



# INTRODUCING YOC

Programmatic trading with high impact



**THE INDUSTRY IS LACKING  
A PLATFORM TO DELIVER  
HIGH IMPACT ADVERTISING  
IN A PROGRAMMATIC CONTEXT**



**01 ABOUT YOC**

**02 MARKET ECOSYSTEM**

**03 PLATFORM & PRODUCTS**

**04 ADDED VALUE FOR PARTNERS**



# 01 ABOUT YOC



## AT A GLANCE

# WHO IS YOC?

**400+**

Premium publishers have integrated our products

**17+**

Years of experience in the mobile industry

**200+**

Million MAU direct global reach

**8**

Locations across Europe

**500+**

Top brands (of whom 80% Fortune 500)

**100%**

Viewability



## WHAT WE STRIVE FOR DAY-TO-DAY

# THE YOC MISSION

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By combining our proprietary adtech platform VIS.X® with our extensive media reach, YOC aims to operate qualitatively at the top of the advertising market. We want to deliver a better advertising experience to everyone.

With our technology stack and long-standing expertise our mission is to provide excellent and continuous high quality service and fast execution to our customers at any time.

**We are committed to these goals – every day.**





# FACTS ABOUT YOC

## MOBILE FIRST SINCE 2001

- › 80+ employees across six European sites
- › HQ in Berlin, offices in Amsterdam, London, Vienna, Madrid, Warsaw, Hamburg and Dusseldorf
- › 1st Mobile Advertising IPO in 2006
- › Prime Standard listing at Deutsche Börse

## ADTECH

- › Proprietary SSP
- › In-house product development
- › All sales channels: direct I/O to programmatic
- › Connected to hundreds of DSPs
- › Premium Demand

## OUR PRODUCTS DELIVER

- › Up to 7,2x Higher User-initiated Playrate
- › Up to 5,5x Higher Time Spent
- › Up to 1,6x Higher Engagement Rate
- › Up to 4,2x vCTR Uplift





