



ADTHEORENT®

Investor Presentation

December 2021

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Forward-looking Statements

This presentation contains certain forward-looking statements within the meaning of the federal securities laws with respect to the Proposed Business Combination, including statements regarding the benefits of the transaction, the anticipated timing of the transaction, the services offered by AdTheorent and the markets in which it operates, and AdTheorent's projected future results. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions. Forward-looking statements involve predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual future events to differ materially from the forward-looking statements in this presentation, including but not limited to: (1) the occurrence of any event, change or other circumstances that could give rise to the termination of the Proposed Business Combination; (2) the outcome of any legal proceedings that may be instituted against MCAP, AdTheorent, the combined company or others following the announcement of the Proposed Business Combination and any definitive agreements with respect thereto; (3) the inability to complete the Proposed Business Combination due to the failure to obtain approval of the shareholders of MCAP, to obtain financing to complete the Proposed Business Combination or to satisfy other conditions to closing; (4) changes to the proposed structure of the Proposed Business Combination that may be required or appropriate as a result of applicable laws or regulations or as a condition to obtaining regulatory approval of the Proposed Business Combination; (5) the ability to meet stock exchange listing standards following the consummation of the Proposed Business Combination; (6) the risk that the Proposed Business Combination disrupts current plans and operations of MCAP or AdTheorent as a result of the announcement and consummation of the Proposed Business Combination; (7) the ability to recognize the anticipated benefits of the Proposed Business Combination, which may be affected by, among other things, competition, the ability of the combined company to grow and manage growth profitably, maintain relationships with customers and suppliers and retain its management and key employees; (8) costs related to the Proposed Business Combination; (9) changes in applicable laws or regulations and delays in obtaining, adverse conditions contained in, or the inability to obtain regulatory approvals required to complete the Proposed Business Combination; (10) the possibility that MCAP, AdTheorent or the combined company may be adversely affected by other economic, business, and/or competitive factors; (11) the impact of COVID-19 on AdTheorent's business and/or the ability of the parties to complete the Proposed Business Combination; (12) AdTheorent's estimates of expenses and profitability and underlying assumptions with respect to stockholder redemptions and purchase price and other adjustments; and (13) other risks and uncertainties set forth in the section entitled "Risk Factors" and "Cautionary Note Regarding Forward-Looking Statements" in MCAP's final prospectus relating to its initial public offering dated February 25, 2021. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in the "Risk Factors" section of MCAP's Form S-1, Quarterly Reports on Form 10-Q, and other documents filed by MCAP from time to time with the U.S. Securities and Exchange Commission (the "SEC") and the registration statement on Form S-4 and proxy statement/prospectus discussed below. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and AdTheorent and MCAP assume no obligation and do not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. Neither AdTheorent nor MCAP gives any assurance that either AdTheorent or MCAP will achieve its expectations.

Additional Information and Where to Find It

MCAP has filed with the SEC a registration statement on Form S-4 that includes a proxy statement and prospectus of MCAP. The Form S-4 was declared effective by the SEC on December 3, 2021. The definitive proxy statement/prospectus will be sent to all MCAP stockholders as of November 4, 2021, the record date established for voting on the Proposed Business Combination and other matters as may be described in the registration statement. MCAP and AdTheorent also will file other documents regarding the Proposed Business Combination with the SEC. Before making any voting decision, investors and security holders of MCAP are urged to carefully read the entire registration statement, the proxy statement/prospectus and all other relevant documents filed or that will be filed with the SEC, as well as any amendments or supplements to these documents, in connection with the Proposed Business Combination as they become available because they will contain important information about the proposed transaction. Investors and security holders will be able to obtain free copies of the registration statement, proxy statement/prospectus and all other relevant documents filed or that will be filed with the SEC by MCAP or AdTheorent through the website maintained by the SEC at www.sec.gov. In addition, the documents filed by MCAP may be obtained free of charge from MCAP's website at <https://www.mcapacquisitioncorp.com/> or by written request to MCAP at 311 South Wacker Drive, Suite 6400, Chicago, Illinois 60606 and the documents filed by AdTheorent may be obtained free of charge from AdTheorent's website at <https://www.adtheorent.com/> or by written request to AdTheorent at 330 Hudson St., New York, NY 10013.

Participants in Solicitation

MCAP and AdTheorent and their respective directors and executive officers may be deemed to be participants in the solicitation of proxies from MCAP's stockholders in connection with the Proposed Business Combination. Information about MCAP's directors and executive officers and their ownership of MCAP's securities is set forth in MCAP's filings with the SEC, including MCAP's final prospectus relating to its initial public offering dated February 25, 2021. Additional information regarding the interests of those persons and other persons who may be deemed participants in the proposed transaction may be obtained by reading the proxy statement/prospectus regarding the proposed transaction, when available.

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The historical financial information and data contained in this presentation is unaudited, based on draft statutory accounts, does not conform to Regulation S-X, and is subject to PCAOB audit. Accordingly, such information and data may not be included in, may be adjusted in or may be presented differently in the final registration statement to be filed with the SEC and the definitive proxy statement/prospectus contained therein. Some of the financial information and data contained in this presentation, such as EBITDA, Adjusted EBITDA, EBITDA margin and Adjusted EBITDA Margin, has not been prepared in accordance with U.S. Generally Accepted Accounting Principles ("GAAP"). EBITDA is defined as loss after tax from continuing operations, before income tax credit, finance income, finance costs, depreciation, amortization, share-based payment charges and exceptional items. EBITDA margin is defined as EBITDA divided by revenue. For a detailed reconciliation of Adjusted EBITDA to EBITDA, see the appendix in this presentation. AdTheorent believes these non-GAAP measures of financial results provide useful information to management and investors regarding certain financial and business trends relating to AdTheorent's financial condition and results of operations. AdTheorent's management uses these non-GAAP measures for trend analyses and for budgeting and planning purposes. AdTheorent and MCAP believe that the use of these non-GAAP financial measures provides an additional tool for investors to use in comparing AdTheorent's financial condition and results of operations with other similar companies, many of which present similar non-GAAP financial measures to investors. However, other companies may calculate their non-GAAP measures differently, and therefore the non-GAAP measures in this presentation not be directly comparable to similarly titled measures of other companies. Management does not consider these non-GAAP measures in isolation or as an alternative to financial measures determined in accordance with GAAP. The principal limitation of these non-GAAP financial measures is that they exclude significant expenses and income that are required by GAAP to be recorded in AdTheorent's financial statements. In addition, they are subject to inherent limitations as they reflect the exercise of judgments by management about which expenses and income are excluded and included in determining these non-GAAP financial measures. A reconciliation of non-GAAP financial measures in this presentation to the most directly comparable GAAP financial measures is not included, because, without unreasonable effort, AdTheorent is unable to predict with reasonable certainty the amount or timing of non-GAAP adjustments that are used to calculate these non-GAAP financial measures.

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Today's Presenters



MCAP Acquisition Corp.



Jim Lawson,
CEO & Board Member



Bill Todd,
Chief Revenue Officer



Chuck Jordan,
Chief Financial Officer



Andrew Anderson,
Chief Technology Officer



Ted Koenig,
CEO, Director and
Chairman of the Board



Zia Uddin,
CFA, CPA – Co-President



Mark Solovy,
Co-President



MCAP – A Catalyst for Growth



Leading Investment Platform	<ul style="list-style-type: none"> MCAP is sponsored by an affiliate of Monroe Capital, a leading asset management firm with approximately \$11.2 billion in assets under management as of October 1, 2021 Monroe Capital's investment professionals have invested in over 1,450 loans and related investments in an aggregate amount of \$21.5 billion from Monroe Capital's formation in 2004 through March 31, 2021
Commitment to AdTheorent	<ul style="list-style-type: none"> Monroe has been an incumbent lender since H.I.G. Growth's investment in December 2016 In addition, Monroe has a minority equity co-invest position in AdTheorent representing ~2.5% fully-diluted ownership
Sector Expertise	<ul style="list-style-type: none"> Monroe Capital has invested over \$6.1 billion in 330 software, tech-enabled and business services companies from Monroe Capital's formation in 2004 through March 31, 2021
Successful SPAC Co-sponsor¹	<div> <div> Thunder Bridge I June 2018 \$258mm IPO </div> <div>Acquired</div> <div> REPAY <small>REPAYMENT TECHNOLOGY</small> July 2019 NASDAQ: RPAY \$653mm EV >200% EV Growth Since IPO² </div> </div> <div> <div> Thunder Bridge II August 2019 NASDAQ: THBR \$345mm IPO </div> <div>Announced</div> <div> indie June 2021 NASDAQ: INDI </div> </div>
Selected Investments	

