Corporate Overview 2016

AdMedia.

Who we are

AdMedia is a versatile technology and media company that develops and runs products, services, and brands across multiple channels and platforms.

Our Roots

The company was established in 1993, when AdMedia took ownership of over a million domains.

By 2003, we've built more than 150,000 sites from those domains and proceeded to grow our global footprint across various verticals.

Today, AdMedia owns several globally recognized Internet brands, including LocalPages.com, CheapStuff.com, Leisure.com, and more.

Our network now garners more than 100 million impressions per day and delivers 11 billion local searches and 29 billion national searches per month.
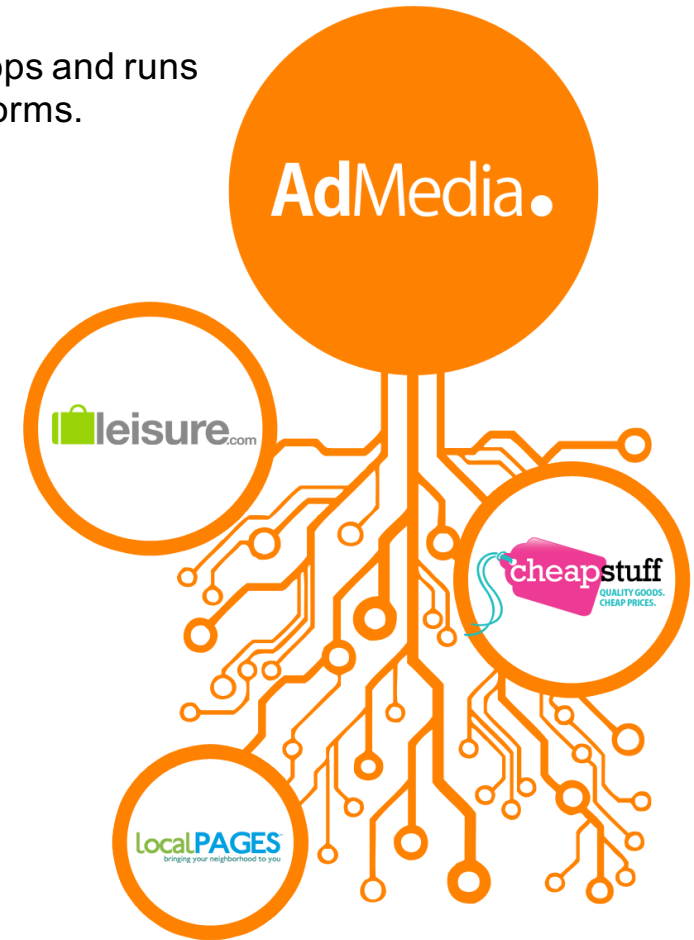
Assets and Technology

- **1 million+**
  High-quality domains

- **150,000+**
  Developed websites

- **Traffic**
  ComScore-confirmed monthly visitors in the millions

- **Reach**
  Technology with the ability to reach 98% of the web

Key Company Milestones

- Started acquiring domains assets and building properties in early 1993.

- Started publishing arbitrage monetization model in late 1996.

- Acquired contextual.com technology and crawler company in 1997.

- Launched and developed intextual.com network in 1998.

- Acquired ad center technology in 1999 signed white label solution partners for companies in the online space.

- Launched first RTB display platform around CPC arbitrage model in early 2000.

- Launched monetize.com SSP platform offering in 2001.

- Turned up over 20,000 publisher mark in 2002 with monetize.com SSP platform.

- Launched Advertising.net / Advert.com first Cross Channel Marketing product offering in 2004.

- Reached over 90 Million unique visitors with search, display and video matrix in 2006.

- Secured contracts with Yahoo, Infospace, and Google in 2007.

- Secured contract deals with Yellowbook, Superpages, and YP.com for all major owned and operated IYP domain brands, such as pointcom.com, YellowpagesOnline.com, and Localpages.com in 2008.

- 2009 built out colo.com, owned and operated colocation facility in downtown LA.

- 2011 relaunched the AdMedia Monetize.com SSP to increase eCPM (both CPM and fill rates) for the most demanding online display and video publishers.

- 2012 entered into the primary EU markets with search, display, and video monetization models.

