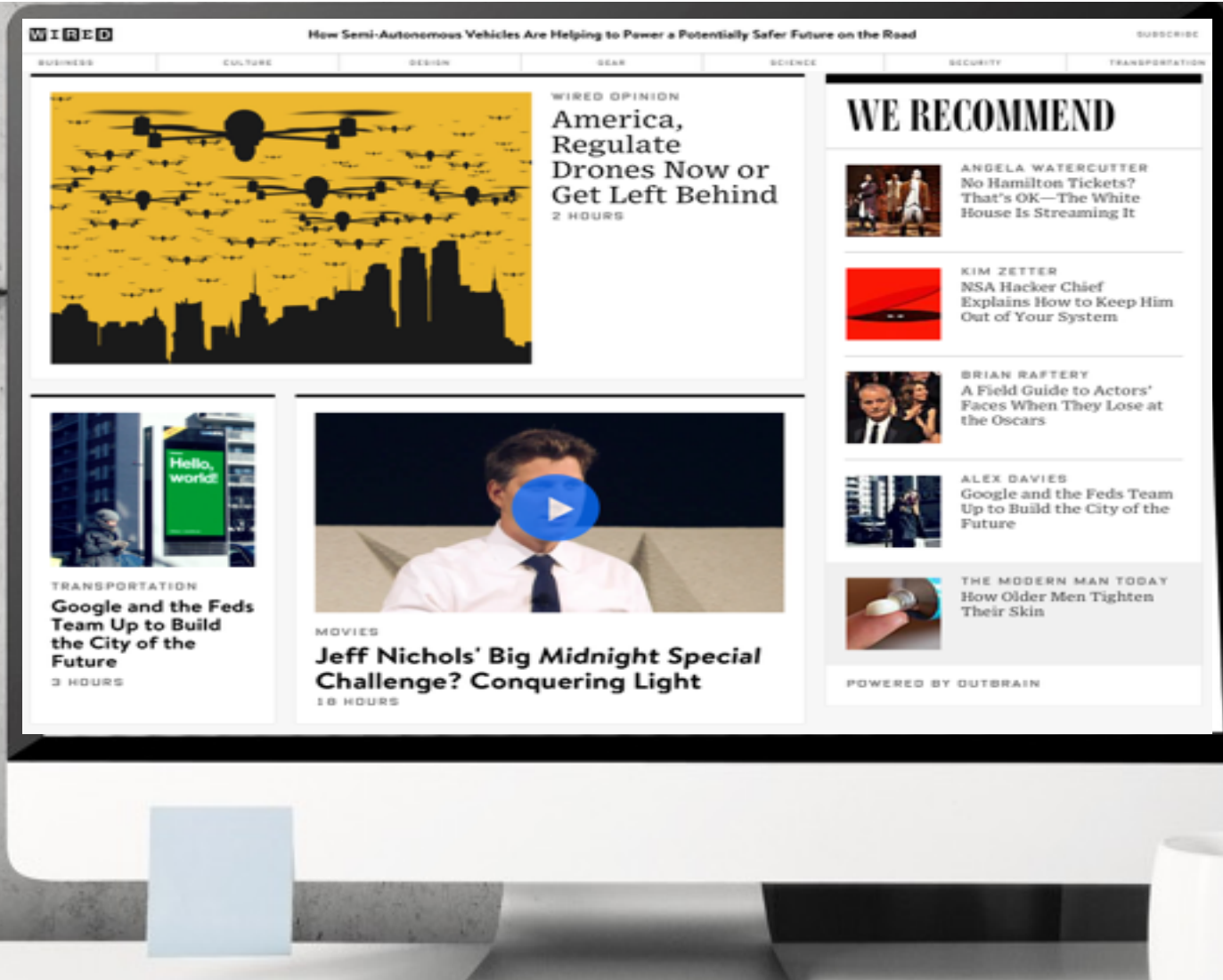