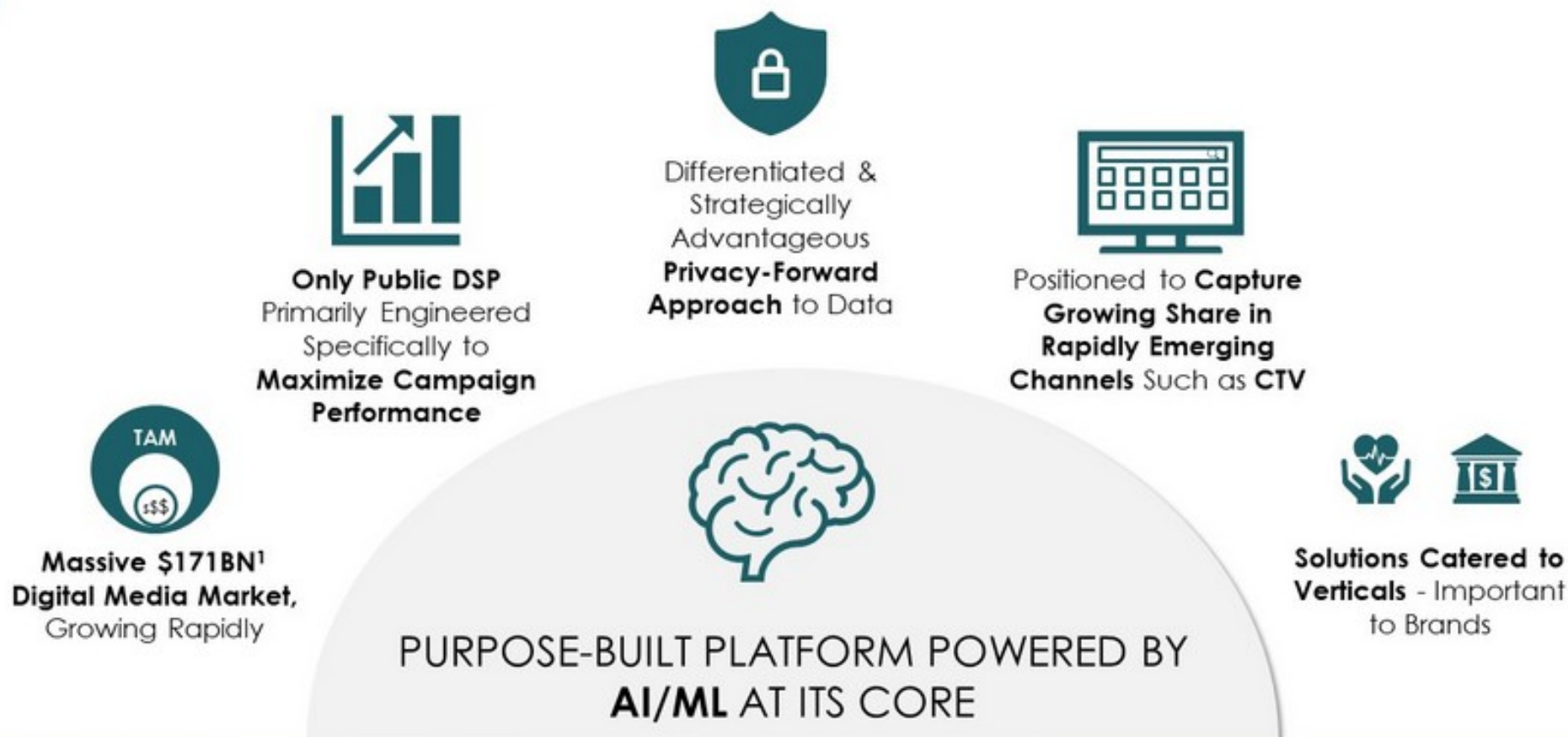
MCAP Investment Highlights – Why We Are Excited



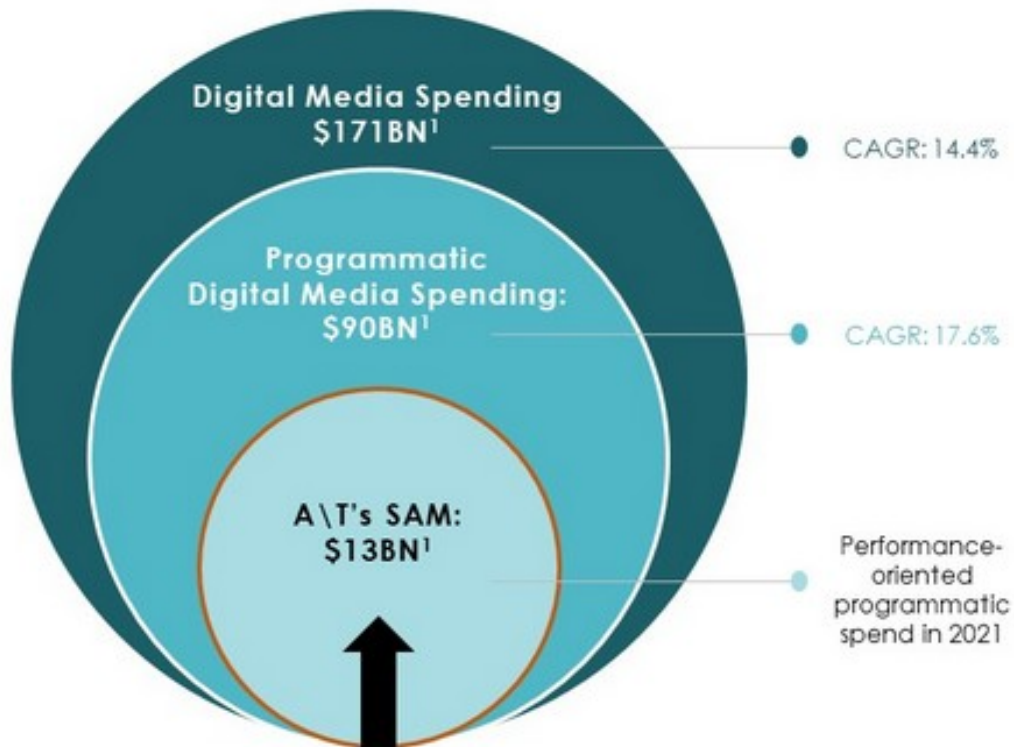


Company Overview

AdTheorent at a Glance

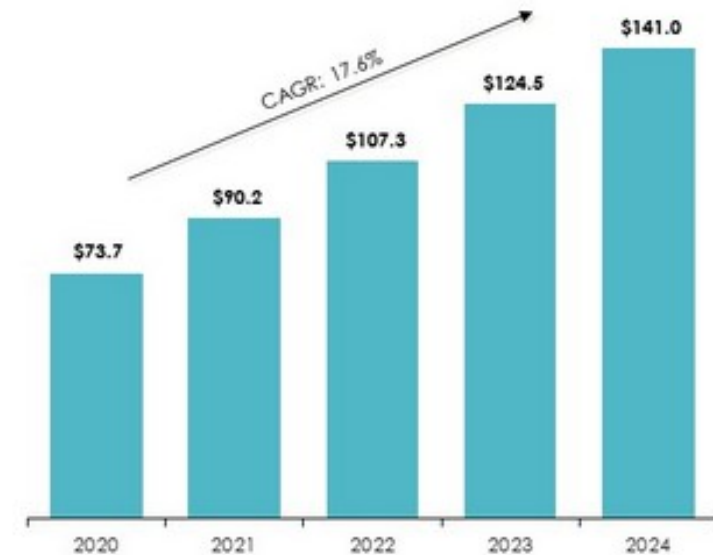


Digital Media Spending is Poised for Exceptional Growth Driven by Programmatic



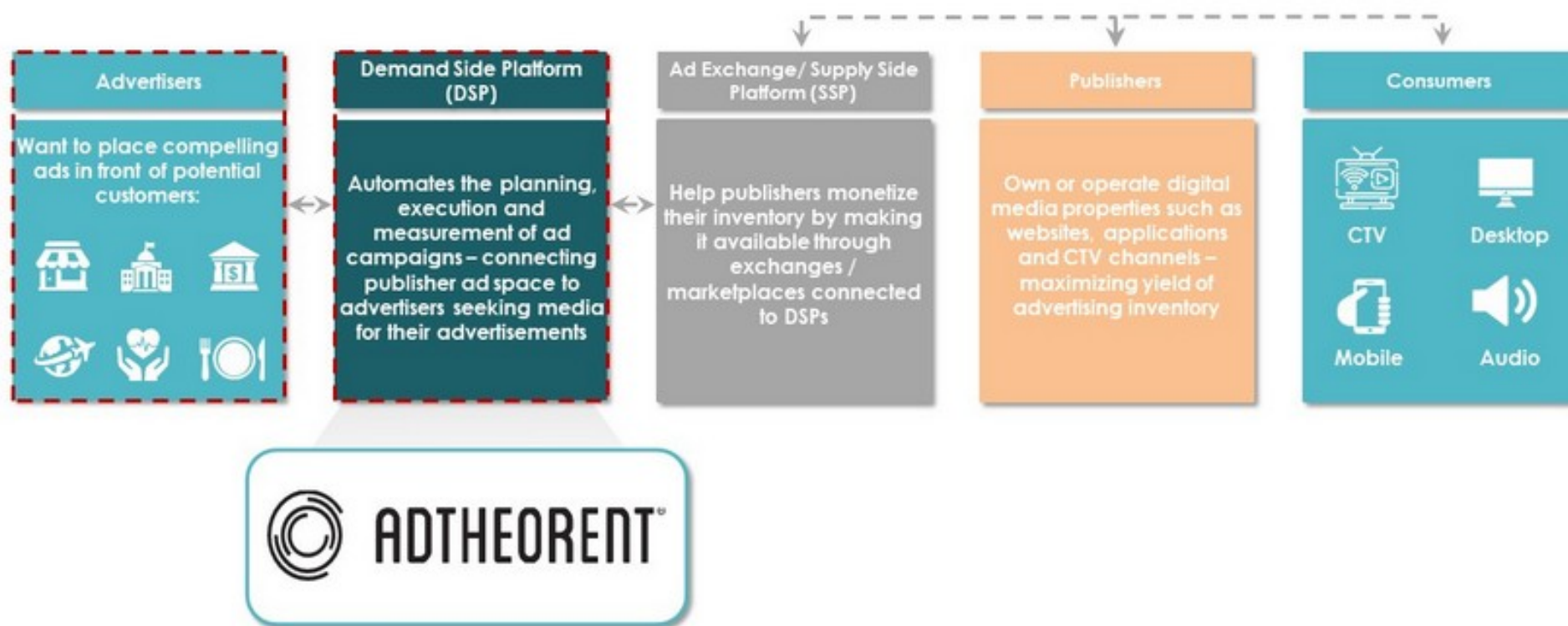
Programmatic Digital Media Spend in U.S.

