

GLOBAL DIGITAL PERFORMANCE

May 2016

MATOMY
MEDIA GROUP



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MATOMY OVERVIEW

- Matomy Media Group is one of the world's leading media company delivering smart technology solutions and a personalized approach to advertising.
- Matomy's technology platform provides a single gateway to all digital media channels, and combines internal media capabilities, big data and advanced optimization technology to ensure quality advertising leads and sales.
- This enables more precise targeting and better revenue results for both advertiser and media partners



CONTINUOUS GROWTH

7/14

IPO

Matomy goes public on the London Stock Exchange



London
Stock Exchange

11/14

MOBILE

Matomy acquired mobile programmatic company MobFox

MobFox

A MATOMY MEDIA GROUP COMPANY

11/15

VIDEO

Acquired video programmatic company Optimatic

Optimatic

10/14

PUBLICIS

Publicis Groupe becomes main shareholder



4/15

EMAIL

Acquired data-driven email technology company, Avenlo

Avenlo
Verified Digital Audience™

2/16

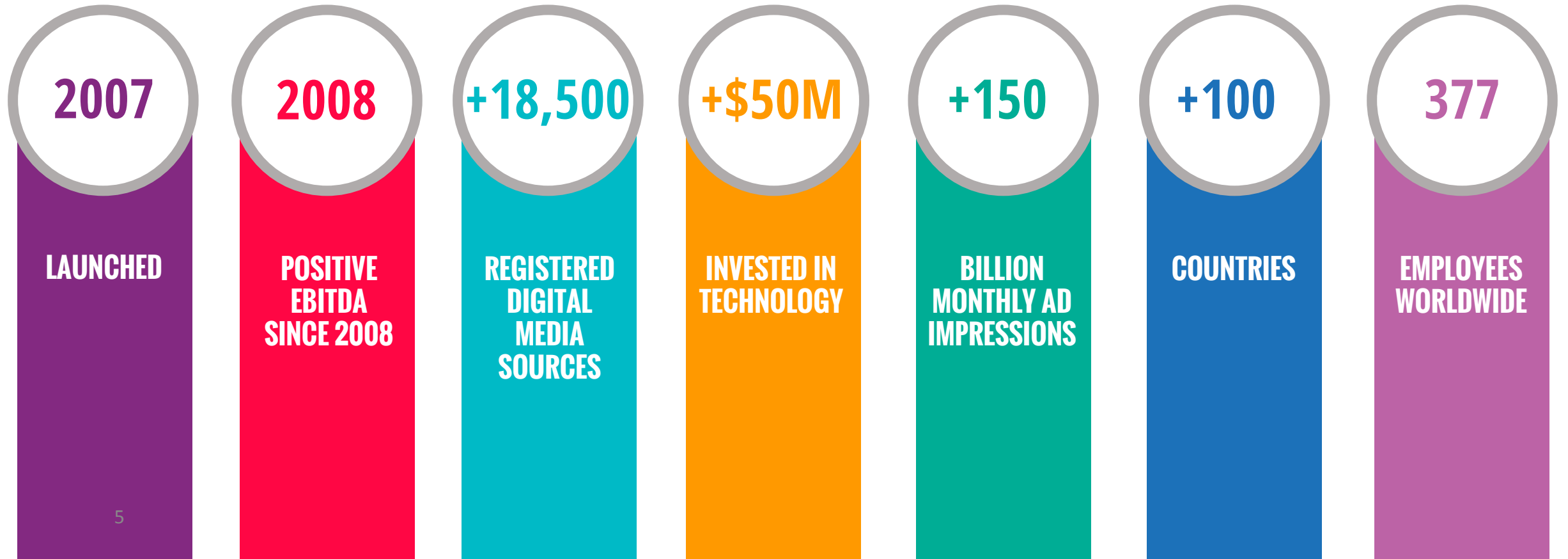
DUAL LISTING

Matomy shares commence trading on the Tel-Aviv Stock Exchange



MATOMY AT A GLANCE

As of 31.12.2015, excluding Optimatic



MULTI-CHANNEL STRATEGY OFFER FOR OUR CLIENTS



Web

OVER 50B MONTHLY
IMPRESSIONS



Mobile

100B AD REQUESTS
PER MONTH



Video

3.5B
IMPRESSIONS
PER MONTH



Email

528M EMAILS
SENT PER MONTH



Social

927M IMPRESSIONS
PER MONTH



Search

SEO/SEM/ASE, TEXT
LINKS SOLUTIONS



**Domain
Monetization**

MORE THAN 23M
DOMAIN



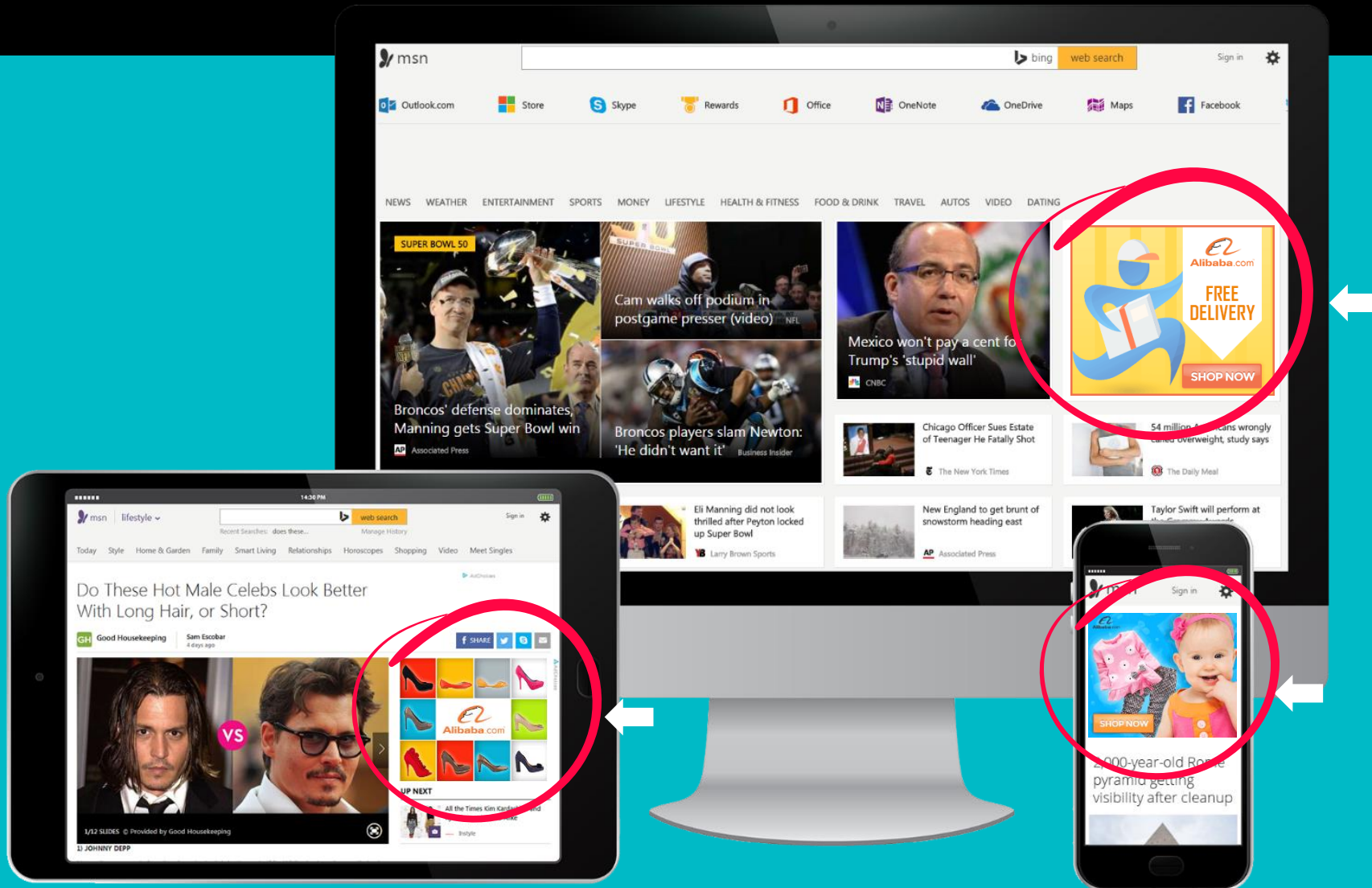
Incentivized

+8M CONVERSIONS

BIG DATA



ACROSS SCREENS, ACROSS DEVICES



INDUSTRY TRENDS

A man with a beard, wearing a dark suit, white shirt, and dark tie, is pointing his right index finger towards the text on the right. He is smiling slightly.

