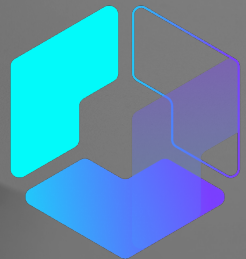


It's time for a change  
in the global digital media and advertising landscape.



Collective  
Audience

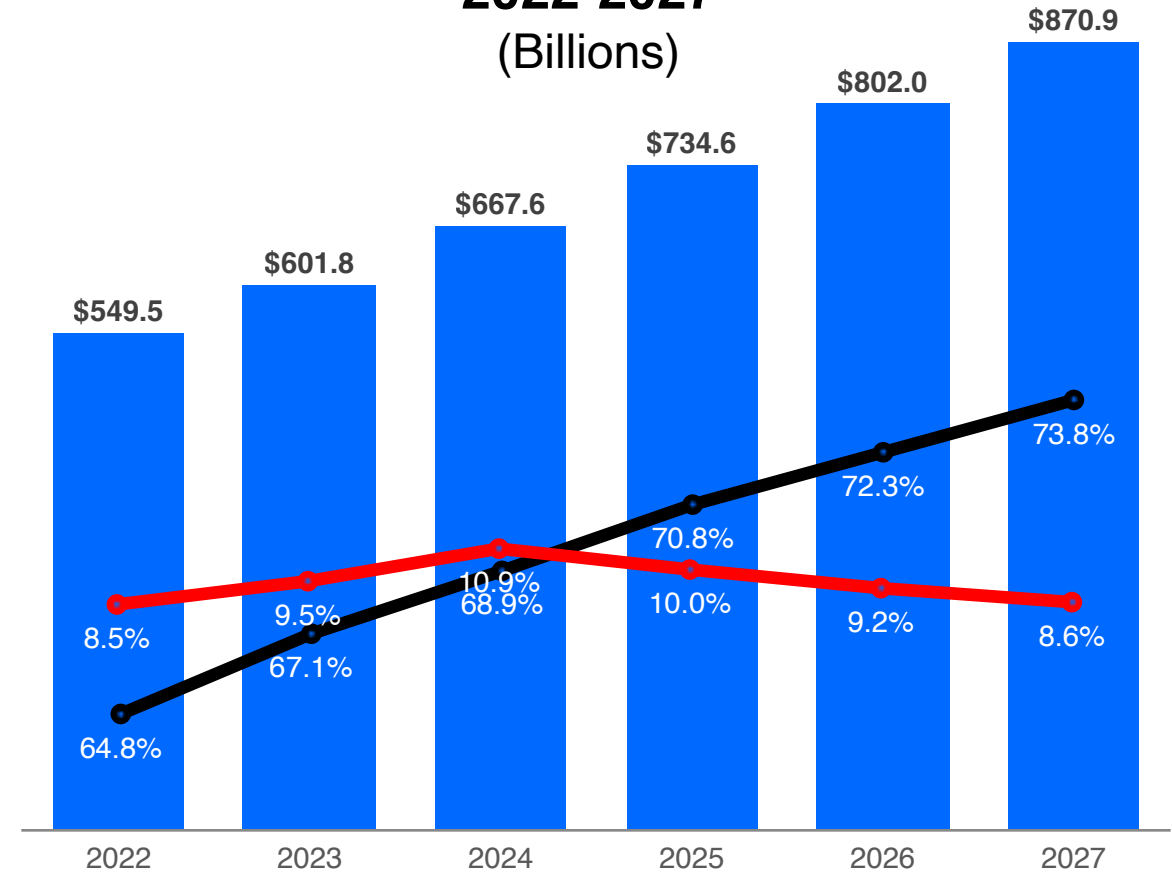
2024

# Transforming Digital Advertising

# Digital Transformation is Driving Unprecedented Digital Advertising Growth

In 2020, \$384.9 Billion digital ad spend surpassed traditional advertising for the first time while growing to \$601.8 Billion in 2023, and surpass \$1 Trillion at the end of 2029.

Digital Ad Spending Worldwide, 2022-2027 (Billions)



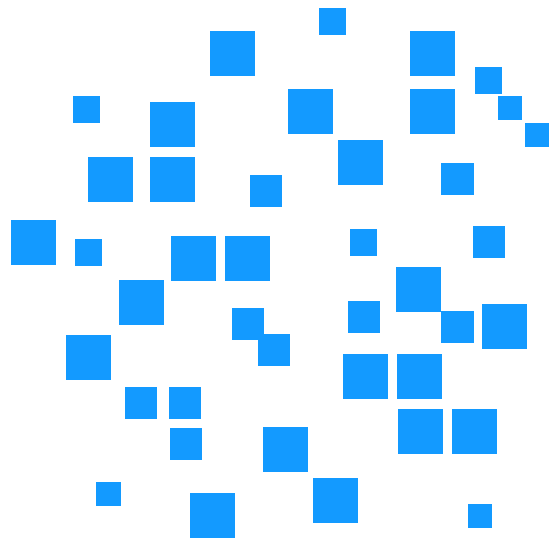
■ Digital ad spending ■ % change of traditional ad spending ■ % of total media ad spending