(\$ in Bn)



Programmatic Ecosystem Helps Advertisers Effectively Scale Campaigns

AdTheorent is a **leading programmatic DSP** operating in the open internet.



The De Facto Methods of Ad Targeting are Outdated, Less Effective, More Expensive and Out of Step with Privacy Trends

THE TWO MOST PREVALENT AD TARGETING METHODS OUR COMPETITORS RELY ON:

1. Cookie-Based Retargeting



RETARGETING DISADVANTAGES



Dependent on Personal Browsing Data and Personal Interests

Google

Google, and other major browsers, phasing out third-party tracking cookies



Apple's new operating system requires user opt-in to sharing mobile advertising ID

2. Segment-Based Audiences



AUDIENCE DISADVANTAGES



Underperforms relative to AI's predictive advertising



Relies on stale, "black box" and unknown data which is often inaccurate



Often relies on cookies, always relies on 1:1 data

Performance-First Programmatic Marketing Platform for the World's Top Brands



With **Machine Learning at its core**, AdTheorent's platform **delivers real-world value** for advertisers and marketers.

AdTheorent's capabilities enable it to find consumers with the highest likelihood of completing customer-desired actions including online sales / actions, real-world visitation and sales lift, making it **the only public DSP specifically built to drive performance as measured by customer KPIs**.



AdTheorent's Platform Drives Industry-Leading Performance Using Machine Learning Models and Non-Sensitive Data Signals

AdTheorent machine learning models leverage available digital signals to optimize digital advertising performance - *all without the need for personally identifiable data.*

200+ DATA ATTRIBUTES



Platform Models Operate on a Massive Scale

Our platform models **evaluate 1 million+ impressions per second based on 200+ data attributes** – identifying data correlations among conversions – and **optimizing targeting based on each impression's predictive score**.

We bid on **<0.1% of impressions** we evaluate



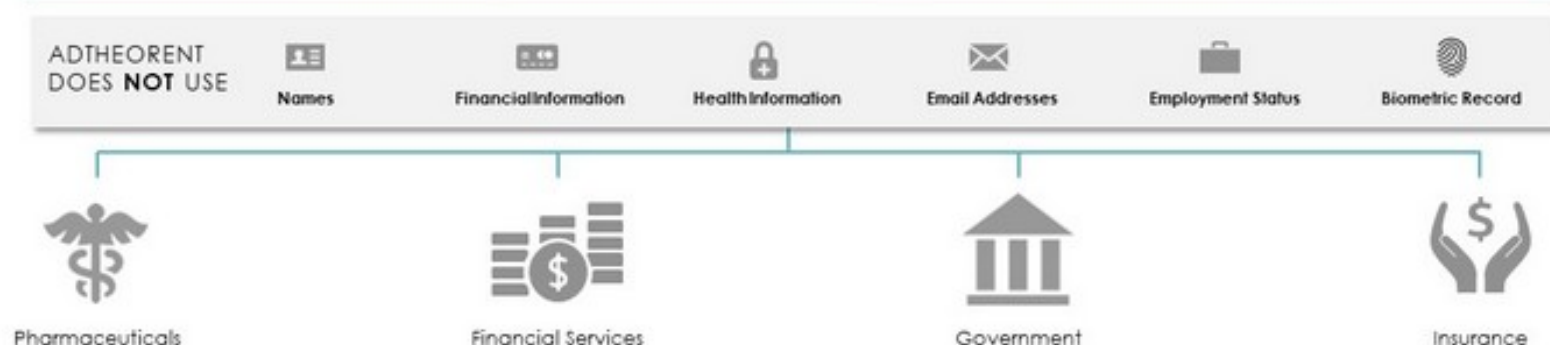
OUR PLATFORM EVALUATES AND
ASSIGNS PREDICTIVE SCORES TO

1 Million+
Impressions Each Second

87 Billion+
Impressions Each Day

Privacy-Forward Solution Well Positioned in Privacy-Centric Environment

AdTheorent's Platform Is Well-Aligned With Demand for Privacy-Compliant Solutions...



...and is Poised to Benefit From Increased Privacy Trends

- Google and Apple are leading initiatives to make individual IDs (Cookies and Device IDs) **Less Available for Ad-Targeting**
- There are several parallel industry initiatives to facilitate privacy-first media buying with API-based approaches
- Other industry efforts to replace cookies with **Unified IDs** will allow the industry to leverage a form of 1:1 cookie/user ID replacement, but with more limits

OTHER INDUSTRY PLAYERS ARE DEVELOPING USER ID ALTERNATIVES TO MAINTAIN THEIR BUSINESS MODELS.

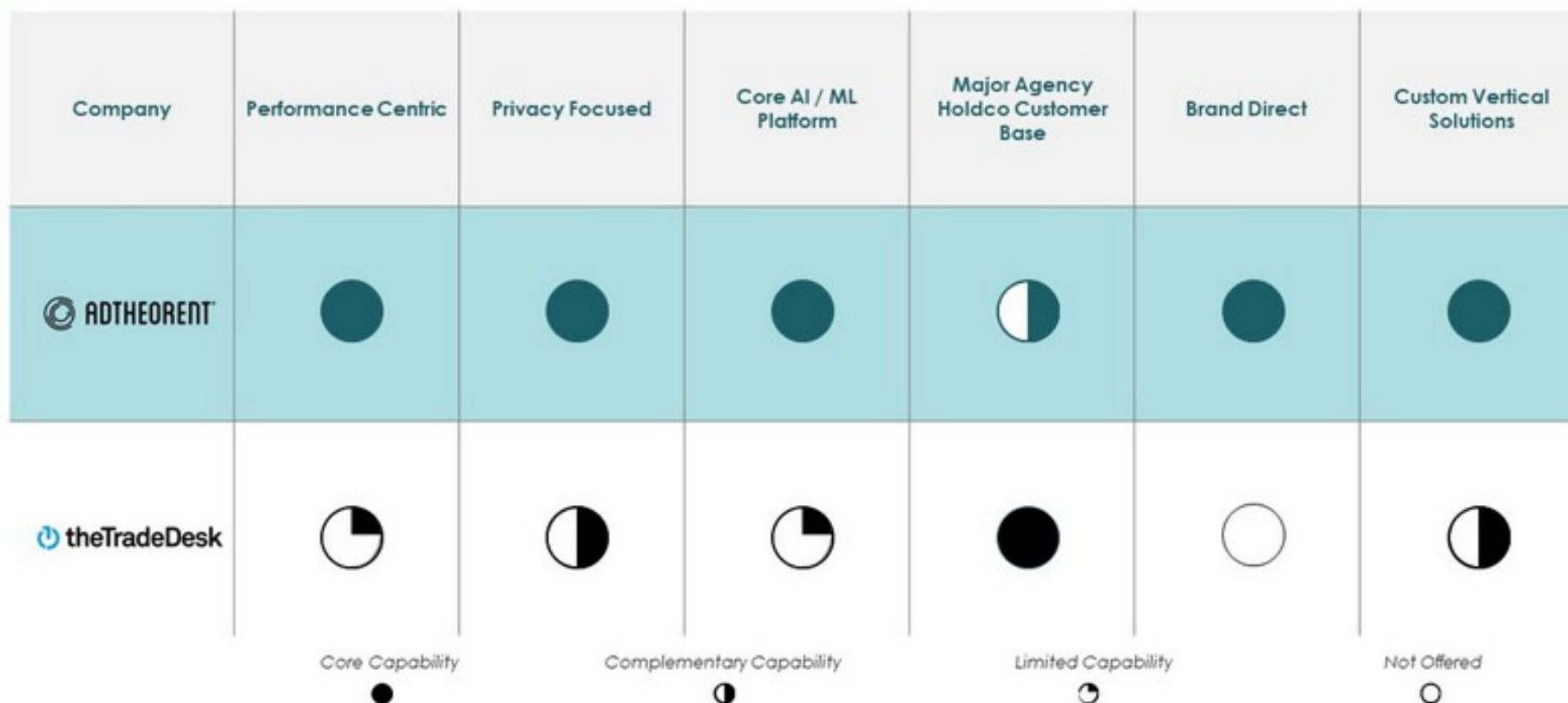
ADTHEORENT WAS BUILT AROUND PRIVACY-FORWARD SOLUTIONS AND DOES NOT RELY ON 1:1 TARGETING METHODS.

