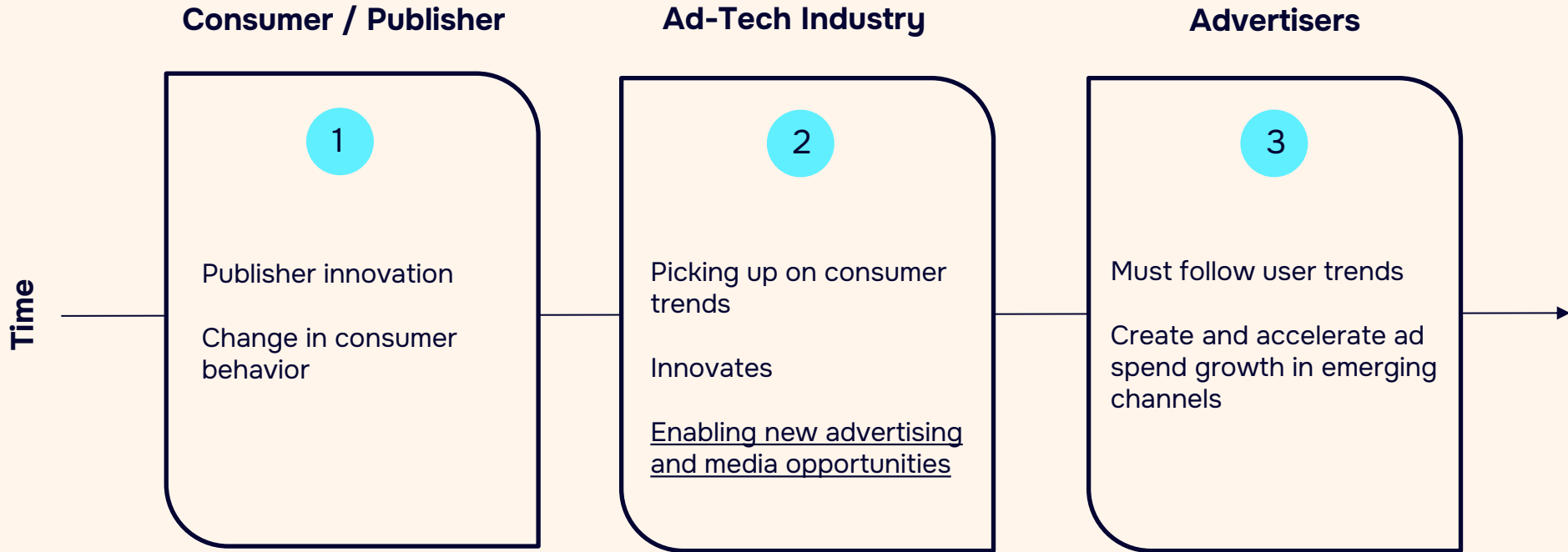
Source: Statista: <https://www.statista.com/outlook/amo/advertising/worldwide#ad-spending>, <https://www.statista.com/statistics/273713/global-online-ctv-television-advertising-revenue/> and <https://www.statista.com/outlook/amo/advertising/in-app-advertising/worldwide>.
Magna: <https://www.forbes.com/sites/bradadgate/2023/12/04/globally-in-2024-magna-forecasts-ad-spending-to-grow-72/?sh=6e47524d3c2f>



How Do Emerging Channels Evolve and What is Driving Their Growth



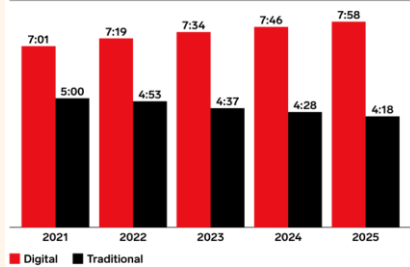
Emerging Advertising Channels as Growth Drivers



Change in Consumer Behavior

From traditional towards digital

Average Time Spent per Day With Digital vs. Traditional Media by US Adults, 2021-2025
hrs:min



