



“Third-quarter results were in line with our expectations as we continue to capitalize on the strength of DOOH, Retail Media, and CTV. All three growth engines delivered strong results in the quarter, signaling that our multi-channel strategy is gaining traction with advertisers who trust us to activate their messages across all screens and formats.

— Tal Jacobson, CEO

”

Revenue
\$102.2M

Adjusted EBITDA
\$7.4M

7% Margin | 16% ex-TAC Margin

GAAP Net Income
\$2.1M

Diluted GAAP EPS \$0.04

Non-GAAP Net Income
\$11.9M

Diluted Non-GAAP EPS \$0.23

Net Cash
\$383.9M

Q3'24 Highlights

On a proforma basis, DOOH revenue increased **63%** year-over-year to **\$19.1** million, representing **23%** of Advertising Solutions revenue compared to **11%** last year

Retail Media¹ revenue increased **62%** year-over-year to **\$21.0** million, representing **26%** of Advertising Solutions revenue compared to **13%** last year

CTV revenue increased **19%** year-over-year to **\$9.5** million, representing **12%** of Advertising Solutions revenue compared to **8%** last year

Open Web² Video revenue decreased **63%** year-over-year, representing **14%** of Advertising Solutions revenue, compared to **32%** last year

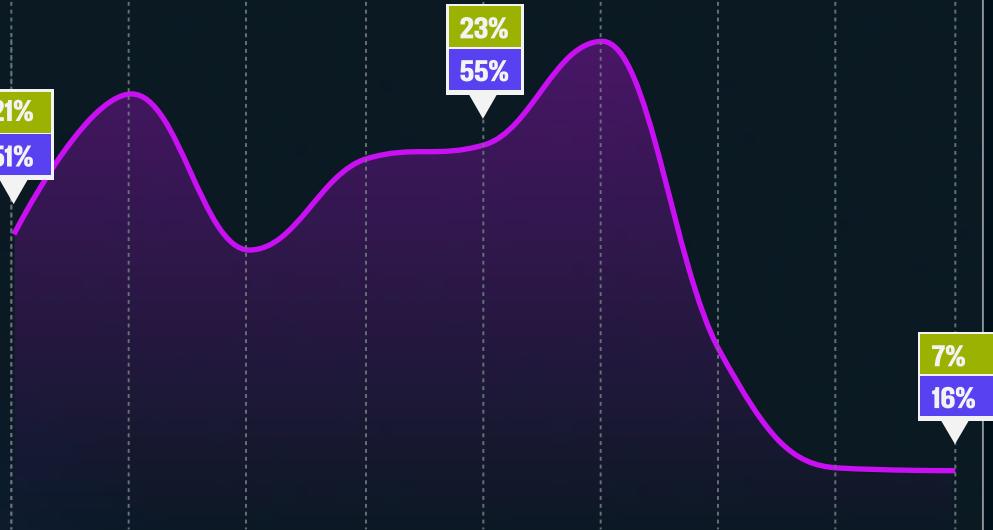
Search Advertising revenue decreased **76%** year-over-year to **\$20.9** million, representing **20%** of total company revenue

1. Retail Media revenue includes all media channels, such as, CTV, DOOH, video and others
2. Open Web video refers to standard digital video ad units running on the open web (Websites), and does not include CTV, digital video on social platforms and short-form video

Quarterly Performance Overview

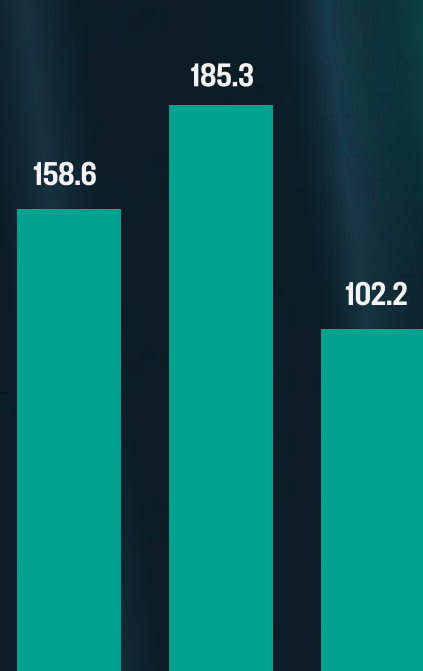
Adjusted EBITDA¹ (\$M)