✓
CCPA & GDPR
COMPLIANT

✓
FLA
COMPLIANT

✓
HIPAA
COMPLIANT

AdTheorent's Differentiated AI / ML Solutions Yield Significant Competitive Strengths



Why Advertisers Choose AdTheorent

Ability to Drive Complex KPIs



Qualified Site Traffic



High Value Site Actions



Customer Acquisition



New Leads



Online Sales

Award-Winning Technology Platform¹

35

Technologists

23

Data Scientists/Analysts

34

Campaign Optimization Specialists



Custom Verticalized Solutions

Unique solutions that **drive real world outcomes** specific to each industry vertical, allowing advertisers to **easily understand ROI** of their marketing investments

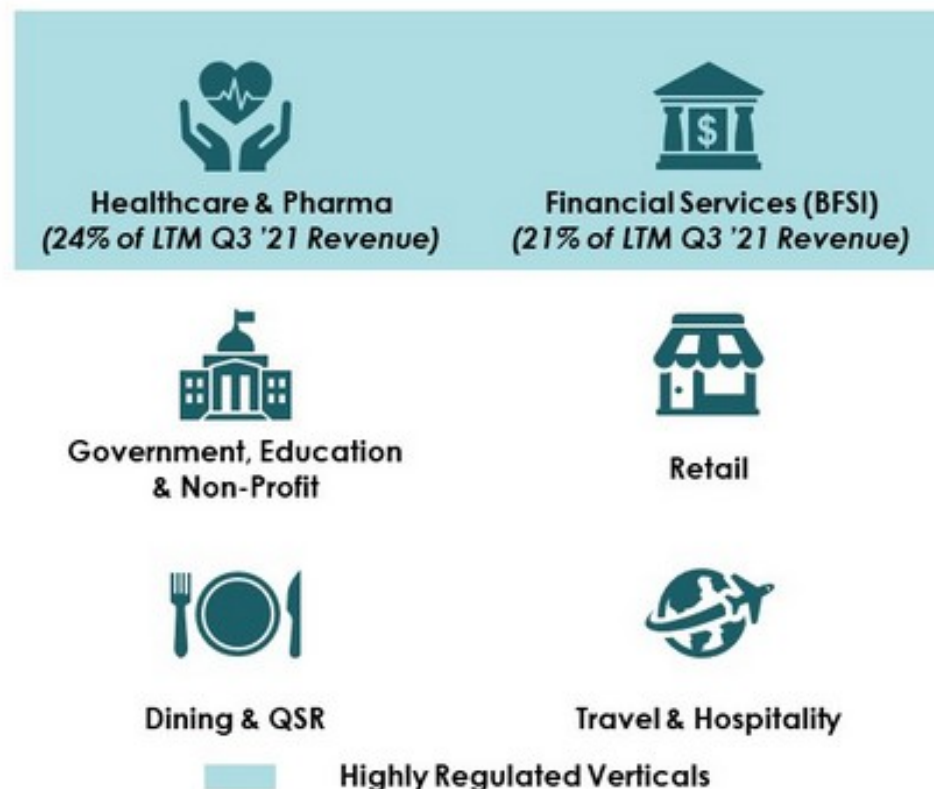


Data Science Expertise

AdTheorent data scientists have deep experience using ML tools such as Python, R, Scala and Spark to build and **manage over 1,000 individual ML models at any given moment** to drive high-quality performance



AdTheorent Works with the Most Sophisticated Advertisers in the World



Client Case Study – Fortune 500 Global Pharmaceutical Brand

Situation and Solution

- **Situation:** Client sought to increase brand awareness and equip condition sufferers to talk with their doctor about treatment. The brand partnered with AdTheorent to drive patients to their site to ultimately increase new patient starts.
- **Solution:** AdTheorent leveraged a two-pronged approach using predictive targeting and third-party pharmaceutical audience segments¹, developing custom ML models that identified condition sufferers with the highest likelihood of completing various actions on the brand site.



Key Highlights

- AdTheorent drove 5K **incremental** patient starts during the COVID-19 Pandemic



Outperforming 3P
pharma **segments**
benchmarks by 26X



4X Outperformance of
Client's CPA Benchmark



Drove Approximately **5K**
customer conversions

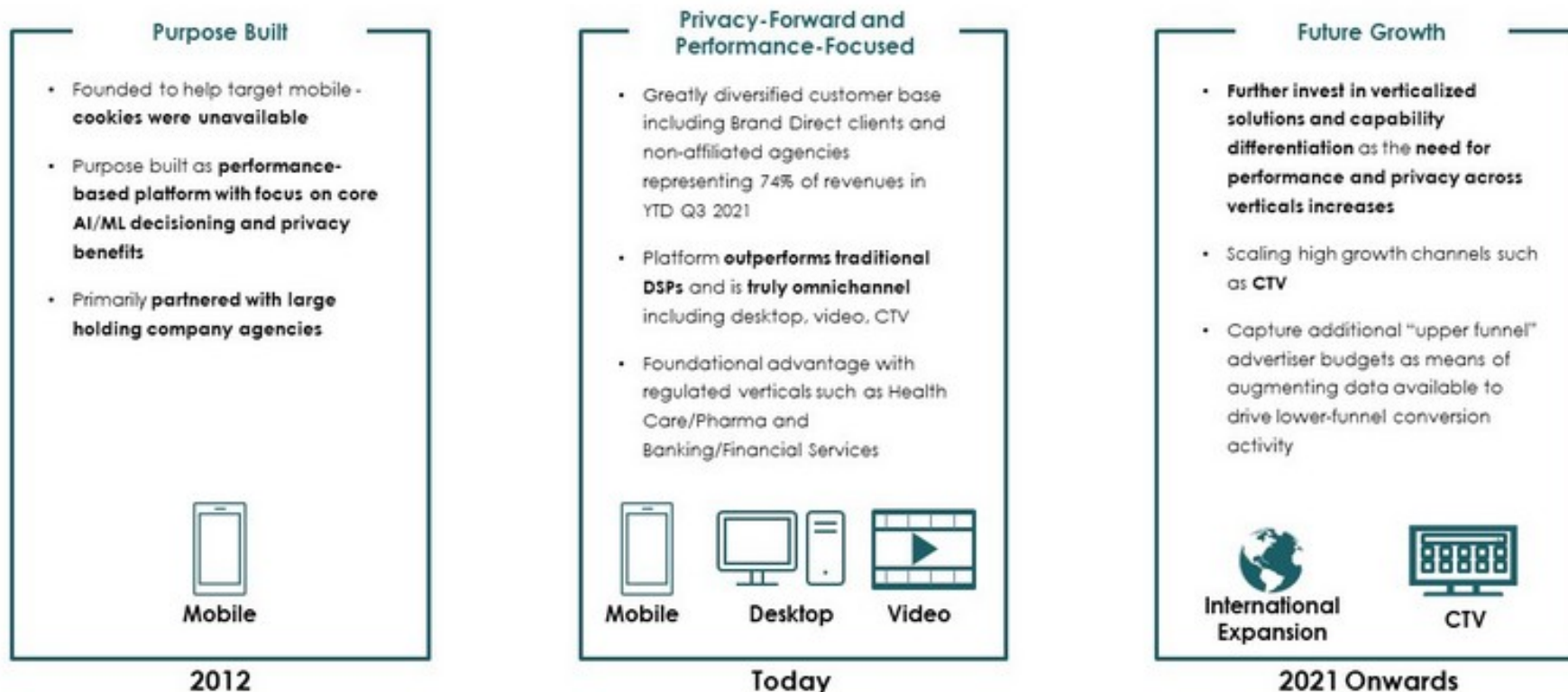


100%+ YoY Growth
In Client Wallet Share in 2020

Brand Revenue Spend Over Time



Purpose Built Platform For Performance and Privacy



AdTheorent's Positioned to Capture Large CTV Opportunity

Fastest Growing Programmatic Channel

- CTV consumption is growing rapidly, fueled by both the rise of cord cutting and the pandemic

Advertisers Increasing Focus on CTV Spending

- CTV continues to take share from linear TV, accelerated by consumers' desire to balance subscription spend with free, ad-supported streaming programs

Using Machine Learning to Drive CTV Performance

- AdTheorent's robust machine learning capabilities are well-suited to drive real world results on CTV, positioning the company to capture an increased share of media budgets

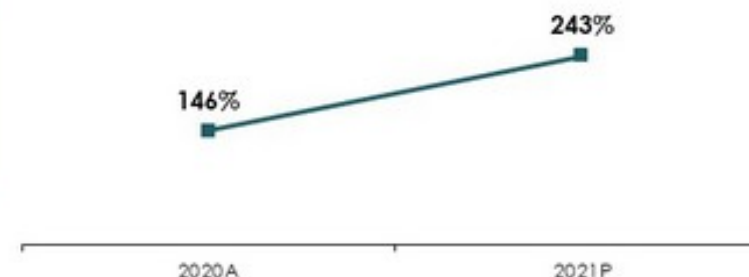
AdTheorent outpacing fastest growing programmatic channel market growth in 2021

U.S. CTV Advertising Spend

(\$ in Billions)