# PEOPLE AT YOC

# OUR INTERNATIONAL TEAM







02

# MARKET ECOSYSTEM



# AT A GLANCE MARKET ENVIRONMENT

**52.2%**

Mobile share of worldwide web traffic<sup>1</sup>

**>60%**

European display ad spend traded programmatically in 2018<sup>2</sup>

**+27%**

Growth of programmatic advertising in Europe in 2018<sup>2</sup>

**+115%**

Higher engagement with YOC Products<sup>3</sup>

**+27%**

More likely to be looked at high impact formats vs. standard banner<sup>4</sup>

**>100%**

Required mobile ad spend uplift to catch up with media usage<sup>5</sup>

1. Statista 2019: Percentage of all global web pages served to mobile phones from 2009 to 2018

2. IAB Europe Report: European Programmatic Market Sizing 2018 and YOC estimation

3. MOAT Analytics Benchmarks Q3/2019: Universal touch % metric

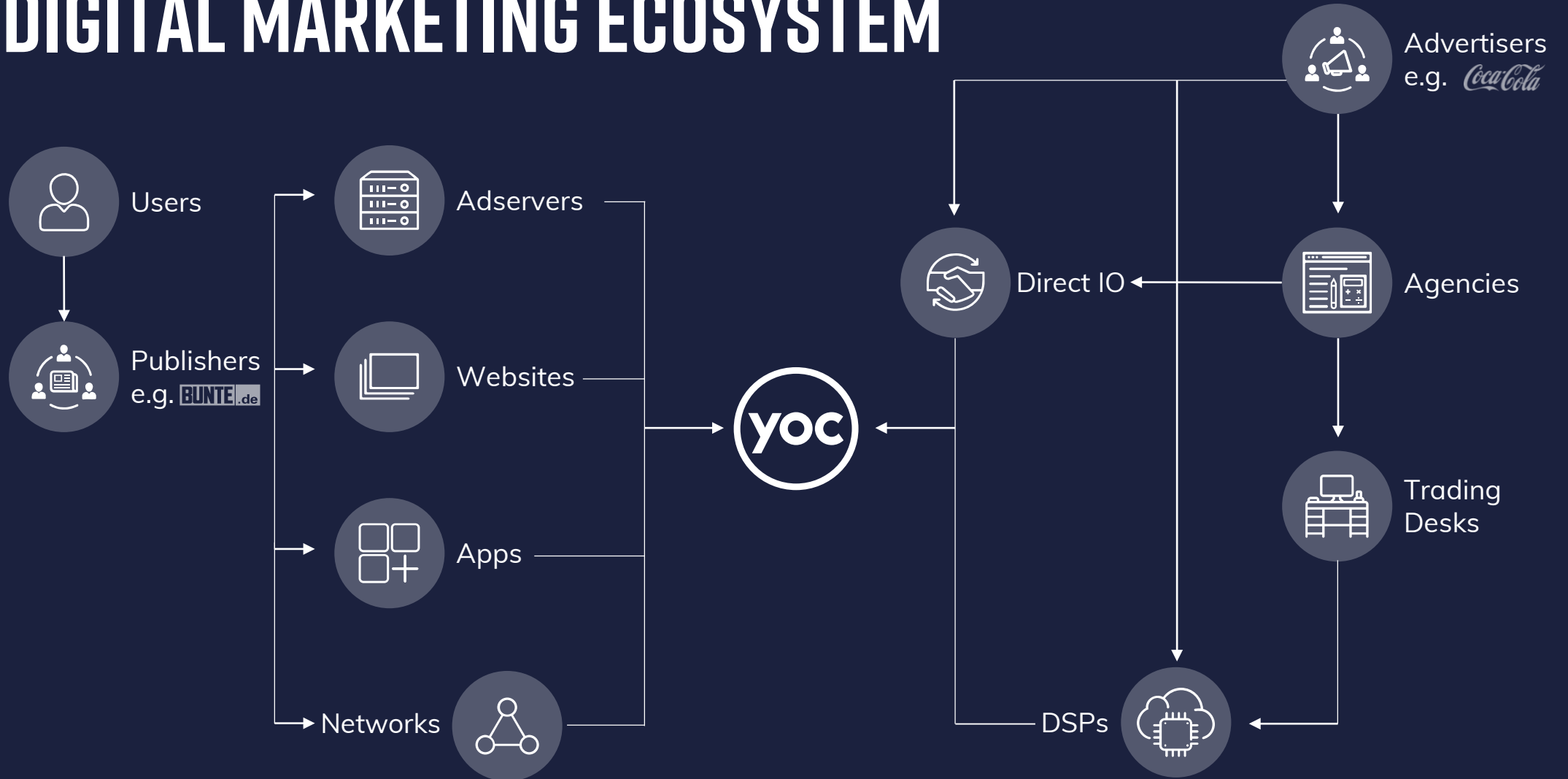
4. Inskin Media and Lumen Research 2019: Planning for attention

