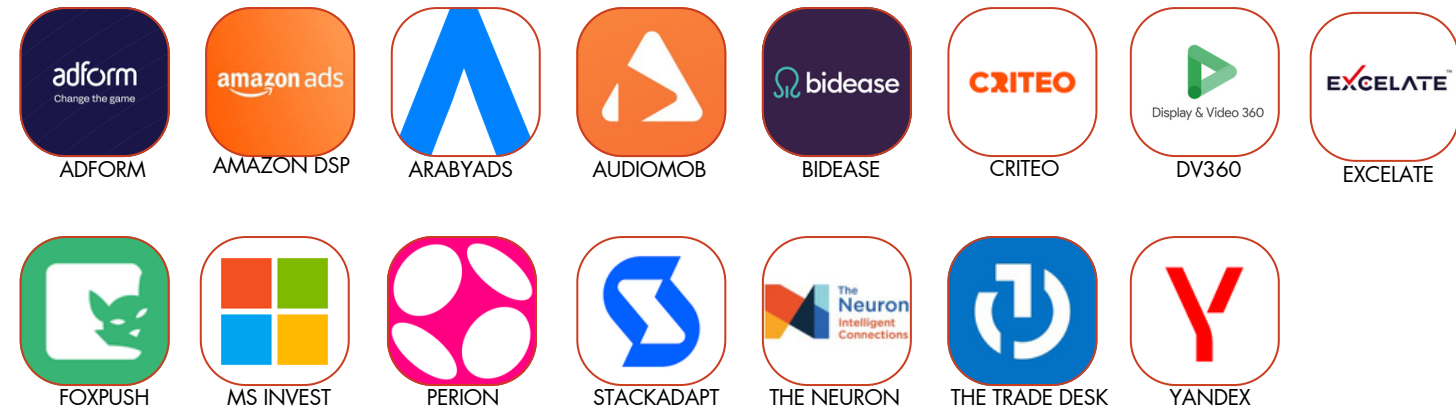


MENA BUY-SIDE & SELL-SIDE ADTECH ECOSCAPE

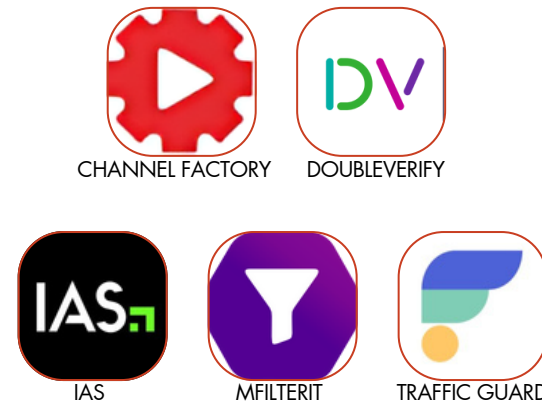
DSP - DEMAND SIDE PLATFORMS

Self serve platforms that facilitate media planning and buying linked directly to SSPs



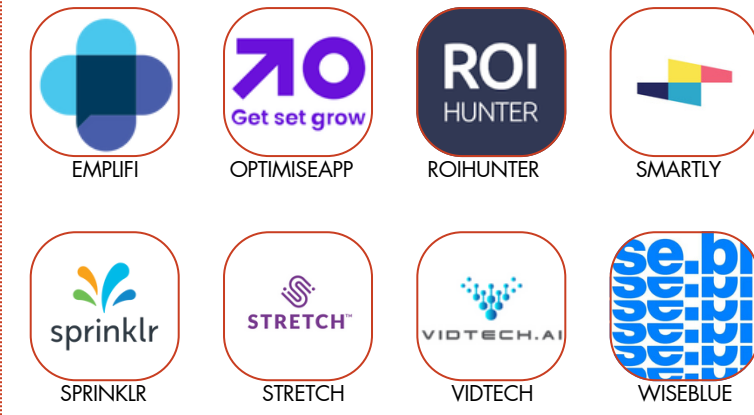
AD QUALITY TOOLS

Tech solutions for verification, brand safety, brand suitability & viewability measurement



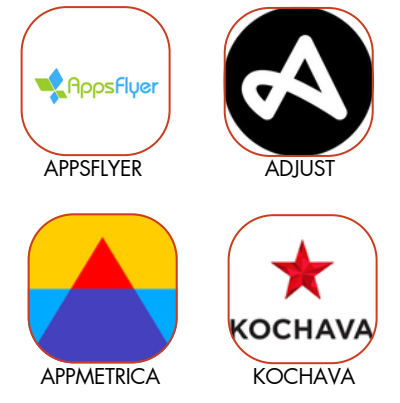
SOCIAL PERFORMANCE PLATFORMS

Helps advertisers schedule, automate & optimise spends on social platforms using proprietary algorithms



