Xaxis at 10

WPP Investor Webinar Series

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Presented by

Nicolas Bidon, Global CEO
Silvia Sparry, Global COO
Sara Robertson, Global VP of Disruption
Arshan Saha, APAC CEO
On the call today

Nicolas Bidon
Global CEO

Silvia Sparry
Global COO

Arshan Saha
CEO, APAC

Sara Robertson
Global VP, Disruption
Today’s agenda

- Introduction
- Programmatic & Xaxis evolution
- Our differentiated capabilities
- Growth opportunities
- Wrap-up
- Q&A
What is programmatic advertising?

An automated method of buying digital media where data and technology are used to make real-time decisions on a per-impression basis about things such as:

- whether this is the right audience and environment for a brand
- what price should be paid
- what creative/offer should be shown
Global digital advertising spend has been greater than TV since 2016 with share increasing in all markets.

### Digital Ad Spending Penetration Worldwide, by Country

*2021, % of total media ad spending*

<table>
<thead>
<tr>
<th>Country</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>63.5%</td>
</tr>
<tr>
<td>Brazil</td>
<td>43.0%</td>
</tr>
<tr>
<td>Canada</td>
<td>64.3%</td>
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<tr>
<td>China</td>
<td>78.3%</td>
</tr>
<tr>
<td>Denmark</td>
<td>73.6%</td>
</tr>
<tr>
<td>France</td>
<td>50.1%</td>
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<tr>
<td>Germany</td>
<td>46.8%</td>
</tr>
<tr>
<td>India</td>
<td>27.9%</td>
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<tr>
<td>Indonesia</td>
<td>24.4%</td>
</tr>
<tr>
<td>Italy</td>
<td>38.2%</td>
</tr>
<tr>
<td>Mexico</td>
<td>54.1%</td>
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<tr>
<td>Netherlands</td>
<td>59.8%</td>
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<tr>
<td>Norway</td>
<td>82.3%</td>
</tr>
<tr>
<td>Spain</td>
<td>45.0%</td>
</tr>
<tr>
<td>UK</td>
<td>75.1%</td>
</tr>
<tr>
<td>US</td>
<td>66.9%</td>
</tr>
</tbody>
</table>

*Source: eMarketer, March 2021*
Over the last decade, programmatic skills have become essential to buy digital media effectively.
The outlook for programmatic is strong, fueled by increased digital share and new activation channels.

Source: GroupM revenue estimates and Wall Street consensus estimates for pro forma revenue growth for each of Criteo, Magnite, Pubmatic, DoubleVerify, Viant and The Trade Desk.
Xaxis is a globally-scaled programmatic specialist

1,500 employees
47 markets
$1.5bn spend

Source: Q2RF, 2021 Data
We are the outcome media company
Outcome-driven Media in Action

Guaranteed savings against popular media outcomes such as vCPM, CPCV, and CPA.

Our AI-powered predictive prospecting strategy reduced CPCV by 55%.

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Our AI-powered predictive prospecting strategy reduced CPCV by 55%.

Sophisticated multi-metric KPIs such as brand lift, ROAS, exposure, and dwell time.

Customized AI across the funnel drove a $13 increase in return on ad spend (2x goal) and $17m extra in revenue.

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Tailor-made metrics, bespoke to a brand and its business objectives

We co-created a bespoke outcome, Purchase Intent, that helped to drive 25% more efficiency in display spend and 5x more test drive requests.
Xaxis’ 5 key pillars

(OPERATIONAL) SCALE
(SPECIALIZED) TALENT
(COMPREHENSIVE) DATA
(OUR OWN) AI
(AGILE) CREATIVE
We deliver full transparency
Service models flex according to client needs

OUTCOME-BASED ALL-INCLUSIVE

$ All costs bundled into a client-specific outcome (CPCV, COI, etc)

% OF MEDIA

CONSULTANCY & LICENSE FEE
Xaxis is operating at scale for global clients

- Figure annual programmatic budget
- 8

- Countries
- 34

- Pilot tests run in 2020
- 125

- Ads delivered per month across all programmatic channels
- >2 billion
Ten years of transformation

FROM

• Audience-focused

• Black box

• 11 countries

• Display-only

• Powered by 3rd-party cookies

TO

• Outcome-focused

• Transparent & flexible models

• 47 countries & global clients at scale

• Omnichannel (Video, Audio, DOOH)

• Powered by AI
Four trends that will shape our future

1. The end of 3rd-party cookies
2. The golden age of video
3. New programmatic channels
4. E-commerce acceleration
Increasing complexity & fragmentation
Xaxis’ 5 key pillars

- **(OPERATIONAL)** SCALE
- **(SPECIALIZED)** TALENT
- **(COMPREHENSIVE)** DATA
- **(OUR OWN)** AI
- **(AGILE)** CREATIVE
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• Our differentiated capabilities
• Growth opportunities
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AI
Artificial Intelligence
Amplified Intelligence
Copilot
Today's Programmatic challenges

- Difficult to find value in massive volumes of data.
- Online KPI's do not reflect business results.
- Brands want to increase efficiency despite rising industry complexity.
- Brands want to improve performance and save time.

