



May 2022

[K]ubient | Transforming Digital Advertising

Forward-Looking Statements

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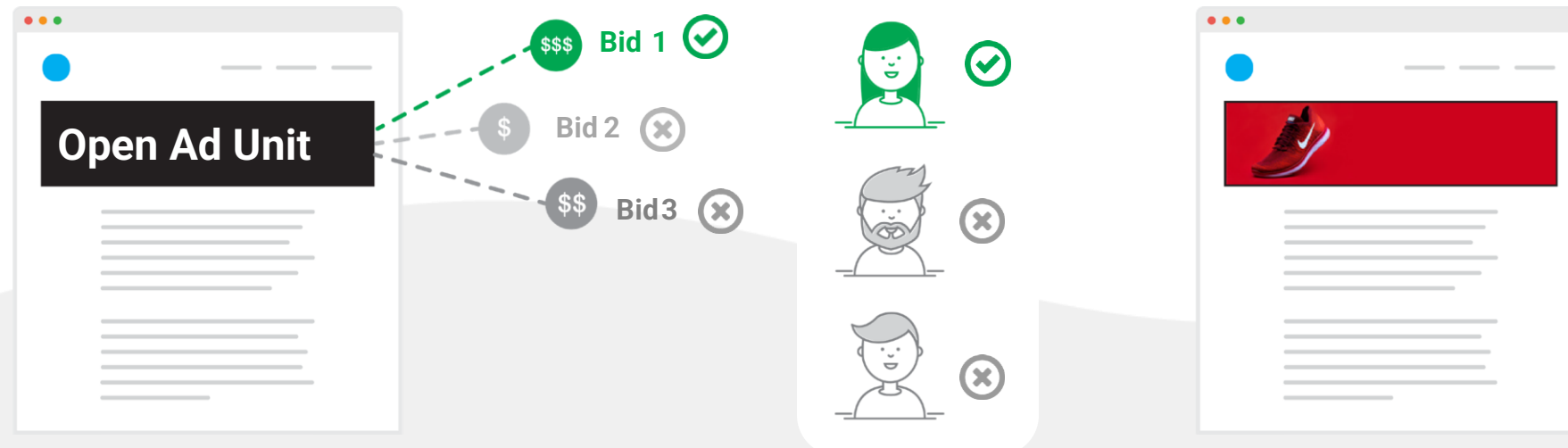
Digital Advertising Marketplace Overview

SELLERS [[Publishers](#)]

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

BUYERS [[Advertisers](#)]