# DIGITAL MEDIA & ADVERTISING EVOLUTION

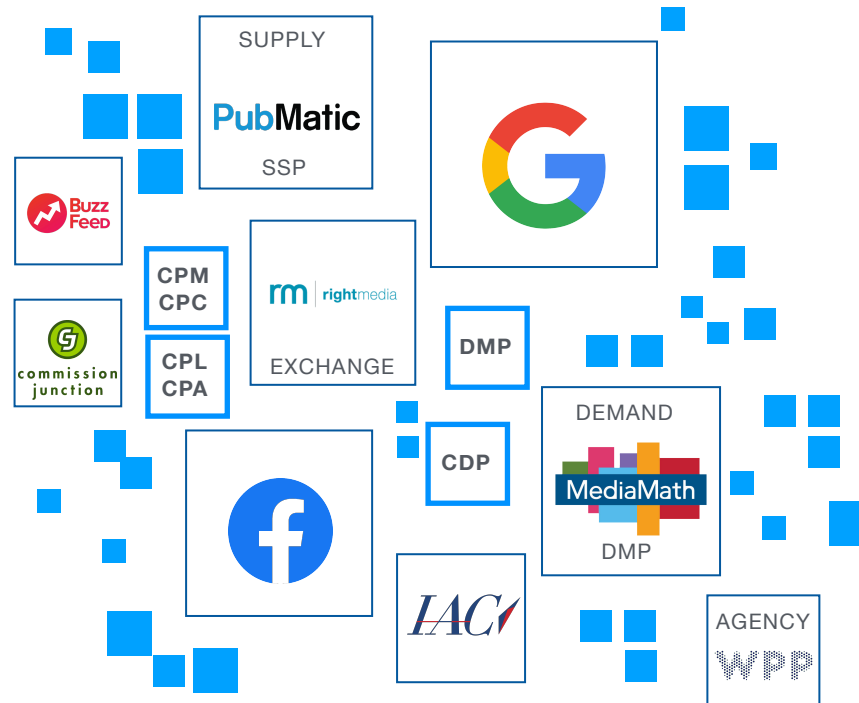
## 1.0 FRAGMENTATION

The big bang digital transformation of media and advertising caused mass fragmentation.



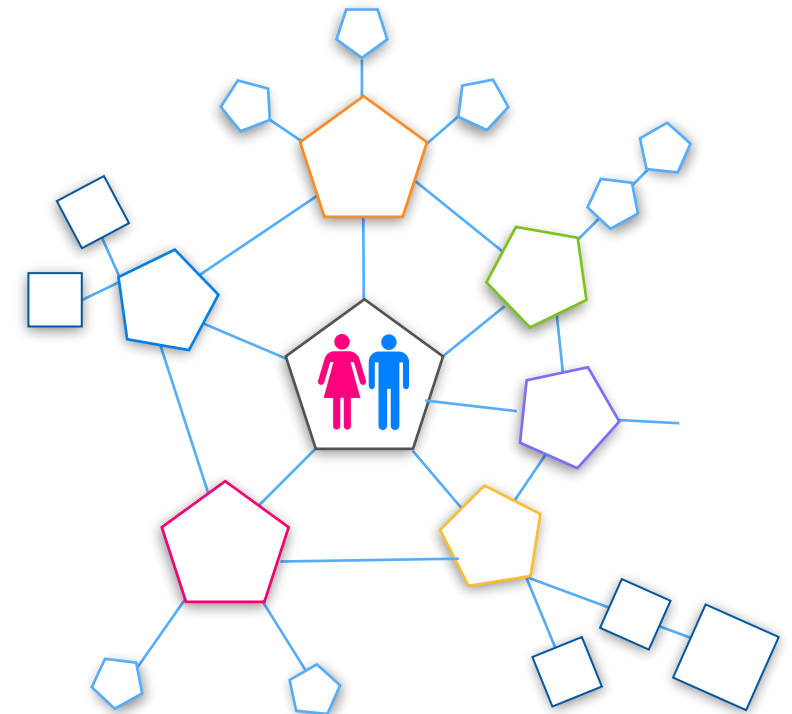
## 2.0 SILOS

Gravity started to organize forming data silos, walled gardens, ad tax inefficiency between buyer and seller, margin erosion

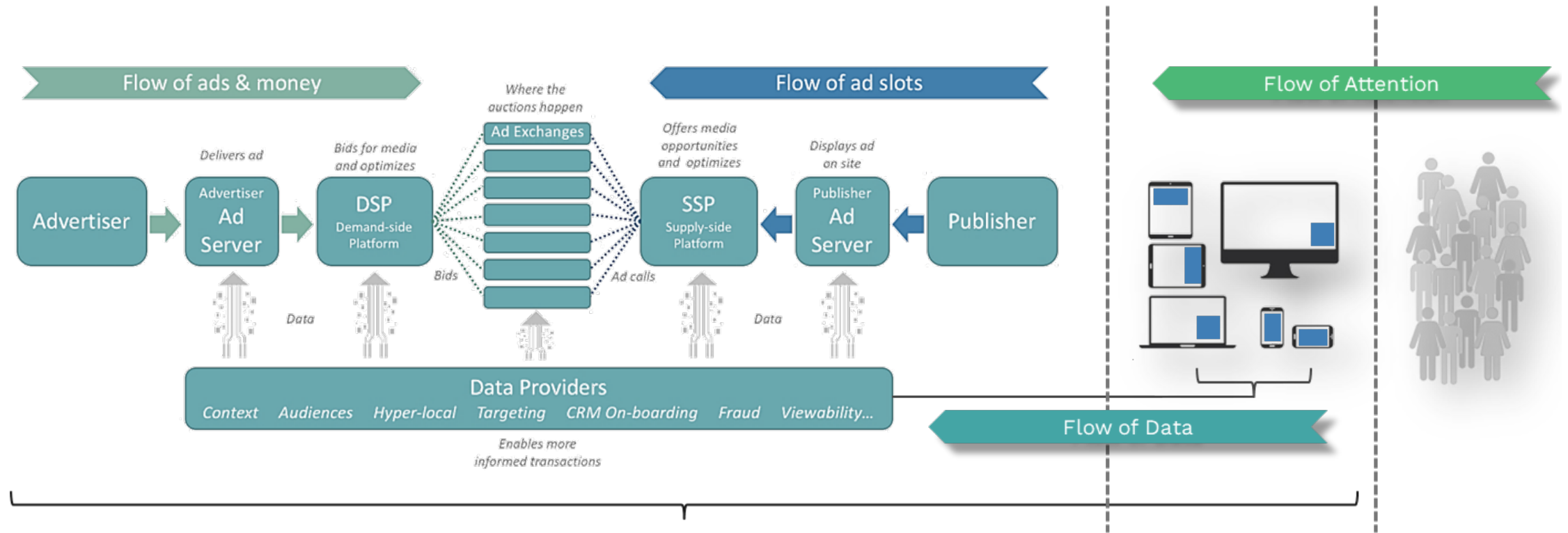


## 3.0 ECOSYSTEM

Interconnected networks and nodes. Data driven efficiency, reduces waste, performance increases, margin expansion.