Video is becoming the fastest-growing category on mobile, on desktop and overall from 2016 through 2020. Video's growth will outpace that of social. **Video ad spend (U.S.) will be 20% of total ad spend in 2016.** Source eMarkter, March 17, 2016

Mobile ad spend worldwide is expected to reach \$169B in 2018, up from \$72B in 2015. Source eMarkter, 2015

U.S. Display ad spend will reach \$42 Billion in 2018, compared to \$26 billion in 2015. Source eMarkter, 2015

Spending on programmatic advertising is growing at ~20% annually, U.S. programmatic ad revenue, including RTB and non-RTB transactions, is expected to top nearly \$15 billion this year. This number will grow at a five-year compound annual growth rate (CAGR) of 19% and climb to \$35.5 billion in 2020. Source BI Intelligence, March 2015

The average amount of time people will spend consuming online video each day will increase by 20% in 2016 from 2015.

Source Zenith Optimedia, Jul. 2015

WE ARE BASED ON
PERFORMANCE

WE ARE FOCUSED ON
MOBILE & VIDEO

WE DO IT THROUGH
**PROGRAMMATIC
PROPRIETARY
TECHNOLOGIES**



PERFORMANCE



WHAT IS PERFORMANCE ADVERTISING?

Customer pay only for results, with results measured by:

Risk-Free Model

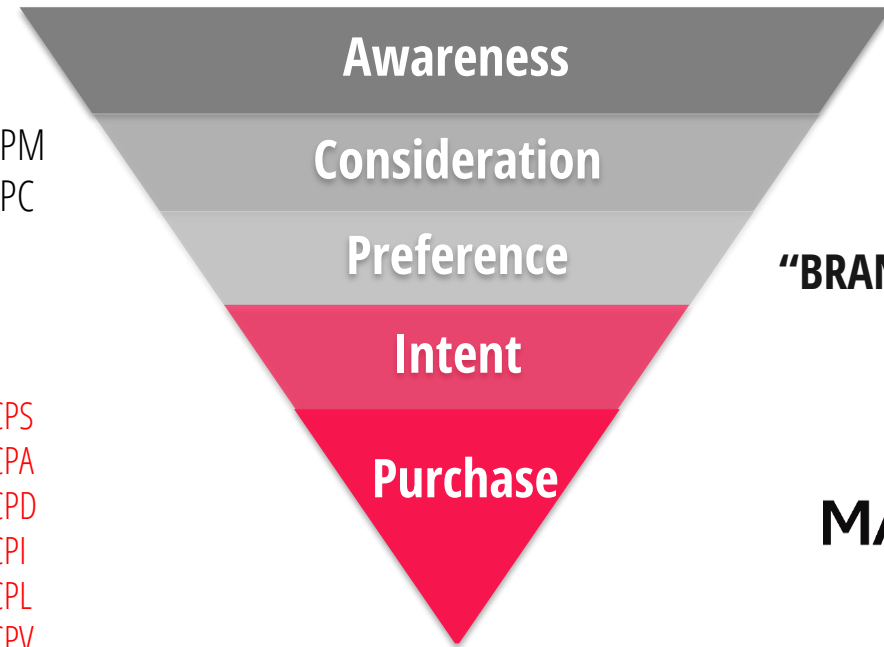
- Cost per Sales
- Cost per Acquisitions
- Cost per Installs
- Cost per Leads
- Cost per Video Views
- Cost per Call

Brand

CPM
CPC

Performance

CPS
CPA
CPD
CPI
CPL
CPV



“BRANDFORMANCE”

MATOMY

This is a risk-free model for customers as customers can track a direct link between spend and sales, acquisitions, installs, leads and video views etc. So long as the advertising demonstrated a positive return on investment, potential customer spend may be unlimited.

THE PERFORMANCE CYCLE



OBJECTIVES

Examine the advertiser's performance objectives, set campaign and goals.