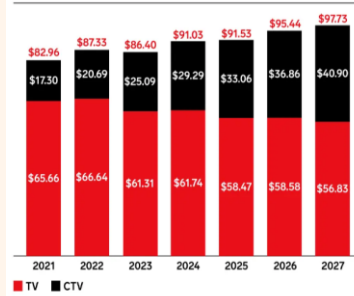
Note: ages 18+; digital includes all time spent with internet activities on any device; traditional includes linear TV, radio, newspapers, magazines, printed catalogs, direct mail, cinema, and out-of-home
Source: eMarketer, June 2023

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From traditional TV towards connected TV

US TV and Connected TV (CTV) Ad Spending, 2021-2027

billions



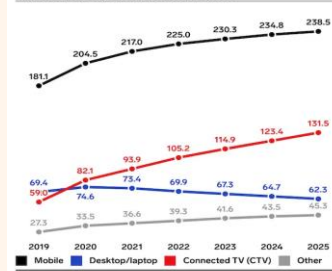
Note: TV includes broadcast TV (network, syndication, and spot) and cable TV; excludes digital; CTV includes digital advertising that appears on CTV devices; includes display ads that appear on home screens and in-stream video ads that appear on CTVs from platforms like Hulu, Roku, and YouTube; excludes network-sold inventory from traditional linear TV and addressable TV advertising
Source: eMarketer, March 2023

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A chart showing US TV and CTV ad spending from 2021 to 2027

From desktop towards mobile and CTV

Mobile Remains Dominant but CTV Narrows the Gap
minutes per day on connected devices

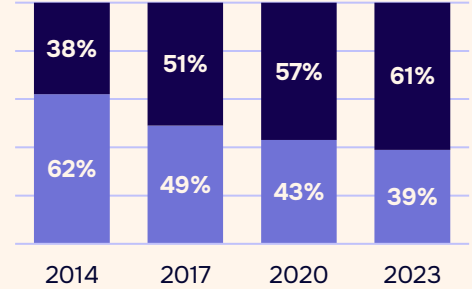


Note: ages 18+; includes all time spent with internet activities on mobile devices (smartphones, feature phones, and tablets), desktop/laptop computers, CTV devices (e.g. such as Apple TV, Xfinity Flex, connected Blu-ray devices, connected game consoles, Google Chromecast, Roku, and smart TVs), and other internet-connected devices (e.g. smart speakers, smartwatches, smart appliances, and connected vehicles); connected game consoles are in the "other" category for gaming, but within CTV for all other activities
Source: eMarketer, June 2023

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A chart showing that mobile is dominant in time spent on connected devices per day, but CTV is narrowing the gap.

From walled gardens towards open internet

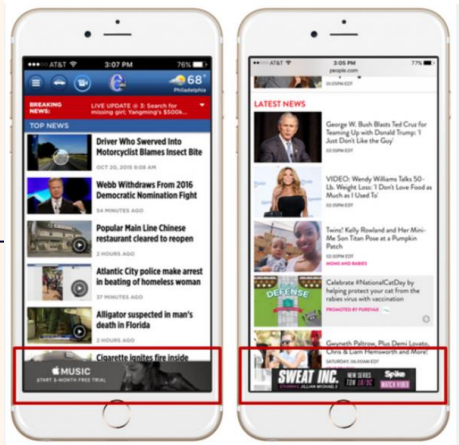


■ Walled Gardens ■ Open internet

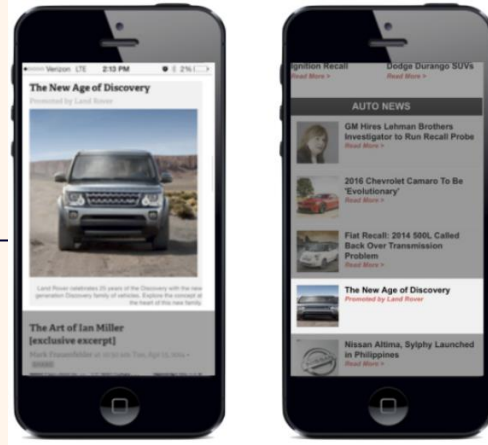
Consumers are leaving traditional (digital and non-digital) channels and moving into emerging channels (mobile, ctv, audio etc...) outside the walled gardens