# COMPLEXITY HAS CAUSED FUNDAMENTAL PROBLEMS



The ad tech ecosystem has relied on 3<sup>rd</sup>-party cookies

- Loss of 3<sup>rd</sup>-party cookies by 2024 and changes in privacy laws will undermine up to \$10 billion of programmatic ad spend
- Publishers are battling with ad tech to control their data
- “Walled gardens” (e.g. search, social media and other) enjoy a strong advantage vs. the open web ad tech ecosystem
- Display ad pricing and effectiveness continue to decline





# WHO WE ARE

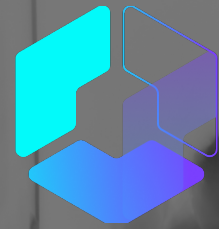
The leading performance advertising cloud platform and audience services for global brands, agencies, publishers & adtech.



Global Markets USA, France, UK, Germany, Canada, Asia  
connecting publishers, brands, agencies, and ad tech platforms



The leading next generation 3.0 audience driven digital media and performance advertising ecosystem



# UR MISSION

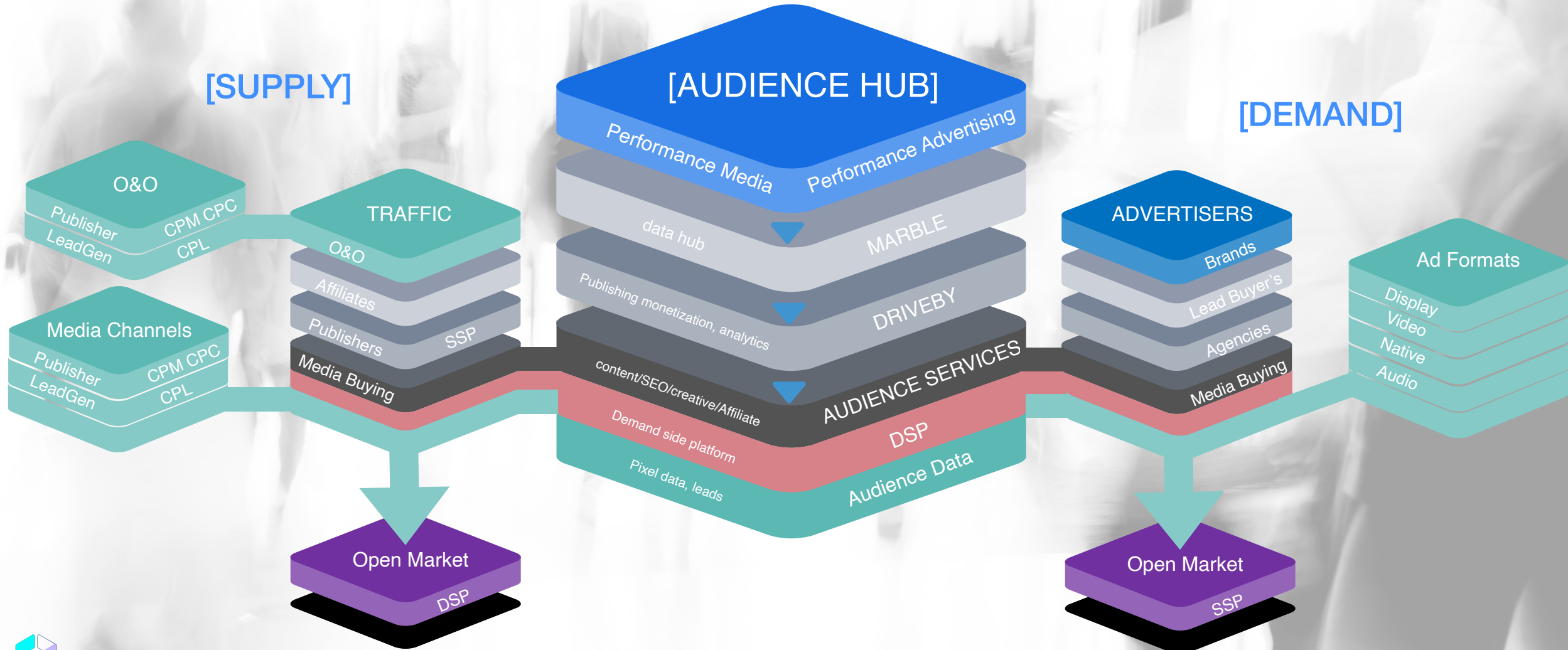
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Is to lead the next generation of platforms that move the industry away from fragmented, siloed walled gardens. To a global, open interconnected ecosystem that brings all the modules of advertising, media, data, and AI together. Removes inefficiencies, and empowers our collective partners with the efficient liquidity they need to reach, transact, and the realize value of their greatest asset...

**Their audiences.**

# WHAT WE ARE BUILDING

## Open Data Driven Ecosystem







What We  
Do...

# Building technology that directly solves industry problems

## [AudienceCloud 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

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

**Customizable modular** applications enable publishers, brands, agencies and ad tech platforms to transact via our AudienceDesk or integrate into their environments.

**Optimize the supply chain** by removing multiple hops between buyer & seller, and enabling direct connections between brands, publishers and audiences.

**Enable advertisers to save money and spend more effectively** to seamlessly reach, and engage premium audience at scale, with high intent that converts.

**Empower publishers with intelligent automation and insights to make more money** by right pricing the value of their audiences, and empowering them with **their data**.

# Better Technology Layers

We bring together best in class technology & services to improve performance & margins

## Advertisers / Agencies

## Publishers

**Buy / sell**

Ad Manager

Ad Server

**Creatives**

Self Service Creative Studio

**Monetization**

Conversational Ad Units + Programmatic Backfill

**Data**

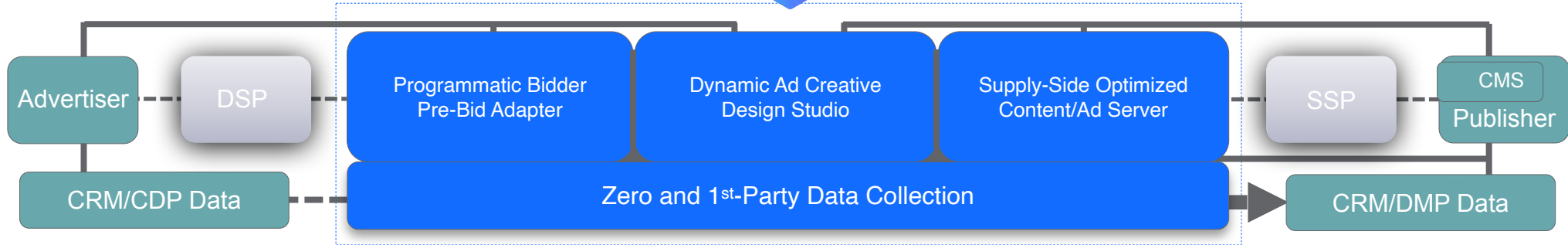
Zero Party Data Development & Insights

**Services**

Marketing-as-a-Service

We solve the problems by simplifying and unifying the tech stack while adding conversational and data collection features to ad creatives