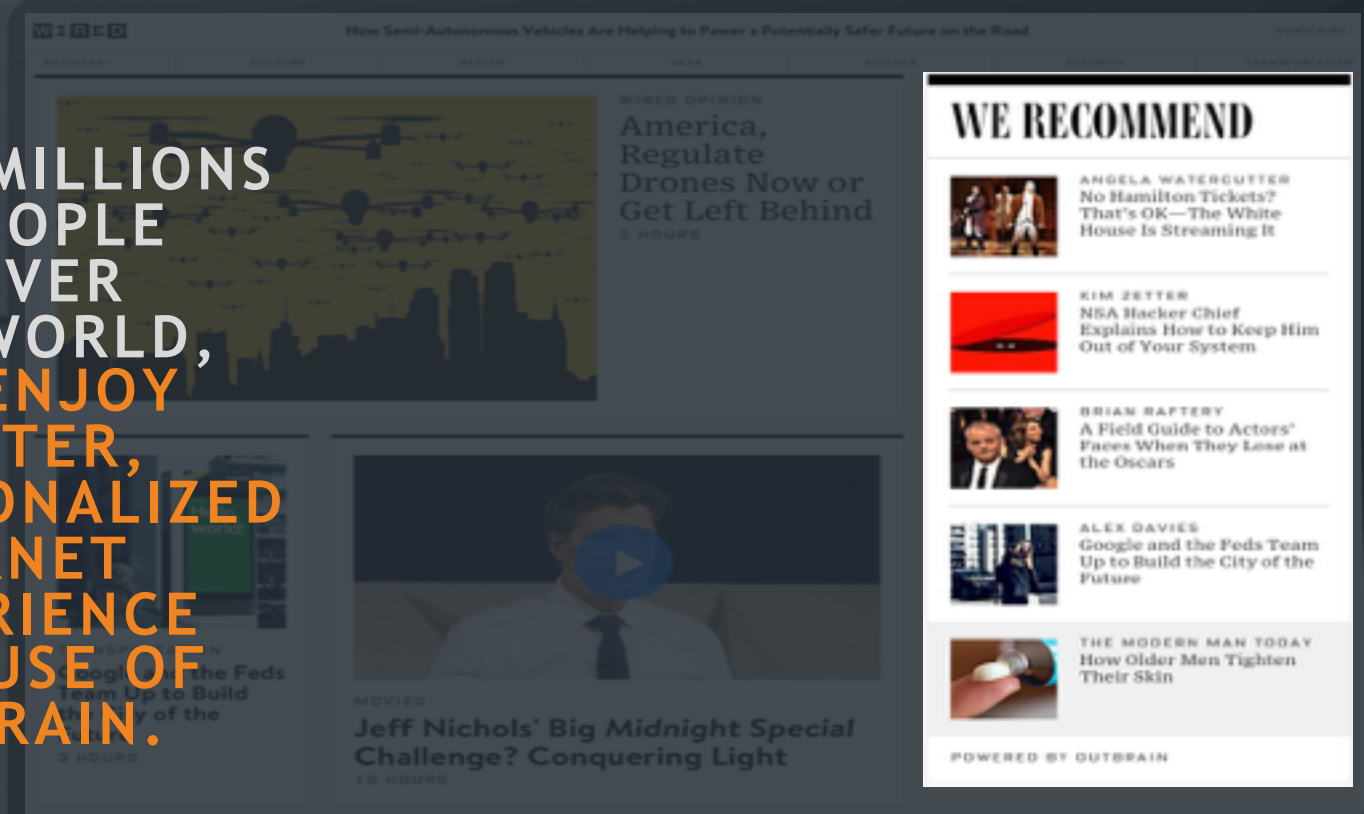