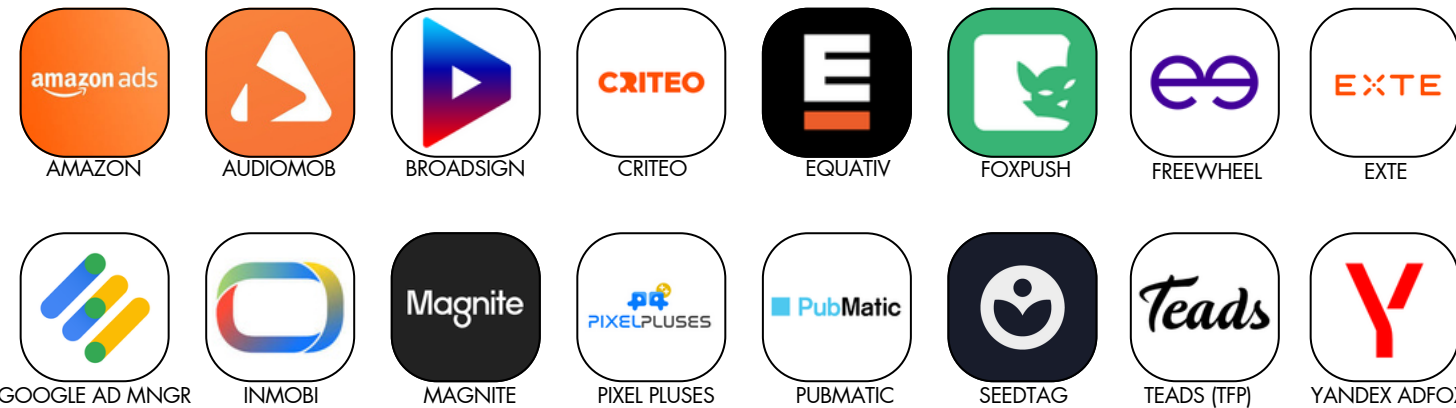
MOBILE ATTRIBUTION & MEASUREMENT

Helps gather campaign data & analyze effectiveness



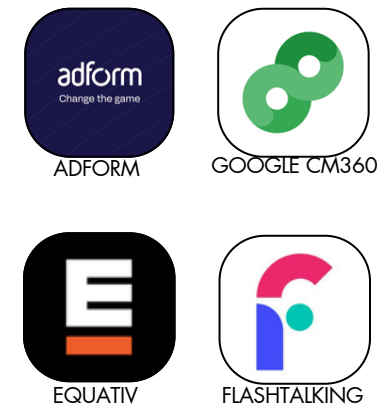
SSP - SUPPLY SIDE PLATFORMS

A technology platform that helps publishers manage their inventory in real time



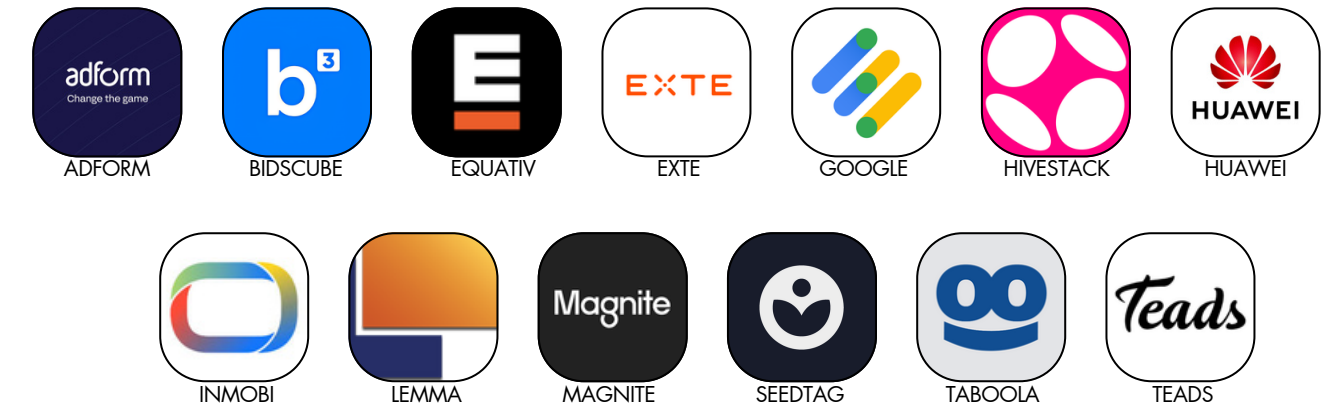
ADSERVERS

Centralized ad management that decides which ads to serve



ADEXCHANGES

A virtual marketplace where publishers and advertisers trade digital ad delivery



ADNETWORKS

An intermediary who connects publishers with advertisers, offering a single buying opportunity to advertisers