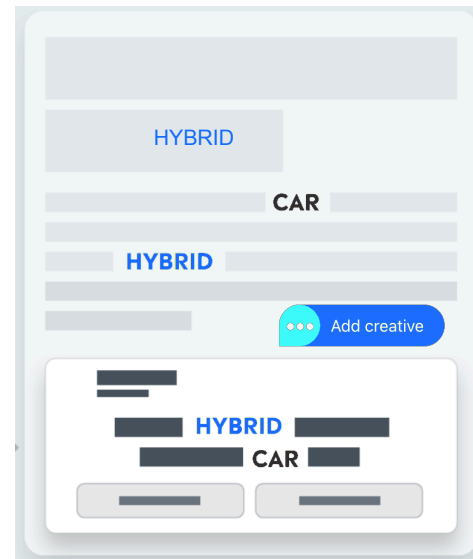
## ◆ AudienceDesk AudienceCloud



- Pre-Bid Programmatic
- 3rd-party DSP integrations
- Premium in-article inventory
- Data permissioned to Advertiser
- User-controlled privacy

- Complete ad server
- Integration with CMS
- In-content ad placements
- Data belongs to Publisher
- User-controlled privacy

Cookieless targeting  
 Exact-match keyword/phrase  
 Seamless integration with creative  
 genAi-driven conversational ad formats



**customizable ad templates**

Contextual forecasting  
 In-line ad creative editing  
 Direct integration to data platform  
 Audience opinion and purchase intent



# Interoperable and easy to integrate with preferred partners

## DSPs | SSPs



RESET  
DIGITAL



## Tracking



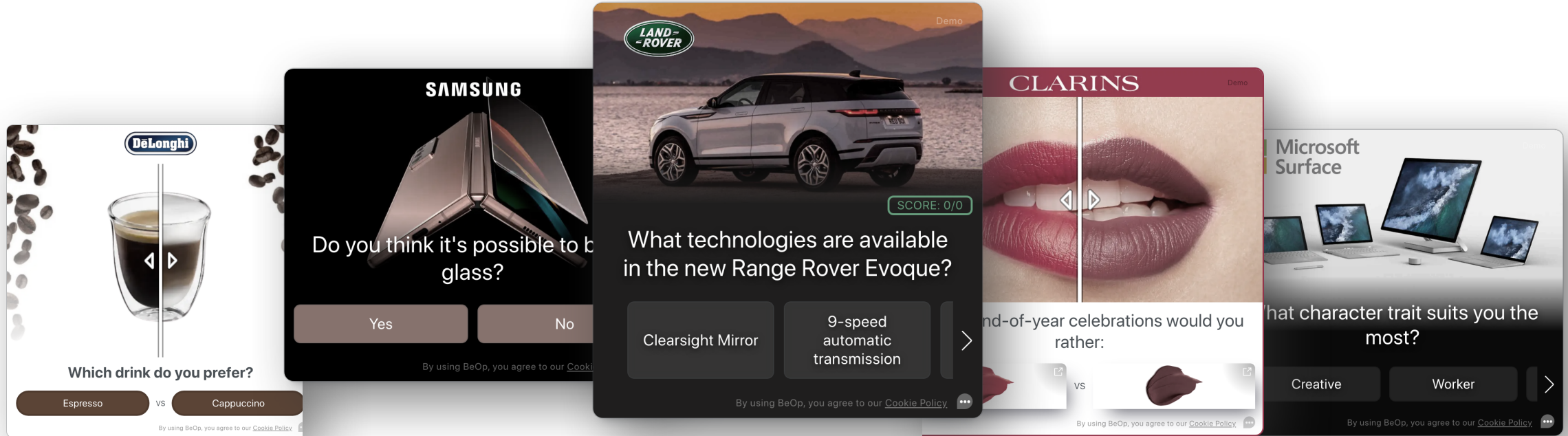
## DMP



## Others



**Delightful experiences** for users, publishers and advertisers with our proprietary Conversational ad units that bring together attention, engagement, intent and outcomes that generate audience data.



Links to examples : [Rolex](#), [Cartier](#), [Samsung](#), [HBO](#)

**Create, Forecast, Serve, Monetize, Measure, Optimize**

Greater user engagement, higher brand recall, and more precise user data



# Amplify brand engagement and recall with dynamic contextual ads

## AUTO-OPTIMIZED

Optimizes URL placement to achieve objectives (CTR, dwell ...)



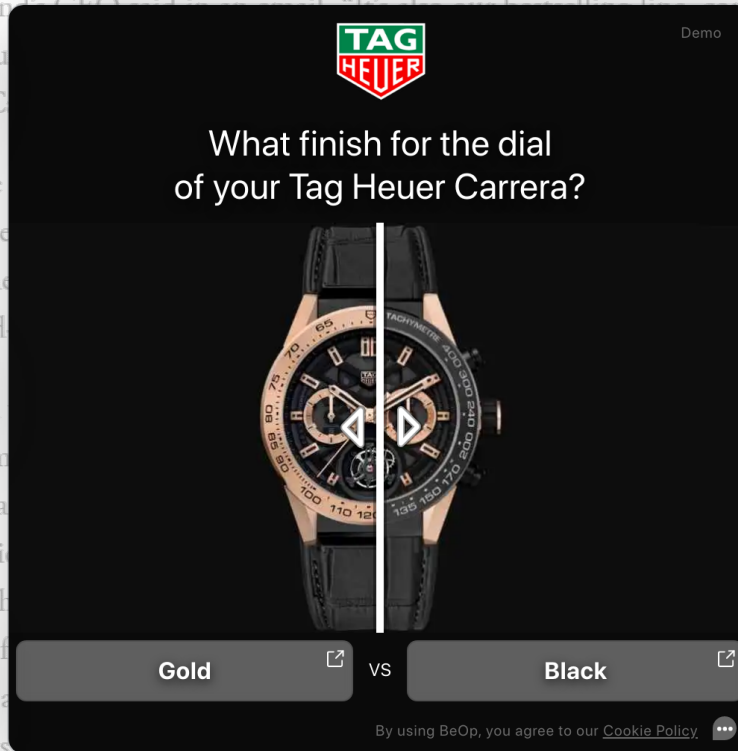
## CONTEXTUAL

Exact-match keyword pattern targeting, for maximum content relevance ("AdWords like" strategy)



## NON-INTRUSIVE

In-article, focused placements  
Only viewable placements are sold



## DATA

Collects insights & data thru votes, forms, studies...



