

A person is seen from behind, holding a black remote control in their right hand, pointing it towards a television. The television screen shows a soccer game with a player in a blue jersey on a green field. In the foreground, there is a glass of beer on a tray. The background is slightly blurred, showing a person in a brown shirt.

**TREMOR  
INTERNATIONAL**

# **Tremor International Raymond James Technology Investors Conference Presentation**

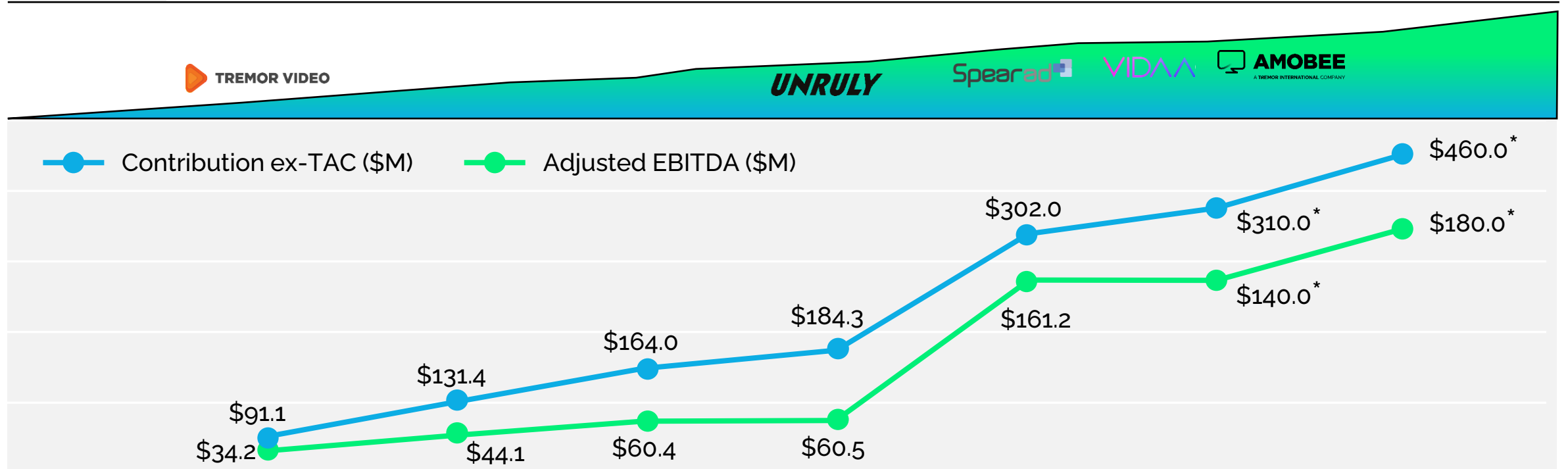
**December 5, 2022**

# OUR VISION

“ Becoming the leading **END-TO-END VIDEO** and **CTV** digital advertising technology platform powered by unique **TV DATA** ”

# Tremor: Proven History of Organic Growth and Successfully Integrating M&A

	2017	2019	2020	2021	2022	2023
ACQUISITIONS	Taptica acquires Tremor Video's DSP	Tremor acquires Yume assets	Tremor International acquires Unruly	Unruly acquires Spearad	Tremor International invests in VIDAA	Tremor International acquires Amobee
CAPABILITIES ADDED	DSP	Exchange + SSP + PMPs + Created End-to-End	Brand Presence + Publisher Relationships + PMPs	CTV Ad Server + Header Bidding Technology	ACR Data + Content	Enterprise + Brand Insights + Linear TV Planning + Cross Planning



# Our End-to-End Capabilities

**Tremor International** is an end-to-end, video-first advertising technology platform providing a valuable toolset for the entire customer journey/path



## Planning

- Data-Driven Linear
- Cross Platform
- Brand Intelligence
- Forecasting



## Demand Activation

- Tremor Video DSP
- Amobee DSP
- Ad Serving



## Data

- DMP: Datamine
- ACR Data at Scale



## Media & Reach

- Unruly SSP
- VIDAA / Hisense

# Tremor in NUMBERS



**> 80%**

Video (including CTV)  
as % of Net Revenues



**~40%**

CTV Spend as %  
of Total Spend



**64%**

2021 Net Revenue  
Growth — one of the  
**fastest growing**  
companies in ad tech



Generated amongst the  
**highest  
productivity**  
in ad tech



# Why End-to-End Drives Results

Achieve more with a single partner



## Cross-Channel Reach

Maximize campaign outcomes through Omnichannel DSP with integrated supply & planning tools