Benefits of Copilot - Amplified Intelligence

- Leverage the data with the strongest proven value for your business goal.
- Combine multiple metrics into optimization decisions.
- Identify & shift delivery to unique patterns humans don’t have time to identify.
- Dynamically predict performance and alter bids and investment in real time.
Find every granular opportunity

**HUMAN**

test a hypothesis and learn

**DSP**

lock in on best performance

**COPilot**

find granular value of each opportunity in real time

Test and learn quickly without cutting out opportunities.
The engine behind better advertising for everyone.

- 43 countries
- 1,400 + models run every day
- 1,900+ advertisers served
- 2,100+ customized algorithms
Copilot milestones

One algorithm on one DSP

Multiple algorithms on one DSP

Multiple algorithms on multiple DSPs

Beyond bidding, asset allocation

Algorithm Marketplace

We will make activating advanced algorithms as easy and commonplace as buying audience segments.

We secured significant additional investment from the WPP Product Board to pursue this vision.
The future of AI

- Expand applications
- Be good stewards
- Find more data
We are focusing on the next, big frontier to deliver better outcomes for clients

Source: NCS & Nielsen meta-analysis of 500 advertising effectiveness studies between 2016 – 2017
Xaxis Creative Studios

Xaxis Creative Studios brings digital and creative together.

- Talent and technology applied to transform campaign results
- Relevant, personalized creative executions
- Tested and optimized in real-time for audience, environment, and performance
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Integrated video
Consolidated video buying

AI – Powered Optimization & Budget Allocation

Maximize Your Video Investments
CROSS-CHANNEL VIDEO SOLUTION SUITE

Maximize reach across devices and formats

SFV

INSTREAM VIDEO

Native

INTERACTIVE VIDEO

GAMEROFT

INMOBI

hotstar

viu

STANDARDIZED VIDEO

PROGRAMMATIC VIDEO

Short-form

Interactive

Maximize reach across devices and formats

PG

PROGRAMMATIC GUARANTEED

YOUTUBE VIDEO
Digital out-of-home
Sightline

**PLAN**
Leverage audience-based planning capabilities

**EXECUTE**
Combine OOH visibility with the agility of programmatic digital campaigns

**MEASURE**
Track exposure & attribute the effectives of DOOH campaigns to business outcomes

**INTEGRATE**
Reach audiences through the entire consumer journey with fully integrated omni-channel campaigns
Pioneering programmatic DOOH with Domino’s

**MEASURE**

Track exposure & attribute the effectiveness of DOOH campaigns to business outcomes

- **Map data**
  - Based on Google Maps
  - Identify POIs

- **IoT sensors**
  - Placed on certain locations
  - Detect device IDs

- **App data**
  - Aggregated from apps
  - Profile users

- **Social media**
  - Twitter, Instagram, Pinterest, etc
  - Source location-tagged posts

- **5.4m reach**
- **>1.3k in-store footfall**
- **10% footfall lift**
Self-serve advertising

PRODUCTS MENU
- Audio
- Mobile
- In–gaming
- Digital
- Out Of Home
- Programmatic
- Video
- News
- Entertainment Ads
- Hyperlocal Advertising
groupM’s high adex share markets

INDIA & INDONESIA

In target market opportunity examples:

Focus Category
Inner Wear, Tea Export

Focus Category
Software Solutions, Retail, Real Estate

Focus Category
Medical, Tourism, Textile

NEW GROWTH FROM GEO EXPANSION AND MEDIUM SIZE BUSINESSES
eCommerce
Xaxis Commerce

Reaching shoppers and delivering measurable performance across Retail Media

Acquire new customers
Win market share
Drive repeat purchases

*Source: eMarketer March 2021 - US Forecast for eCommerce ad Spend

$41bn opportunity by 2024*
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The Xaxis flywheel

- 1st-party data
- Cloud
- AI
- Agile creative
- Programmatic

Differentiated Technology

World class Specialists

Rapid Growth & Scale

Innovative Solutions

Better Outcomes

All digital media

- Integrated video
- Sightline
- Algorithm marketplace

Uber
Ford
UPS
Colgate
MARS
eBay
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Thank you

www.xaxis.com

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