

Pls. Demonstrative
AD
1:23-cv-00108

Last Look and Sell-Side Dynamic Revenue Share

Step 1:
AdX Compares Highest Bid to Winning Header Bid

Step 2:
AdX Adjusts Revenue Share with DRS

Step 3:
AdX Wins by Matching Floor

AdX Highest Net Bid **Under** Floor Price

HIGHEST BID \$1.10
HIGHEST NET BID \$0.88
DISCOUNT \$0.12

\$1.00 ✓
FINAL BID

AdX Highest Net Bid **Above** Floor Price

HIGHEST BID \$1.40
HIGHEST NET BID \$1.12
SURCHARGE \$0.12

\$1.00 ✓
FINAL BID

Header Bidding
Winning Bid
\$1.00
(AdX Floor Price)