- 2013, opened up offices and facilities in the media district of Burbank, New York, and Asia pacific.

AdMedia Founded	Acquired Contextual	Acquired Ad Center	RTB Platform Launched	20,000+ Publishers	Over 90 Million Visitors	Built Colocation Facility	Entered EU Market	New Offices & Facilities
1993	1997	1999	2000	2002	2006	2008	2011	2013

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Online Publishing, Advertising, and Monetization Technology

Aside from our domains and branded websites, AdMedia also owns proprietary tools, apps, and software for online publishers and advertisers.

contextual

Banner ad technology that uses a sophisticated algorithm to deliver highly-relevant ads based on the overall content of the page.

Ditto|domains

Our domain parking tool that enables users to monetize dormant domains.

464 Bucks

Our domain monetization tool that enables publishers to earn revenue off their error pages.

ThankYouEmail

Monetization solution that leverages email to drive double qualified traffic and eliminate fake impressions.

videosense

Video monetization platform that incorporates video overlay and search technology to create an interactive ad unit.

exit|**MONETIZATION**

Publisher tool for monetizing exit or bounce traffic.

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prerollstream
Video advertising and monetization technology that inserts highly-targeted ads before a video runs.

Remarketing
Advertising technology that targets users who previously visited a website, with the goal of bringing them back so they will convert. Our Remarketing solution reaches 98% of the web.

videoslider
A dynamic ad unit that combines video and banner ads to serve up sponsored messages above-the-fold.

intextual
Advertising and monetization tool that delivers ads based on select keywords. Ads appear whenever users hover on the keywords so they won't disrupt the content or flow of a website.

overlayAd.
Ad technology that serves up targeted ads on top of relevant images.

crossbrowser
An add-on platform that lets users build apps that are automatically compatible with all browsers.

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ad**Mobile**
Mobile ad platform that lets advertisers and publishers take advantage of mobile technology. Our solution works on all mobile devices and operating systems, including iOS, Android, Blackberry, Windows, and more.

FOOTER ROLL
Video technology that serves up sponsored messages via an interactive ad unit complete with social and search functionalities.

midrollstream
Video advertising and monetization technology that inserts highly-targeted ads in the middle of video playback.

injection.com
Application and toolbar monetization technology that lets publishers increase downloads and revenue.

pricewiser.com
A sophisticated intextual widget that serves up relevant, image-based product recommendations on some of the top shopping sites on the web.

DirectNavTraffic
Technology that automatically directs targeted, high-quality traffic to relevant advertiser websites, while enabling publishers to generate revenue from their domains.

Transparency & Validation

With AdMedia's contextually content-based ad units running natively on direct publisher sites, we have the ability to transparently control and audit traffic in
real time.

Traffic is routed and validated in real time by third-party services such as DoubleVerify, Integral ads, and Risk IQ to ensure brand safety and fraud protection.

The integration of content and products on owned and operated sites allows AdMedia the ability to provide complete transparency on ad placement and quality, so you'll have direct insights into the clicks and traffic generated by
your campaigns.

Creative Technology

AdMedia will integrate Tendercorp.com's content into our owned and operated and premium publisher sites through our Contextual, Intextual, and Remarketing technologies.

▸ contextual

Contextual's intelligent algorithms are unparalleled when it comes to determining which ads go where. Unlike other ad models that simply examine a couple of keywords, Contextual factors in the content of a webpage as a whole to guarantee that only the most targeted ads are served up. Moreover, we scan and update ads in real-time to ensure that all advertisements are up-to-date and relevant.

Responsive Horizontal Content Ads

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300x250 Content Ads

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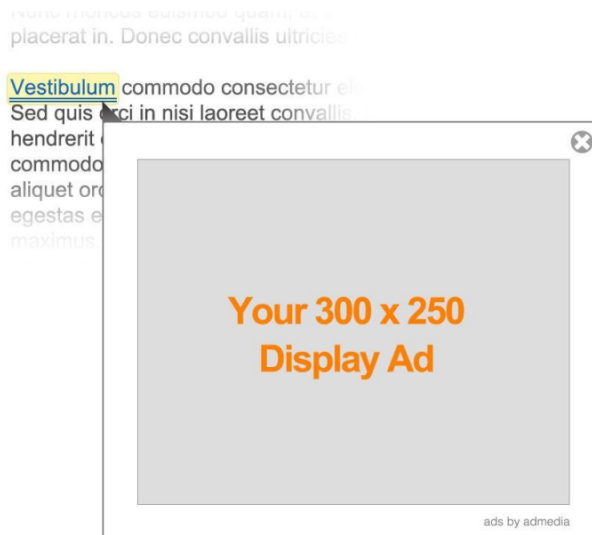**300x600 Content Ads**

