



**Adslot.**

# **INTRODUCING br1dge**

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**FEBRUARY 21, 2024**

A wide-angle shot of a paved road stretching into the distance, flanked by green and brown vegetation. The sky is filled with large, dramatic clouds, transitioning from a deep blue on the left to a warm, golden light on the right, suggesting a sunset or sunrise. The overall mood is one of hope and opportunity.

**THE OPPORTUNITY.**



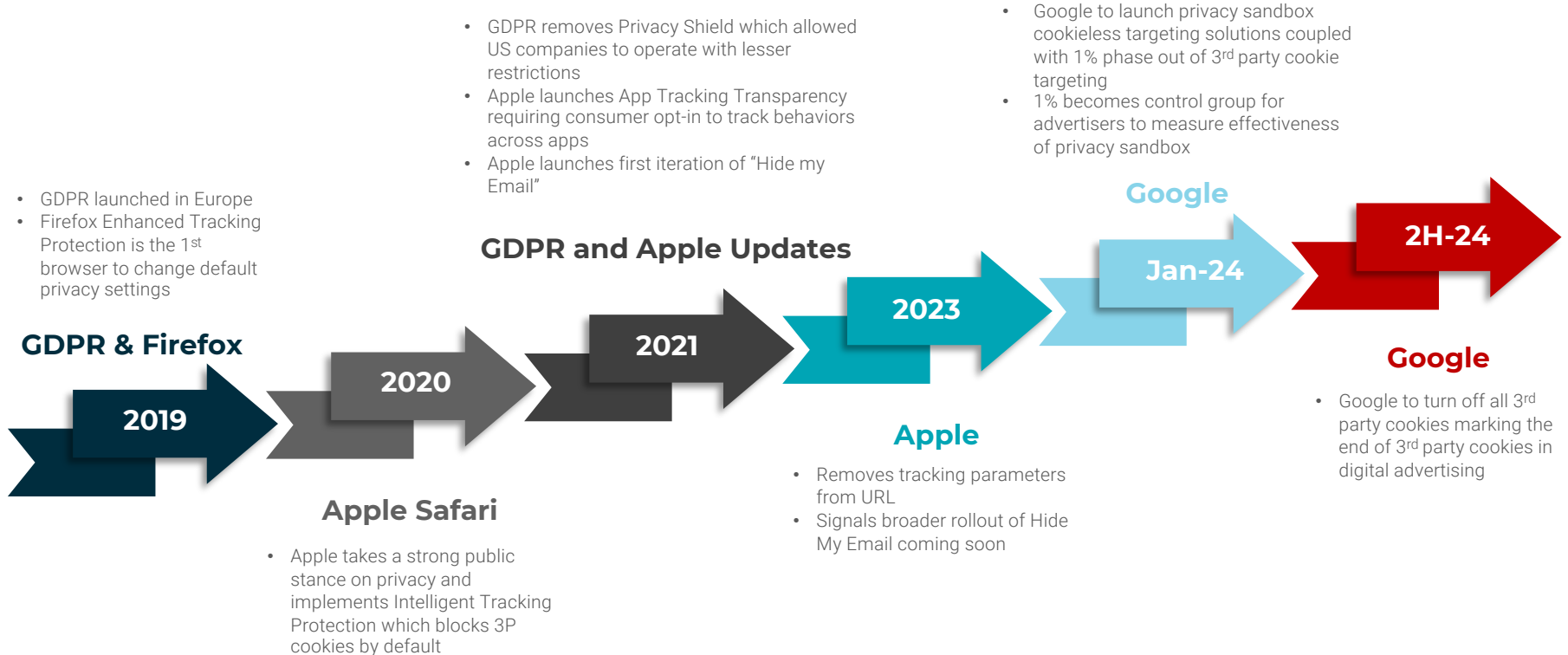
**RARE PERFECT STORM RESHAPING DIGITAL ADVERTISING.**