5. Zenith 2018: Global Intelligence; eMarketer 2018: Global Ad Spending; YOC estimation without Google and Facebook



# BRIDGING THE GAP FOR PROGRAMMATIC HIGH IMPACT PRODUCTS

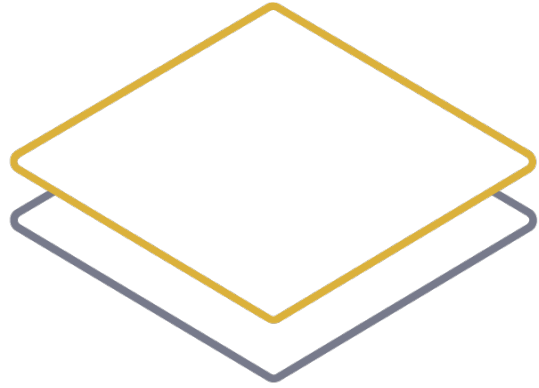
## DIGITAL MARKETING ECOSYSTEM





03

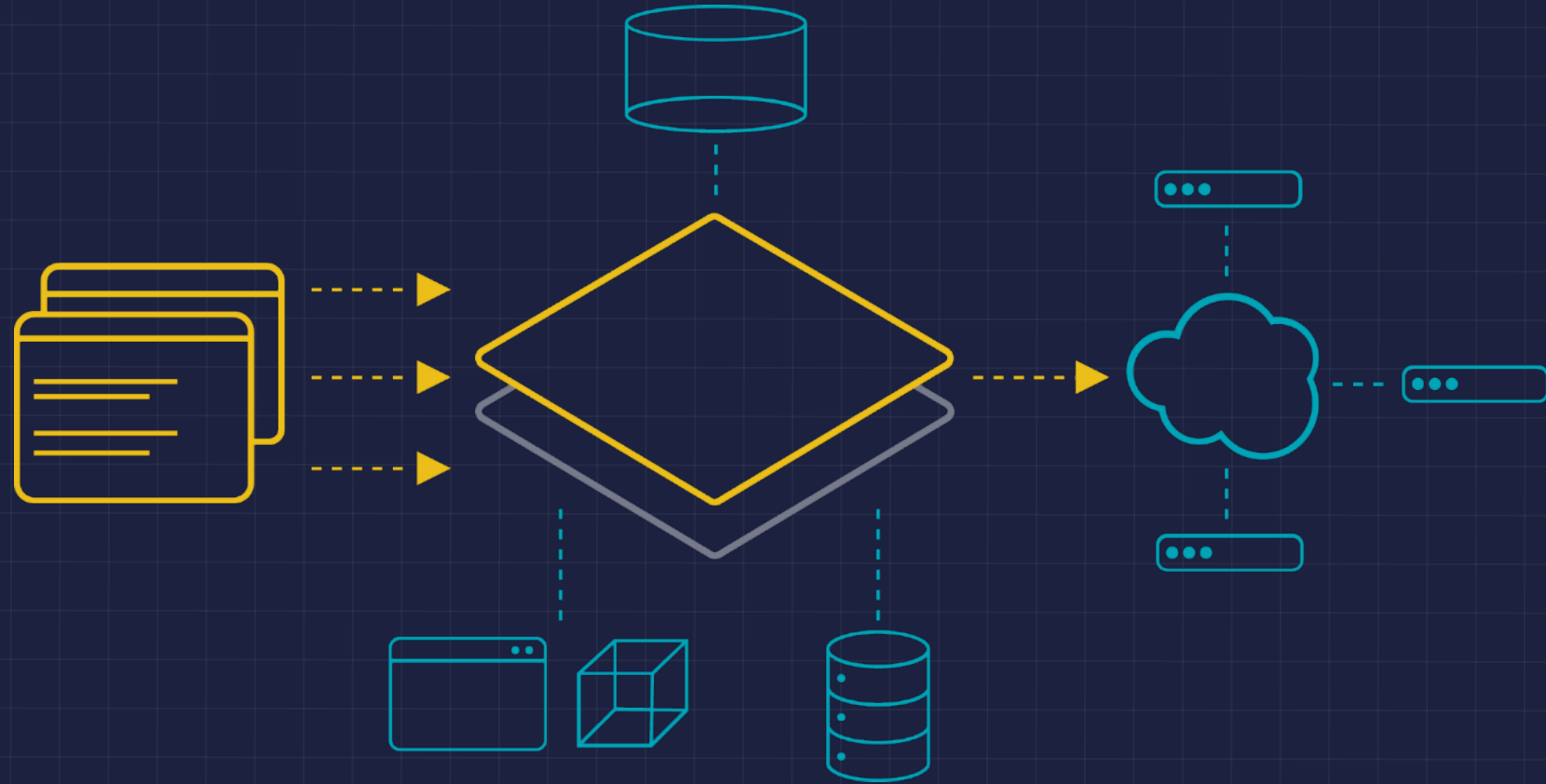
# PLATFORM & PRODUCTS



**VIS.X**



# A NEW PLATFORM THIS IS VIS.X<sup>®</sup>



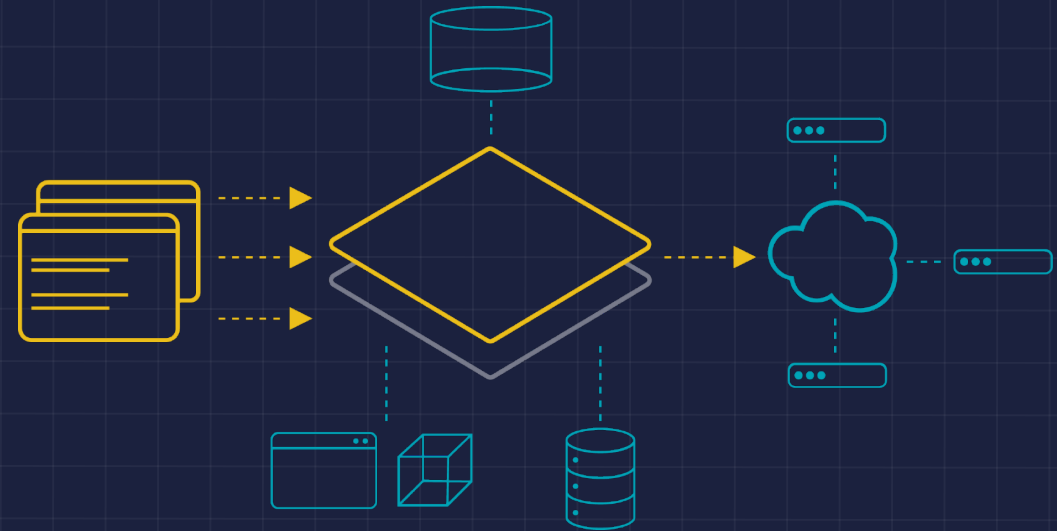


# AD CREATIVES BECOME MESSAGES WITH SUSTAINABLE IMPACT

## THIS IS VIS.X<sup>®</sup>

- › High impact ad formats programmatically
- › Plug & Play: no adjustments in DSPs needed
- › Premium inventory
- › Brand-safety
- › Transparency
- › Holistic approach
- › Private Auctions and Preferred Deals

Premium. Viewable. At Scale.



ABOUT VIS.X<sup>®</sup>

# BENEFITS AT A GLANCE



**BRAND-SAFE INVENTORY**



**TRADING MODES**



**HIGH IMPACT AD FORMATS**



**HOLISTIC APPROACH**



**ABOUT VIS.X<sup>®</sup>**

# **BENEFITS AT A GLANCE**

## **HIGH IMPACT AD FORMATS**

- › Proprietary and 3rd party high impact ad formats