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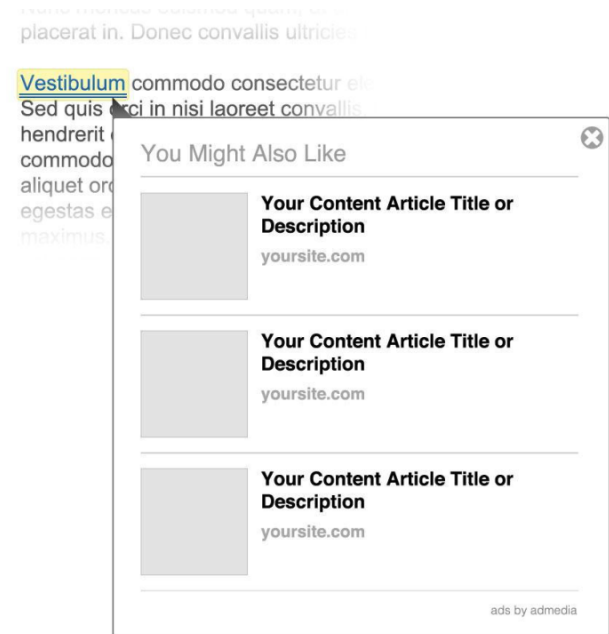**Your Article Title or description**
yoursite.com

ads by admedia

These ads appear as underlined words on a page, and the actual advertisements are displayed only when the user hovers over the underlined text. Intextual ads are subtle space-savers and are perfect for advertisers and publishers that do not want to disrupt the flow of text on a page.

Display Ads

placerat in. Donec convallis ultricies

Vestibulum commodo consectetur el
Sed quis eci in nisi laoreet convallis
hendrerit
commodo
aliquet ord
egestas e
maximus

Your 300 x 250 Display Ad

ads by admedia

Content Ads

placerat in. Donec convallis ultricies

Vestibulum commodo consectetur el
Sed quis eci in nisi laoreet convallis
hendrerit
commodo
aliquet ord
egestas e
maximus

