

Investor Presentation

29 September 2014



X AXIS

Programmatic Is A Rapidly Growing Market

US and Worldwide* Programmatic Display Ad Spending, 2011-2017

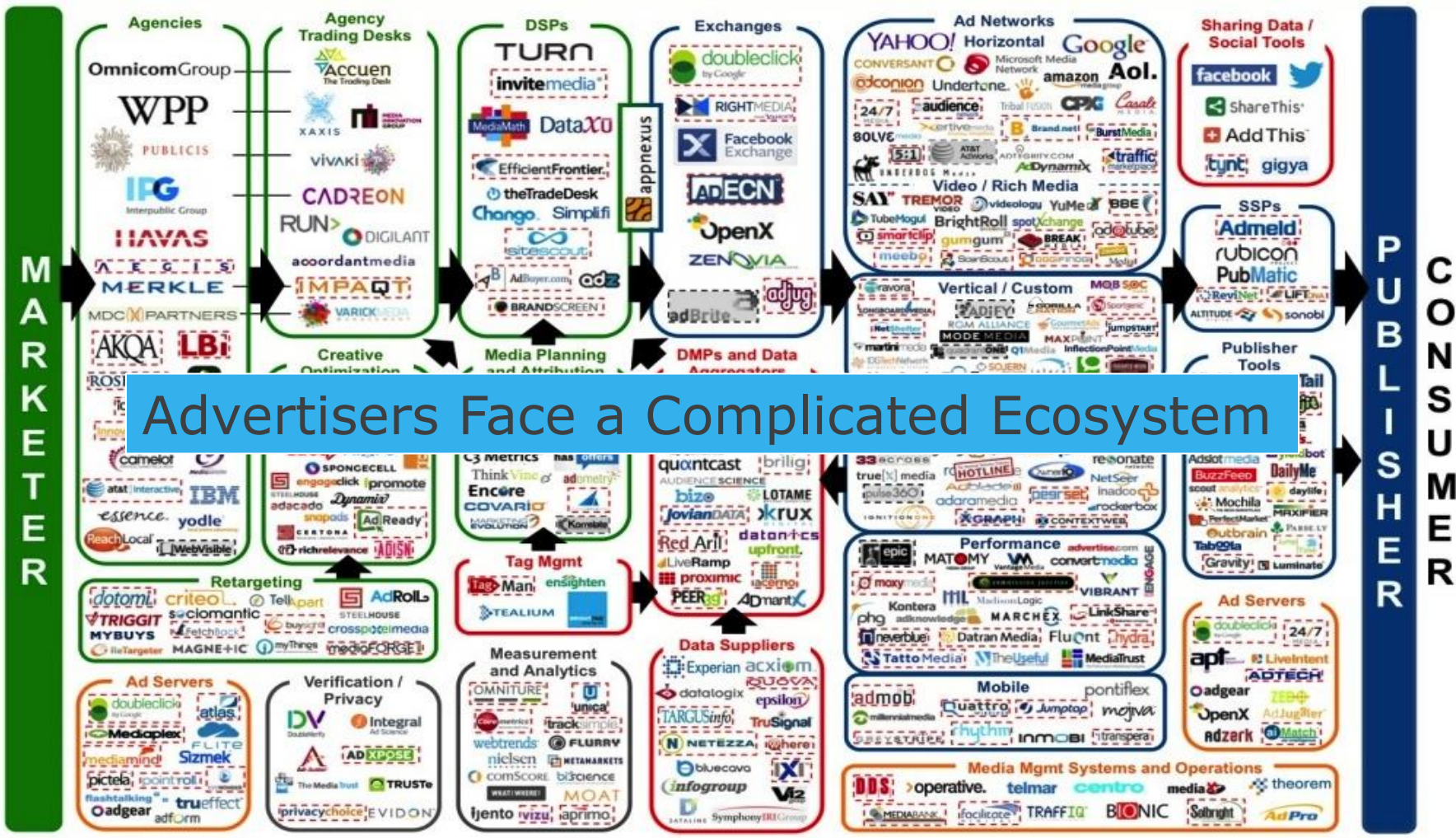
billions, % change and % of total

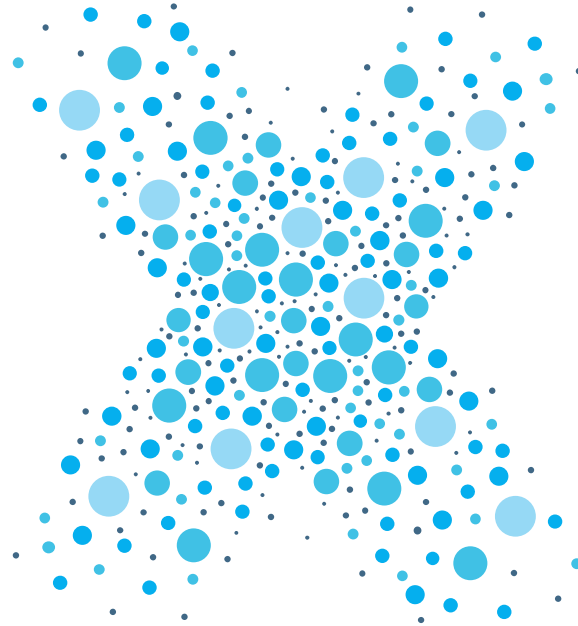
	2011	2012	2013	2014	2015	2016	2017
US	\$2.8	\$4.8	\$7.5	\$9.8	\$12.4	\$14.8	\$16.9
% change	-	71.4%	56.3%	30.7%	26.5%	19.4%	14.2%
% of total	62.2%	63.2%	62.5%	59.0%	56.6%	54.2%	51.8%
Worldwide	\$4.5	\$7.6	\$12.0	\$16.6	\$21.9	\$27.3	\$32.6
% change	-	68.9%	57.9%	38.3%	31.9%	24.7%	19.4%

*Note: includes both RTB and other programmatic/automated platforms for banner, social and video ads on desktop and mobile devices; *includes Australia, China, France, Germany, Japan, Netherlands, Spain, UK and the US*
Source: MAGNA GLOBAL as cited in press release; eMarketer calculations, Oct 14, 2013

Consumers Face a Proliferation of Channels







XAXIS

**Experts in using data and technology
to help advertisers engage with
audiences across all addressable
devices and channels.**

World's Largest Programmatic Media & Technology Platform

750+ Million spend managed



2,700 Clients

Offices

42



34 Markets

Employees

800+



25 Global Partnerships

Impressions

600 Billion



XAXIS

Xaxis Continues to Grow Aggressively

- Global: 25% net sales growth
- North America: 16% net sales growth
- EMEA: 24% net sales growth
- LATAM: 400% net sales growth
- APAC: 71% net sales growth

34 Markets And Expanding

**Group 1:
Mature markets**

- USA
- Canada
- Austria
- Germany
- Denmark
- Netherlands
- Poland
- Spain
- Turkey
- UK
- Australia
- Malaysia
- Singapore

**Group 2:
Growth markets**

- Belgium
- Italy
- Norway
- Portugal
- Sweden
- China
- Hong Kong
- Taiwan