You Use Outbrain Everyday (Even if You Think You Don't)



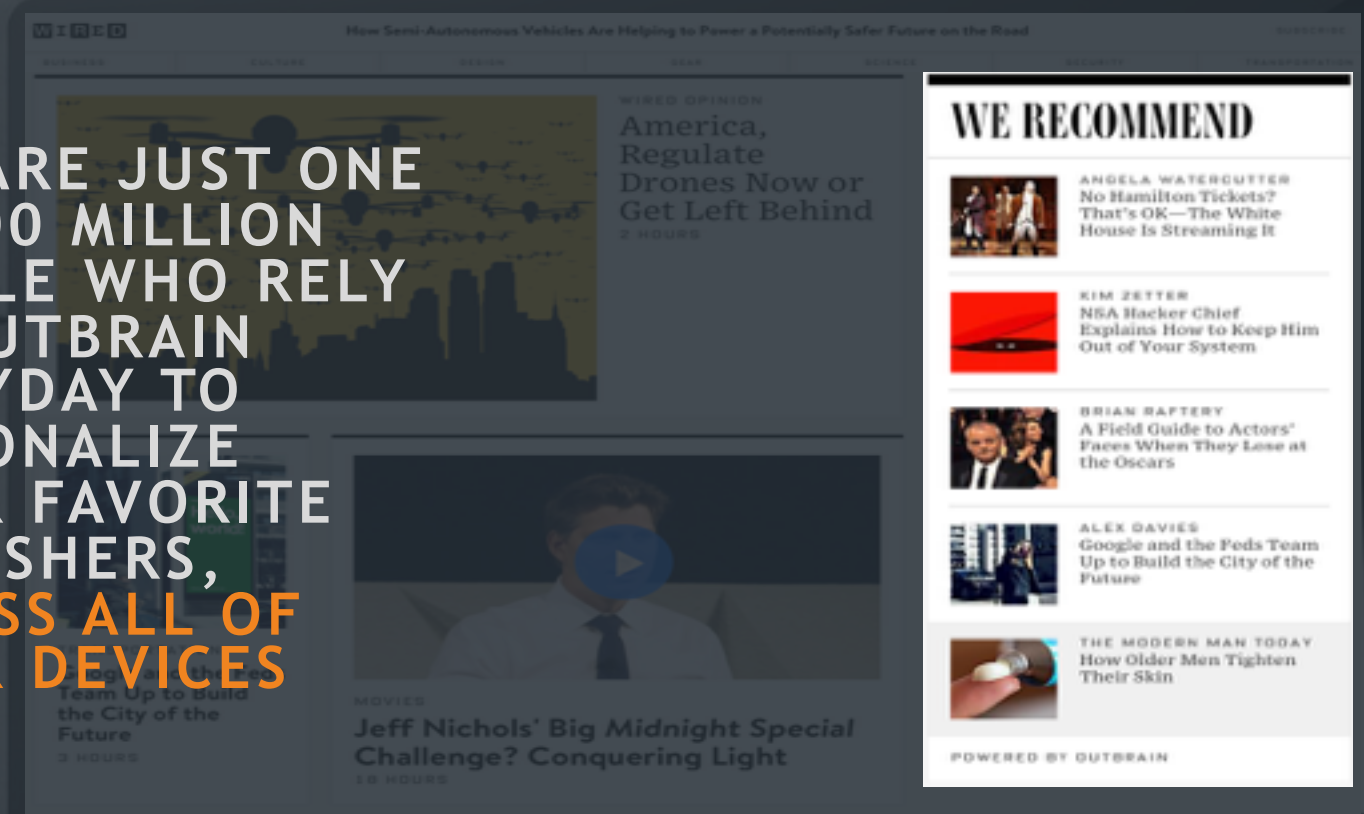
You Use Outbrain Everyday (Even if You Think You Don't)

LIKE MILLIONS
OF PEOPLE
ALL OVER
THE WORLD,
YOU ENJOY
A BETTER,
PERSONALIZED
INTERNET
EXPERIENCE
BECAUSE OF
OUTBRAIN.



