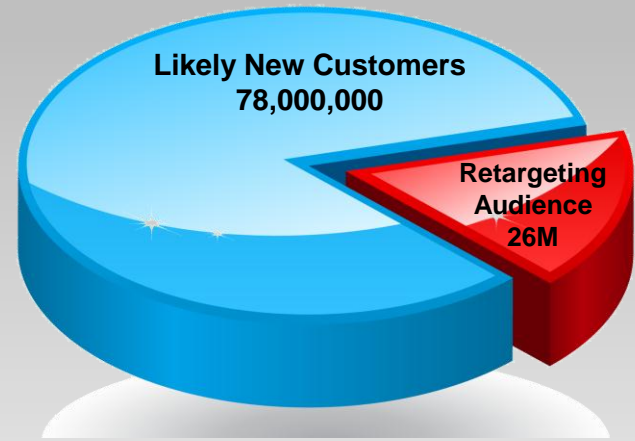


33Across Retail Brand Graph™

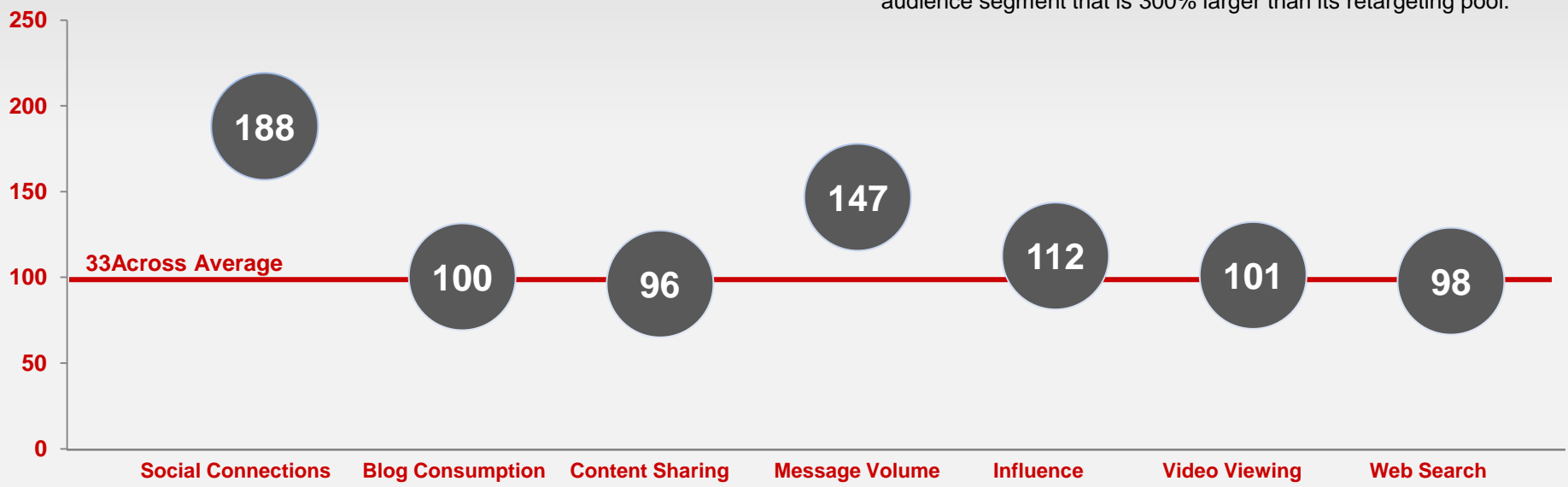
*Data based on representative sample of 25 advertisers

Key Findings on Retail Consumers:

- They are highly connected - almost 2x as many social connections as the average consumer.
- They are informational hubs of their networks, generating more than 1.5x the average amount of messages and significant online interactions.
- High connection and messaging rates are among the largest contributors to an expansive Brand Graph.