## 3x BRANDING

~3x more brand recall than other advertising systems



## FUTURE-PROOF

No reliance on cookies  
Interoperable with programmatic



# Consistently delivering more efficient, cost-effective, high performance Attention based ad units that increase brand lift, traffic and transaction.

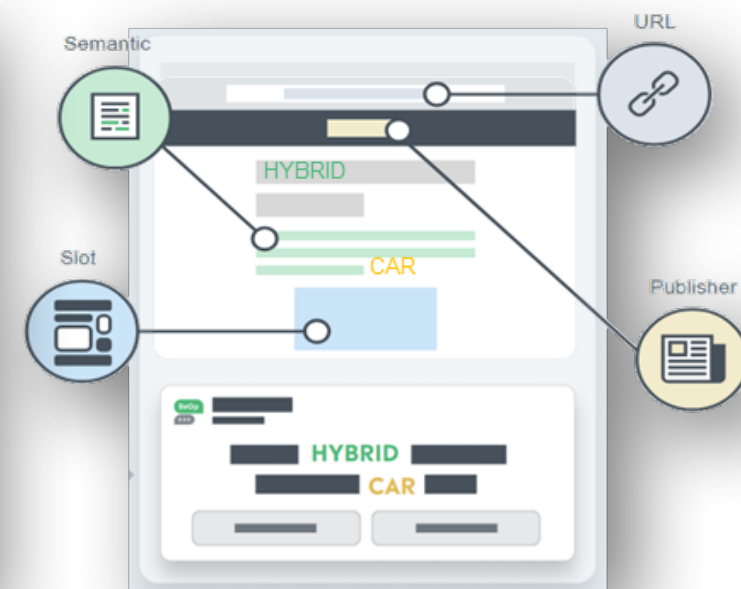
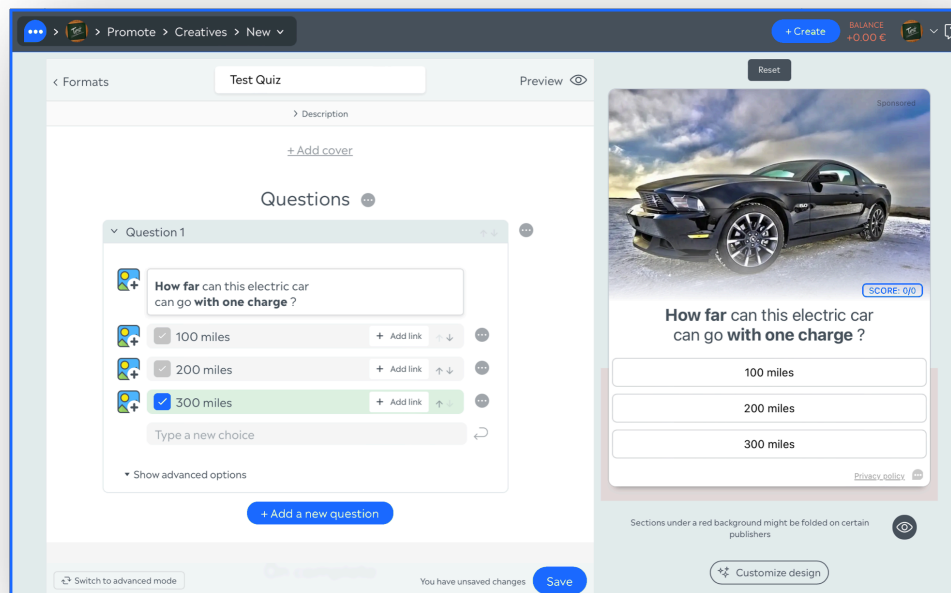
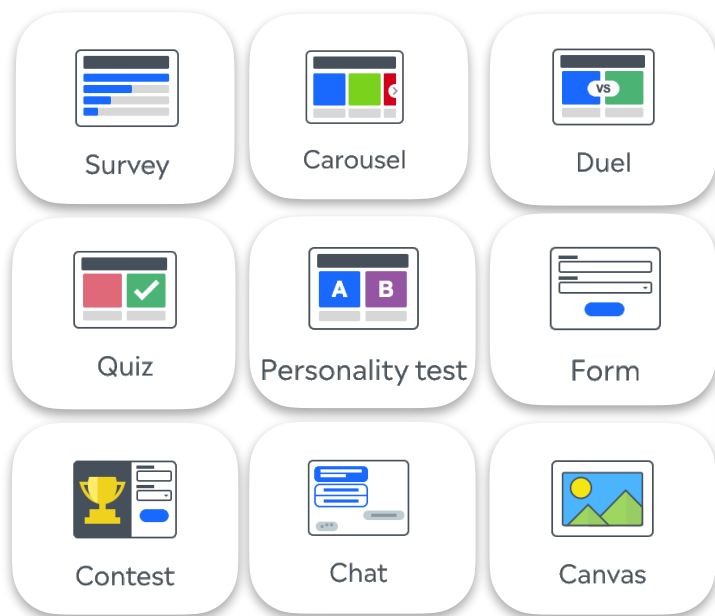


Ad units provide **2.9x brand lift\*** from the first view

Source: Dentsu & Havas studies – vs. Video content, in stream video, stories & social posts



Customizable interactive templates can be served anywhere to create unique campaigns, or engage your audiences to gather zero party data



Keyword-targeting and delivery in-content or in standard ad slots with our **ad server**

Customize any template for precise user interaction with **creative studio**





# AudienceServices

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Bespoke Marketing-as-a-Services + proprietary AI tech for select brands



## Global

We can reach your audience wherever they are as we have executed in over 100 countries.



## B2B & B2C

We understand the nuances between business and consumer audiences.



