



Presentation materials

Becoming the go-to-partner for advertisers and publishers in the digital environment

October 2024

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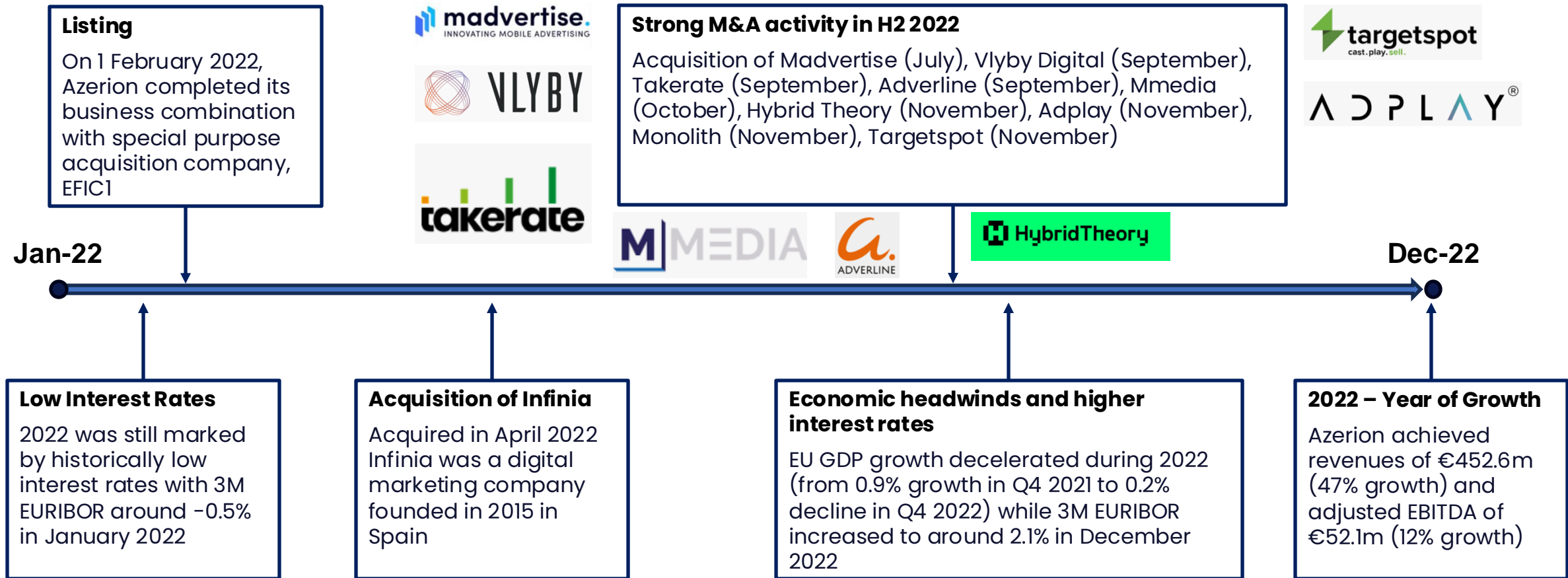
