



A PRIVACY-FORWARD MACHINE LEARNING PLATFORM FOR CROSS-CHANNEL ADVERTISING

AdTheorent uses Machine Learning and data science to drive business outcomes for advertisers and marketers

Privacy First. It's why the industry turns to AdTheorent

ML-based predictive advertising mitigates regulatory concerns by relying on statistical models, not sensitive data, advertising ids or cookie-based retargeting

- ✓ **CCPA, CPRA, & GDPR** Compliant*
- ✓ **DAA** Compliant
- ✓ **AMA** Compliant
- ✓ **FLA** Compliant
- ✓ **LDA** Compliant
- ✓ **COPPA** Compliant
- ✓ **HIPAA** Compliant
- ✓ **NAI** Compliant

*Additional state-by-state regulations, as adopted

AdTheorent Solutions

AdTheorent's proprietary predictive technology is embedded in all solutions

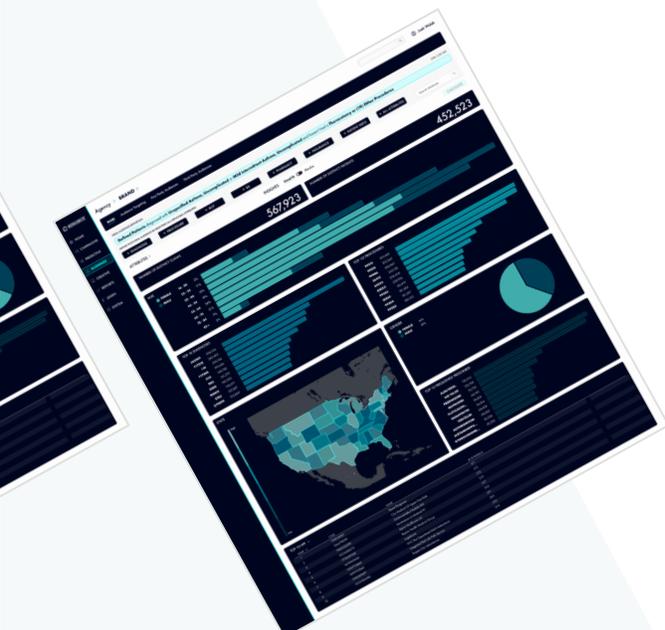
- \ Predictive for Performance
- \ Predictive Audiences
- \ A\Plus CTV
- \ Geo-Intelligence
- \ Studio A\T
- \ Predictive Extension

ABi™ Audience Builder

Achieve superior audience quality with the industry's first suite of tools designed to create highly customized, primary-sourced and fully transparent, ID-free Predictive Audiences, powered by ABi™

PRIMARY-SOURCED DATA FOR AUDIENCE CREATION

- Consumer Data Attributes
- Verticalized and First Party Data Inputs
- Proprietary Location & Household Graph Data



Connected TV For Performance

+ MEASURABLE

Outcome-based CTV models + Real-World Outcome Reporting

+ PREMIUM

Premium, Brand Safe & Fraud Free Inventory + Expanded CTV Signals

+ CUSTOM

AdTheorent Predictive Solutions & Audiences+ Studio A\T CTV Creative



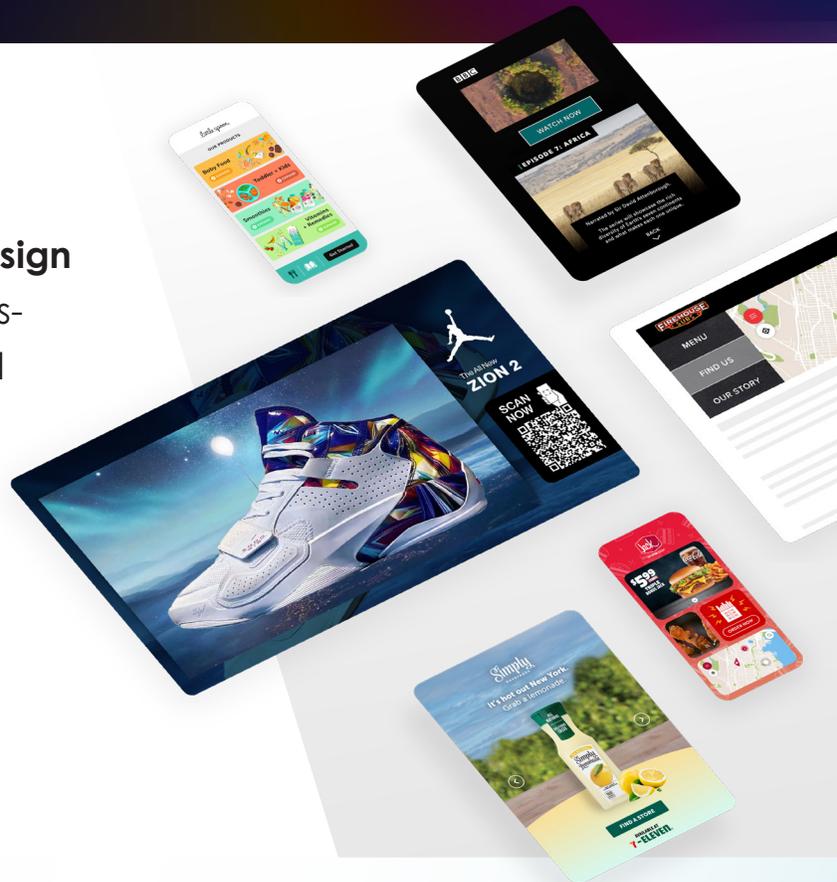
STUDIO A\T

AdTheorent's dedicated in-house design studio delivering first-to-market, cross-device creative solutions customized to your individual campaigns

- \ Machine Learning Selection
- \ Dynamic Attributes
- \ Advanced Predictive Creative

Connected TV

Branded Video \ Branded QR Code \ Dynamic



ONE ADTHEORENT

Seamlessly transact with AdTheorent in the way that best meets the needs of your campaign

Managed Service

A full-service suite of solutions from pre-campaign planning to post-campaign reporting across the digital ecosystem

Self-Service

Platform access with a service level not typically seen in self-service