Ad-Tech Industry Picking Up on Consumer Trends

Early stage banner ad



Later stage native ad



Current stage interactive full screen ad



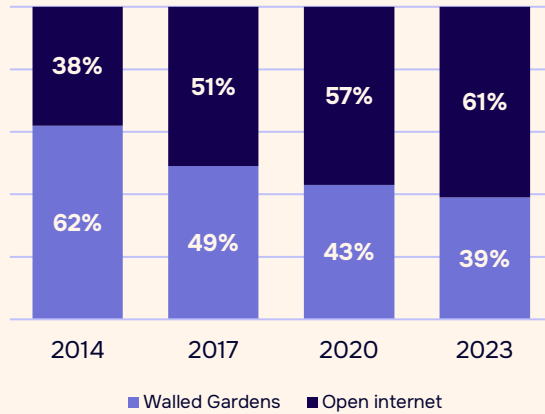
Enabling new advertising
and media opportunities

Improvement of advertising
creatives, targeting, reporting
and data privacy

Further innovate and
respond to trends and
changes

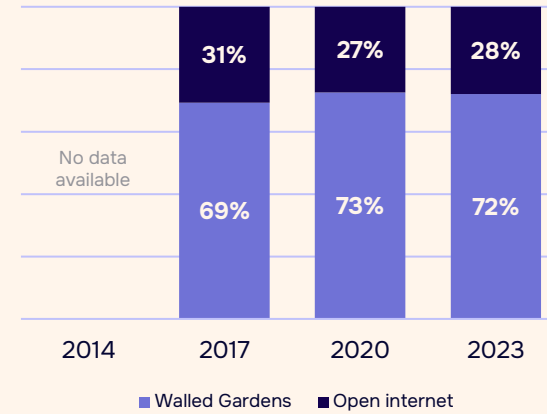
Advertisers Must Follow User Trends

Share of time spent online with the open internet vs. walled gardens in the United States from 2014 to 2023



Published by [Statista Research Department](#), Jun 3, 2024

US programmatic digital display ad spending: Open Web vs Walled Gardens (%)



Source: eMarketer

Embracing Growth in Emerging Channels

We need to be innovative and adaptable to find solutions to make media better

Growing organically faster than the market

Vera
by verizon

Verve
DSP



ATOM



MOMENTS.AI

Schema
by verizon



Our Position in The Emerging Channels



Very Strong in Mobile

Verve's responsible advertising solutions for mobile

Advertisers



TIER ONE ADVERTISING CLIENTS



- AI-Powered
- Privacy-First
- Contextual Targeting
- Brand safe
- Without using IDFA or GAID

Publishers



LEADING DIGITAL PUBLISHING CLIENTS

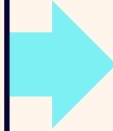
20,000
Direct integrations
into mobile apps

Strong in CTV

Top 5
globally for CTV

Value-add
from

- ✓ Cross platform (multi-channel) approach
- ✓ Cross platform identity / targeting
- ✓ Unique O&O data and audiences exclusive to Verve customers



AI-Powered

Privacy-First

Contextual &
Behavioral
Targeting

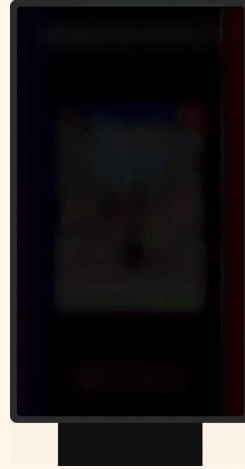
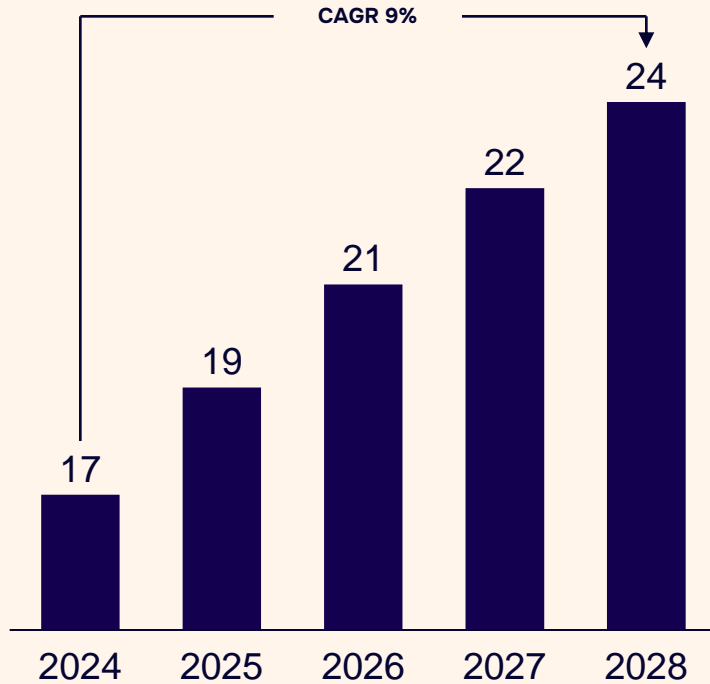
Publishers