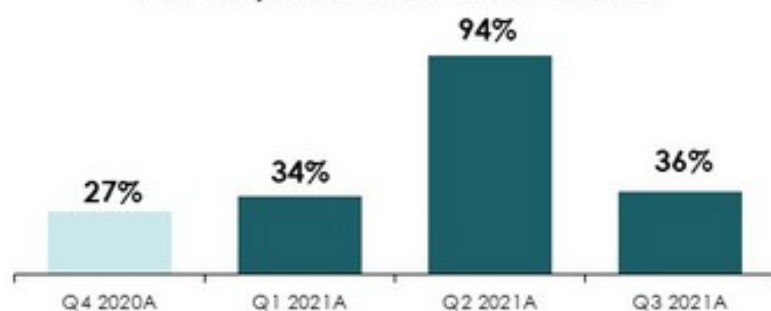


AdTheorent CTV Revenue Growth

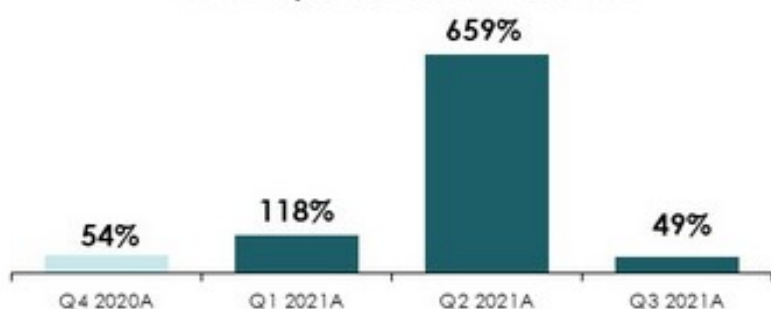


Exceptional Momentum in 2021

YOY Adjusted Gross Profit Growth¹



YOY Adjusted EBITDA Growth



Strong YTD Q3 2021A

YoY Performance

300%+

CTV Growth

85%+

Brand Direct Sales Growth

65%+

Video Growth

25%+

Bookings Growth

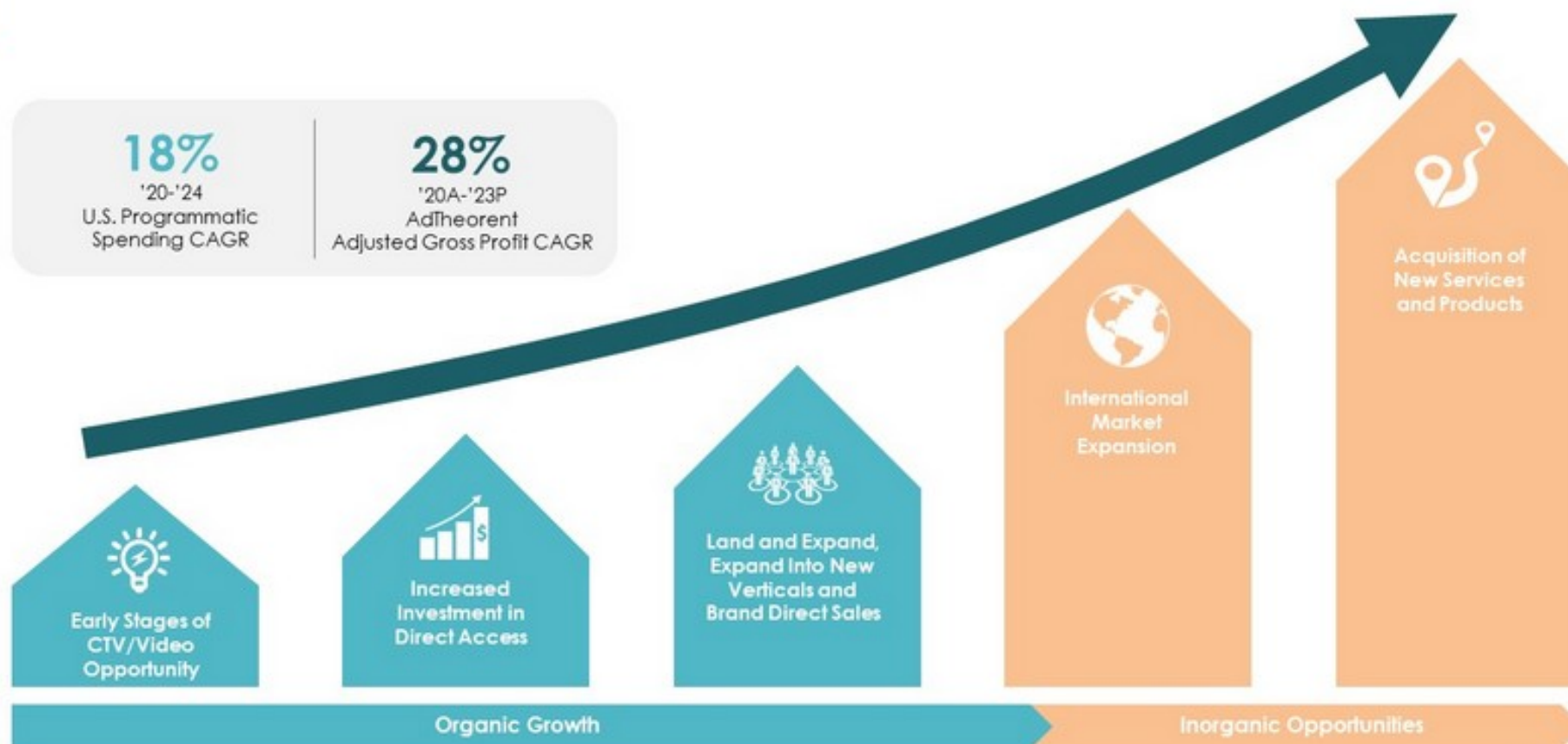
25%+

Partnership Commitment Increase



Growth Strategy

AdTheorent is Poised to Outpace Robust Projected Market Growth



AdTheorent's Connected TV Solution

U.S. Video and CTV Advertising Spend¹
(\$ in Billions)

■ U.S. Video Advertising Spend
■ U.S. Connected TV (CTV) Advertising Spend



AdTheorent Video and CTV Revenue
(\$ in Millions)



VIDEO & CTV – % of TOTAL REVENUE

13% 19% 25%

DEVICE TYPES

Smart TVs | Gaming Consoles | Set-Top Boxes

ADTHEORENT'S CONNECTED TV DIFFERENTIATORS:

- Multiple partners allow for diverse premium content
- Real World Outcomes tied to CTV
- Retargeting through the CEM and third-party data targeting
- CTV and Video are fully integrated into verticalized and full-funnel offerings

Accelerate Rollout of Recently Launched Direct Access to Capture a Massive Incremental Market Opportunity

Direct Access Offers Advertisers a New Method to Access A\T's Industry-Leading Platform

Developed from the ground up by traders, for traders, the A\T platform delivers ML-powered performance while automating tasks and optimizing workflows – making trading more efficient.

KEY BENEFITS



**Self-Service
Offering**



**Fully
Transparent**



**Operationalized ML
Model Deployment**



**Data Science as
a Service (DSaaS)**



**Optimal KPI
Performance**



**Automated Cost
Optimization**



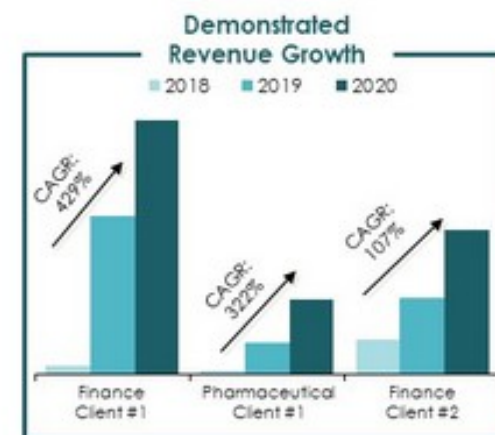
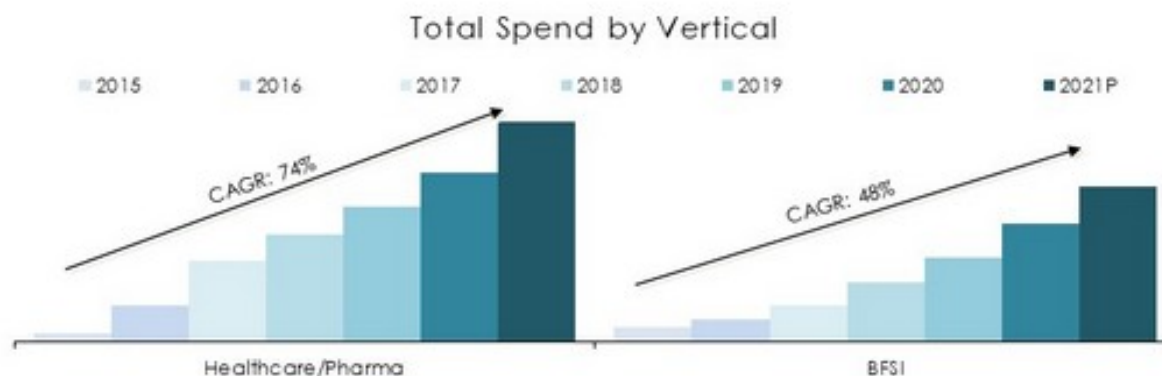
**Automated
Workflows**



**Consultation with Campaign
Management Experts**

Proven Ability to Land and Expand Into New Verticals and with Blue Chip Clients

- We will **continue to scale Healthcare/Pharma** (AdTheorentRX) and **BFSI** solutions, **capitalizing on unique advantages related to AdTheorent privacy-friendly data practices and targeting/ modeling protocols which comply with industry regulations and brand model governance**
- Dedicated Vertical Solutions Team will deliver more unique solutions to expand growing verticals:
 - **Auto** – first to market Audience Validation solution and proprietary Keyword RTS Targeting
 - **Entertainment** – suite of products featuring ACR/Viewership data and measurement integrations
 - **CPG** – SKU level sales lift solution; sales data powering ML model optimizations



Recent Wins

F100 Beverage Company	National Financial Services Provider	F100 CPG Company
National Retailer	Inf'l Pharma Company	F500 QSR Brand

Why Are More Brands Expanding With AdTheorent?