- › No further adjustments on the buyer's DSP needed
- › Transformation of creative assets into high impact, rich media ads in real time at transaction level

## **BRAND-SAFE INVENTORY**

- › Hundreds of renowned publishers integrated
- › 100% brand-safe premium inventory
- › Scalable

## **HOLISTIC APPROACH**

- › Connection of monetization stack directly or via Header Bidding
- › Inventory available to all buyers at the same time
- › Inventory optimized for the best possible sell-through

## **TRADING MODES**

- › Priority access
- › Private Auctions or Preferred Deals
- › Buyer's data
- › Right auctions mechanics for efficient media buying



# OVERVIEW PRODUCT LINES



**YOC INLINE VIDEO AD**



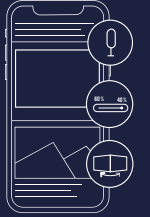
**YOC UNDERSTITIAL AD<sup>®</sup>**



**YOC MYSTERY AD<sup>®</sup>**



**YOC MYSTERY SCROLLER<sup>®</sup>**



**YOC ADS PLUS<sup>NEW</sup>**

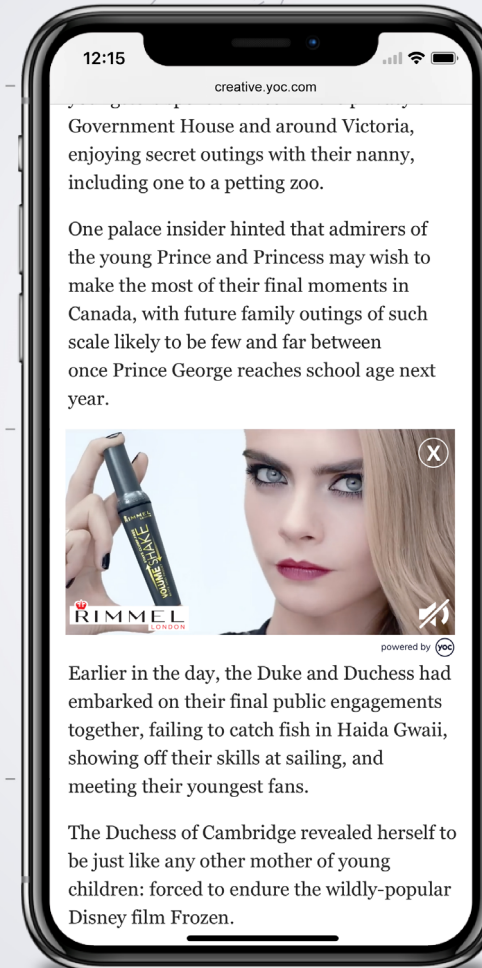


# HIGH IMPACT PRODUCTS

## YOC INLINE VIDEO AD

The most exciting and effective way to share your story to the world.

