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

<table>
<thead>
<tr>
<th>Year</th>
<th>Acquisitions</th>
<th>Capabilities Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Taptica acquires Tremor Video’s DSP</td>
<td>DSP</td>
</tr>
<tr>
<td>2019</td>
<td>Tremor acquires Yume assets</td>
<td>Exchange + SSP + PMPs + Created End-to-End</td>
</tr>
<tr>
<td>2020</td>
<td>Tremor International acquires Unruly</td>
<td>Brand Presence + Publisher Relationships + PMPs</td>
</tr>
<tr>
<td>2021</td>
<td>Unruly acquires Spearad</td>
<td>CTV Ad Server + Header Bidding Technology</td>
</tr>
<tr>
<td>2022</td>
<td>Tremor International invests in VIDAA</td>
<td>ACR Data + Content</td>
</tr>
<tr>
<td>2023</td>
<td>Tremor International acquires Amobee</td>
<td>Enterprise + Brand Insights + Linear TV Planning + Cross Planning</td>
</tr>
</tbody>
</table>

#### 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**

#### Financial Data

<table>
<thead>
<tr>
<th>Year</th>
<th>Contribution ex-TAC ($M)</th>
<th>Adjusted EBITDA ($M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$34.2</td>
<td>$91.1</td>
</tr>
<tr>
<td>2019</td>
<td>$44.1</td>
<td>$131.4</td>
</tr>
<tr>
<td>2020</td>
<td>$60.4</td>
<td>$164.0</td>
</tr>
<tr>
<td>2021</td>
<td>$60.5</td>
<td>$184.3</td>
</tr>
<tr>
<td>2022</td>
<td>$161.2</td>
<td>$302.0</td>
</tr>
<tr>
<td>2023</td>
<td>$140.0*</td>
<td>$460.0*</td>
</tr>
</tbody>
</table>

*2022 and 2023 numbers indicate guidance and not actual results. Yume’s assets were acquired through the acquisition of RhythmOne.
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.

<table>
<thead>
<tr>
<th>Planning</th>
<th>Demand Activation</th>
<th>Data</th>
<th>Media &amp; Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Data-Driven Linear</td>
<td>• Tremor Video DSP</td>
<td>• DMP: Datamine</td>
<td>• Unruly SSP</td>
</tr>
<tr>
<td>• Cross Platform</td>
<td>• Amobee DSP</td>
<td>• ACR Data at Scale</td>
<td>• VIDAA / Hisense</td>
</tr>
<tr>
<td>• Brand Intelligence</td>
<td>• Ad Serving</td>
<td></td>
<td></td>
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<tr>
<td>• Forecasting</td>
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</tr>
</tbody>
</table>

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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

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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

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

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Thank You
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