SCALE UP

Increase scale



LAUNCH

Test campaign on a range of media channels

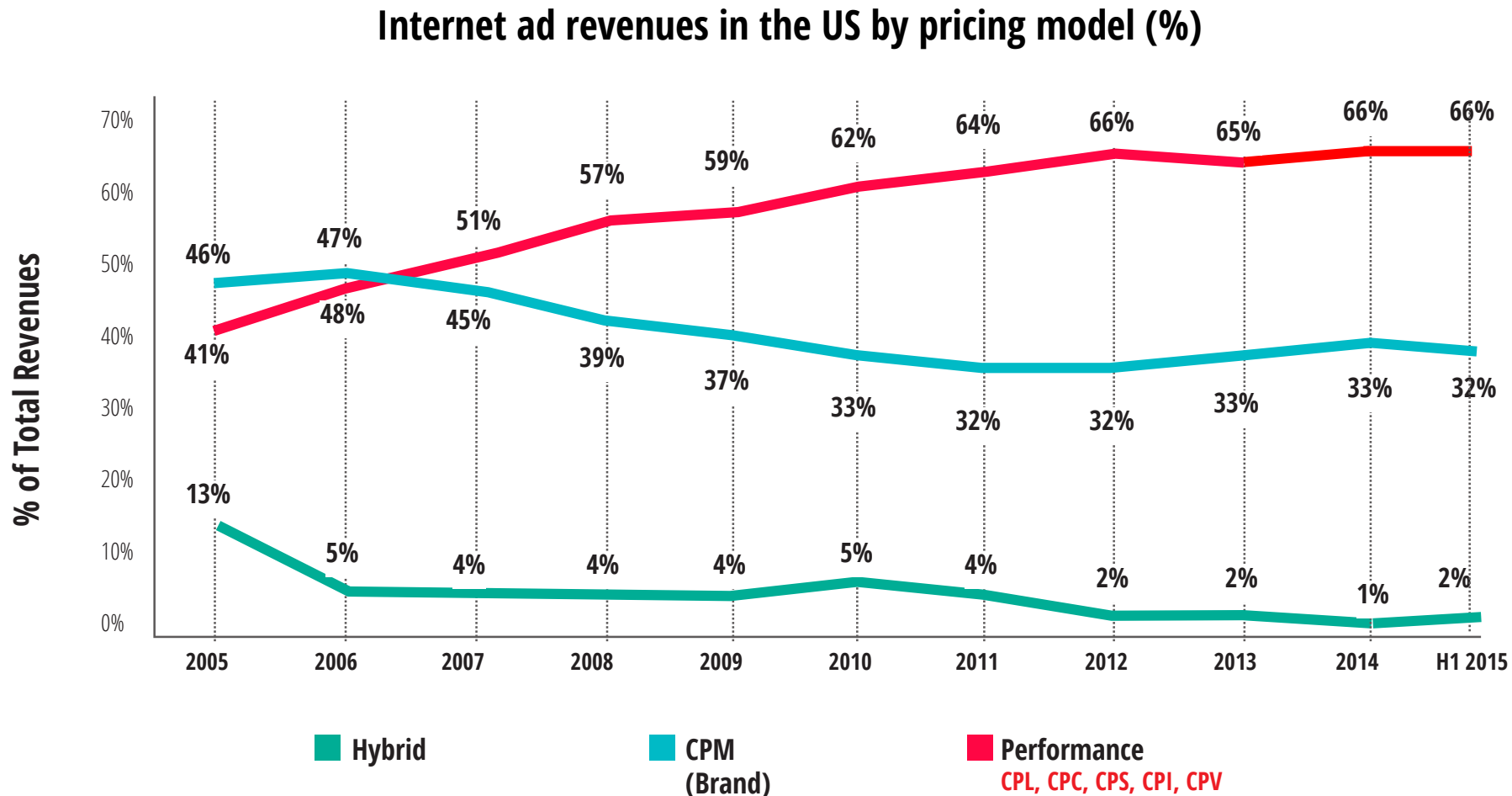


ANALYSIS

Identify top converting publishers and media channels with the best performing traffic.

PERFORMANCE IS ALREADY 2/3 OF THE MARKET

Matomy operates in the fastest-growing segment of digital advertising



MOBILE

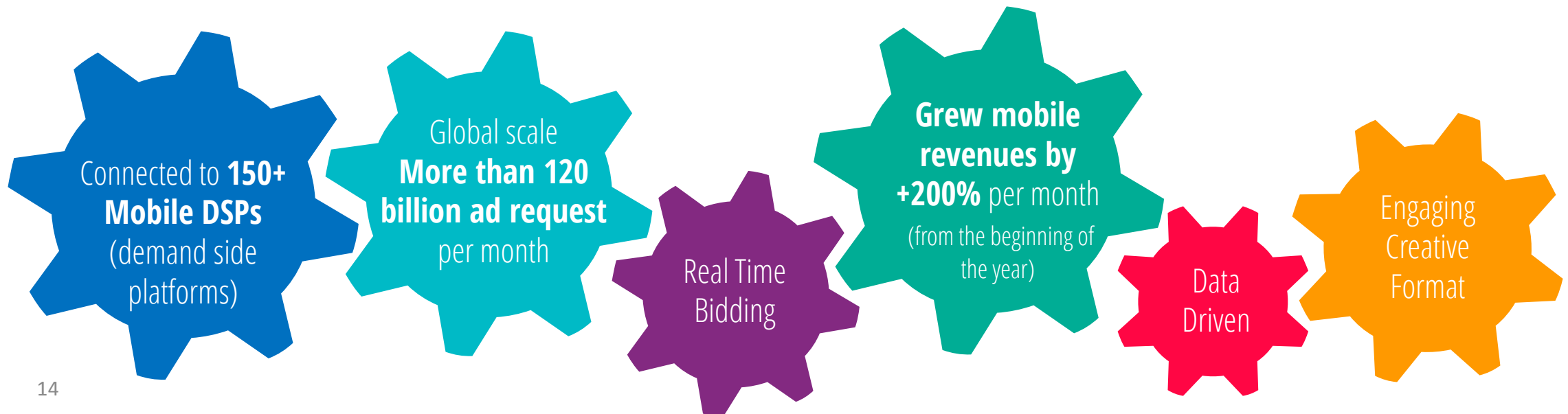


MOBILE ACTIVITY IN 2015

REVENUE INCREASE TO \$78.2 M (2014: \$39.1M)

Mobile activity accounts for approximately 30% of the company's revenue

Matomy offers clients and media partners end-to-end solutions through its leading programmatic ad platform, leading the industry with the 3rd largest mobile ad exchange / SSP outside of Google & FB.