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Remarketing

With the capabilities to reach over 98% of the web, AdMedia's Remarketing solution enables you to get in front of people who have expressed interest in your products without completing a call-to-action. Remarketing lets you re-connect with users by displaying ads for your site even if that user is browsing other web pages.
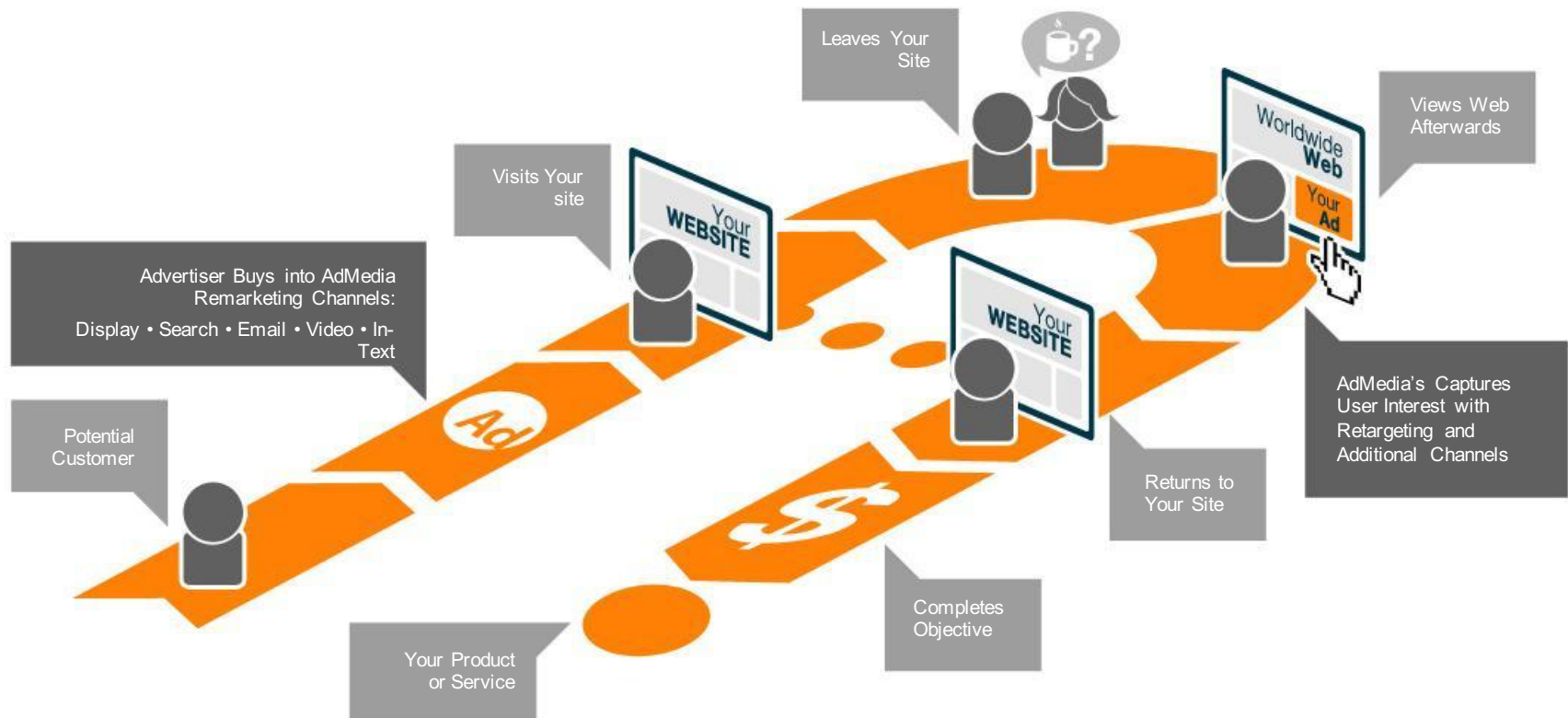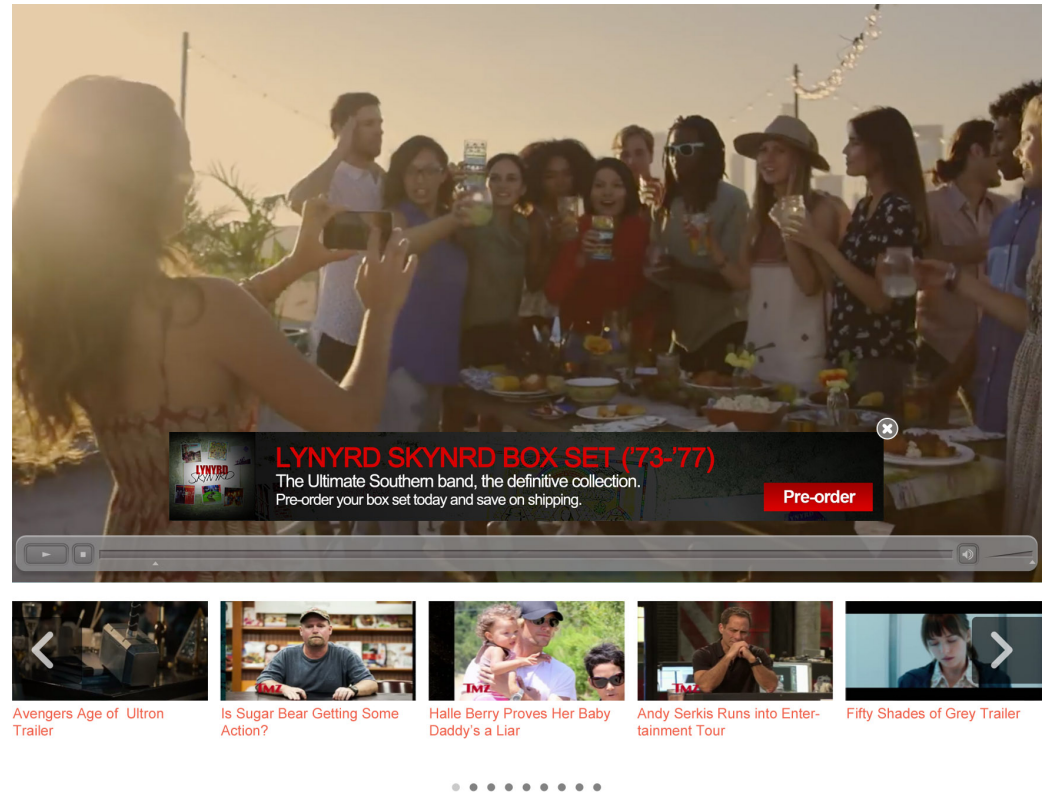
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Owned & Operated