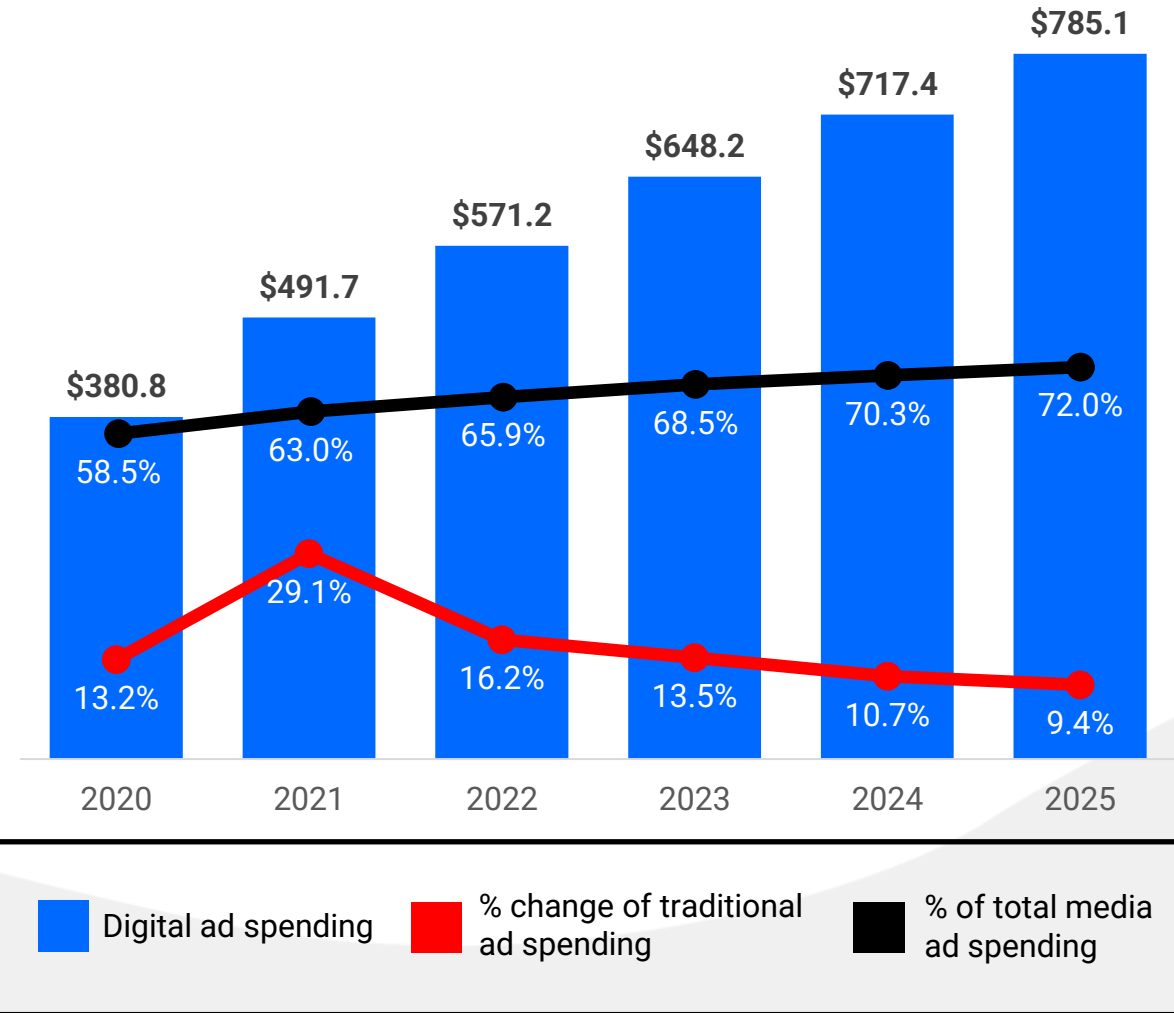
- Brands, ad networks & advertising agencies.
- Use DSPs (Demand-Side Platforms) to purchase digital ad inventory through an automated buying platform like a stock exchange.



Digital Transformation is Driving Unprecedented Digital Advertising Growth

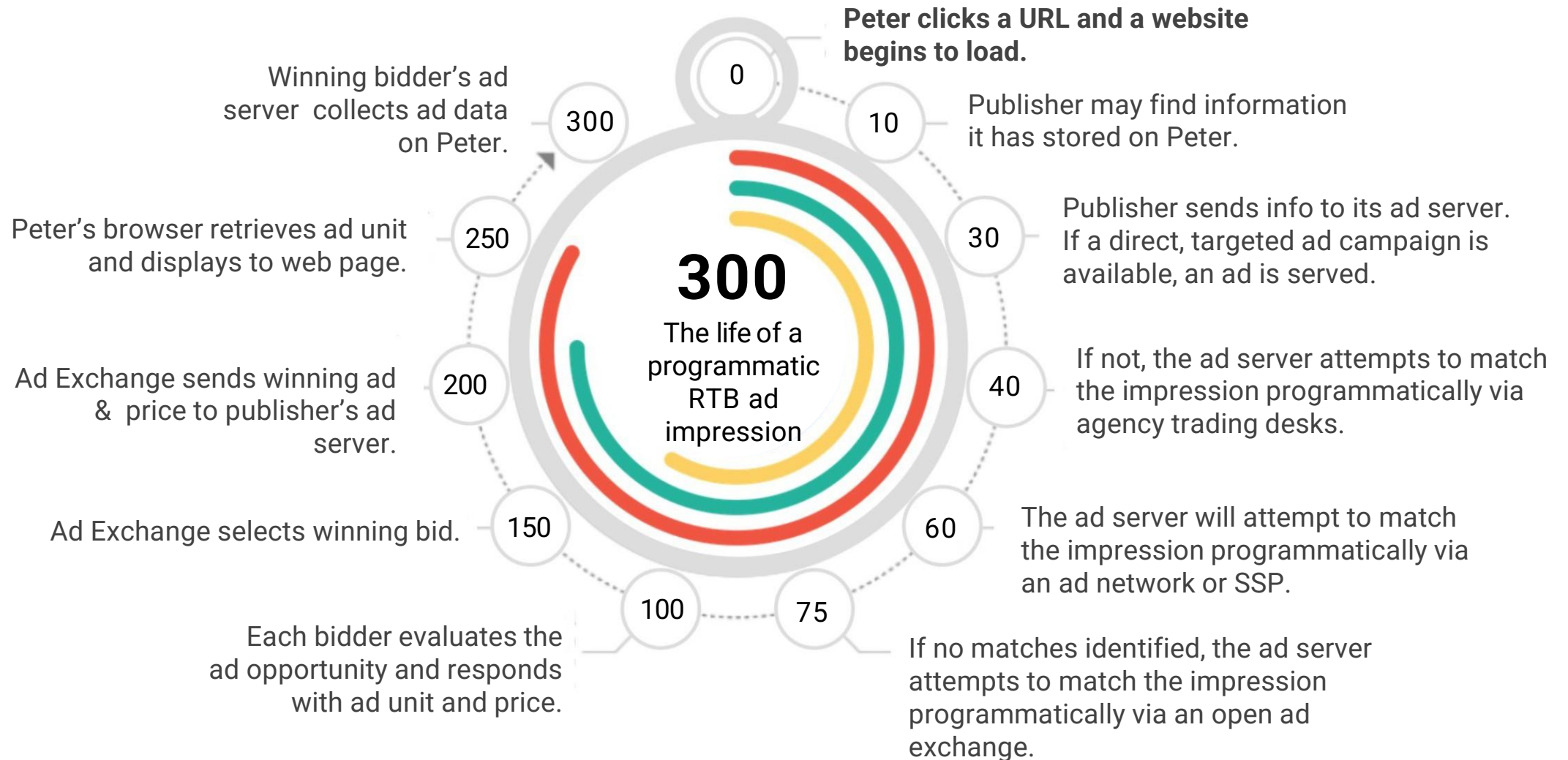
2022 is forecasted to be the first-time digital advertising surpasses **half a trillion** dollars