PROGRAMMATIC



INCREASE OF **33%** IN REVENUE GENERATED FROM **PROGRAMMATIC** ACTIVITIES IN 2015*

As of 2015, nearly 60% of Matomy's activities are programmatic

Matomy's acquisitions have significantly enhanced its programmatic capabilities



Leading provider of services
for direct navigation search



Leading mobile
advertising platform



Data-driven
email technology



A leading Digital Programmatic
Video Advertising Platform

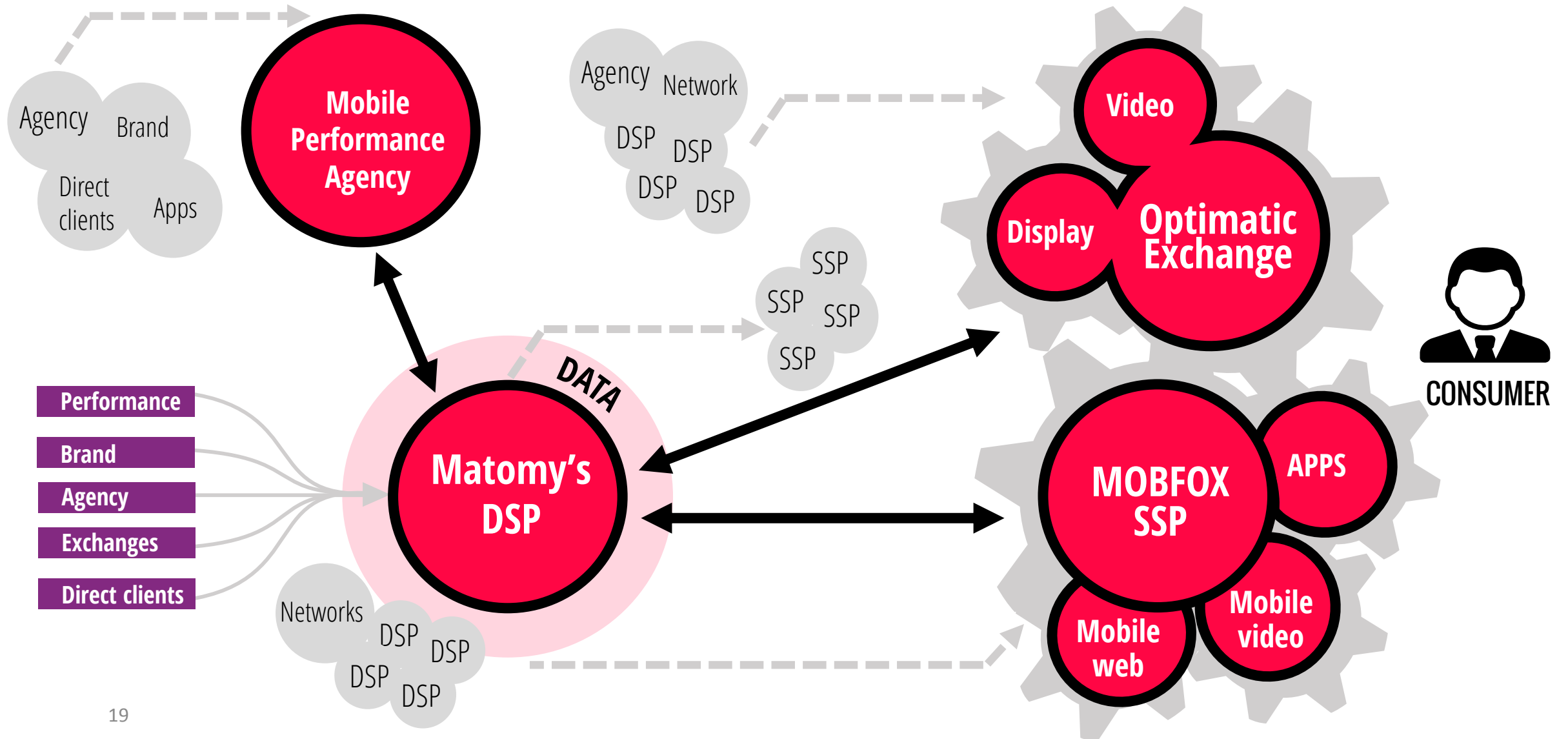
MATOMY ACQUIRES OPTIMATIC

AND BECOMES ONE OF THE
LEADING INDEPENDENCE
VIDEO EXCHANGE

**In-house video network with 3b
monthly views, fully integrated
with all leading networks**



UNLIMITED MEDIA POTENTIAL



BIG DATA

Matomy DMP uses all our media channel to create user profiles world wide, and enable clients to target their selected audience



OUR CUSTOMERS



2016 FOCUS



OUR GROWTH ENGINE: MOBILE & VIDEO

Property Technology

Increase MobFox and Optimatic activity, further developing the platform to achieve differentiation platform and establish Matomy as a global leader in mobile and video advertising.



PROGRAMMATIC CAPABILITIES

Focus R&D on programmatic capabilities, to support growth through efficiencies, increase volume and scale.



MOBILE EVERYWHERE

Further develop Matomy's mobile performance offering to provide a complete set of results-driven marketing strategies.



GEOGRAPHIC EXPANSION

Strategic Geographic expansion into Asia & enhance focus on North American markets



STRATEGIC ACQUISITIONS

Complement Matomy's offering and enhance value to our customers.

FINANCE

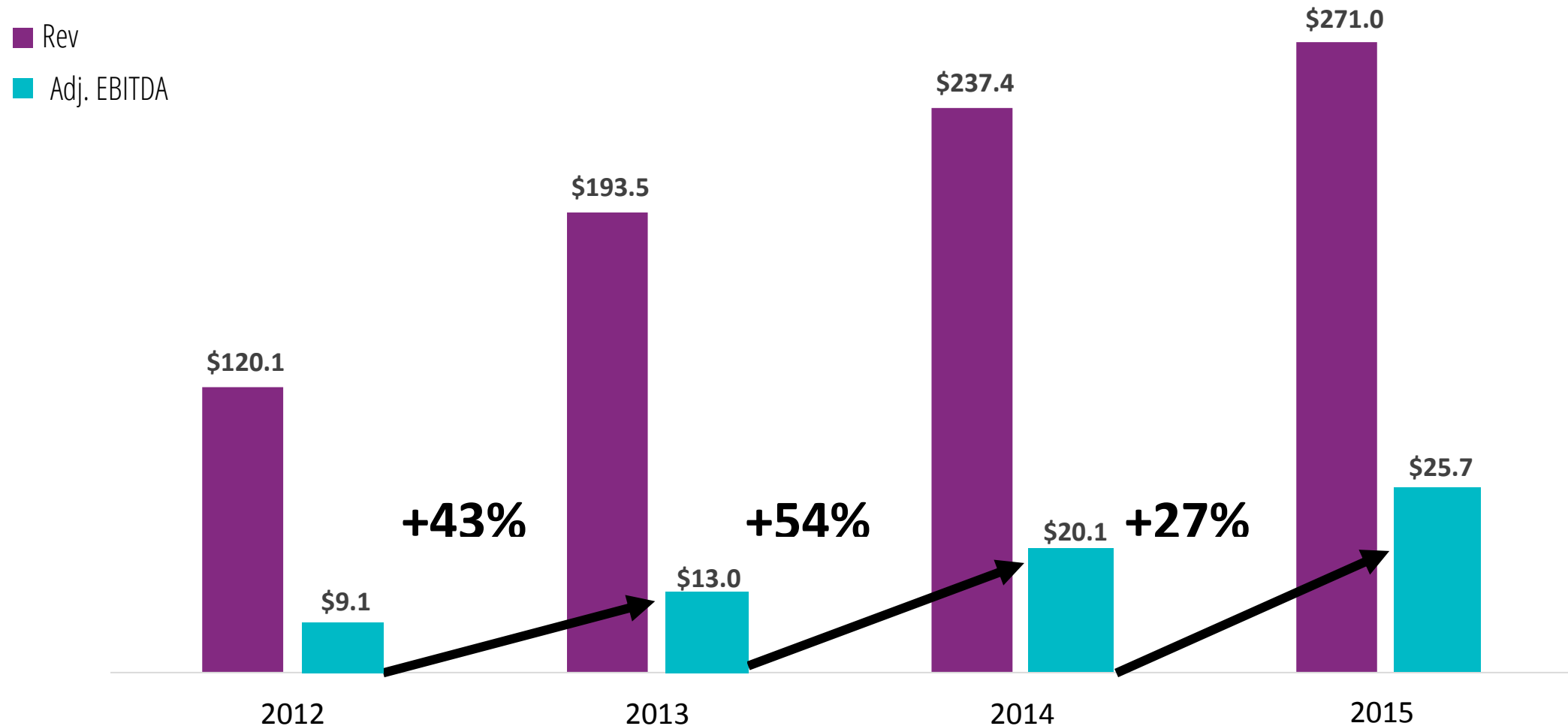


2015 HIGHLIGHTS

- Adjusted net income increased 14% YOY
- Adjusted Ebitda increased by 27% to drive adjusted Ebitda margin of 9.5%, representing a 100 basis point improvement in margin
- Increase of 84% in revenues generated from Video activity to approximately \$72.3 million (2014: \$39.7 million)
- Increase of nearly 200% in revenues generated through Mobfox, Matomy's Mobile SS (Q4 2015 \$7.12 million; Q4 2014 \$2.37 million)
- Aggregate mobile traffic across all media channels contributed approx. 30% of Group revenue
- Increase of 23% in revenues generated from Domain monetization to \$54.2 million (2014: \$44.1 million)*
- Net assets increased by 9% to \$108.2 million