- Thailand
- Vietnam
- Miami
- Mexico
- India

**Group 3:
New markets 2014**

- Czech Republic
- France
- Finland
- Romania
- Russia
- Japan
- South Korea
- Argentina
- Brazil
- Colombia
- Puerto Rico
- Indonesia
- Philippines
- MENA

**Group 4:
New markets 2015**

- Sri Lanka
- Pakistan
- Chile
- Peru
- South Africa

A. **Mature markets** = Profit Growth <50% YoY
 B. **Growth markets** = Profit Growth >50% YoY

WPP, Xaxis and AppNexus Sign Historic Ad Tech Deal

Xaxis Sells 'Xaxis For Publishers' to AppNexus

- WPP gains significant shareholding in largest independent ad tech firm; Xaxis gains significant influence over roadmap and feature development
- Xaxis maintains close, direct connection to publishers and media companies via AppNexus
- Xaxis maintains all trading and data acquisition relationships
- Xaxis retains significant software development and data science resources to focus on data management, optimization and new product development

WPP, Xaxis and AppNexus Sign Historic Ad Tech Deal

WPP Invests \$25MM In AppNexus Series E Funding

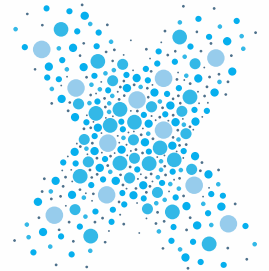
- WPP is the only holding company to make a serious investment in ad technology, starting with its purchase of 24/7 Real Media in 2007 and continuing under Xaxis
- This deal more closely aligns WPP with the leading independent ad technology company, AppNexus, further cementing WPP's leadership in ad tech and programmatic buying
- An independent ad tech ecosystem provides more value for clients than the "walled garden" of conflicted media companies
- A strong, independent ad technology provider allows clients to have a neutral, objective voice to deliver the highest ROI

Thank You

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