CONNECTED TO 300M CTV SCREENS



REACHING 60% OF US HOUSHOLDS

Upcoming in Digital Out Of Home



- **Dynamic Content:** Ability to update ads in real-time with fresh, engaging content.
- **Targeting Capabilities:** Geotargeting and contextual targeting based on location and time of day.
- **Interactive Features:** Integration with mobile devices and interactive elements.
- **High Visibility:** Large, eye-catching digital screens in high-traffic areas.
- **Data Analytics:** Real-time data collection and analysis for campaign performance.
- **Flexibility:** Easy to modify and schedule ads, enabling timely and relevant messaging.
- **Sustainability:** Reduced need for physical materials compared to traditional billboards.
- **Enhanced Creativity:** Opportunities for creative, animated, and multimedia content.

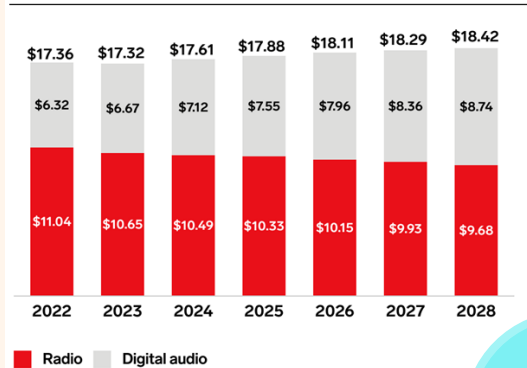


Early Stage in Digital Audio & Commerce Media

High growth potential

Early stage

Despite Shrinking Broadcast Radio Ad Revenues, Audio Ads Power Ahead Thanks to Digital Audio
billions in US ad spending, 2022-2028



Note: radio includes local and national broadcast of traditional on-air radio stations and satellite radio services that are delivered over the air; digital audio includes advertising revenues for local and national broadcast radio stations, satellite radio services, purely online radio stations, and streaming music services such as Pandora and Spotify; includes podcast advertising and sponsorship; includes both audio and non-audio ad formats

Source: EMARKETER Forecast, March 2024

+21%

E2024 ad spend growth in retail / commerce media

Digital audio

Verve is ramping up audio ads

Jun Group has a first footprint in digital audio (audio ads and Podcast)