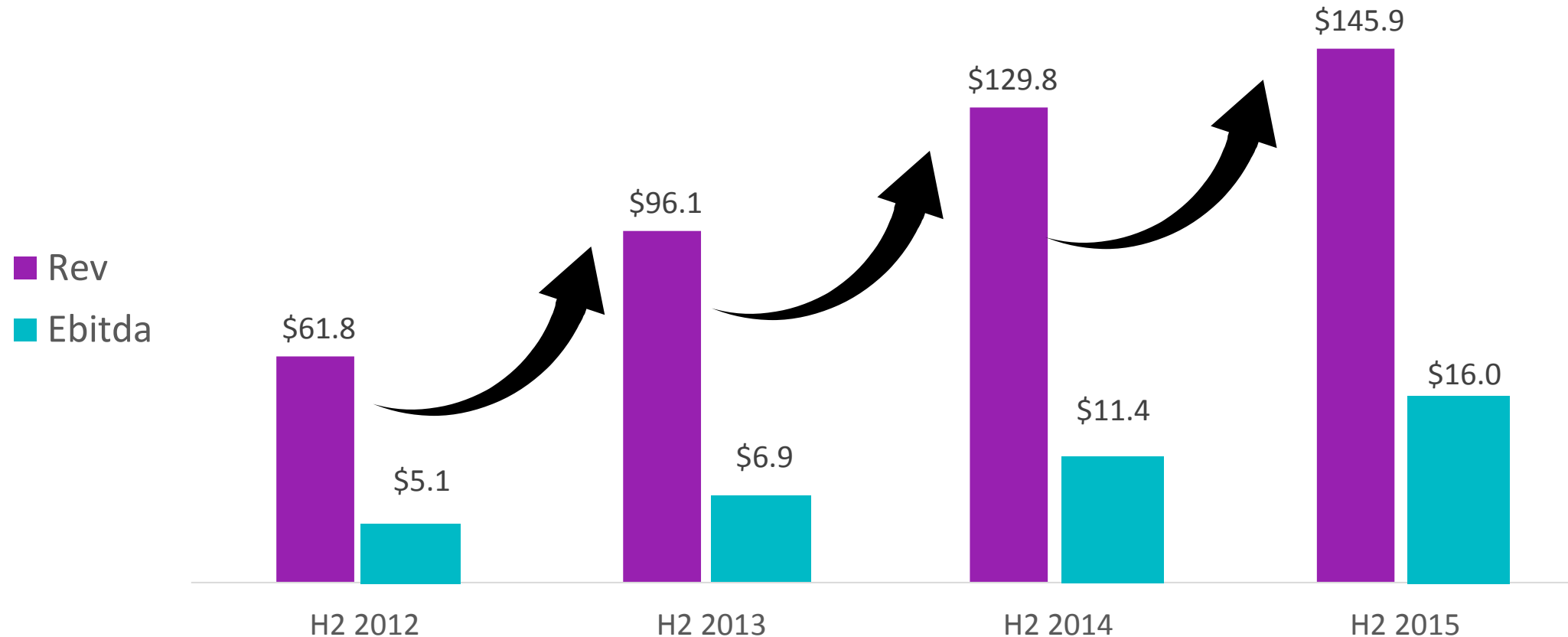
MATOMY - GROWING & PROFITABLE (Group \$M)

32% revenue CAGR | **41%** Adj. EBITDA CAGR



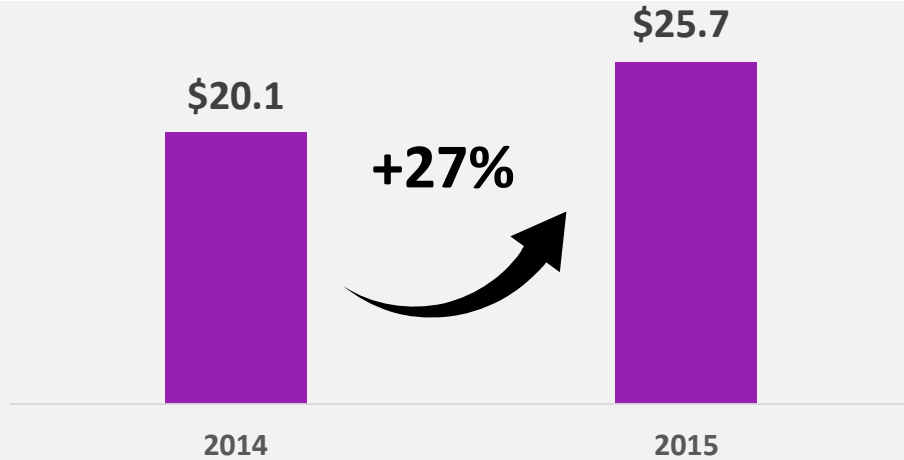
MATOMY - WE DELIVER RESULTS

33% revenue CAGR | **46%** Adj. EBITDA CAGR

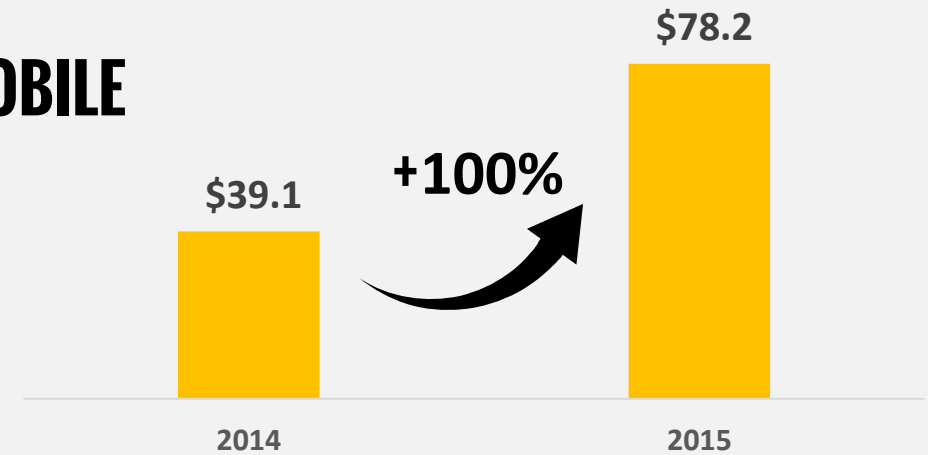


WE CONTINUE TO GROW IN ALL FRONTS (\$M)