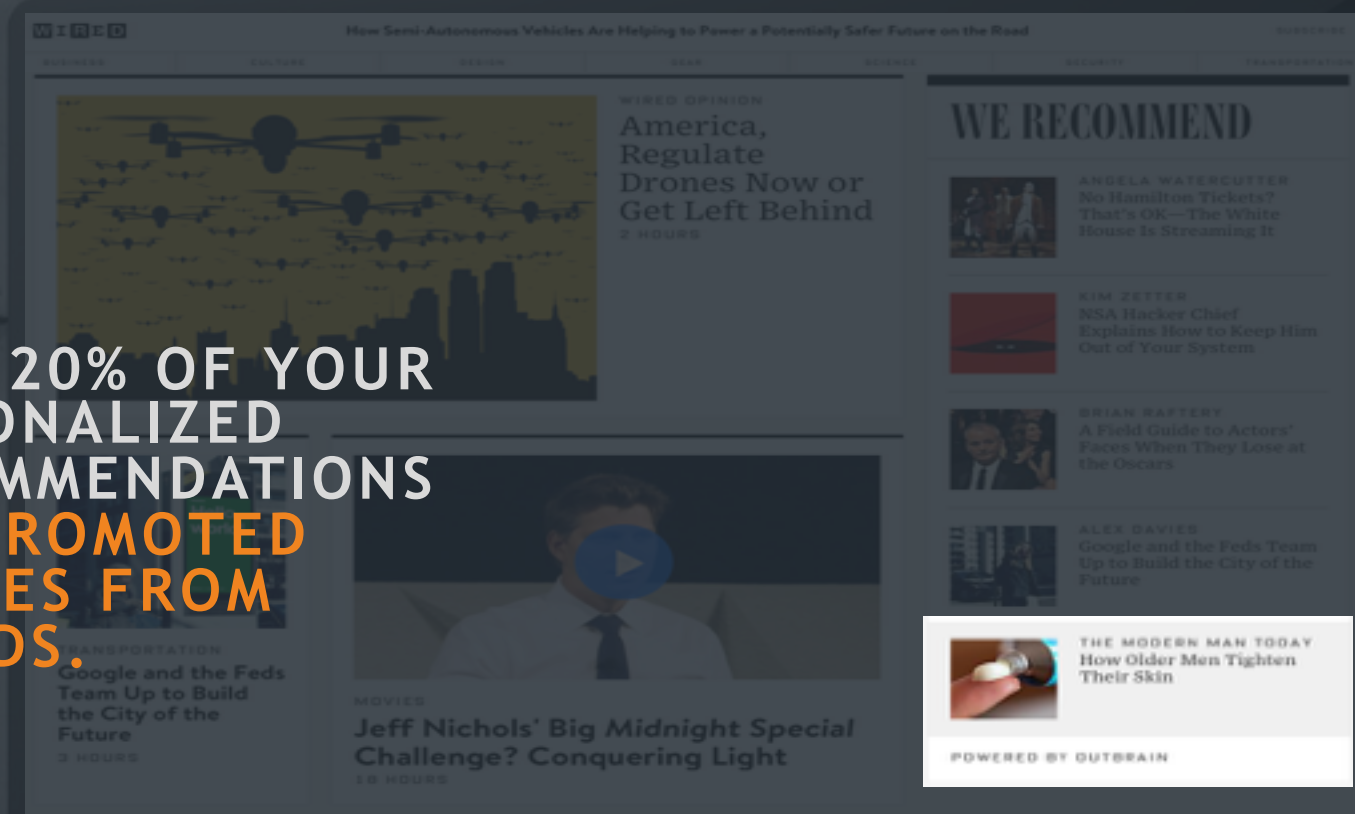
You Use Outbrain Everyday (Even if You Think You Don't)

YOU ARE JUST ONE OF 600 MILLION PEOPLE WHO RELY ON OUTBRAIN EVERYDAY TO PERSONALIZE THEIR FAVORITE PUBLISHERS, ACROSS ALL OF THEIR DEVICES