## Save Time & Money

Reduce tech fees and time spent managing multiple partners by buying Unruly supply



## Incremental Reach

Gain direct access to exclusive supply and differentiated publisher data through Unruly



## Increased Audience Scale

Centralized DMP reduces data loss when overlaying data on supply

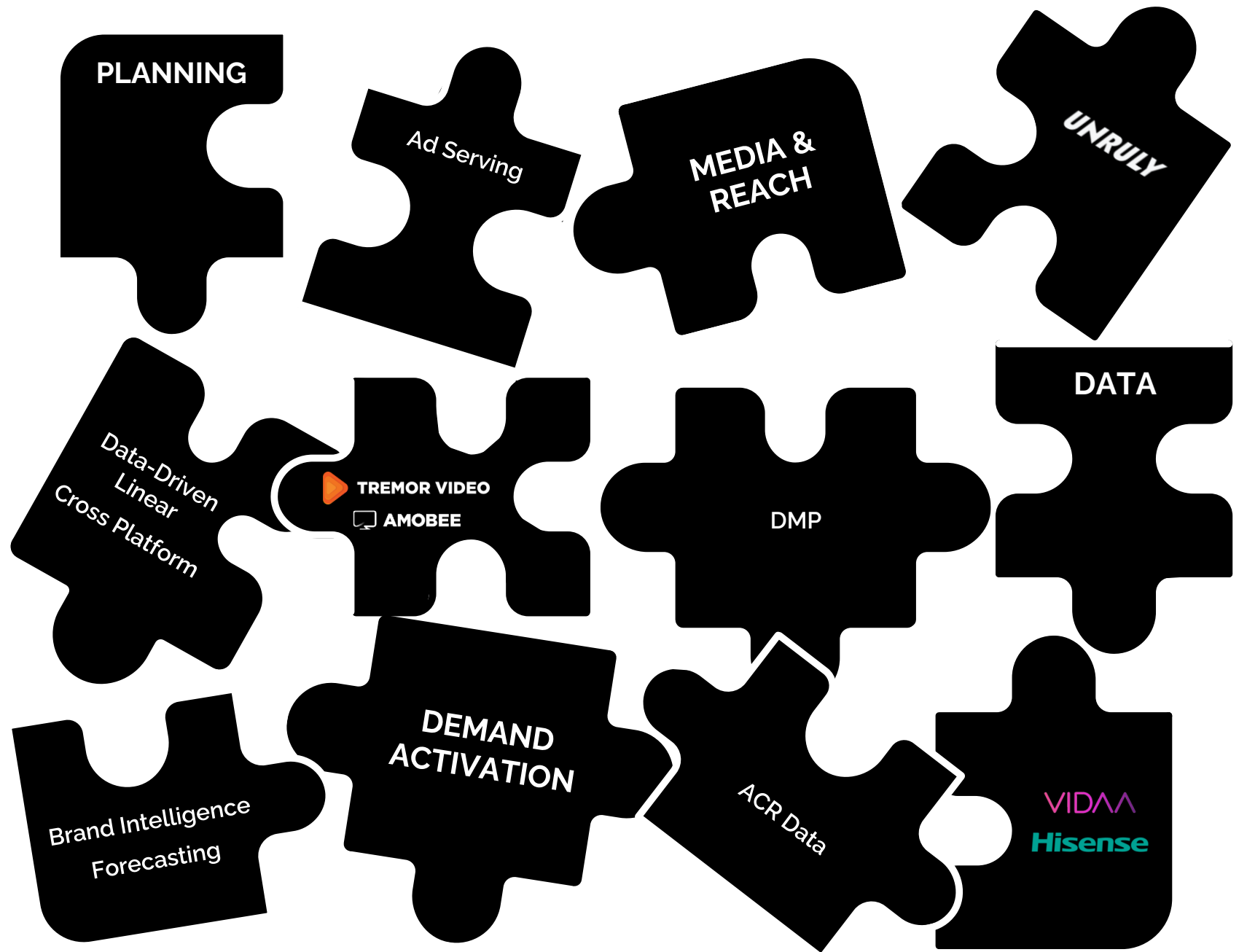


## Streamlined Transactions SPO

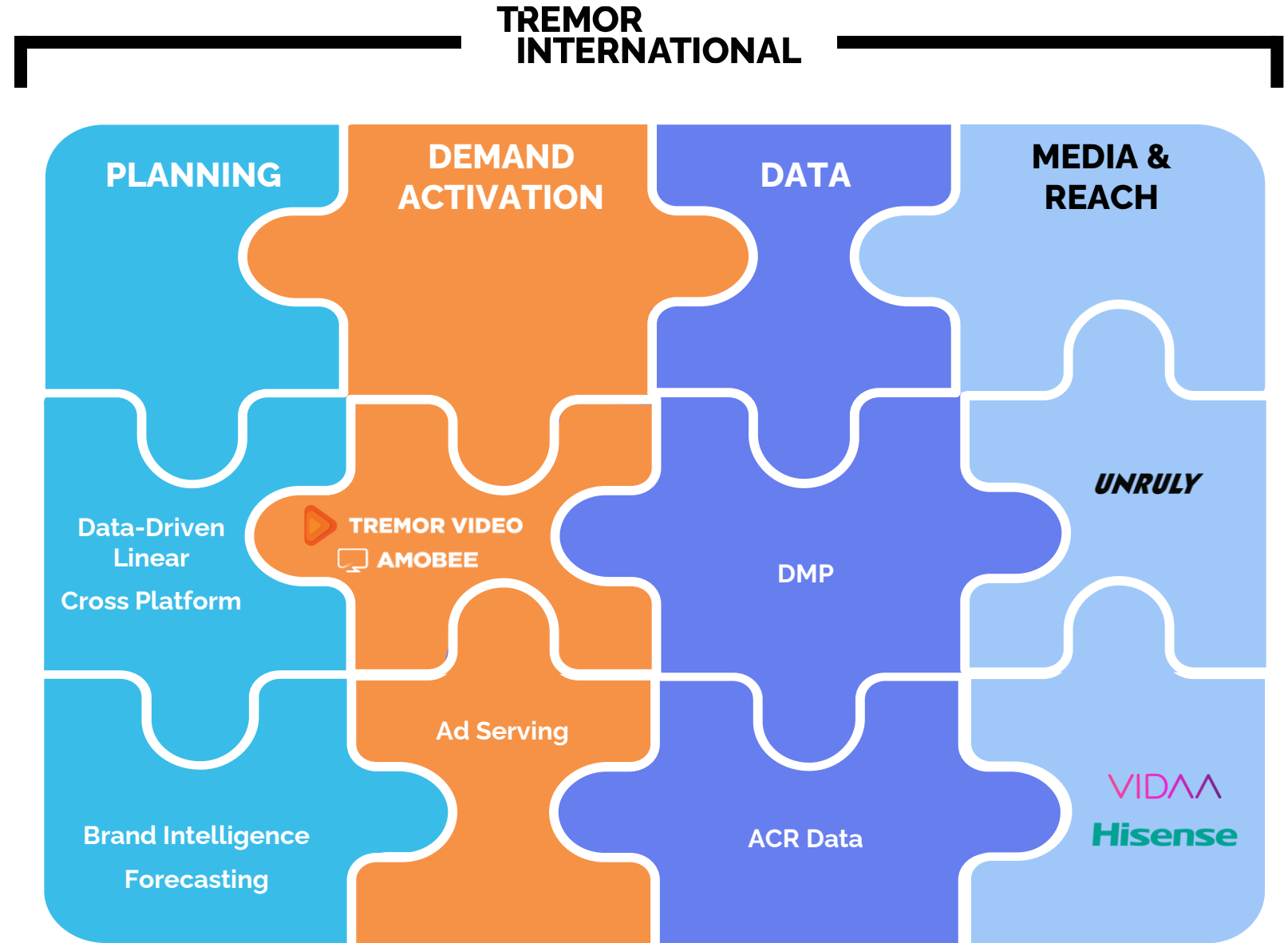
Direct relationship between buyers and sellers generates efficiencies, enhanced reach, and cost savings

# The Ad Tech Supply Chain & Ecosystem

The Ad Tech ecosystem is complex and highly fragmented, creating inefficiencies



# Tremor Solves the Industry's Fragmentation Problem Via an End-to-End Platform





# Tremor Differentiated and Strongly Positioned for Future Growth Opportunities and to Provide Benefits for its Partners



VIDAA

Hisense



AMOBEE

## CTV, Video, & Data

Strengthened and expanded capabilities, reach, and product offerings

## End-to-End

Maximizes revenue, cash flow, profitability, and provides flexibility

## VIDAA Investment

Ad monetization exclusivity + Exclusive global ACR data

## Hisense Relationship

Rapidly growing CTV partner + Future exclusive sports content

## Rise of AVOD

Advertisers & streaming services expected to need ACR data & monetization partners