AdMedia will run ads and sponsored content on relevant owned and operated lifestyle and entertainment verticals, such as LocalPages.com

Video Overlays

AdMedia will use its Video Player ad unit to run video overlay ads across its entire publisher platform.

LYNYRD SKYNRD BOX SET ('73-'77)
The Ultimate Southern band, the definitive collection.
Pre-order your box set today and save on shipping.

Pre-order

Avengers Age of Ultron Trailer

Is Sugar Bear Getting Some Action?

Halle Berry Proves Her Baby Daddy's a Liar

Andy Serkis Runs into Entertainment Tour

Fifty Shades of Grey Trailer

How Contextual Works

AdMedia runs Contextual Content ads on our owned and operated verticals to drive traffic to the label's website.

Step 1
People find the site by entering relevant keywords in search engines

Step 2
Users find high-quality content accompanied by contextually-relevant ads

Step 3
Users see and click on the Contextual Content ads

Step 4
They then click-through the ads and are taken to the label's landing page

Locally Targeted User Acquisition

AdMedia runs Contextual Content ads on our owned and operated Local Yellow Page websites to promote any local events / shows.

Step 1

People find the site by entering relevant keywords in search engines
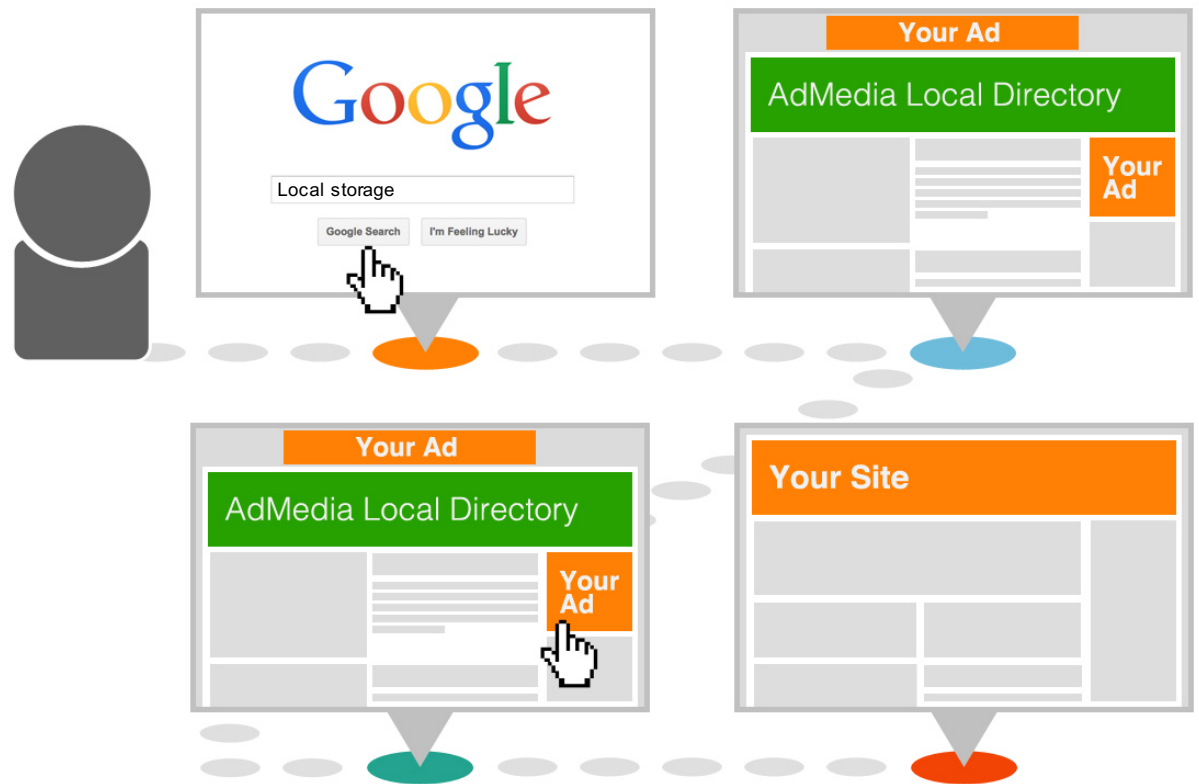
Step 2