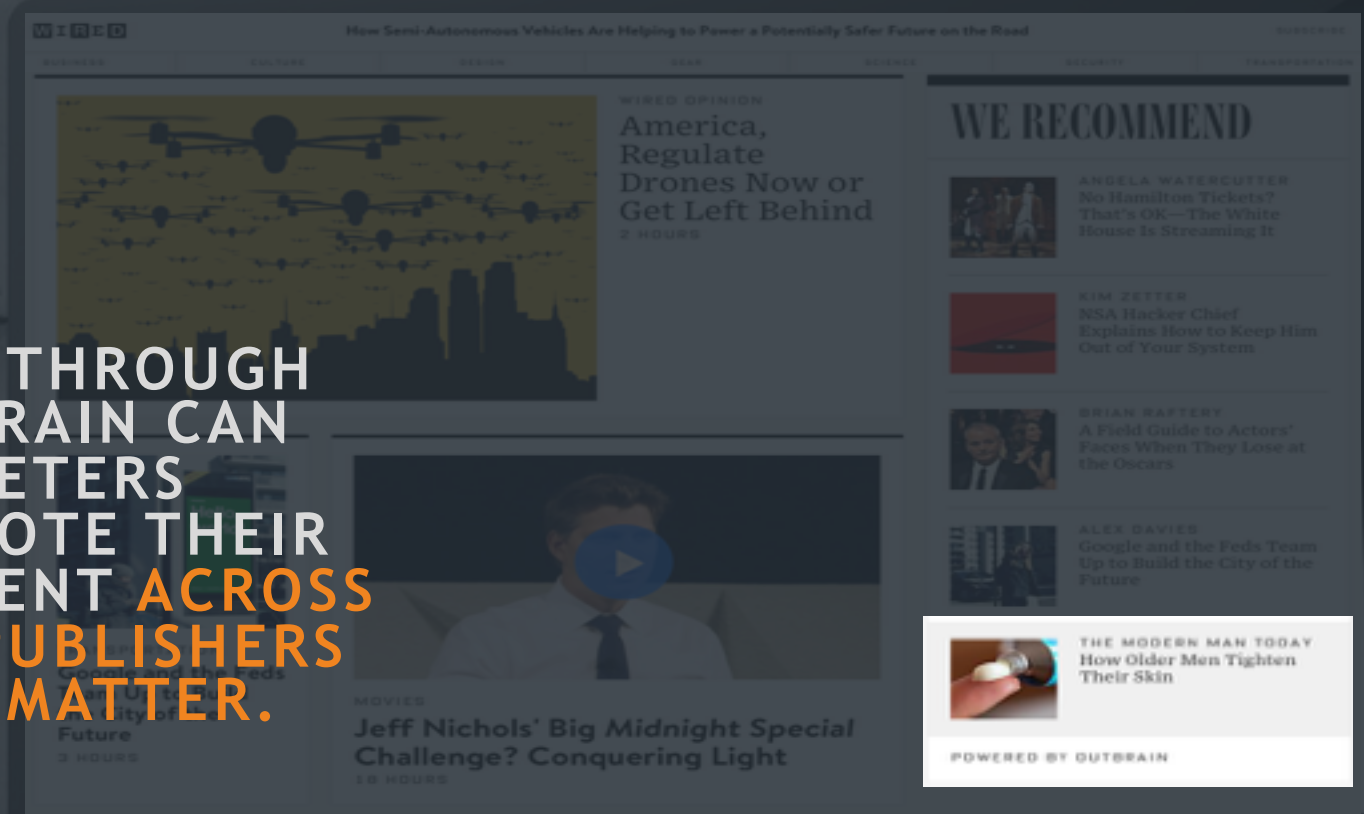
You Use Outbrain Everyday (Even if You Think You Don't)

ONLY 20% OF YOUR
PERSONALIZED
RECOMMENDATIONS
ARE PROMOTED
STORIES FROM
BRANDS.



You Use Outbrain Everyday (Even if You Think You Don't)

ONLY THROUGH
OUTBRAIN CAN
MARKETERS
PROMOTE THEIR
CONTENT ACROSS
THE PUBLISHERS
THAT MATTER.



You Use Outbrain Everyday (Even if You Think You Don't)



You Use Outbrain Everyday (Even if You Think You Don't)

The Daily Telegraph

ESPN

<re/code>

Le Monde

CONDÉ NAST

CNN

Sports Illustrated

theguardian



People

FOX NEWS

NEW YORK POST

Mashable

Time Inc.