**Consumer Backlash**

**Industry Regulation**

**Corporate Governance**

# AN ENDGAME 5 YEARS IN THE MAKING.



# INCUMBENT SOLUTIONS FOCUSED ON PROTECTING THEIR TURF.



50% of the users  
are on Chrome and  
Android only



Authenticated  
Users only.  
~5% -10% of  
open web pubs



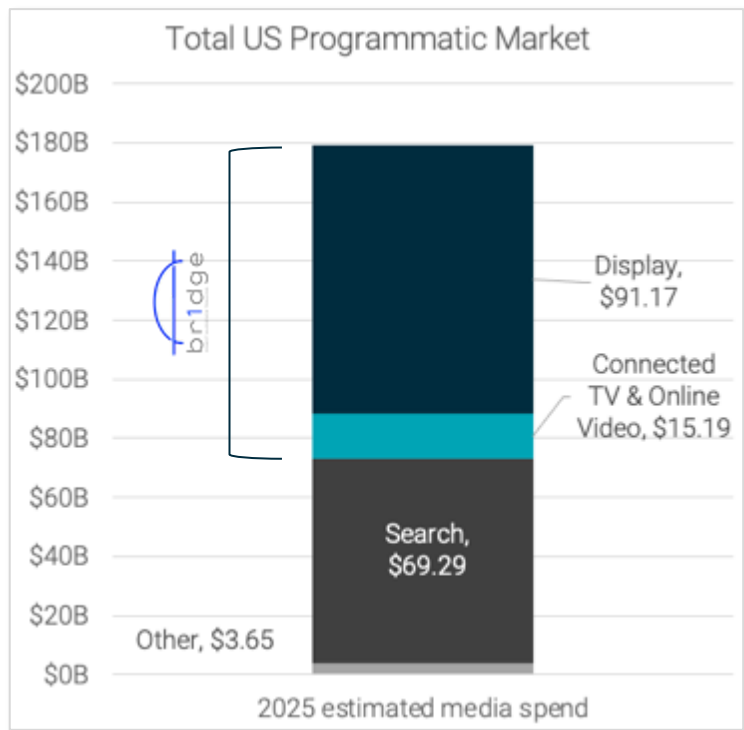
Mid to long-tail  
open web pubs,  
premium video  
Est opt-in 5% -10%



## “Fragmentation by Design”

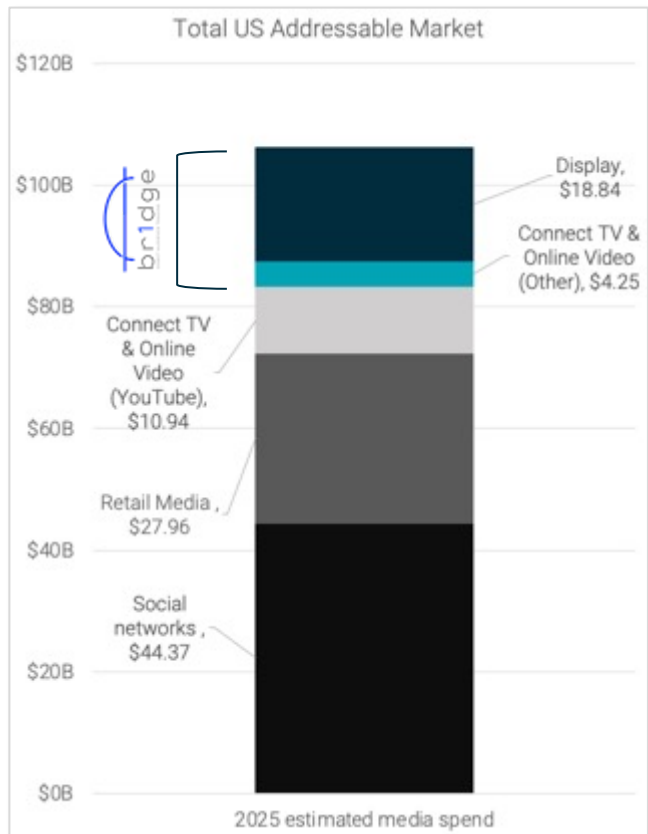
Incumbent solutions only reach a  
fraction of the total audience.

# US PROGRAMMATIC MARKET SIZE.



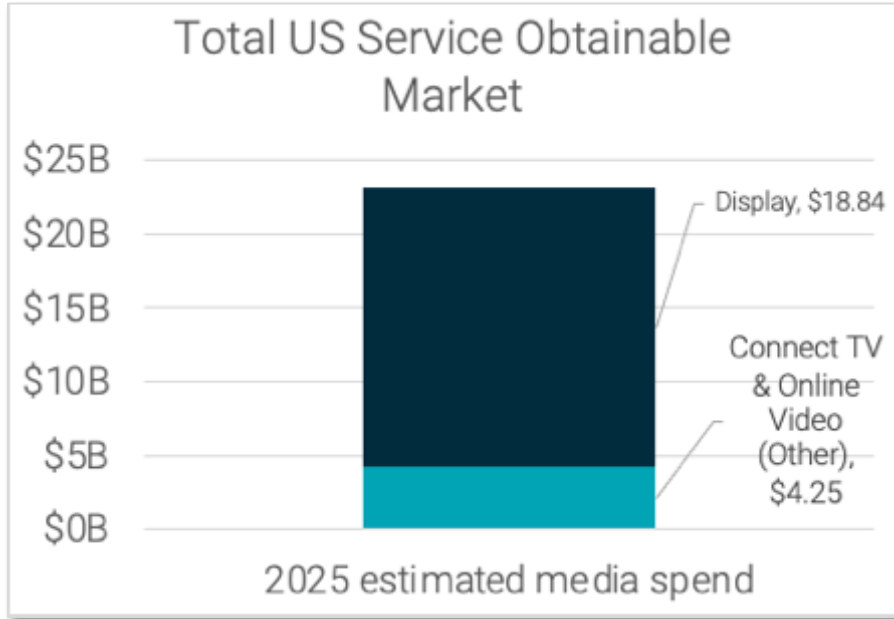
~\$180B  
Total Programmatic  
Media Revenue, 2025