Users find high-quality content accompanied by contextually-relevant ads

Step 3

Users see and click on ads

Step 4

They then click-through the ads and are taken to the campaign's landing page

In-House Technology, Equipment, and Infrastructure

AdMedia is a tech company through and through. Not only do we develop our own solutions and technology, but we also own the data centers, infrastructure, and servers that our products, services, and sites run on.

AdMedia does not rely on third party providers for our hosting, connection, and other technology needs. We don't need to. This not only makes our system more stable, but it also lowers our expenses and overhead costs.

Unique Business Model

AdMedia is a diverse technology company that has a foothold in several existing and burgeoning markets. The company owns products, services, and intellectual property in multiple areas including search, social media, mobile, domain, video, browser monetization, and more. We have also built products that are ahead of where consumers are right now.

This not only enables AdMedia to monetize multiple revenue streams, but it also puts us in the perfect position to quickly move in on any direction faster and more efficiently than companies that are embedded in specific markets.

In addition, this diversity reduces risk because we never have to rely on a single market or revenue model in order to grow and thrive.

AdMedia is always evolving and the company continues to look into new markets and technologies we can leverage to gain an edge over our less nimble competitors.

First Mover Advantage

- AdMedia has established a presence in several areas, namely search, mobile, video, social, domain, and browser monetization, we can gain the first mover advantage, should any of these markets hit it big.

- We're also present in multiple verticals including technology, lifestyle, heath care, business and finance, sports, entertainment, and more. Again, this allows us to build momentum and capitalize on several industries, without having to depend on just one niche.
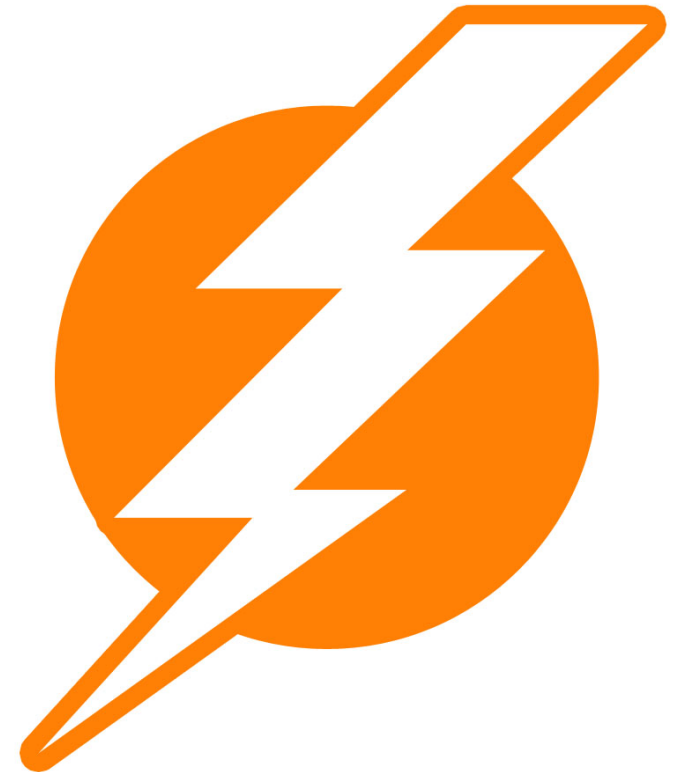
Partnerships

- We have partnerships with leading search engines, publishers, and brands.