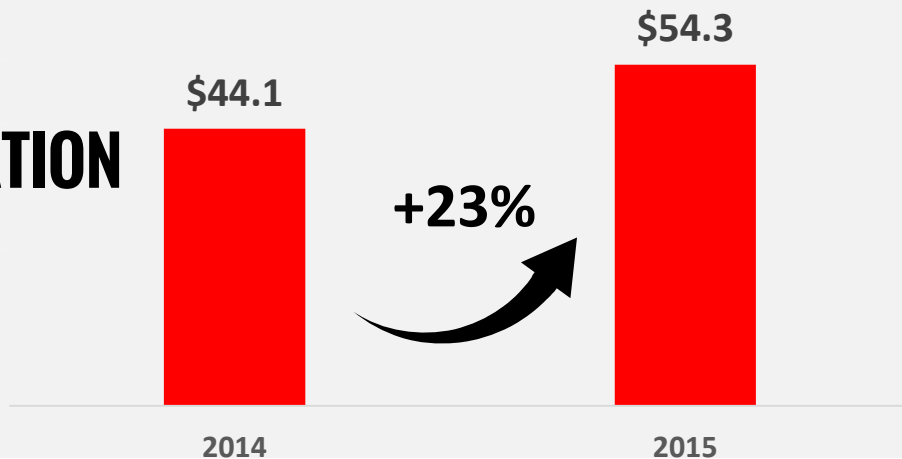
Adjusted EBITDA



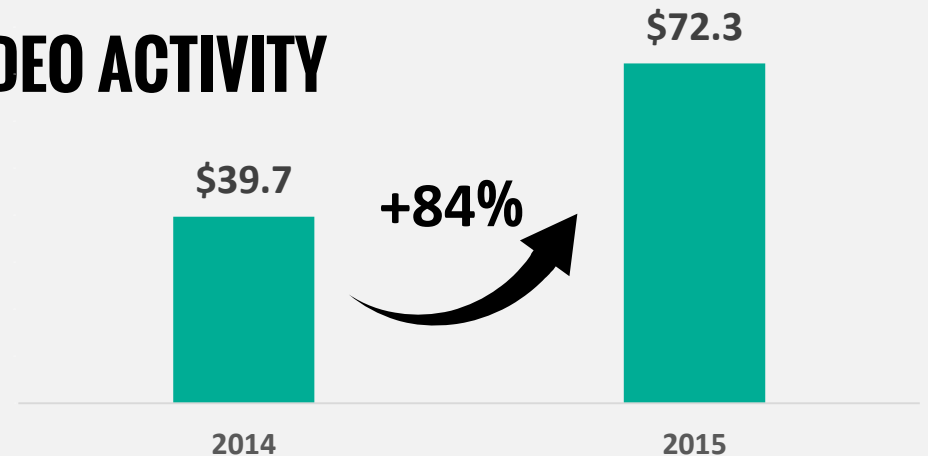
(2) MOBILE



DOMAIN MONETIZATION



(2) VIDEO ACTIVITY

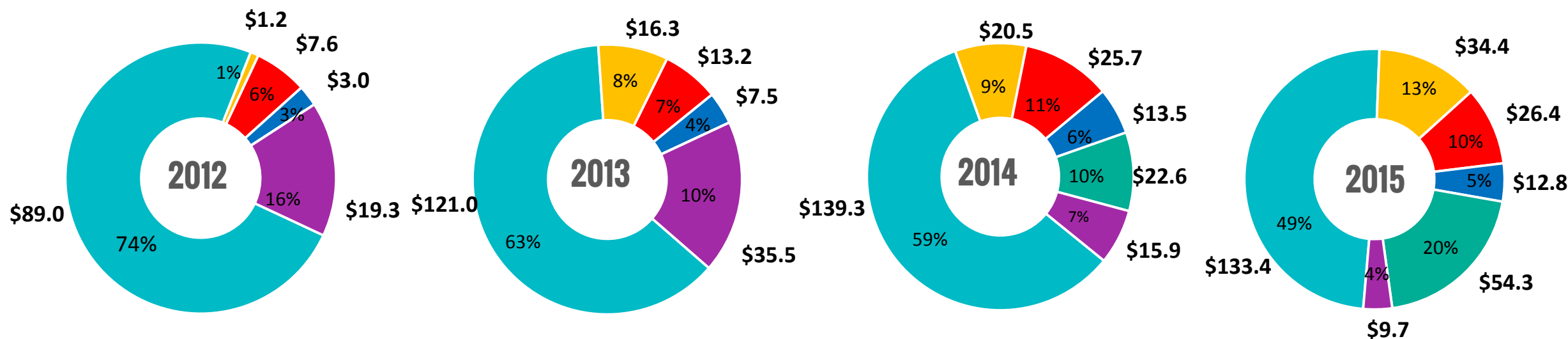


CONSISTENT GROWTH IN H2 OVER THE YEARS



STRONG GROWTH IN

Mobile, Video, Email And Domain Monetization Activities,
Driven By Enhanced Programmatic Capabilities



- Display & Video
- Email
- Mobile (Web & InAPP)
- Social
- Domain Monetization
- Others

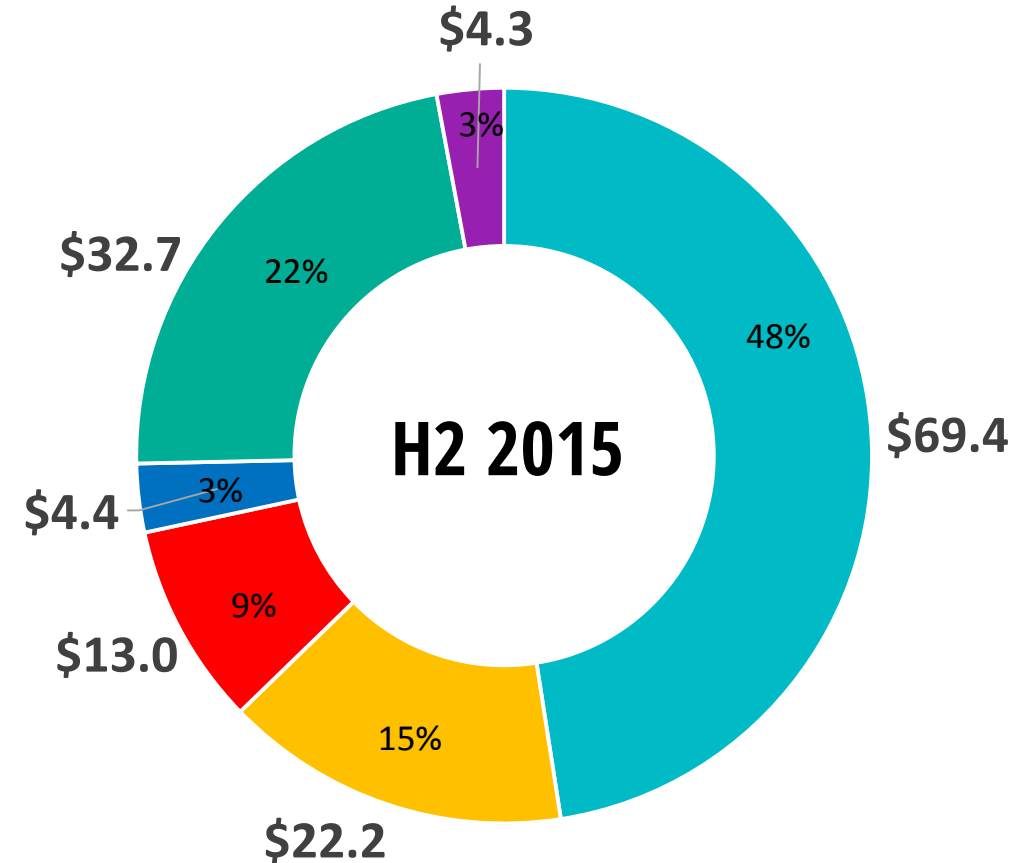
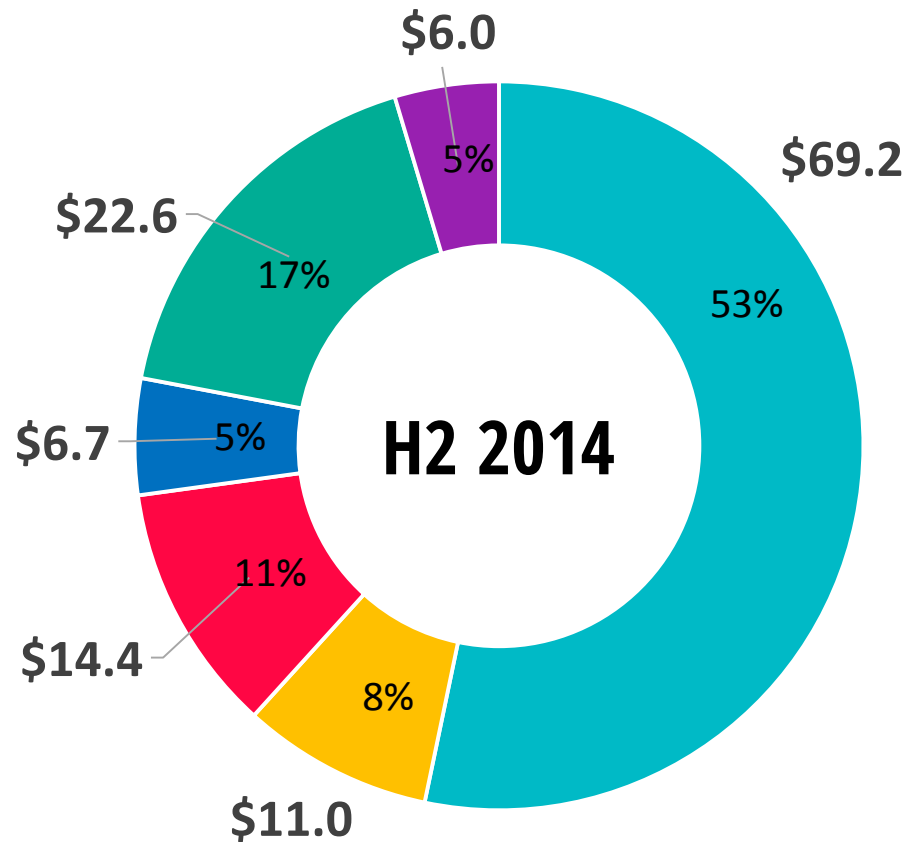
Matomy has achieved steady growth in all of its programmatic channels.