1. AdTheorent Delivers Measurable Value
2. AdTheorent Addresses Tough KPIs
3. AdTheorent Has a Wide Range of Verticalized Solutions

Significant Opportunities to Grow Beyond Core and Expand Addressable Market



International Expansion

~\$48Bn

Programmatic Digital Spend in Europe in 2024E

17%+

2020 – 2024E CAGR

30%+

Digital Video
2020 – 2024E CAGR



M&A

Opportunities



Proprietary Data Providers



Technology Tuck-ins
(DSP / Analytics)



Private Marketplaces



Managed Service Providers

Financial Overview

Financial Highlights

1

Track record of growth – revenue has nearly doubled since 2017

\$106.2M

Adjusted
Gross Profit¹²
(2021G)⁴

\$83.3M

Gross Profit
(2021P)

\$35.0M

Adj. EBITDA²
(2021G)⁴

2

Demonstrated operating leverage – Adj. EBITDA growth outpacing Adjusted Gross Profit

28%

Adjusted Gross
Profit CAGR¹²
(2021P – 2023P)

52%

Adjusted Gross
Profit Growth¹²
(YTD Q3 2021A)

33%

Adjusted EBITDA²³
Margin
(2021G)⁴

3

Resilient business model with key verticals growing a combined 30% in 2020

4

Capital efficient, strong cash flow conversion to fund continued growth

\$1.9M+

Average Client
Spend
(LTM Q3 2021)

272

of Employees
(Q3 2021)

~\$579K

Revenue per
Employee
(LTM Q3 2021)

Proven Track Record of Growth and Profitability

“Rule of 50+” Business

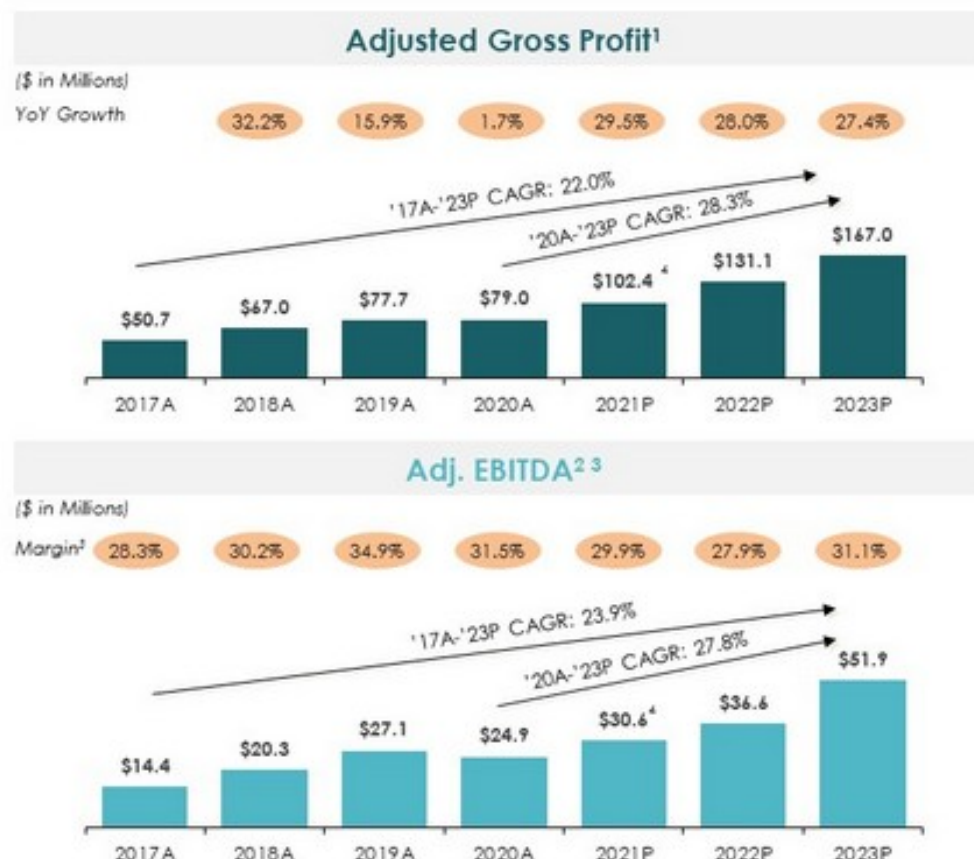
- Unique combination of strong growth and profitability at scale

Sustainable Organic Growth

- Customer KPIs underpinning forecast
- Multiple drivers of additional upside beyond plan
- Ability to exceed 17.6% programmatic market growth

Scalable Business Model

- Targeted investments in marketing and technology to support future growth
- Increased G&A driven by public company expenses



Historical and Projected Financial Summary

(\$ in Thousands)

	Annual P&L						
	2017A	2018A	2019A	2020A	2021P	2022P	2023P
Revenue	\$83,093	\$106,877	\$120,406	\$121,015	\$157,713	\$201,091	\$252,960
% Growth		29%	13%	1%	30%	28%	26%
Adjusted Gross Profit⁽¹⁾	\$50,727	\$67,047	\$77,711	\$79,032	\$102,362	\$131,054	\$167,020
% Growth		32%	16%	2%	30%	28%	27%
Platform Operations	\$44,554	\$54,492	\$59,691	\$59,458	\$77,594	\$97,231	\$118,481
Sales & Marketing	27,262	30,367	31,119	31,608	40,072	48,959	59,514
Technology & Development	5,263	6,817	8,052	9,709	9,914	13,140	15,610
General & Administrative	8,257	10,725	7,918	8,126	13,972	21,019	23,459
EBIT	(\$2,242)	\$4,476	\$13,626	\$12,114	\$16,160	\$20,742	\$35,896
EBITDA	\$7,453	\$15,151	\$21,026	\$20,894	\$24,110 ⁽³⁾	\$28,566	\$43,907
EBITDA Margin ⁽²⁾	15%	23%	27%	26%	24%	22%	26%
Non-cash Stock Compensation Adjustment	\$208	\$490	\$776	\$657	\$4,488	\$8,000	\$8,000
Other Adjustments	\$6,724	\$4,618	\$5,306	\$3,331	\$2,051	—	—
Adjusted EBITDA	\$14,385	\$20,258	\$27,108	\$24,882	\$30,648	\$36,566	\$51,907
Adj. EBITDA Margin ⁽²⁾	28.4%	30.2%	34.9%	31.5%	29.9%	27.9%	31.1%

Projected financials per management as of May 2021; to be updated per guidance in the upcoming earnings periods.

2022P Adjusted EBITDA Margin decline: (1) Hiring continues to ramp, (2) Full year public company costs, including D&O Insurance, and (3) an increase in forecasted marketing spend

Transaction Overview

Transaction Overview

Sources of Funds

Sources	
SPAC Cash in Trust ¹	\$316
PIPE Investment	122
SPAC Shares to Company ²	584
Additional Debt Financing	-
Cash on Balance Sheet	3.5
Total Sources of Financing	\$1,026

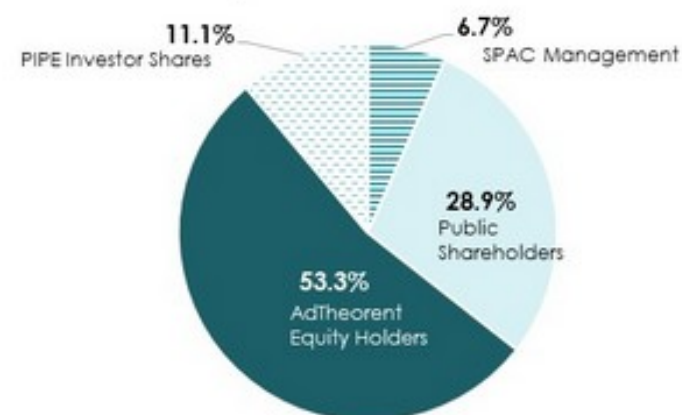
Uses of Funds

Uses	
Cash to the Balance Sheet	\$214
Debt Repayment	26
Cash Consideration ²	162
SPAC Shares to Company	584
Transaction Costs	40
Total Uses of Financing	\$1,026