- › Outstream video product
- › Ad starts playing when at least 50% in view, guaranteeing full attention
- › YOC's proprietary video technology transcodes any video asset to auto-play across all devices



**100%**  
Committed  
Viewability

**10%**  
Higher Brand  
Awareness

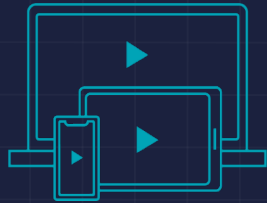
**46%**  
Video  
Completion Rate



# HIGH IMPACT PRODUCTS

## YOC INLINE VIDEO AD

PRODUCT  
DETAILS



All Platforms

AMP, IAB VAST,  
IAB VPAID, MRC

Standards

CPM, VCPM,  
CPCV

Pricing Models

AMP WEBSITES

Support

OVERVIEW  
FEATURES



Outstream



360 View



Brand Signature

AND MANY  
MORE...



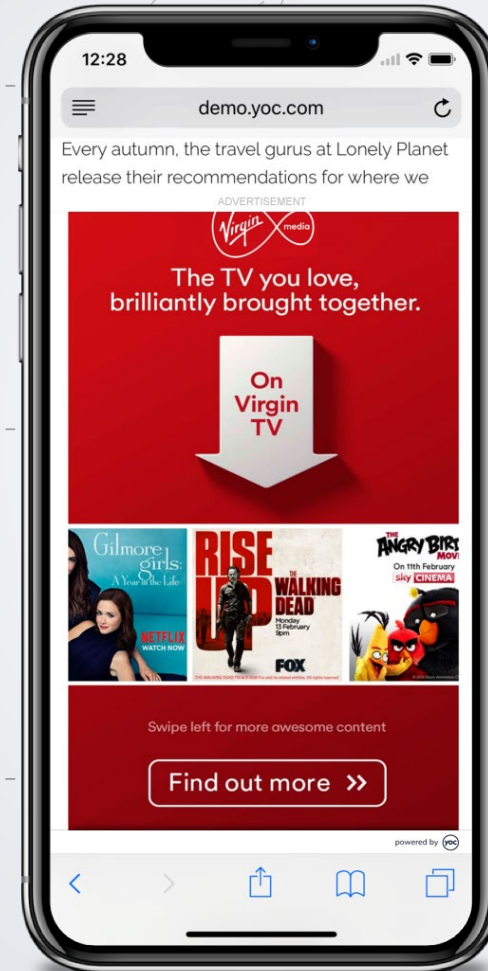


# HIGH IMPACT PRODUCTS

## YOC UNDERSTITIAL AD<sup>®</sup>

Take center stage using the YOC Understitial Ad<sup>®</sup>.

- › User initiated format allowing users to reveal ad by scrolling up or down
- › Non-intrusive full screen ad is delivered without interrupting the reading flow
- › Noticeably higher engagement rates by usage of HTML5, 16:9 or vertical video



**100%**  
Viewability  
Guaranteed

**3,5X**  
Higher CTR

**4,2X**  
Higher vCTR with  
Video or HTML5

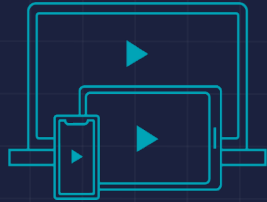
For more information visit [yoc.com](http://yoc.com)



# HIGH IMPACT PRODUCTS

# YOC UNDERSTITIAL AD<sup>®</sup>

PRODUCT  
DETAILS



All Platforms

IAB VAST,  
IAB VPAID, MRC

Standards

CPM, VCPM,  
CPCV

Pricing Models

OVERVIEW  
FEATURES



Engagement



Vertical Video



Leaflet

AND MANY  
MORE...



# HIGH IMPACT PRODUCTS

## YOC MYSTERY AD<sup>®</sup>

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This full screen HTML5 ad format opens up endless possibilities.