## Software & Consumer Product Brands

From global software to direct-to-consumer product startups. We get it, because we've been there.

Paid Media

SEO

Nurture

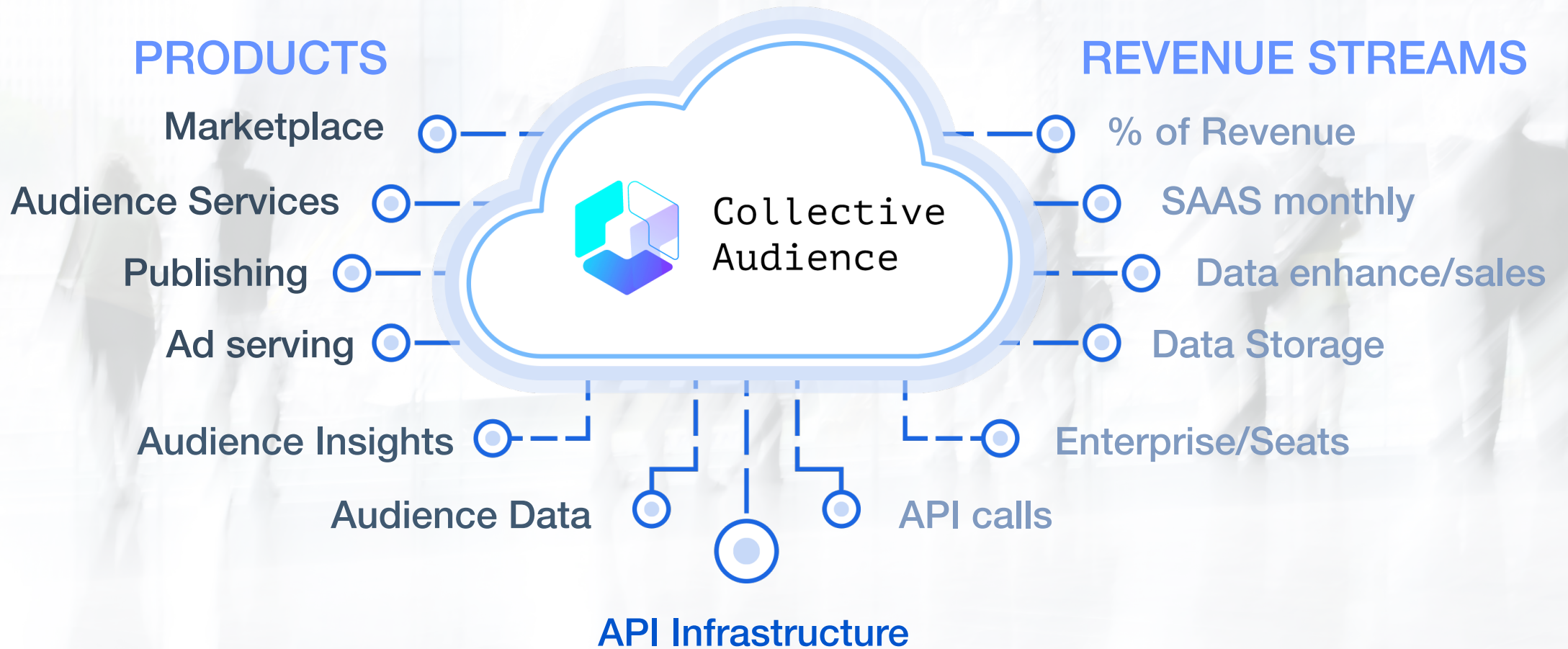
Program Mgmt

Content

Strategy

# DIVERSIFIED BUSINESS MODEL

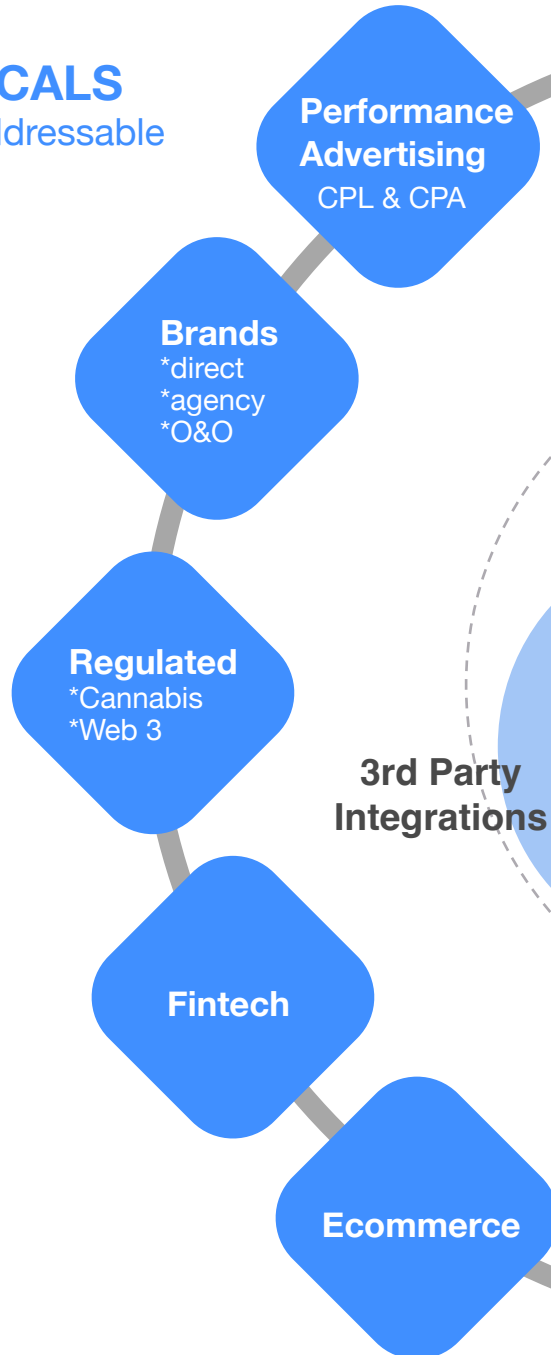
Our AudienceCloud's flexible infrastructure creates multiple revenue streams that build meaningful enterprise value.