Digital Ad Spending Worldwide, 2020-2025
(Billions)



Speed is Everything

When Everyone Gets the Same 300 Milliseconds



Industry Problems



Ad Fraud

In 2021, advertisers lost an estimated \$65 billion to ad fraud¹

Ad fraud is when an ad is displayed to a fake website or bot to falsely inflate web traffic numbers & sell false advertising space.

Current machine learning & fraud prevention solutions can only identify such fraud AFTER an ad purchase has already occurred.

Fraud is expected to reach \$100 billion by 2023³



Fragmentation

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



Latency

Delayed or loading wait times.



Waste

Up to 70% of advertising is not seen by a human audience.²

\$37 billion of worldwide marketing budgets are being wasted on poor digital performance.⁴

Publishers struggle to effectively monetize their audiences due to too many vendors that take a percentage of revenue



What We Do

Building technology that directly solves industry problems

[Audience Cloud marketplace & infrastructure](#)

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

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

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

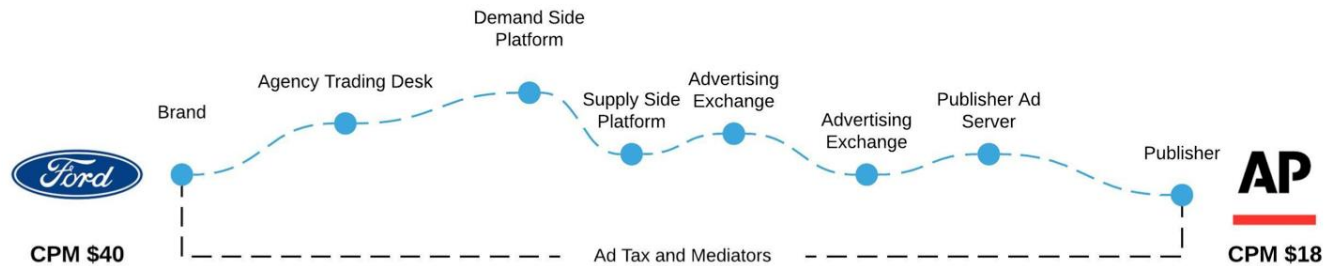
Optimize the supply chain by removing multiple hops between buyer & seller.