Retail media

Verve has started to invest in commerce media

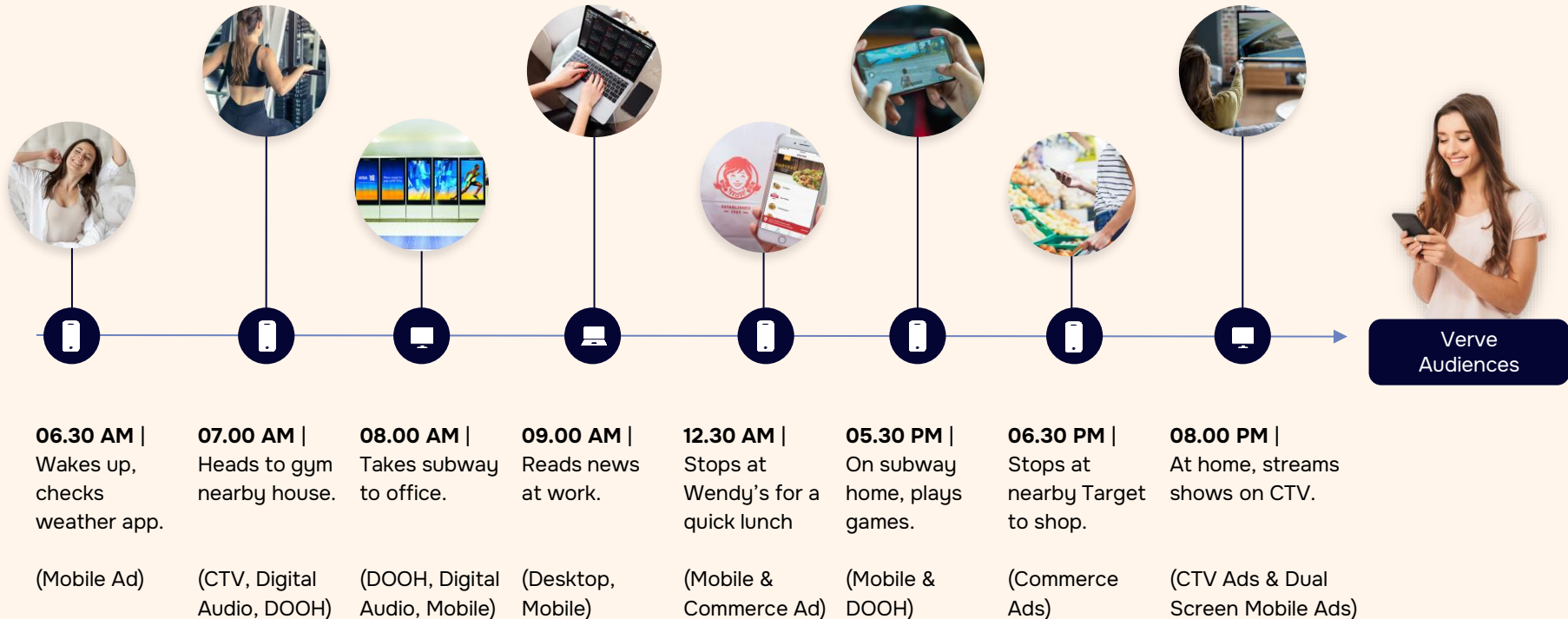
Substantial part of Verve demand is coming from retail

Jun Group has a product suite for retailers



Fuel Omnichannel Engagement to Maximize Conversion

Ensure consumers interact with your brand through their preferred channels



Product names, company logos, and app screenshots used on this slide are property of their respective owners.

We are the leading digital media company
that **enables better outcomes**
with **responsible advertising solutions**
in **emerging channels**

**Adopt
Consumer
Behaviour**

**Enabling new
advertising
opportunities to
the market**

**Innovate &
Invest**

SUMMARY



Thank You



Closing Remarks

Remco Westermann, CEO



Our Aim for Today Was:

We inform you about what we have achieved at Verve since CMD 2023

- Commercial Update
- Financial Update
- Jun Group becomes part of Verve

Experts will give you an overview of what is happening in the industry

- State of the advertising market
- AI, Gen-AI and AI-Cloud development
- Privacy and targeting

We explain what is behind our mission “Let's make media better.” and how we plan to drive strong ongoing organic growth

- Better Outcomes for publishers
- Better outcomes for advertisers
- Responsible media
- Emerging channels