Illustrative Capital Structure and Ownerships Breakdown

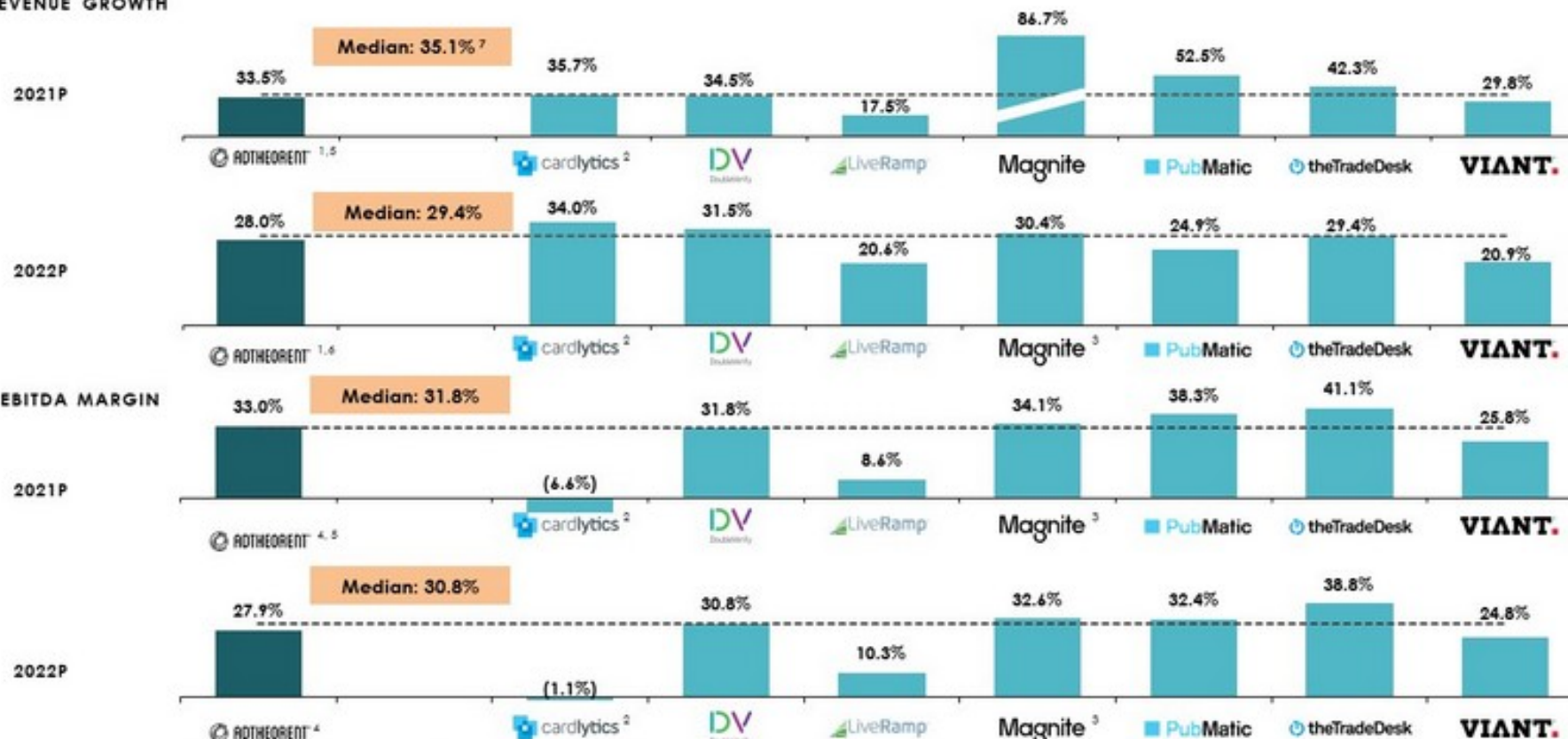
	Pro Forma Shares	Ownership
Total SPAC Sponsor Promote Shares ⁴	7.3	6.7%
Public Shareholders	31.6	28.9%
Seller Roll-over ²	58.4	53.3%
PIPE	12.2	11.1%
Pro Forma Total Shares Outstanding	109.5	100.0%
<hr/>		
Total Equity Value @ \$10.00 / share		\$1,095
Less: Net Cash		(214)
Pro Forma TEV		\$882

Pro Forma Ownership³



Compelling Financial Profile – “Rule of 50+”

NET REVENUE GROWTH

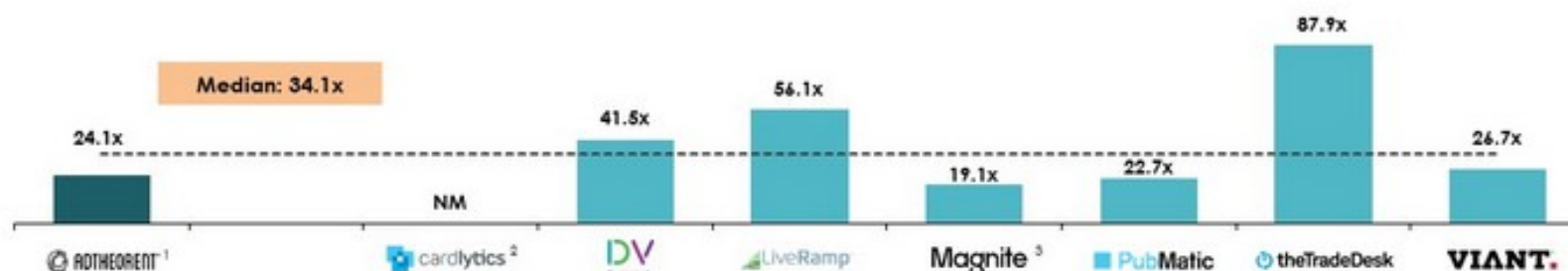


Attractive Valuation Based on Public Market Comparables

TEV / Adj. EBITDA

Transaction Priced at 29% Discount to Peer 2022 EBITDA Multiples

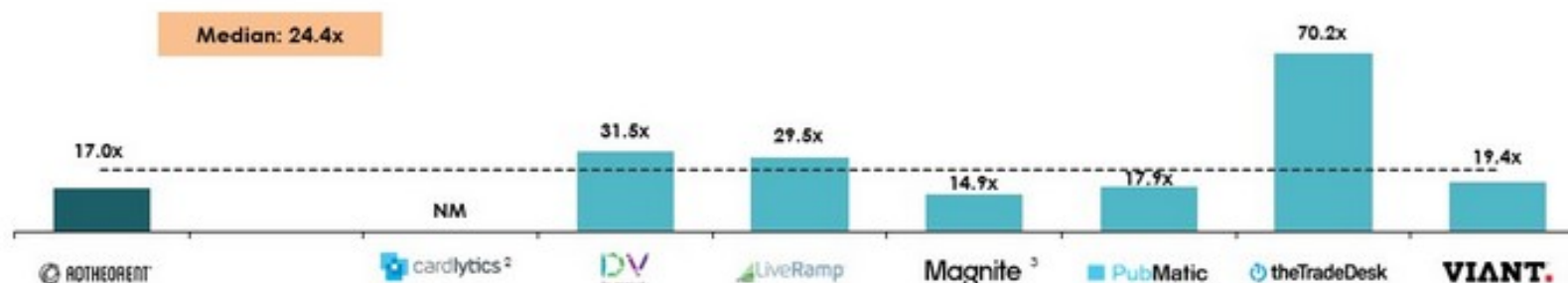
2022P



TEV / Adj. EBITDA

Transaction Priced at 31% Discount to Peer 2023 EBITDA Multiples

2023P



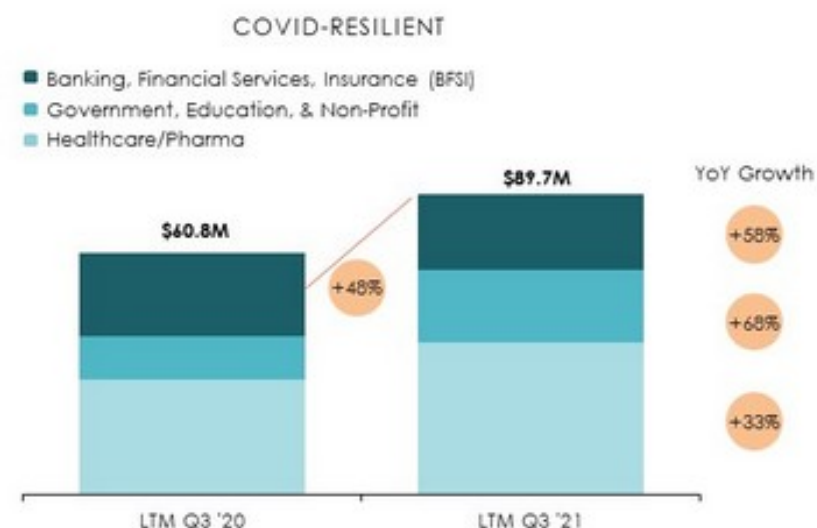
Appendix

Adjusted EBITDA Reconciliation

(\$ in Thousands)

	Annual P&L						
	2017A	2018A	2019A	2020A	2021P	2022P	2023P
EBITDA	\$7,453	\$15,151	\$21,026	\$20,894	\$24,110²	\$28,566	\$43,907
Adjustments							
Equity based compensation	208	490	776	657	4,488	8,000	8,000
Transaction costs	366	301	3,200	1,412	298 ²	—	—
Non-Operational Income and Expenses	1,023	1,027	898	872	1,231	—	—
Non-core operations	3,934	2,990	1,208	1,047	—	—	—
Terminated Executive	1,248	(6)	— ¹	—	—	—	—
Double Rent Expense	153	306	—	—	—	—	—
Claritas royalty payments	—	—	—	—	522	—	—
Total Adjustments	6,932	5,108	6,082	3,989	6,538	8,000	8,000
Adjusted EBITDA	\$14,385	\$20,258	\$27,108	\$24,882	\$30,648	\$36,566	\$51,907