## Amobee

Enhances & expands tech capabilities, product offerings, customer base, & addressable market + strong synergies

# Thank You

---

# Disclaimer

This presentation has been prepared by Tremor International Ltd. (the "Company" or "Tremor"). This presentation and the accompanying oral presentation contain forward-looking statements. These statements may relate to, but are not limited to: statements and projections about our anticipated future financial results including discussions about our revenue, margins, expenses and anticipated financial results for Q4 2022, full year 2022, and full year 2023; anticipated benefits of Tremor's strategic transactions and commercial partnerships; anticipated features and benefits of Tremor's products and service offerings; Tremor's positioning for continued future growth in both the US and international markets in the fourth quarter of 2022 and beyond; Tremor's implementation of a substantial share repurchase while also continuing to evaluate strategic opportunities to acquire companies and invest in technology, products, sales and marketing to further expand its platform; Tremor's medium- to long-term prospects; management's belief that Tremor is well-positioned to benefit from anticipated future industry growth trends and Company-specific catalysts; the potential negative impact of inflationary pressures, rising interest rates, geopolitical and macroeconomic uncertainty, recession concerns, and the widespread global supply chain issues that have limited advertising activity and the anticipation that these challenges could continue to have an impact for the remainder of 2022 and beyond; the anticipated impact of the FIFA World Cup on Tremor's anticipated performance; the anticipated benefits from the Company's investment in VIDAA and its enhanced strategic relationship with Hisense; the anticipated benefits and synergies from the Amobee acquisition and ability of Tremor to continue to recognize those synergies; Tremor's ability to continue to execute on cross-selling opportunities and its introduction of new technology products to a significantly larger customer base and addressable market; the timing to complete the technology integration of Amobee, as well as any other statements related to Tremor's future financial results and operating performance. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause Tremor's actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements, including, but not limited to, the following: negative global economic conditions, potential negative developments in the COVID-19 pandemic and how those developments may adversely impact Tremor's business, customers and the markets in which Tremor competes, changes in industry trends, the risk that Tremor will not realize the anticipated benefits of its acquisition of Amobee and strategic investment in VIDAA, including as a result of an inability to integrate Amobee's business effectively and efficiently into Tremor, other negative developments in Tremor's business or unfavourable legislative or regulatory developments. Tremor cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in Tremor's most recent Annual Report on Form 20-F, which was filed with the U.S. Securities and Exchange Commission ([www.sec.gov](http://www.sec.gov)) on March 15, 2022. Any forward-looking statements made by Tremor in this presentation speak only as of the date of this presentation, and Tremor does not intend to update these forward-looking statements after the date of this presentation, except as required by law.

In addition to financial information presented in accordance with the International Financial Reporting Standards ("IFRS"), this presentation may include certain non-IFRS financial measures, including, but not limited to, Contribution ex-TAC, adjusted EBITDA, adjusted EBITDA margin, Non-IFRS Net Income, and Non-IFRS Earnings per share. These non-IFRS financial measures are not intended to be considered in isolation from, as substitutes for, or as superior to, the corresponding financial measures prepared in accordance with IFRS. You are encouraged to evaluate these adjustments and review the reconciliation of these non-IFRS financial measures to their most comparable IFRS measures, and the reasons we consider them appropriate. It is important to note that the particular items we exclude from, or include in, our non-IFRS financial measures may differ from the items excluded from, or included in, similar non-IFRS financial measures used by other companies.

This presentation contains statistical data, estimates, and forecasts that are based on independent industry publications or other publicly available information, as well as other information based on our internal sources. This information involves many assumptions and limitations, and you are cautioned not to give undue weight to these estimates. We have not independently verified the accuracy or completeness of the data contained in these industry publications and other publicly available information. Accordingly, we make no representations as to the accuracy or completeness of that data nor do we undertake to update such data after the date of this presentation. Tremor, and the Tremor logo are trademarks of Tremor International Ltd. in the United States and other countries. All other trademarks are the property of their respective owners and are used for reference purposes only. Such use should not be construed as an endorsement of the platform and products of Tremor. The use of the word "partner" or "partnership" in this presentation does not mean a legal partner or legal partnership.

The Company is not making an offer to sell or the solicitation of an offer to buy, or otherwise seeking to gauge interest in, its securities, nor shall there be any sale of its securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.