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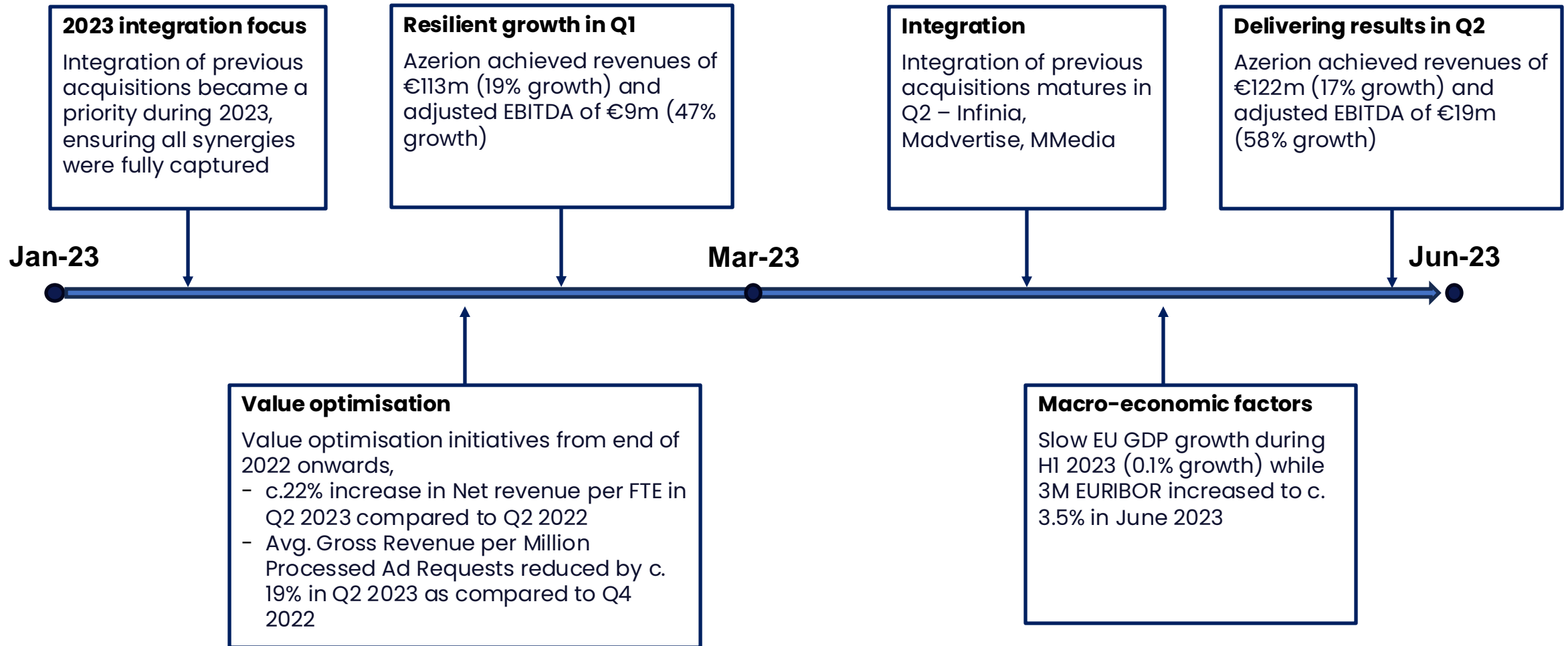
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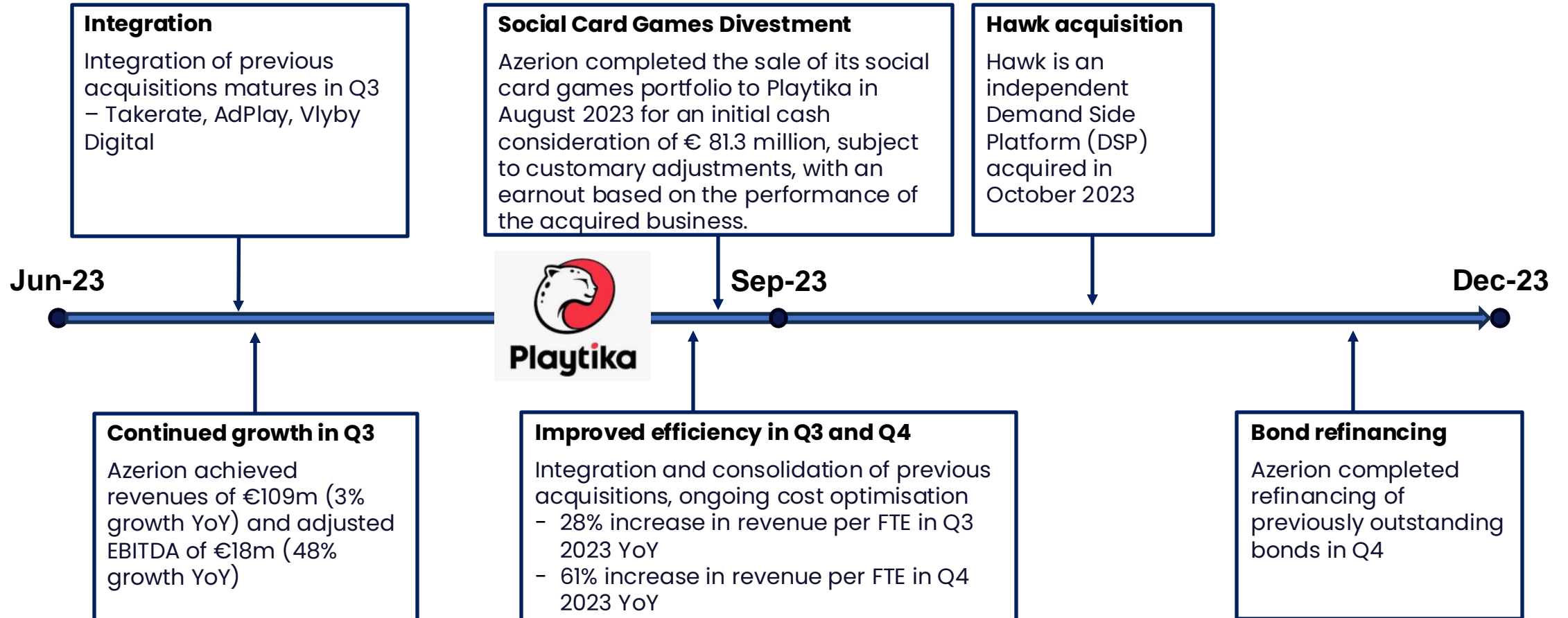
Azerion Overview – 2022



