

"FIRST LOOK"

Pls. Demonstrative

AB

1:23-cv-00108



Winning
AdX Bid

\$1.07

\$1.06



Actual Payment

\$1.10

\$1.08

\$1.05

\$1.00

PRICE FLOOR

\$1.06



DFP



AdX

1st

BID

HISTORICAL
AVERAGE

\$1.06

2nd

PubMatic

BID

HISTORICAL
AVERAGE

\$1.04

3rd

Index7
Exchange

BID

HISTORICAL
AVERAGE

\$1.01

4th

Magnite

BID

HISTORICAL
AVERAGE

\$0.99

5th

OpenX