# TOTAL ADDRESSABLE MARKET BREAKDOWN.



Addressable Programmatic  
Media Revenue, 2025

# TOTAL SERVICE OBTAINABLE MARKET BREAKDOWN.



~\$23B

SO Programmatic Media Revenue, 2025



A close-up photograph of three business professionals shaking hands over a wooden desk. The person on the left is wearing a white shirt and a dark vest. The person in the middle is wearing a blue shirt and a dark vest. The person on the right is wearing a white shirt and a dark vest. The background is blurred, showing an office setting. The text "PATH TO SUCCESS." is overlaid in the center of the image.

**PATH TO SUCCESS.**

## CUSTOMER VALIDATION.

4

Agency Holding Companies

11

Agencies

40

Advertiser teams

7

Premium publishers  
(committed to trial phase)

# PRODUCT MARKET FIT.

## REQUIREMENT

## OUR VALUE

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✓ Privacy & consent controls

Extends Adslot Automated Guaranteed platform to bulk audience buying model directly integrated with publisher 1P audiences

✓ Media efficiency & effectiveness

Onboards programmatic ad placements & formats to meet advertiser lower funnel effectiveness targets

✓ Broad reach of on-target audiences

New aggregation capabilities across existing Adslot publisher relationships that collectively reaching an estimated 98% of US adults

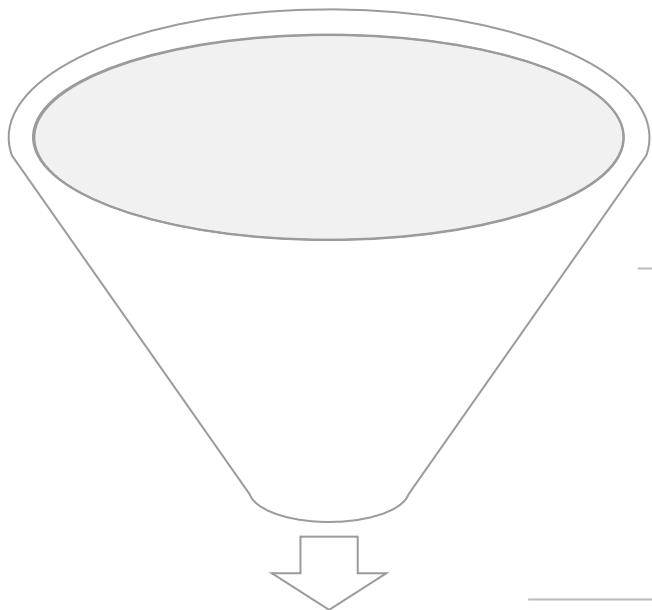
✓ Maintains operational efficiency

Purpose built user experience enabling bulk buying audience planning and buying workflow across Adslot premium publishers

✓ Simplifies fee structure

Maximise brand working media dollars with simplified fee structure

# COMPLIMENTARY SOLUTIONS.



Conversion

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Premium, brand awareness campaigns.

**Adslot.**

1:1 Direct buying

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Lower-funnel and conversion campaigns.



Bulk audience buying

# BRIDGE TEAM.



**Mark Pearlstein**  
CEO

- 25 years in software platform sales
- 10 years as CRO of DV
- Strong product marketing skillset



**Tori Egler**  
VP Commercial Sales

- 15 years in advertising sales
- 7 years at DV
- Strong agency & brand relationships

# SUMMARY.

1. A once in a generation industry change is underway, creating significant challenges for buyers and sellers
2. The opportunity created by this is substantial and immediate
3. The existing Adslot Media platform is uniquely positioned to form the basis of a solution to these challenges (br1dge)
4. br1dge is highly complementary to the existing Adslot Media strategy - addressing a new and emerging opportunity for the same clients
5. We have secured a highly capable and experienced leadership team to take advantage of this opportunity
6. br1dge represents a significant opportunity for Adslot shareholders to realise benefit from our historic investment in technology

**THANK YOU.**