Industry Presence

- AdMedia is out there. The company is a regular at industry events such as ad:tech, DigiDay, DMA, Affiliate Summit, and more.

- AdMedia also hosted AdFest, an event that's equal parts conference, workshop, and retreat at Catalina Island.

Powerful Market Positioning

We're at the intersection of tech and media. We provide the technology that enables brands to connect with publishers and users. We don't stop there, AdMedia also offers white label solutions of our technology to licensed competitors and affiliate networks.

Supply side platform
powered by Monetize.com an AdMedia Company

Publisher Solutions

Domain Monetization
dittodomains.com

Banners
provided by admedia.com

Add-On Monetization
injection.com

Intextual
intextual.com

Exit Monetization
exitmonetization.com

Search
provided by admedia.com

Thank You Email
thankyouemail.com

Mobile
admobile.com

Thank you Offers
thankyouoffers.com

Video
videosense.com

Price Wiser
pricewiser.com

Contextual
contextual.com

AdMedia.

Over 150,000
**Owned & Operated
Web Properties**

Network Rank

100 Million Impressions
per day

11 Billion Local Searches
per month

29 Billion National Searches
per month

98% of Web
global internet presence

Demand sideplatform
powered by AdMedia Technology

Advertiser Solutions

Cross-Channel Remarketing
remarketing.com

Cross-Channel Advetising
advertising.net

Display Advertising
advert.com

White Label Ad Platform
admediaplatform.com

Search Engine Management
247sem.com

Cost Per View
cpvmarketplace.com

The Competition

	Validclick	AdKnowledge	Inuvo	24/7 Real Media	Turn Media	Media.net	Collective Display	Vibrant Media	Tribal Fusion	Fox Audience Network	Audience Science	Casale Media	Traffic Marketplace	Specific Media	Context Web	Adconion	AdMedia
Owned & Operated Properties													●				●
CPA Platform Offering		●															●
CPC Platform Offering	●	●	●	●								●					●
CPV Platform Offering												●					●
Retargeting								●	●	●	●	●	●	●	●		●
Display Network	●			●	●		●	●	●	●	●	●	●	●	●		●
Search Network			●														●
Contextual Network				●	●									●	●		●
In-Text Network								●									●
Local Search Advertiser Network																	●
Email Delivery Platform & Network		●															●
Domain Parking Solutions																	●
Mobile Ad Network												●					●
Social Media Platform		●										●					●

Strategy – SEM

Sampling of strategic thoughts:

- Leveraging AdMedia's product offerings such as contextual.com, intextual.com, overlayads.com, admobile.com, 404error monetization, thankyouemail.com, thankyoupages.com, footerroll.com, prerollstream.com, midrollstream.com, and remarketing.com to source leads via multiple channels.

- Establish keyword list

- Optimize landing pages on colo.com to improve traffic quality scores

- Provide regular maintenance on campaign to adjust keywords as needed

- Setup Retargeting/Remarketing Campaigns to pick up lost conversions

Strategy – SMM

Sampling of key initiatives:

- Promote on social media channels

- Expand social media growth with Colo.com to be directly targeted to potential customers seen in goals listed previously

- Offer free promotions to businesses that sign up.

- Work with other companies to cross-promote the giveaways/promotions and enable remarketing across all social media channels.

- Seed social networks and blogs reaching the desired audiences

- Produce further digital videos illustrating offering

- Pursue a vibrant blogging effort to pull Yahoo Small Business into strong Google returns associated with keyword targets established.

Strategy – SEO

Sampling of key initiatives:

- Establish keyword list – adjust as necessary based on SEM

- Leveraging AdMedia's domain portfolio to rank all first pages for established keyword list.

- Optimize pages at colo.com based on the keyword targets

- Create a link building campaign to target the most effective keywords based on external research and the results of the SEM campaign.

AdMedia Partners with all of the major advertising trade association and brand safety technology companies to ensure your campaigns run as safe and transparently as possible.

Our system handles over 1.2 billion ad request a day and always continues to increase volume.

We ensure 95- 99% transparency from all channels gaining valuable insight into campaign data.

comScore

iab. »DMA
INCREASE YOUR MARKET ABILITY

adsafe

adometry

TRUSTe
CERTIFIED PRIVACY