HEARST

WIRED

SKY NEWS

Our Business is Content Personalization



OUTBRAIN INTEREST GRAPH

- Content consumption data from over 6 billion recommendations/day
- Contextual/Behavioral/Personal analyzed by 50+ Algorithms

Our Business is Content Personalization



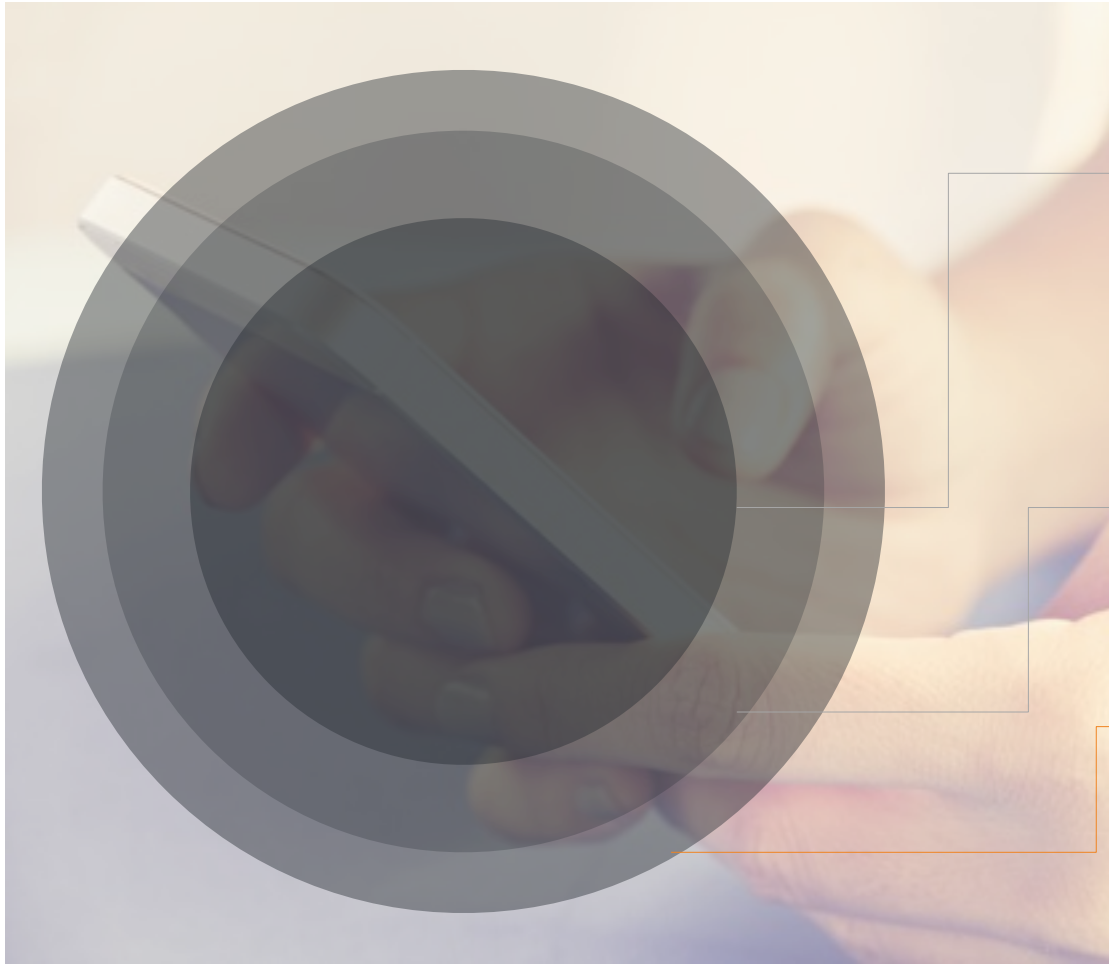
OUTBRAIN INTEREST GRAPH

- Content consumption data from over 6 billion recommendations/day
- Contextual/Behavioral/Personal analyzed by 50+ Algorithms

TARGETING OPTIONS

Layer in marketer's knowledge of the customer

Our Business is Content Personalization



OUTBRAIN INTEREST GRAPH

- Content consumption data from over 6 billion recommendations/day
- Contextual/Behavioral/Personal analyzed by 50+ Algorithms

