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

Header Bidding Winning Bid
$1.00
(AdX Floor Price)

Row 1: Highest Net Bid Under Floor Price

AdX

Highest Net Bid **Under** Floor Price

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

$1.00
FINAL BID

Row 2: Highest Net Bid Above Floor Price

AdX

Highest Net Bid **Above** Floor Price

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

$1.00
FINAL BID