Grew Revenue in 2020 Despite Unprecedented Challenges to the Advertising Industry Showing 30% Growth in COVID-Resilient Verticals



AdTheorent's strong financial performance during crisis is the result of several strategic advantages:

- Campaigns deliver measurable ROI, giving AdTheorent priority when advertiser budgets pressured
- Long-standing multi-year agency and brand clients
- Vertical depth and variety of offerings permit AdTheorent to emphasize different solutions/verticals
- Platform ML-based bidding optimizers allowed AdTheorent to drive maximum efficiency during period of low advertiser demand

H.I.G. Growth Overview



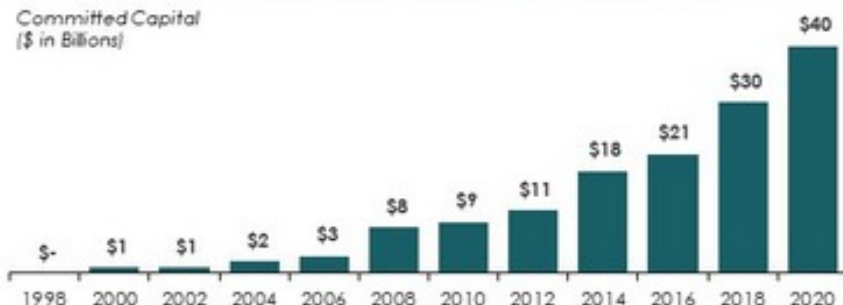
H.I.G. Capital ("H.I.G.") is the largest private investment firm focused exclusively on the middle market. H.I.G. Growth Partners ("H.I.G. Growth"), the technology focused growth equity strategy within H.I.G., invests in leading growth-stage software, digital and internet companies and closed on its investment in AdTheorent in December 2016.

H.I.G. Overview

- H.I.G. is a leading global private investment firm with over \$40 billion under management¹
 - Fifteen offices in North America, Europe, and Latin America
 - ~800 total employees including ~450 investment professionals
 - Consistently the most active firm in the middle market since inception in 1993; Currently manage a portfolio of over 100 companies
- H.I.G. Growth Partners is a leading growth stage technology-focused investment group within the H.I.G. Platform.
- Currently investing out of H.I.G. Growth Partners III, a \$970M fund

H.I.G. AUM Growth Since Inception

Committed Capital
(\$ in Billions)



H.I.G. Growth's Commitment to AdTheorent's Growth

- Since H.I.G. Growth's majority investment in AdTheorent in December 2016, it has been a value-added partner to the Company.
- H.I.G. Growth has extensive successful investment experience in growth-oriented technology business including over 25+ investments in leading software, digital and internet businesses
- In 2010, H.I.G. Growth was the first institutional investor in SpotX, a leading video/CTV SSP that was sold to RTL in 2014 (full H.I.G. exit in 2017) and subsequently sold to Magnite in February of 2021 for \$1.2B.
- Post close, H.I.G. Growth will continue to hold a substantial equity stake in AdTheorent and will continue to play an active role supporting the business

Select Software, Digital & Internet Investments

SPOTX
2010 – 2017
Sold to RTL

TRIAD
2009-2012
Sold to Rockbridge
Growth Equity

MX
(2019)

centerfield
2015 – 2019
Sold to Platinum Equity

FNZ
2009 – 2019
Sold to Generation
Investment Management

M MODE
(2020)

INFOGIX
2012 – 2016
Sold to Thoma Bravo

Lancope
2000 – 2015
Sold to CISCO

ServiceTitan
(2021)

Client Case Study – Fortune 500 Insurance Brand

Situation and Solution

- **Situation:** Client sought to drive new prospects to complete an online insurance quote at an efficient rate, looking to capitalize on the increase in video consumption during the COVID-19 Pandemic
- **Solution:** AdTheorent ran pre-roll video across all devices to increase awareness among new prospects with a final goal of driving these users to complete a quote submission online. AdTheorent developed custom machine learning models that predictively scored every impression opportunity in real-time for the likelihood of driving the intended action



Key Highlights

- AdTheorent drove online quote submissions utilizing cross-device video advertising



\$1.80 Cost per Action



60% Video Completion Rate



\$7.67 Cost per Incremental Action, 13X more efficient than client benchmarks



Visibility into \$14M+ of Revenue for 2021

Brand Revenue Spend Over Time



Long-Tenured Leadership Team



Jim Lawson,
CEO & Board Member
(9 years at A\T)



Bill Todd,
Chief Revenue Officer
(2 years at A\T)



Andrew Anderson,
Chief Technology Officer
(9 years at A\T)



Chuck Jordan,
Chief Financial Officer
(6 years at A\T)



Indir Avdagic,
Chief Information Security Officer
(2 years at A\T)



Calynn Krieger,
SVP, Strategy
(6 years at A\T)



Jason Han,
SVP, Media Operations
(8 years at A\T)



Rick Dalton,
SVP, Yield & Data Strategy
(6 years at A\T)



Kurt Roocke,
SVP, Client Success
(9 years at A\T)

- Risks Related to AdTheorent's Business, including:
 - AdTheorent's success and revenue growth is dependent on its marketing efforts, ability to maintain its brand, adding new customers, launch and marketing of new products and services, effectively educating and training its existing customers and increasing usage of its platform and services by its customers.
 - If AdTheorent fails to innovate and make the right investment decisions in its offerings and platform, it may not attract and retain customers and its revenue and results of operations may decline.
 - AdTheorent relies on key customers and a loss of such customers could harm its business, operating results and financial condition.
 - AdTheorent is subject to payment-related risks and if its customers do not pay, or dispute their invoices, its business, operating results and financial condition may be adversely affected.
 - AdTheorent's revenue could decline and its growth could be impeded if its access to advertising inventory is diminished or fails to grow.
 - AdTheorent allows its customers and suppliers to utilize application programming interfaces, or APIs, with its platform, which could result in outages or security breaches and negatively impact its business, operating results and financial condition.
 - If AdTheorent's access to data or non-proprietary technology is diminished, including through third-party hosting and transmission services, the effectiveness of its platform and services would be decreased, which could harm its operating results and financial condition.
 - AdTheorent's failure to meet content and inventory standards and provide services that its customers and inventory suppliers trust could harm its brand and reputation and negatively impact its business, operating results and financial condition.
- Risks Related to Data Privacy, including:
 - Changes in legislative, judicial, regulatory, or cultural environments relating to information collection, use and processing may limit AdTheorent's ability to collect, use and process data.
 - AdTheorent's business or ability to operate its platform could be impacted by changes in the technology industry by established technology companies or government regulation.
- Risks Related to AdTheorent's Intellectual Property and Technology, including:
 - AdTheorent's internal information technology systems may fail or suffer security breaches, loss or leakage of data, and other disruptions.
- Risks Related to Government Regulation, including:
 - AdTheorent's business is subject to a wide range of laws and regulations, many of which are evolving, and failure to comply with such laws and regulations could harm its business, financial condition, and results of operations.
- General Risk Factors Relating to the Business of AdTheorent
 - The market in which AdTheorent participates is intensely competitive and fragmented.
 - Failure to manage AdTheorent's growth effectively could cause its business to suffer and have an adverse effect on its business, operating results and financial condition.
 - Seasonal fluctuations in advertising activity could have a material impact on AdTheorent's revenue, cash flow and operating results.
 - Future acquisitions, strategic investments or alliances could disrupt AdTheorent's business and harm its business, operating results and financial condition.
 - AdTheorent may utilize a significant amount of indebtedness in the operation of its business, and its cash flows and operating results could be adversely affected by required payments of any debt or related interest and other risks of any debt financing.

- Risks Related to the Ownership of AdTheorent Common Stock, including:
 - The market price of AdTheorent common stock may be volatile or may decline, and you may not be able to resell your shares at or above the price you paid for such shares.
 - Insiders will continue to have substantial control over our company after the Business Combination, which could limit your ability to influence the outcome of key decisions, including a change of control.
- Risks Related to MCAP and the Business Combination, including:
 - There can be no assurance that the Post-Combination Company's common stock will be approved for listing on Nasdaq or any other exchange or that the Post-Combination Company will be able to comply with the continued listing standards of Nasdaq or any other exchange.
 - Subsequent to the consummation of the Business Combination, the Post-Combination Company may be required to take write-downs or write-offs, or the Post-Combination Company may be subject to restructuring, impairment or other charges.
 - If the Business Combination's benefits do not meet the expectations of investors or securities analysts, the market price of MCAP's securities or, following the Closing, the Post-Combination Company's securities, may decline.
 - The Post-Combination Company will qualify as an "emerging growth company" as well as a "smaller reporting company" within the meaning of the Securities Act.
 - The unaudited pro forma financial information included herein may not be indicative of what the Post-Combination Company's actual financial position or results of operations would have been.
 - MCAP may not be able to consummate an initial business combination within the required time period, in which case it would cease all operations except for the purpose of winding up and it would redeem the Public Shares and liquidate.
 - MCAP stockholders will have a reduced ownership and voting interest after the Business Combination and will exercise less influence over management.
 - MCAP does not have a specified maximum redemption threshold.