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

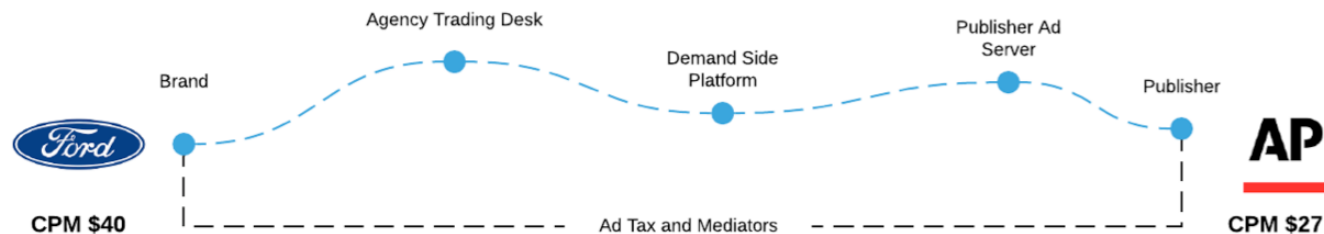
Empower publishers to make more money by right pricing the value of their audiences.

We Optimize the Digital Ad Marketplace

➤ Before Kubient Solution



➤ After Kubient Solution



APNEWS.COM CASE STUDY

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

BEFORE - Inefficient

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

AFTER - Streamlined

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

How We Do It

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



Auction Technology

Faster speed allows buyers and sellers to execute more efficiently



KAI Fraud Prevention

Machine learning powered pre-bid ad fraud prevention technology



Media Trading Desk

Modular trading desk allows customized application configuration



Digital Out of Home

Industry's first full RTB channel for buyers & sellers for digital billboards



Direct Marketplace

Direct supply & demand connection enables efficient market making



Audience Data

Over 600M unique internet devices that have been finger-printed & analyzed

Meet KAI, Our Artificial Intelligence



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

Industry first pre-bid ad fraud detection & prevention

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

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



Addresses the \$42 billion fraud problem

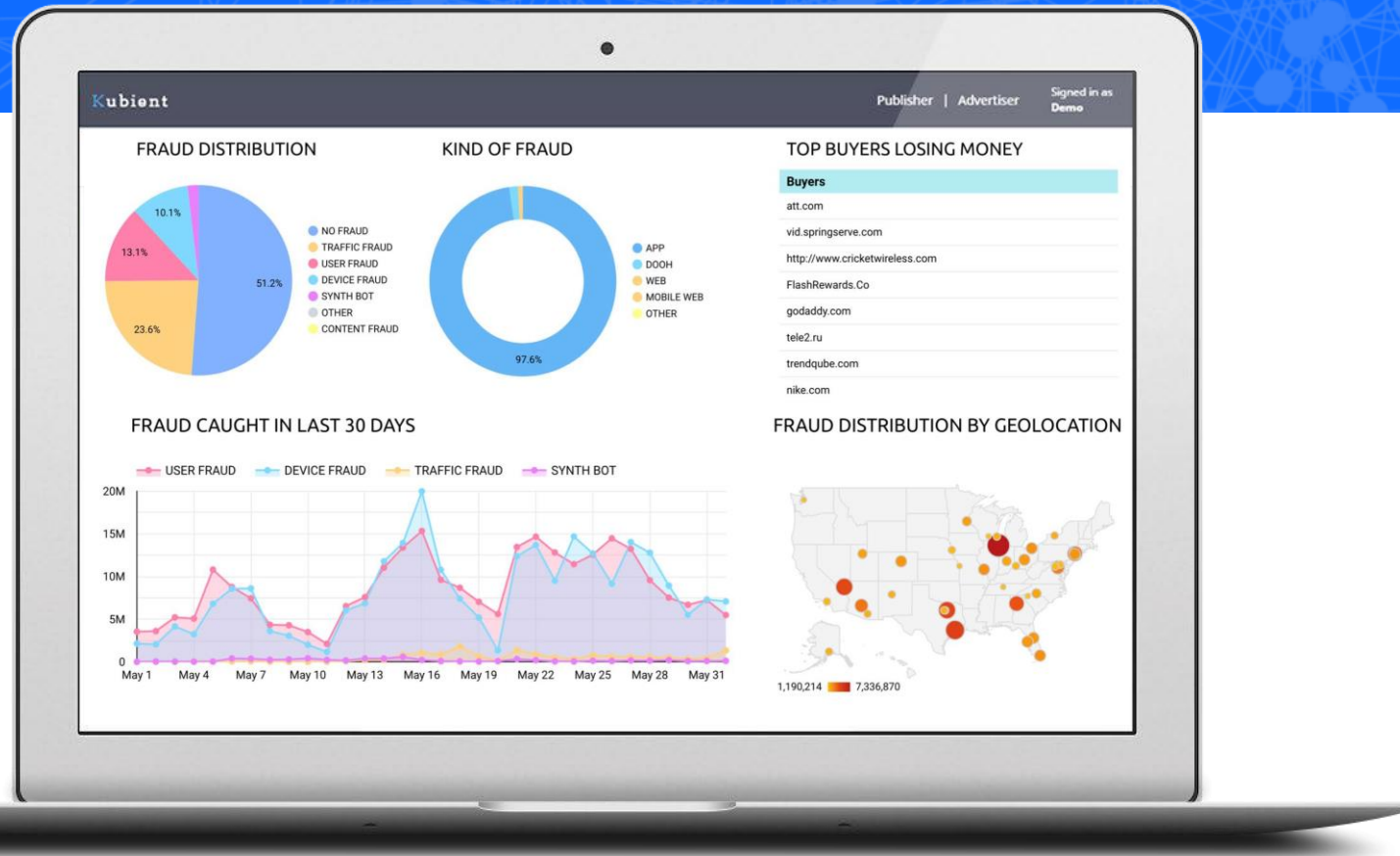


Built into Audience Cloud or standalone SaaS product



Zero increase in latency

KAI's Real-Time Fraud Index



Self-learning neural network that's always getting smarter

Changing discussion from fraud identification to fraud prevention

Digital fingerprint on 600+ million internet devices

1st Party data allows smarter targeting and media buying

Our Partners (Publishers) span the entire digital advertising & media supply chain. These partners share our vision of a transparent and fraud free ecosystem.

Sizmek



NATIONAL
RETAIL
SOLUTIONS

Google **b** **BEASLEY**
MEDIA GROUP, LLC

INDEX
EXCHANGE

DPAA
Digital Out-of-Home Everything

AP

TRUCLEAR

zeta



ADCOLONY



Complementics™

HYVE

ZOOX
SMART DATA

Diversified Business Model

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

Diversified revenue base:
Distribution across customers, products & geographies

Scalable technology platform & business model