We showed you our focus and USP's

that enable better outcomes
for publishers and advertisers



with responsible advertising
solutions



in emerging channels

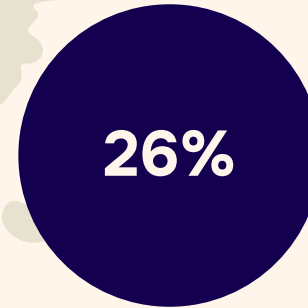


**Our mission:
Let's make media better.**

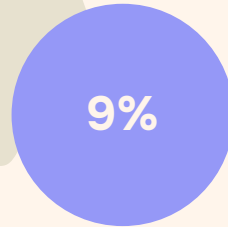


Verve Takes Market Share

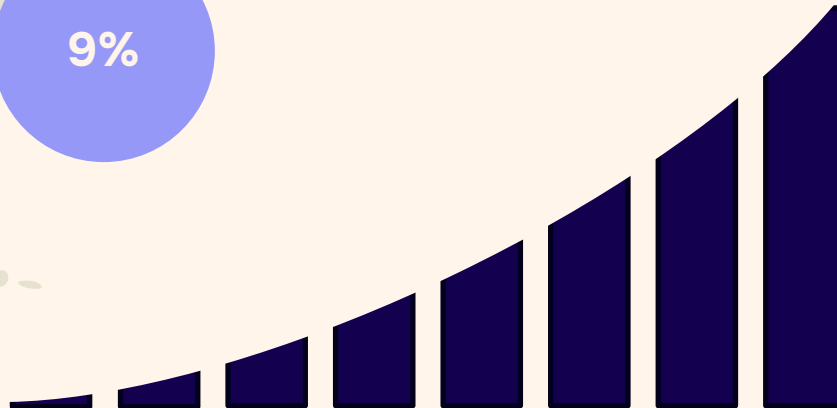
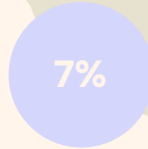
Verve Q2'24¹



Global programmatic
Ad spend 2024²



Ad tech Peers
Q2'24¹



Our Four Main Growth Drivers Enabling Continued Organic Growth

4 Platform synergies



- Improved AI routines and data models continue to learn + data from Jun Group
- Platform synergies through direct connecting of Demand Supply
- Reduce OPEX through scale & Google Cloud



3 New products



- ATOM 3.0, Moments.AI, Schema, ..
- New Ad-formats & growth in new channels
- Curated market places, segmented supply
- Sector specific solutions for advertisers



2 Customer expansion



Adding Demand + Supply +
New Verticals & Geo's



Growing Share
of Wallet



1 Market growth



Structural growth of emerging
channels accelerated by consumer
time spent on screen



12% market growth Mobile in-app




14% market growth CTV



Increased Guidance 2024

Based on a strong first half year 2024 with visibility into August



	FY 2023	Initial Guidance 2024	Updated Guidance 2024 (post Jun)	Third Guidance 2024
Revenue (in €m)	322	350 – 370	380- 400	400-420
Adj. EBITDA (in €m)	95	100 – 110	115 - 125	125-135
Taking Jun Full Year Into Account (Pro Forma)				447m revenues 151m EBITDA



And We Also Updated Our Mid-Term Financial Targets



Revenue CAGR

25-30%



EBITDA margin

30-35%



EBIT margin

20-25%

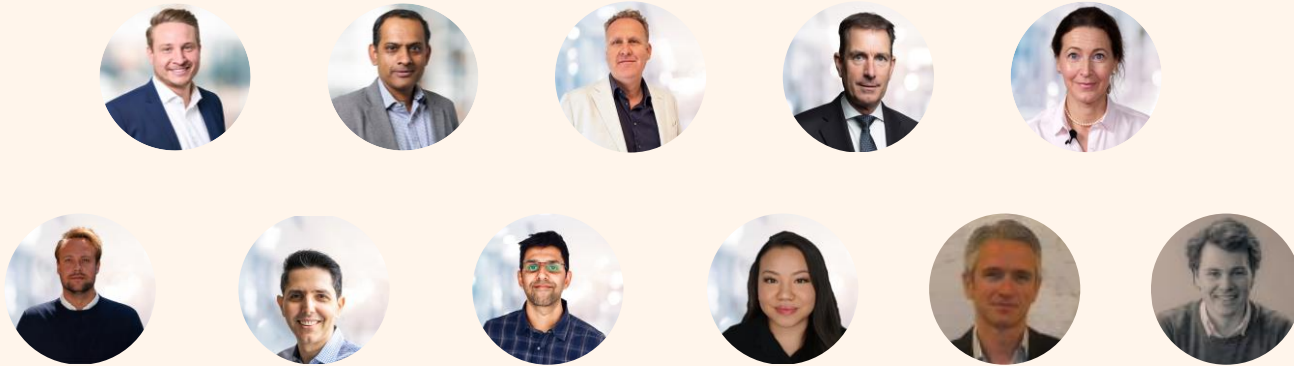


Net leverage

1.5-2.5x



I Would Like to Thank Our Speakers



And those who were in the background and prepared!



But the biggest thanks is to you

Our investors

Our analysts

And all other partners

Thank you for your trust and support !



One Brand, One Team, One Mission

Let's make media better.