- › Received several recognized industry awards (e.g. Cannes Mobile Lion Gold)
- › Innovative product that allows users to interact directly with a campaign
- › Creation of memorable and personalized brand experiences



**5,5X**  
Higher  
Time Spent

**1,6X**  
Higher  
Engagement Rate

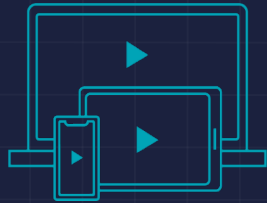
**7,2X**  
Higher User-  
initiated Playrate



# HIGH IMPACT PRODUCTS

# YOC MYSTERY AD<sup>®</sup>

PRODUCT  
DETAILS



All Platforms

IAB VAST,  
IAB VPAID, MRC

Standards

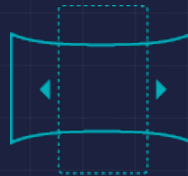
CPM, VCPM,  
CPCV

Pricing Models

OVERVIEW  
FEATURES



Sensors



Panorama



Native

AND MANY  
MORE...

# HIGH IMPACT PRODUCTS

## YOC MYSTERY SCROLLER

### INTERACTIVE STORY-TELLING VIA SCROLL INTERACTION

Combining eye-catching campaigns with user-friendly operation.

- Reactive scrolling technology: Animations, effects and videos are adapted to scrolling behaviour
- Sticky banner placed as overlay at bottom part of the screen(30% screen size)



**1,5 X**  
Higher CTR

**2,0 X**  
Higher vCTR with video or HTML5

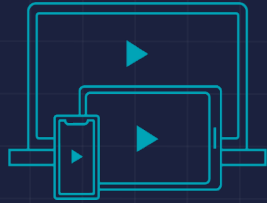
**100%**  
Guaranteed Viewability



# HIGH IMPACT PRODUCTS

# YOC MYSTERY SCROLLER

PRODUCT  
DETAILS



All Platforms

IAB VAST,  
IAB VPAID, MRC

Standards

CPM, VCPM,  
CPCV

Pricing Models

BETTER ADS  
STANDARD

compliant

OVERVIEW  
FEATURES



Scroll-sensitiv



Video



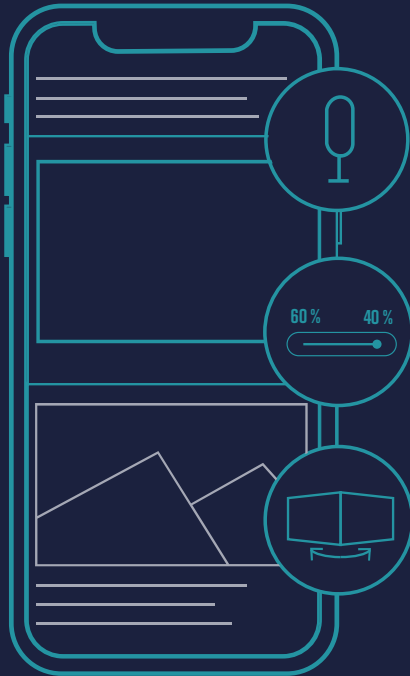
Native

AND MANY  
MORE...



# HIGH IMPACT PRODUCTS

## YOC ADS PLUS



YOC ADS PLUS:



YOC VOICE AD



YOC LIVE POLL AD



YOC FLIP AD



04

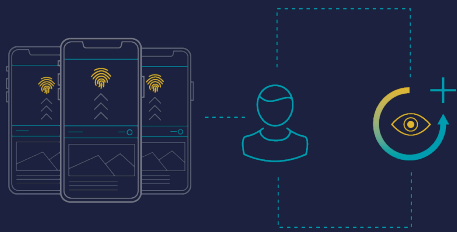
# ADDED VALUE FOR PARTNERS



**STOP ADVERTISING.**  
**START TELLING A STORY.**

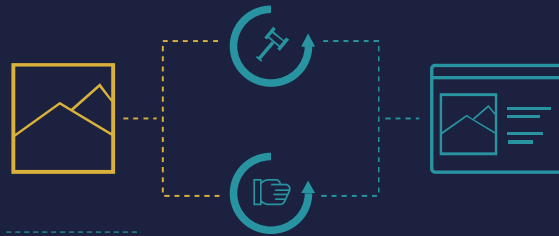
# STOP ADVERTISING. START TELLING A STORY.