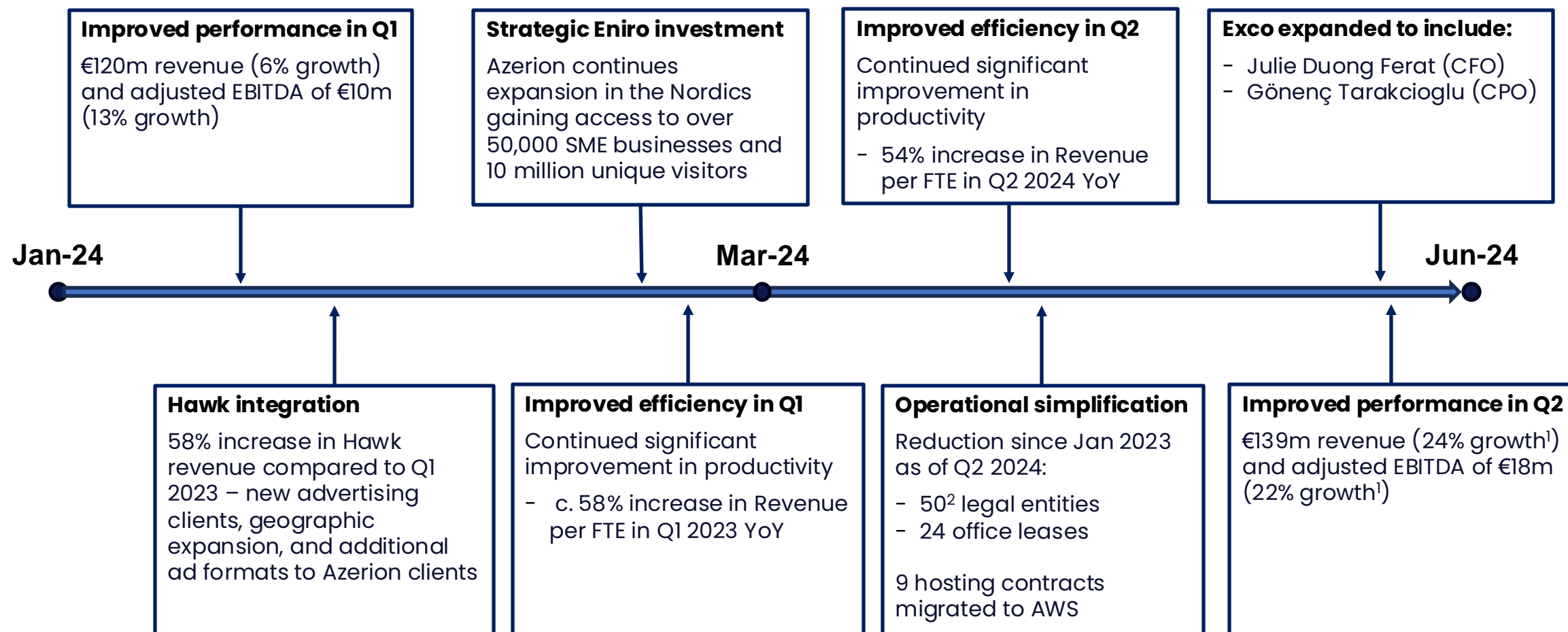
Azerion Overview – H1 2023



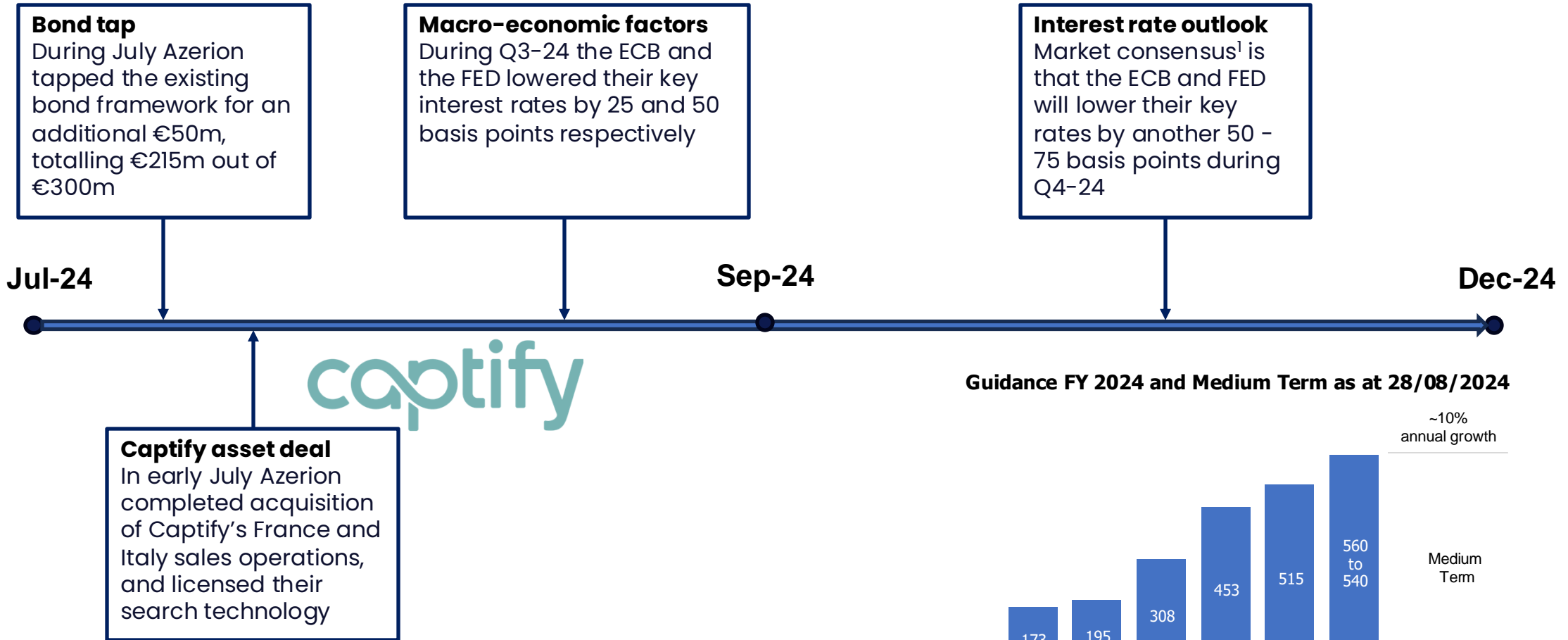
Azerion Overview – H2 2023



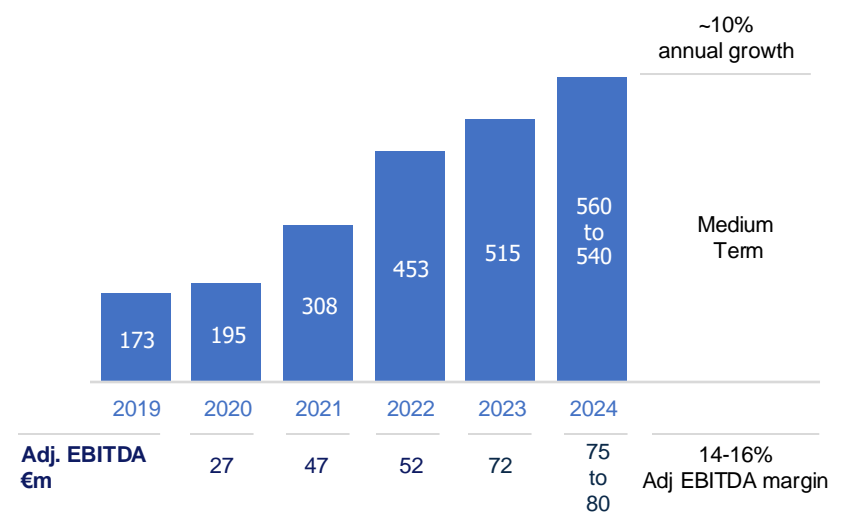
Azerion Overview – H1 2024



Azerion Overview – H2 2024



Guidance FY 2024 and Medium Term as at 28/08/2024



Organic Development – Opportunities and Themes

Azerion's organic performance can be accelerated with options for more focused strategic development of people, product and marketing

Objectives	<ul style="list-style-type: none">• Organic Revenue growth• Product & Technology refinement• Market positioning
Strategic Focus	<ul style="list-style-type: none">• Sales process efficiency• Sales team training and incentives• Targeted marketing activities• Fast growth product areas such as Audio, DSP and DMP• Integrated Publisher strategy

Inorganic Strategy – Acquisition Framework

Azerion's acquisition framework re-affirms the strategic focus on investment into the commercial organisation, technology, and content

Objectives	<ul style="list-style-type: none">• Increase Europe market share• Prioritise simple deal structures, with higher degree of execution certainty
Strategic Focus	<p>Azerion's acquisition strategy has 3 key areas of business focus to enhance the Platform:</p> <ol style="list-style-type: none">1. Commercial organisation<ul style="list-style-type: none">• Focus on expanding European footprint2. Digital advertising technology<ul style="list-style-type: none">• In particular DSP, SSP, Data and Mobile (SDK)3. Publishers / content<ul style="list-style-type: none">• Attractive attributes: high quality, exclusive, curated, and scale audiences