Products / Services

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



Revenue Streams

- % of Media Spend
- % of Publisher Revenue
- Data Sales
- SaaS Monthly
- Enterprise Installation
- Big Data Management

Growth Strategy



Accelerate Sales

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



Diversify Products

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



Grow Internationally

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



Disrupt DOOH

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



Cont. Tech Development

Continue to enhance and develop our technology to improve adoption by publishers and advertisers



Strategic M&A

Acquiring companies that expand our core tech, client base and footprint

Focused M&A



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

Our Strategy

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

Acquisition of MediaCrossing

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

Acquisition Synergies

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

MediaCrossing handles client:

- Media Strategy Development
- Buying and Analytics
- Programmatic Advertising
- Paid Social
- Paid Search
- Search Engine Optimization
- Direct to Publisher
- Traditional Media Advertising

Corporate Snapshot

14.3M

Shares Outstanding
(5-27-22)

~38%

Insider Ownership
(5-27-22)

\$14.9M

Market Cap
(5-27-22)

\$20.7M

Cash
(3-31-22)

\$3.28M

TTM Net Revenue
(3-31-22)

Investment Highlights

Leading ad-tech cloud-based marketplace

Potential M&A Activity

**Proprietary Technology
KAI ad-fraud prevention
RTB digital out of home¹**

**Proven
management
team and board
of directors with
deep industry
experience**

**Over 600M
internet devices
analyzed, verified
and databased**

**Massive market with
\$491.7B in 2021 revenue²**

¹ Provisional Patent Applications filed September 2019

² <https://chart-na1.emarketer.com/c/T11651/net-digital-ad-revenues-worldwide-by-company-2021-2023-billions>

Proven Leadership Team

Management

Digital veterans with 100+ years combined industry experience

Paul Roberts

Interim CEO & CSO



Josh Weiss

CFO



Mitchell Berg

CTO



Leon Zemel

CPO



Board of Directors

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

Paul Roberts



Peter Bordes



Elisabeth Demarse



Jeannie Mun



Grainne Coen



Jon Bond



Larry Harris





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