# MARKETS

## VERTICALS

- \*large addressable
- \*unique



**Performance Advertising**  
CPL & CPA

**Brands**  
\*direct  
\*agency  
\*O&O

**Regulated**  
\*Cannabis  
\*Web 3

**Fintech**

**Ecommerce**

## Integrated Data Ecosystem

3rd Party Integrations

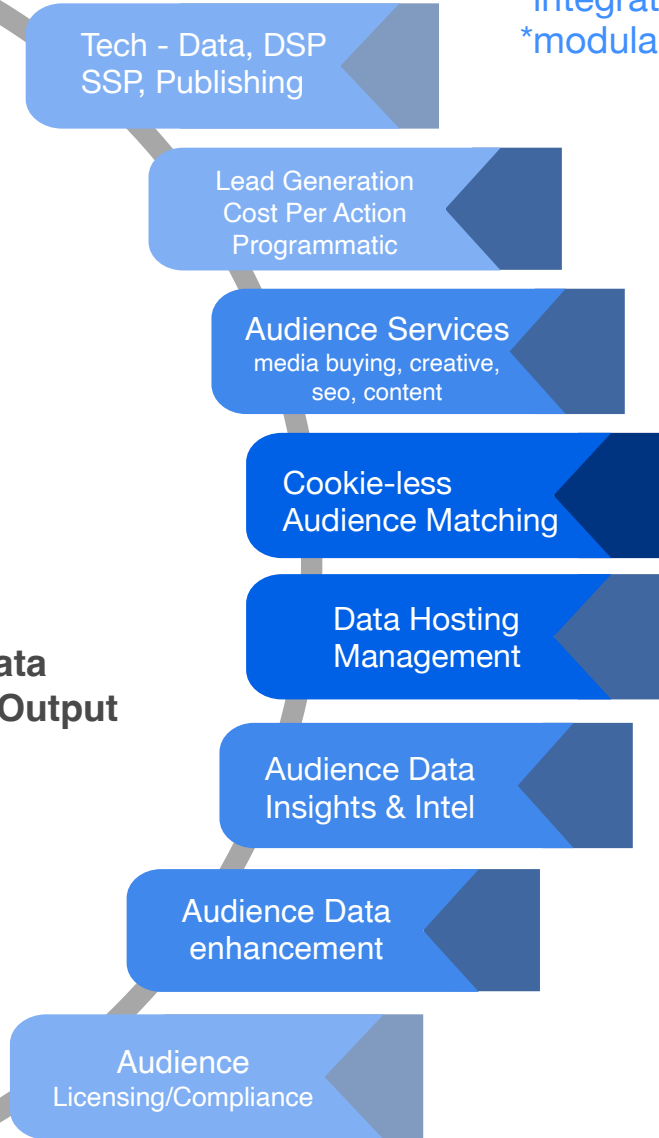
Data Input/Output

AI Audience Data

Audience API

## CAPABILITIES

- \*integrated
- \*modular



Tech - Data, DSP  
SSP, Publishing

Lead Generation  
Cost Per Action  
Programmatic

Audience Services  
media buying, creative,  
seo, content

Cookie-less  
Audience Matching

Data Hosting  
Management

Audience Data  
Insights & Intel

Audience Data  
enhancement

Audience  
Licensing/Compliance



# TEAM, CULTURE & CORE VALUES

1

“Companies with strong culture and core values outperform by >>>

756%

We are a collaborative collective that believes in the power of collective intelligence, and that we are stronger as a group than as individuals. Our superpower is a relentless drive to innovate. The most fruitful collaborations are those where we walk away having learned something new. We are curious, passionate, proactive problem-solvers. We partner with forward-thinking inspiring brands, agencies, and publishers.





## We live for...

**Proactive** problem solving, not personal gain and empower our organization...

...Don't bring up a problem unless you propose a solution.

...If you have a question. Go directly to the person who has the answer.

**Focus** is everything. Less is more yields greater personal, team, company growth.

**Being open**, direct and respectfully candid gets us where we want to go faster.

**Operating rhythm** is how "we" get from A to B in a straight line as a team vs going in circles.

**If it cant be measured or integrated** >> it doesn't exists.

**Rules** are made to be broken by thinking out of the box.

---

**We** are stronger as a group than we are as individuals...

... and are **powered** by the collective intelligence of our community.

**We** live for our partners, fellow team members and industries success...

...The better the *they* do. The better *we* do.

**We** have ZERO tolerance for brilliant jerks "*The cost to teamwork is just too high*"

**We** believe transparency = Trust

**We** create relevance for advertisers, publishers and audiences.

**We** build meaningful collaborations with our partners.

**We** strive for continuous improvement.

**We** live for disruptive innovation that transforms digital media & advertising's performance.

**We** are relentless, courageous, always pushing boundaries the mile beyond the extra mile

**We are Collective Audience... and we GSD [get shit done]**

# EXPERIENCED LEADERSHIP TEAM

Our team has experience from scaling startups to managing large teams. Innovators, out-of-the-box thinkers who understand how to build disruptive organizations.



Peter Bordes  
CEO

Entrepreneur, CEO, founder, venture capital investor, mentor, and Board member

- Founder Partner Trajectory Ventures
- Founder Partner Trajectory Capital
- Board of directors Beasley Media
- Board of directors Fraud.Net
- Board of directors Vanta eSports
- Board of Directors Syncware
- CEO Founder MediaTrust



25 years of business leadership experience, dedicated to integrating technology, people and data to drive profitable growth

- CDO MediaJel
- CDO Kubient
- CTO Ogilvy Health a WPP agency
- CIO Ogilvy Heath a WPP agency
- CIO Chemistry
- Director sales, marketing & editorial systems HarperCollins



Neil Reithinger  
Finance

Experienced CFO with over 25 years of diversified practice in a broad range of industries

- President Eventus Advisory Group
- President Flex Source
- CFO Organisis
- CFO COO New Leaf Brands



# INDEPENDENT BOARD MEMBERS

Our Board of Directors is led by successful executives who have grown startups to major brands, run global finance, disrupted industries and made invaluable contributions to companies boards and industries.