## ADVERTISER BENEFITS [1]



### ENGAGING PRODUCTS

- › Encourage interactions with creatives
- › Generate engagement with brands
- › Create long lasting impact
- › Compatibility to 3<sup>rd</sup> party rich media vendors



### PROGRAMMATIC OR INSERTION ORDER

- › Deliver across all platforms and sales channels
- › Flexible processes
- › Effective execution



### HIGH-QUALITY MEDIA

- › Globally renowned publishers with high quality inventory
- › YOC's products already accessible
- › Transaction of billions of guaranteed brand-safe impressions



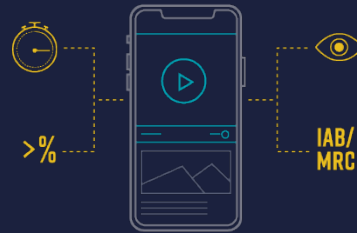
# STOP ADVERTISING. START TELLING A STORY.

## ADVERTISER BENEFITS [2]



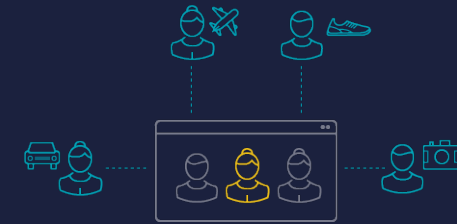
### INTERNATIONAL REACH

- › Verified publishers
- › Thousands of sites and apps
- › Access to relevant audiences at scale



### VIEWABILITY GUARANTEED

- › Only pay for what the audience sees
- › Better optimization of budget
- › YOC's marketplace delivers 100% viewable impressions



### AUDIENCE TARGETING

- › Flexible and precise audience targeting in accordance with brand message and KPIs
- › Advanced targeting technologies
- › Integration of advertisers' own data





# 500+ TOP BRANDS OUR PARTNERS



COTY

ESCADA

ESTÉE LAUDER



NETFLIX

NOKIA



SAMSUNG

sky



IKEA

AND MANY MORE ...





**STOP MONETIZING.**  
**START CREATING VALUE.**

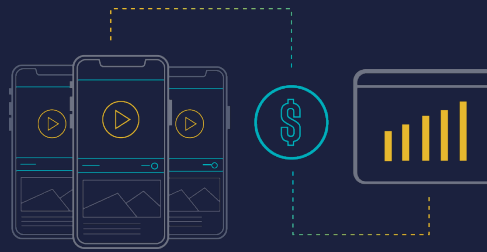
# STOP MONETIZING. START CREATING VALUE.

## PUBLISHER BENEFITS [1]



### EASY HANDLING

- › Qualified buyers
- › Header Bidding
- › Uncomplicated, fast & transparent to connect and manage



### HIGH REVENUE

- › Thrilling products
- › Sophisticated trading
- › Best possible CPM rates



### AUTOMATIC OPTIMIZATION

- › Holistic auction approach
- › Machine-learning algorithms
- › Better optimization of sell-through rates and eCPMs



# STOP MONETIZING. START CREATING VALUE.

## PUBLISHER BENEFITS [2]



### BRILLIANT UX

- › Innovative ad formats that improve user experience
- › Sell-through without compromising on user retention



### SMOOTH INTEGRATION

- › One Tag. Hundreds of creatives.
- › 100% hassle-free
- › Extensive technical support for integration of YOC's technology



### PRECISE MEASURING

- › Monitoring of all media trading activities and sales channels in real time
- › Easy management and evaluation of demand activity with YOC's business intelligence tool





# 400+ INTERNATIONAL PUBLISHERS ARE INTEGRATED OUR PARTNERS



AND MANY MORE ...



# LET'S TALK CONTACT



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10405 Berlin

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F +49 30 726 162 - 222

## CONTACT

### Investor Relations

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T +49 30 726 162 - 0

### Listing

Deutsche Börse Stock Exchange  
Prime Standard

“YOC“, WKN: 593 273

### Management Board

Dirk Kraus

### Supervisory Board

Dr. Nikolaus Breuel (Chairman)  
Konstantin Graf Lambsdorff  
Sacha Berlik



**THANK YOU.**