The average retail advertiser's Brand Graph reveals a new, likely audience segment that is 300% larger than its retargeting pool.*



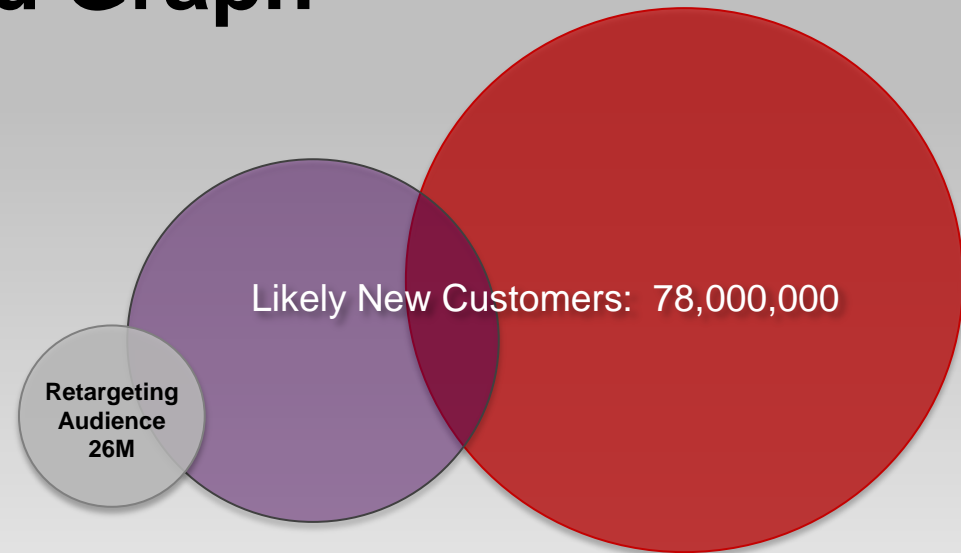
A Brand Graph plots the anonymous social engagement, influence, and interests of a brand's customers against an enormous 200+ million U.S.-user social graph. Brands have the ability to achieve massive scale by leveraging the rich connectivity data underlying a consumer's social connections.

33Across Retail Brand Graph™

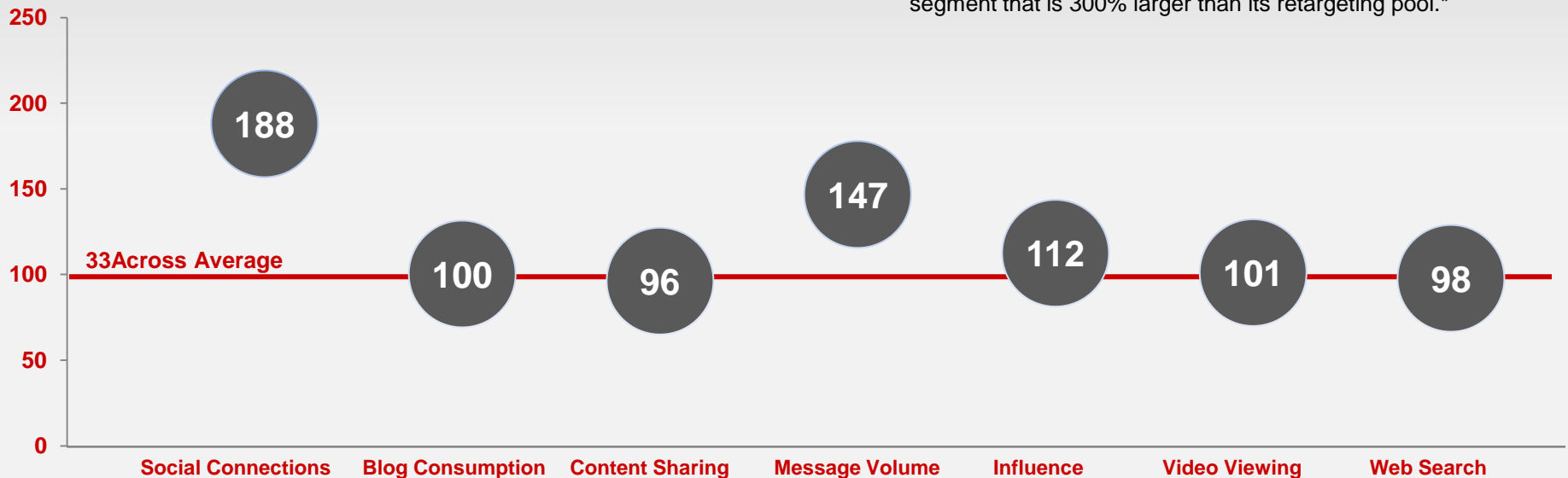
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