Joe Zawadzki  
Chairman

CEO, Founder and Venture Capital

General Partner Aperiam Ventures  
Chairman FxM  
Board Member Mint  
Founder, CEO, ChairmanMediaMath  
General Partner MathCapital  
Founder President Chairman [x+1]



Elisabeth Demarse

CEO, Director & investor

AppNexus Board of Directors  
CEO & Chairman TheStreet  
CEO Newser  
CEO [CreditCards.com](https://www.creditcards.com)  
CEO BankRate  
CMO Bloomberg  
Served as director for Edgar Online,  
InsWeb, Zip Realty, All Star Directory



Christopher Hardt

Group CFO Abri Advisors

CFO Abri Ventures  
Board Member Prime Living Partners  
Board Member Georgia Institute  
of Technology  
Board Member Furman University  
Partner PriveWaterhouseCoopers



Denis Duncan

Banking & Capital Markets  
Partner PwC 35 years

Faculty Member BAI  
Certified Public Accountant



Nadine Watts

CEO Watt Capital Partners

CEO Watt Companies  
President Watt Companies



# OUR ADVISOR COLLECTIVE

Our Advisor Collective brings together a community of industry titans, disruptors, and thought leaders who share our vision, and advance our mission with insights and access that accelerates our ability scale.



Patrick Dolan  
COO, Chair, Investor

IAB.FxM. Google. DoubleClick



Stacey Hawes  
Growth Exec, Board Member

Merge. Catalina. Epsilon.



Jeffrey White  
CEO, Board Member, Investor

Finger Works. Apple!



David Kohl  
President, CEO TrustX

TrustX. Ernst & Young. PwC



Larry Krampf  
CEO, CRO entrepreneur

Marke Communications



Charles Cantu  
CEO Reset Digital

Reset Digital. Huddled Masses



Cary Tilds  
Advertising Leader, Author

Ford. GroupM. Mindshare



Josh Tanzer  
Tech Investment Banking

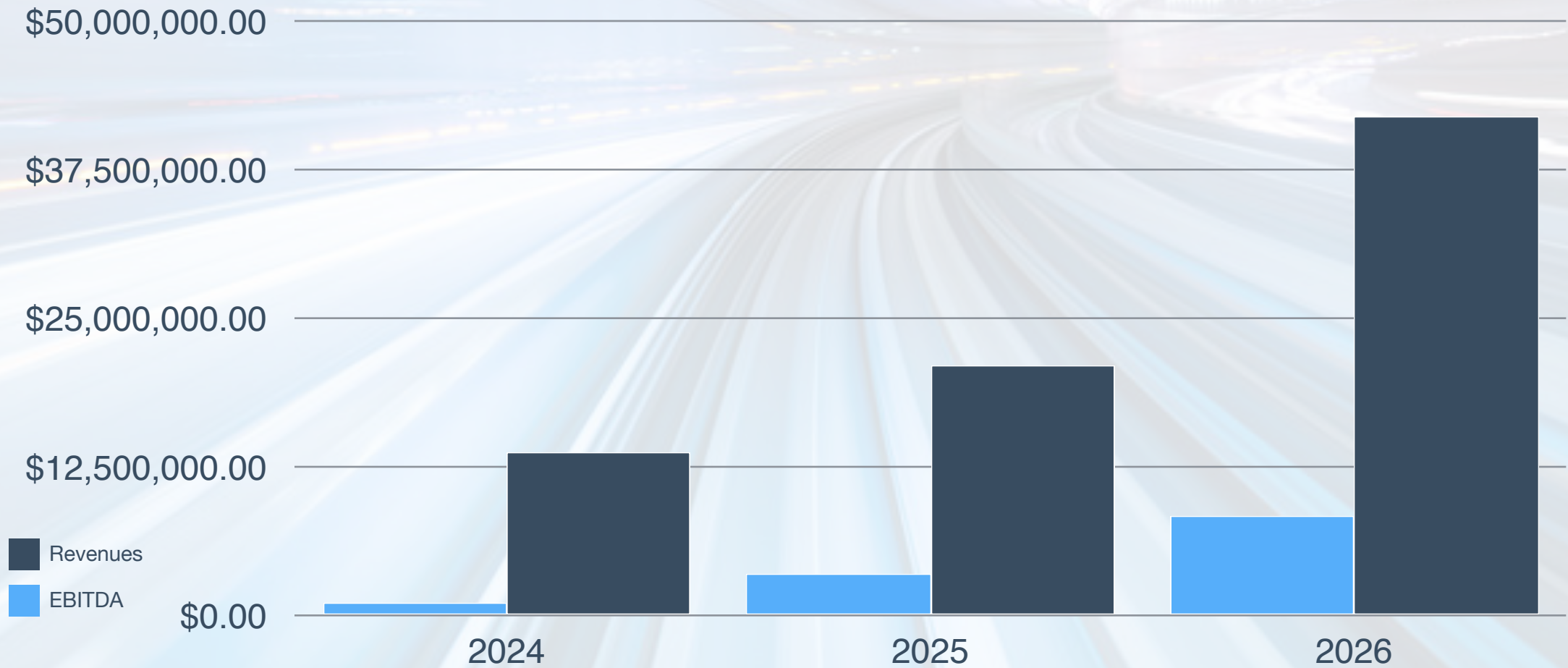
Jefferies. Credit Suisse





# REVENUE TRAJECTORY

**[Growth Strategy]** Organic with select & disciplined, accretive building block acquisitions. Must be able to be integrated into the audience cloud and fit our rising tide strategy.





Collective  
Audience

**Peter Bordes, CEO**

[Peter@CollectiveAudience.Co](mailto:Peter@CollectiveAudience.Co)

917.776.0662

## Forward-Looking Statements

This Presentation contains “forward-looking statement”, including descriptions about the intent, belief, or current expectations of the Company and its management about this offering and the Company’s future financial performance, business strategy and initiatives and objective for future operations. Forward-looking statements are subject to significant business, economic and competitive risks, uncertainties and contingencies, many of which are difficult to predict and beyond our control, which could cause our actual results to differ materially from the results expressed or implied in such forward-looking statements, including, but not limited to, uncertainties surrounding the severity, duration and effects of the COVID-19 pandemic, and our ability to manage our growth, timely develop and expand our operations, protect our brands and reputation, and adequately protect our intellectual property. These and other factors are described under “Risk Factors” and elsewhere in the Registration Statement. This presentation speak only as of the hereof. Except as otherwise may be required by law, neither the Company, its affiliate advisors, underwriters or representatives undertakes any obligation to, nor do any of them undertake to, update or revise the forward-looking statements contained in this presentation to reflect changed assumptions, the occurrence of unanticipated events or actual operating results.