■ Adjusted EBITDA / Revenue
■ Adjusted EBITDA / Contribution ex-TAC

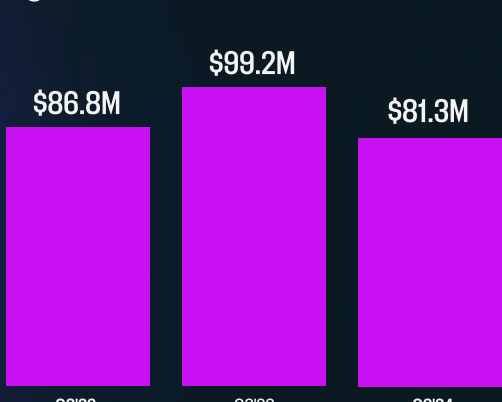


1 Non-GAAP metrics. Please see the Appendix to this presentation for a reconciliation of each to the nearest GAAP metric.

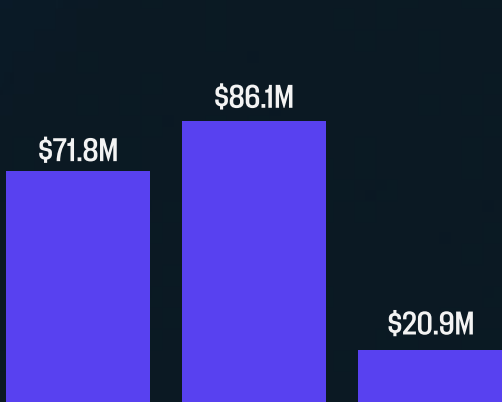
Revenue (\$M)



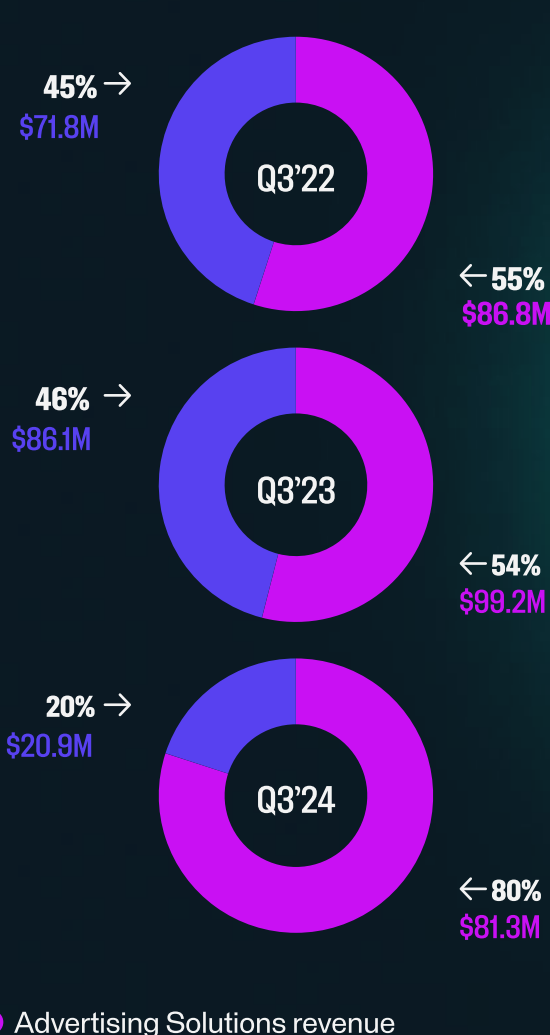
Advertising Solutions



Search Advertising



Business Diversification



● Advertising Solutions revenue
● Search Advertising revenue

Financial Outlook

FY 2024 Outlook

FY 2024 Guidance

Revenue (\$M)

490-510

Adjusted EBITDA(\$M)¹

48-52

Adjusted EBITDA / Revenue¹

10%²

Adjusted EBITDA / Contribution ex-TAC¹

23%²

1. Contribution ex-TAC and Adjusted EBITDA are non-GAAP measures. See reconciliation of GAAP to non-GAAP measures at the appendix of the presentation posted on the company website

2. Calculated at revenue and Adjusted EBITDA guidance midpoint