GumGum by the Numbers

Q4 2020
Contextual Advertising & Sports Measurement Since 2008

GumGum is a global technology and media company specializing in contextual intelligence. For over a decade, we have applied our proven machine learning expertise to extract value from digital content for the advertising and sports industries.

Global footprint:

- **250+** employees
- We operate **5** core offices across 3 continents:
  - **US:** Santa Monica (HQ), New York, Chicago (with presence in Detroit, Minneapolis, Dallas, Washington D.C., Atlanta and San Francisco)
  - **International:** London, Tokyo (with presence in Toronto & Mexico City)

2 Divisions:

- GumGum Advertising
- GumGum Sports

Total funding:

- **$62.4M**
  - **3 Lead Investors:**
    - NewView Capital
    - Upfront Ventures
    - Morgan Stanley

Scale & Reach:

- **17** patents granted or pending
- **18** digital images/videos/pages processed per month
- **70%** of Fortune 100 companies are clients
- **250+** pieces of media coverage (Including Ad Age, Digiday, Business Insider)
Company Milestones

Launch Date: Jan 2008
First Fortune 100 client (Disney): Feb 2012
100th Employee: April 2015
Launch of GumGum Sports: Dec 2016
Opened Japan Office: July 2017
Launch of In Video Unit: June 2020
3rd Party Contextual Study Published with DAN: Sep 2020

10th Employee Hire: Q2 2011
Opened NYC Office: Jan 2013
First Month $10M monthly revenue: Dec 2016
Launch of Verity API: Jan 2020
Launch of Video Analysis: July 2020
GumGum Advertising Overview

The company’s contextual advertising engine, Verity™, comprehends the meaning of text, images and video online, allowing marketers to safely and precisely place ads where people are most engaged.

**Contextual Intelligence:**
- Our contextual intelligence engine, Verity™, is 1.7x more accurate than other contextual vendors

**Two Ad Product Families:**
- **Display** (Standard & Custom / High Impact)
- **Video** (Standard & Custom / High Impact)

<table>
<thead>
<tr>
<th>Inventory Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Inventory</td>
<td>50%</td>
</tr>
<tr>
<td>Desktop Inventory</td>
<td>45%</td>
</tr>
<tr>
<td>Tablet Inventory</td>
<td>5%</td>
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**Media Stats:**
- 550M+ Global uniques (300M+ US uniques)
- 7000+ campaigns delivered since 2008
- 1,100 campaigns run in last 12 months
- 88% viewability (Moat, top 20th percentile)
- 0.43% click-through rate (average across all ad units)
- 73% video completion rate

**Partnership with:**

1,200+ PREMIUM PUBLISHERS


**Major Clients Include:** Procter & Gamble, Clorox, T-Mobile, Unilever, Sprint, Target, Nestle, Honda, Sephora

**Integrated with all major DSPs:** Google DV360, theTradeDesk, Xandr, MediaMath, Verizon Media, Adobe Marketing Cloud, Adelphic, DataXu, Amobee, Zeta Global, Life Platform (Pulsepoint), ScaleOut DSP, MarketOne
Our Ad and Contextual Products

All powered by Verity™, *pending MRC Accreditation*

DISPLAY

Ad Placements

Standard units  Custom units  Standalone Contextual data

VIDEO

Video Ad Placements

Standard video analysis  Custom: In-video  Standalone Video Contextual Data

Available in Q1 2021

IN-SCREEN  IN-IMAGE  IN-SCREEN FRAME  IN-IMAGE EMBEDDED VIDEO

GUMGUM PRE-ROLL  IN VIDEO CORNER  IN VIDEO SWIPE

...and other custom units

Available through all major DSPs, in partnership with:

IRIS.TV  JWPLAYER
GumGum Sports Overview

GumGum Sports is an AI-powered cloud-based sponsorship measurement platform that determines the actual value of sponsorship dollars across all sports broadcast and digital channels for brands, agencies, teams/leagues and media companies.

**Key Stats:**

- **>$6.75B**
  Earned value measured from sponsorships in 2019

- **110%**
  2019 Growth Rate

- **15+**
  Countries of Coverage

- **20+**
  Unique sports currently tracked in platform

- **3,600+**
  Unique sponsors currently tracked in our platform

- **100+**
  Unique assets tracked ranging from in stadium LED’s to branded social content

**Client Reach:**

**150+ SAAS CUSTOMERS**

Customers include: Properties, agencies, brands and media companies

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[Logos of brand sponsors and partners]