TARGETING OPTIONS

Layer in marketer's knowledge of the customer

OPTIMIZATION

Layer in controls based on objectives



What Advertisers Think™

The More You Know
The Stronger Your Brand
The More You'll Sell™

Advertiser Intelligence Reports™

Outbrain

Wave 23

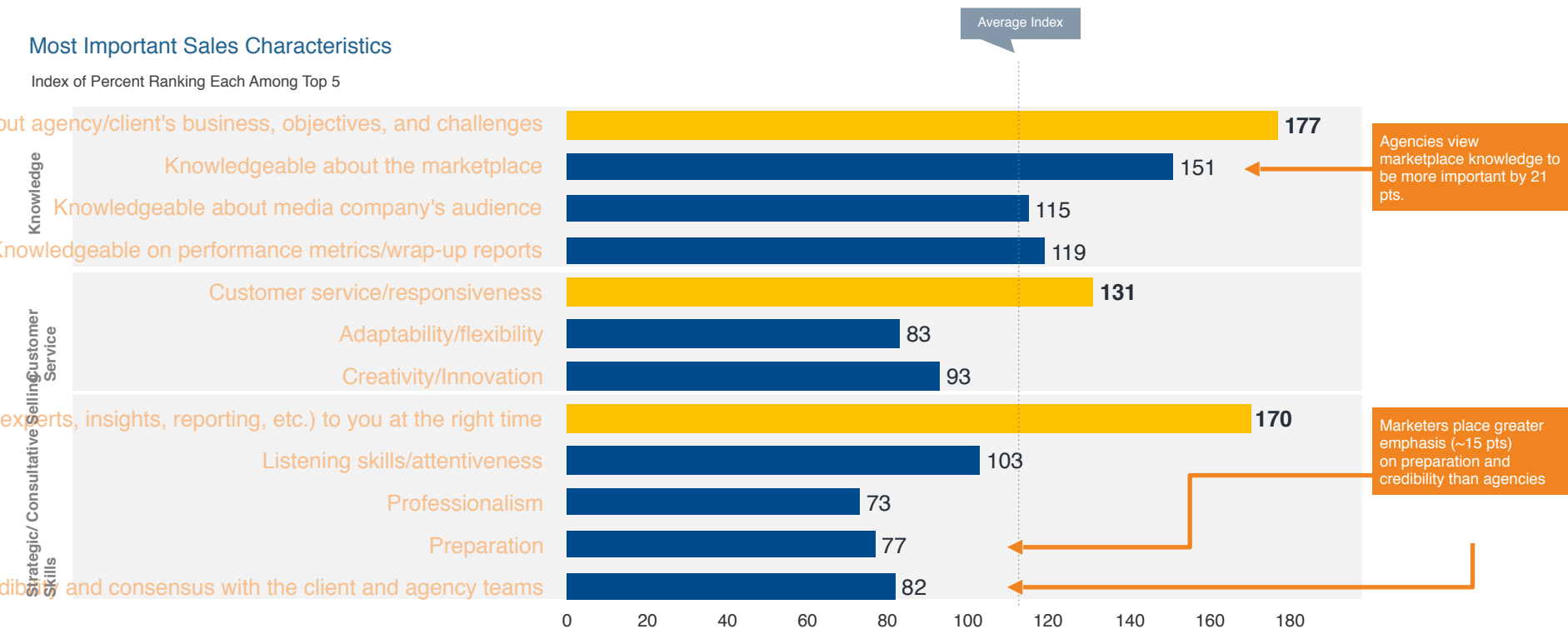
Perceptions of Selling and Sales Coverage

- What's Driving Buying Intentions
- What are Advertiser Perceptions of Media Brands



*Consideration and Buying Intention data for [Media Property], Ratings data for [Umbrella Brand]

Marketers and Agencies care most about customer service, knowledge about business and strategic skills



- **QMarket1225:** Which are the five most important sales capabilities/characteristics when making media buying decisions?
- **Base:** Digital Respondents Index 100 = Average of all sales characteristic rankings

What is the relative position of Outbrain among the considerers of each brand? Superior





















