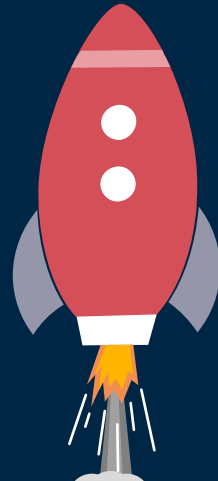




QOSMIK

Programmatic enabler. Monetization optimizer





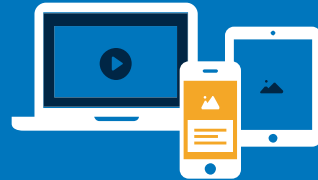
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Global advertising and programmatic markets



The **biggest** contributors to the higher **2016** growth forecast are the **US** and **China**



Digital media will become the **number one** media category globally by the **end of 2017**, as digital advertising sales will reach **\$192 billion** (a 39% market share), surpassing TV at **\$178 billion** (a 36% market share).



Globally, media owner advertising revenues will grow



Global programmatic ad spend to reach **\$37 billion by 2019**



Real Time programmatic will represent **81% of total programmatic spend in 2015** (source Magna Global)

Qosmik

the programmatic marketplace



Qosmik helps international blue chip brands and publishers trade transparent and brand-safe inventories.

Our technology stack allows for cross-channel (RTB, private marketplaces,...) and cross-device (desktop, mobile...) advertisement purchasing and selling.

....

Why Qosmik

French programmatic pioneer . Global advertising coverage . International account management . Adquality tools
Ontime payments



Chronology

WOAUMM
founded

2010

WOAUMM
Become
Qosmik
June 2016

Sept 2016
Header bidding
Solution and A/B
Testing technologies
launched

Established
Brazilian presence
Oct 2016

Automated content
generator and
engagement quizz
box revealed
Nov 2016

Exclusive partnership
signed with Ayspot to
enter the **Chinese** market
Dec 2016



Mapmonde



4B
monthly
impressions

+5000k
advertisers months



+12
people

(Sales, Product Management,
AM, Marketing, Finance)