The decrease in display & video in 2015 reflecting a shift away from traditional direct media buying and towards programmatic direct buying. This was offset by the increased demand for video ads. Video activity alone contributed \$72.3 million in revenue , representing 27% of the group revenue.

STRONG GROWTH IN

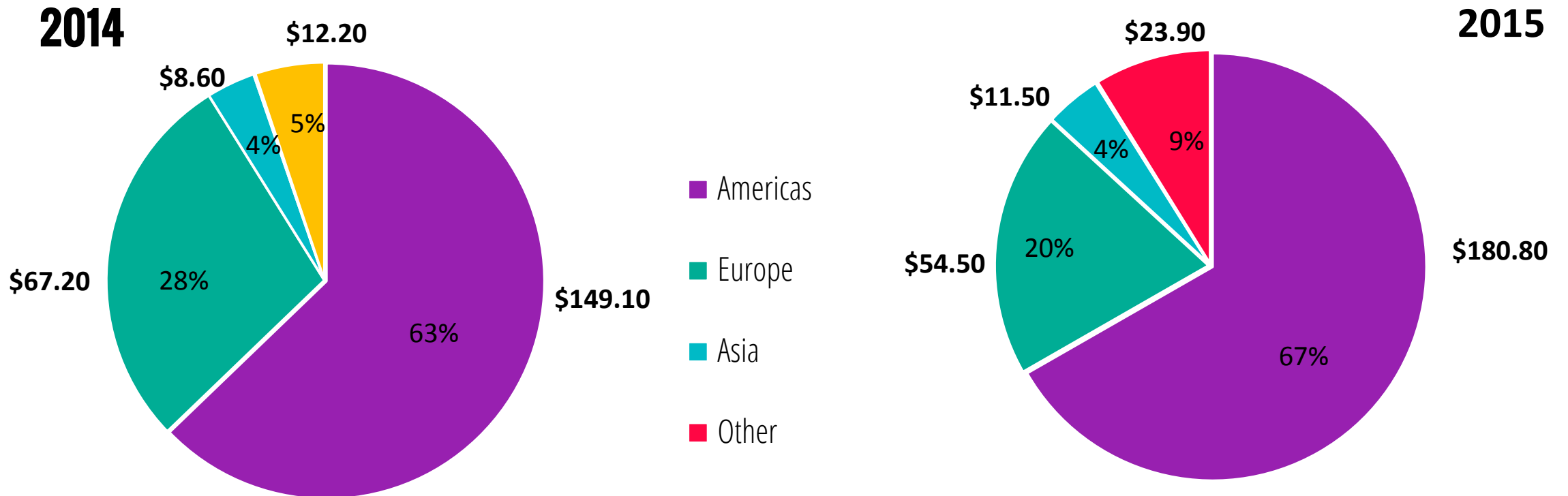
Mobile, Video, Email and Domain Monetization Activities,
Driven By Enhanced Programmatic Capabilities (USD, Millions)

- Display & Video
- Email
- Mobile Web & InAPP
- Social
- Domain Monetization
- Others



GLOBAL REVENUE BREAKDOWN

(USD Millions)

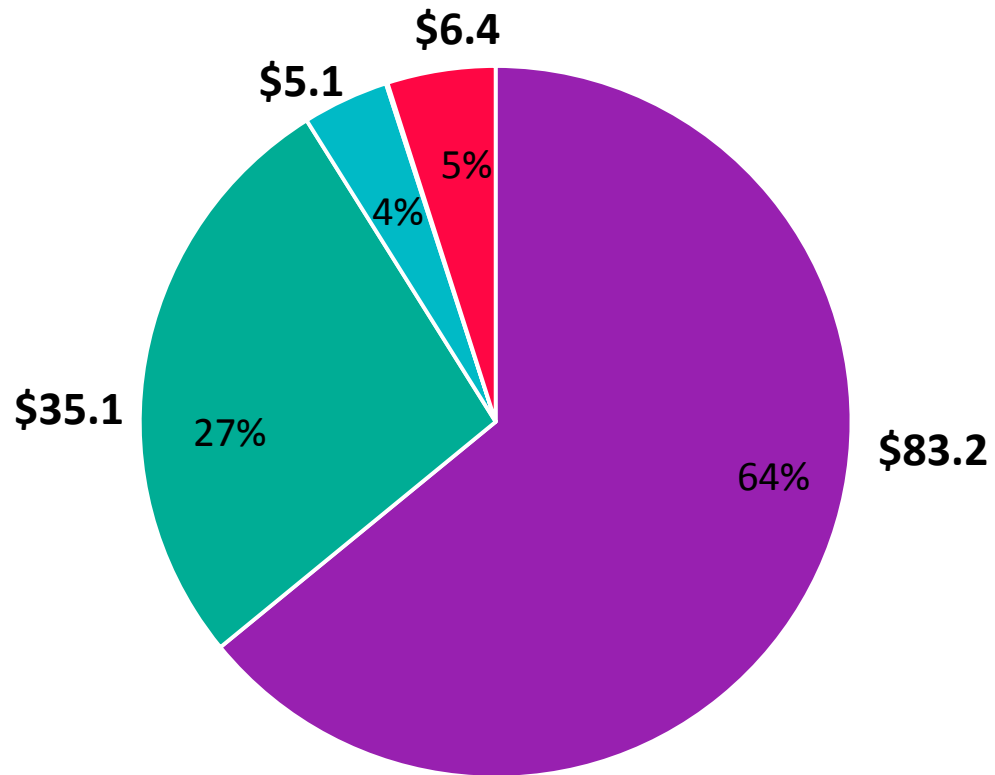


Increased focus and investment in the North America market,
the world's largest digital advertising market