Index of Percent Rating Media Brands 8-10 on a 10-Point Scale

W23	Knowledge	Customer Service	Creativity/ Innovation	Sales Skills
Outbrain	124	158	159	143
Facebook	83	70	79	78
Google Display Network (Display Ads)	101	92	90	79
Nativo	126	147	127	142
Sharethrough	137	140	130	140
Taboola	118	122	119	105
Comp Set Avg.	113	114	109	109
Outbrain Rank	3rd	1st	1st	1st

QX55: Please rate each media property's sales representatives on the following factors. (Scale of 1 to 10; Poor to Excellent)
 Base: Considering Media Brand
 Index 100 = average of all related media brands
 Client Lead Brand(s): Above Comp Set Average by 10+ points is GREEN Below Comp Set Average by 10+ Points is RED

How does Outbrain fare against the industry leaders in key sales categories? Quite Well

Index of Percent Rating Media Brands 8-10 on a 10-Point Scale

Knowledge		Customer Service		Creativity/Innovation		Sales Skills	
	152		158		159		162
	148		141		148		143
	131		135		130		138
	124		129		125		132
	116		120		122		130

Q155: Please rate each media property's sales representatives on the following factors, (Scale of 1 to 10; Poor to Excellent)
 Base: Considering Media Brand Index 100 = average of all related media brands

Sales Presence, Coverage: A strength for Outbrain, especially with Marketers as well as in person







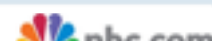



Index of Percent Rating Media Brands 8-10 on a 10-Point Scale

W23	Total Communication	Agency Communication	Marketer Communication	Met With Sales Rep In Person
Outbrain	125	126	123	168
Facebook	84	73	93	58
Google Display Network (Display Ads)	111	112	109	132
Nativo	134	149	95	133
Sharethrough	132	143	111	142
Taboola	114	125	95	120
Comp Set Avg.	115	120	101	117
Outbrain Rank	3rd	3rd	1st	1st

Q065: Please rate each media property's sales representatives on the following factors. (Scale of 1 to 10; Poor to Excellent)
 Base: Considering Media Brand
 Index 100 = average of all related media brands
 Client Lead Brand(s): Above Comp Set Average by 10+ points is GREEN Below Comp Set Average by 10+ Points is RED

Outbrain excels at sales coverage when compared to industry leaders

Index of Percent Rating Media Brands 8-10 on a 10-Point Scale

Total Communication	In-Person Meetings
 125	 182
 125	 168
 114	 156
 112	 154
 111	 132

QX65: Please rate each media property's sales representatives on the following factors. (Scale of 1 to 10; Poor to Excellent)
Base: Considering Media Brand Index 100 = average of all related media brand



Hitting Sales Targets

Outbrain Sales Structure

- **The Team**
 - 100+ global sellers, 30 in North America
- **The 2016 restructure - client centric structure**
 - **Key Accounts**
 - ~300 brands with agency relationships
 - Agency holding co alignment
 - Highest headcount team
 - **Mid-Market**
 - Large performance-based buyers
 - **Publishers**
 - The genesis of Outbrain demand
 - Still 50% of business, but quickly being overtaken by brands

Sales Support and Services

- Sales Planning
 - Lead generation
 - RFP
 - Market research
- Sales Marketing
 - Air cover
 - Brand council
 - Consistent story, globally
 - 1-sheets, swag
 - Industry events
- Account Management
 - Manage existing business and grow relationships
- Business Intelligence
 - Salesforce

Keys to Success

- Smart Hiring - 3 Step Process
 - HR phone screen
 - F2F interviews in-office (1 day)
 - 3-4 Outbrain interviewers
 - Different disciplines (AM, Sales Leads, Other Sellers)
 - Mock pitch
 - 4-5 attendees (GM, AM, Sales Leads, VP Sales)
 - Key Accounts Sellers
 - In-market, with rolodex
 - Mid-Market Sellers
 - Digital/Ad-Tech experience, rolodex as bonus
- Always be training
 - Monthly industry training
 - Weekly objection handling in sales meeting
 - Quarterly sales pitch tuning off-site
 - “Pitch Perfect”
- Listen, listen, listen



Thank You