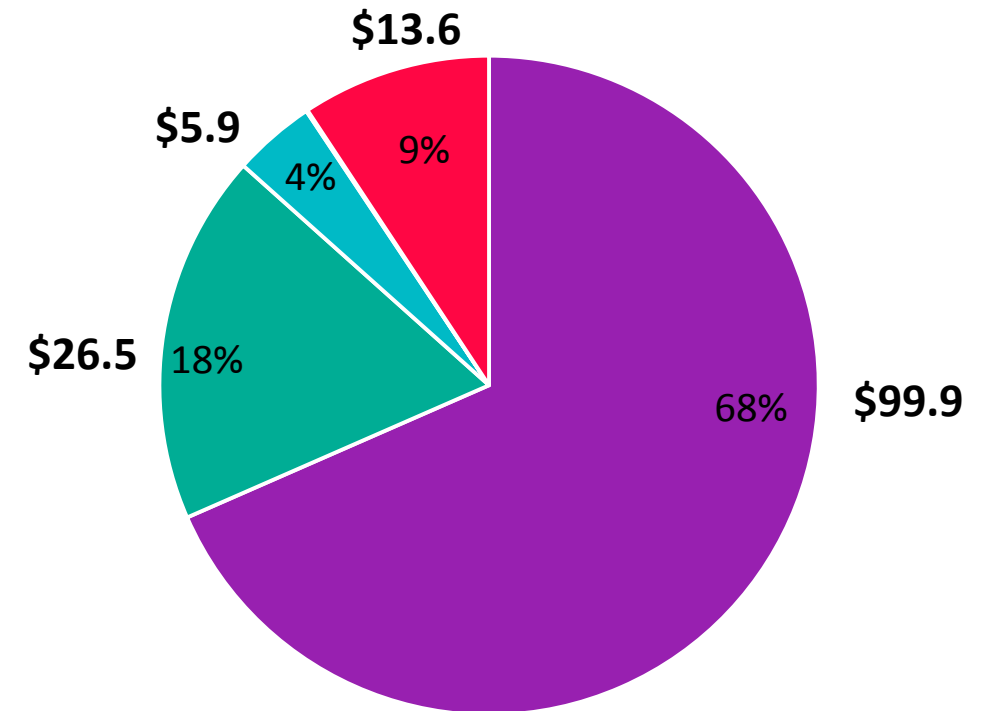
GLOBAL REVENUE BREAKDOWN

(USD Millions)

H2 2014

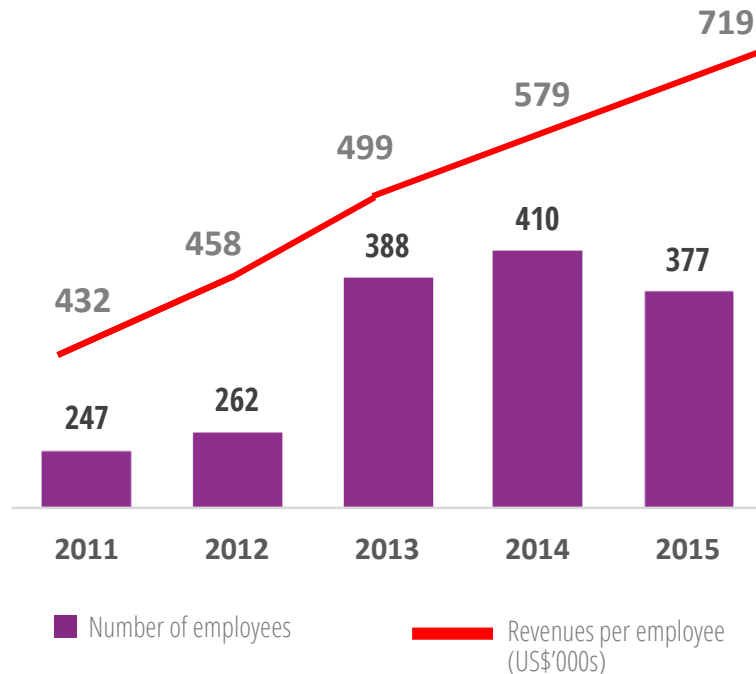


H2 2015

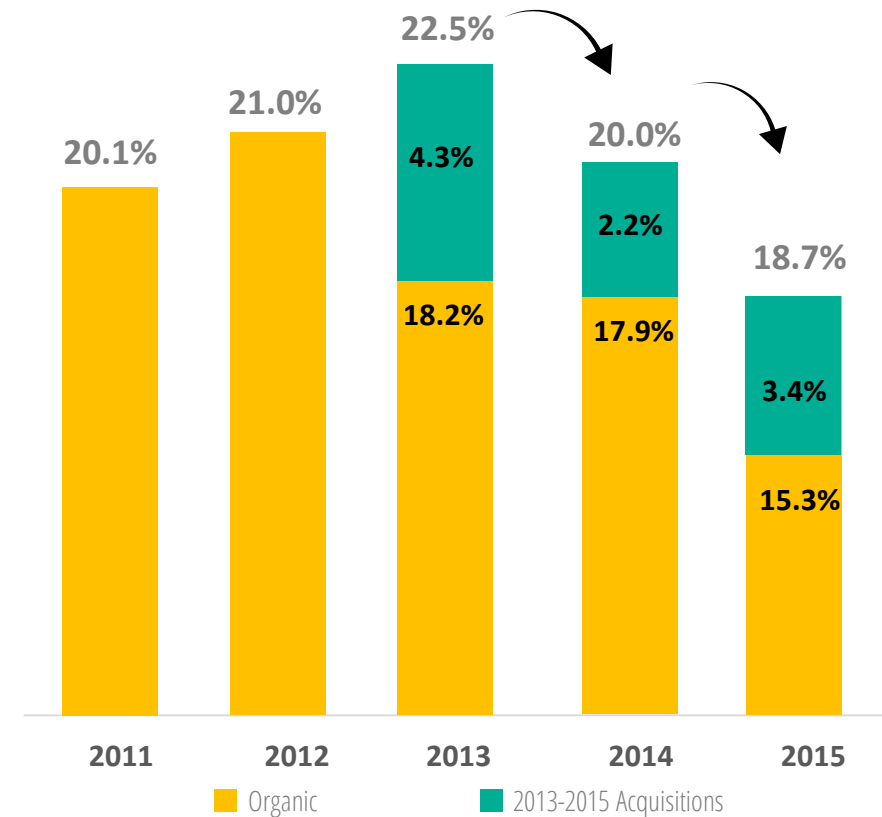


SCALABLE FINANCIAL MODEL WITH SIGNIFICANT OPERATIONAL LEVERAGE

Number of employees and average
revenue per employee (US\$'000s)



Overheads* as a % of revenues



*Excluding share based compensation, amortization & depreciation and IPO bonus costs

THANK YOU

