

SABIO HOLDINGS

Providing cloud based E.M.V.
technologies for the CTV/OTT
ecosystem

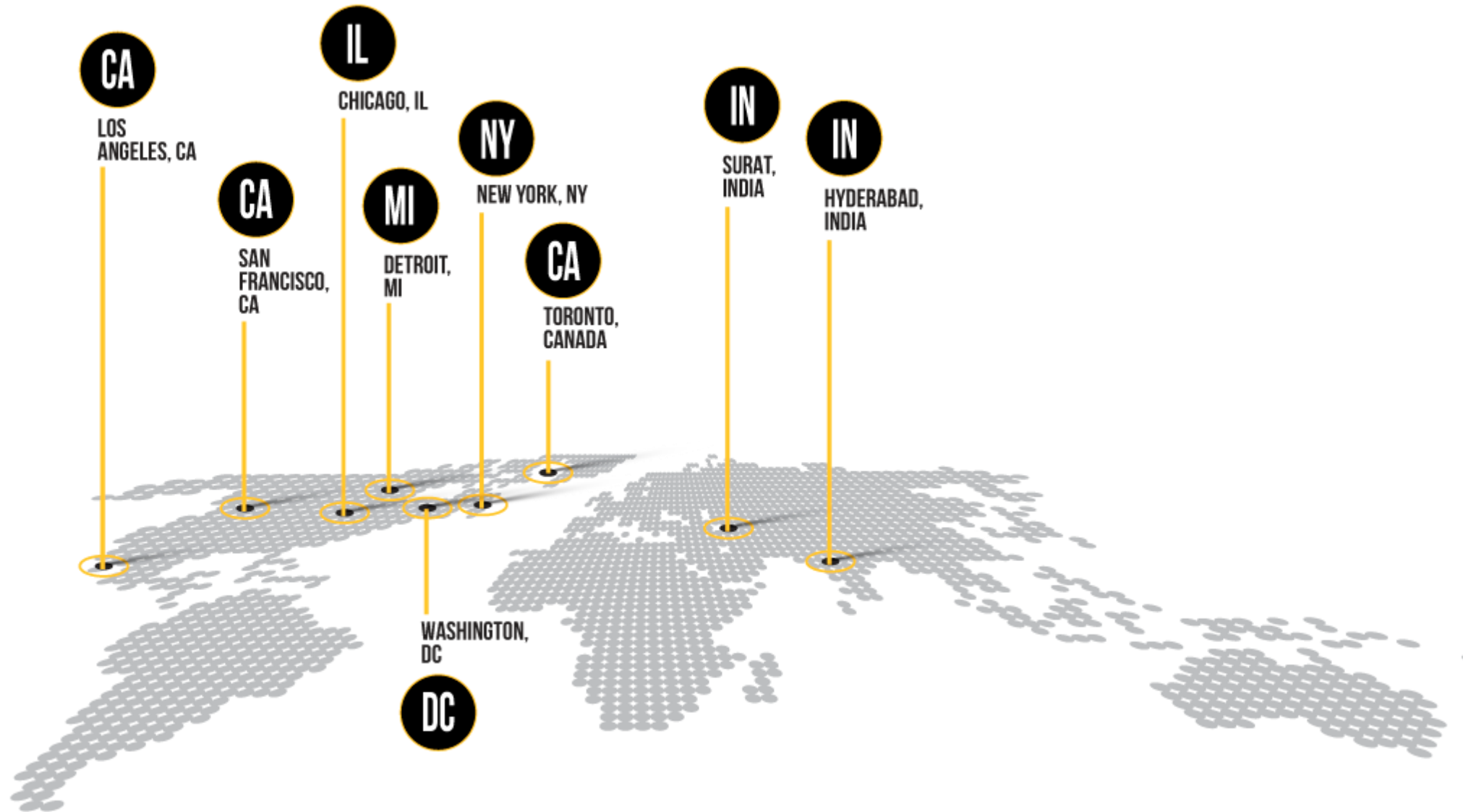
sabio HOLDINGS
TSXV: SBIO

**APP
SCIENCE**
Analytics Powered by Human Behavior

sabio 
CTV Powered by App Science®

vidillion 
A Sabio Holdings Company

GLOBAL OFFICE LOCATIONS



THE POWER OF MOBILE BEHAVIOR

Mobile connects the cross-screen environment. 79% of consumers use mobile while watching TV.

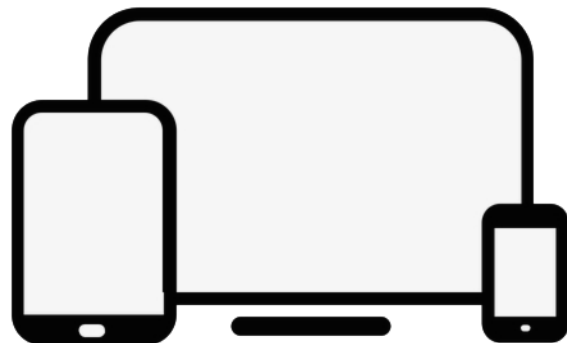
Sharethrough 2021



HUMAN BEHAVIORS
AUTHENTICATED



TV IS NOW THE SECOND SCREEN TO MOBILE



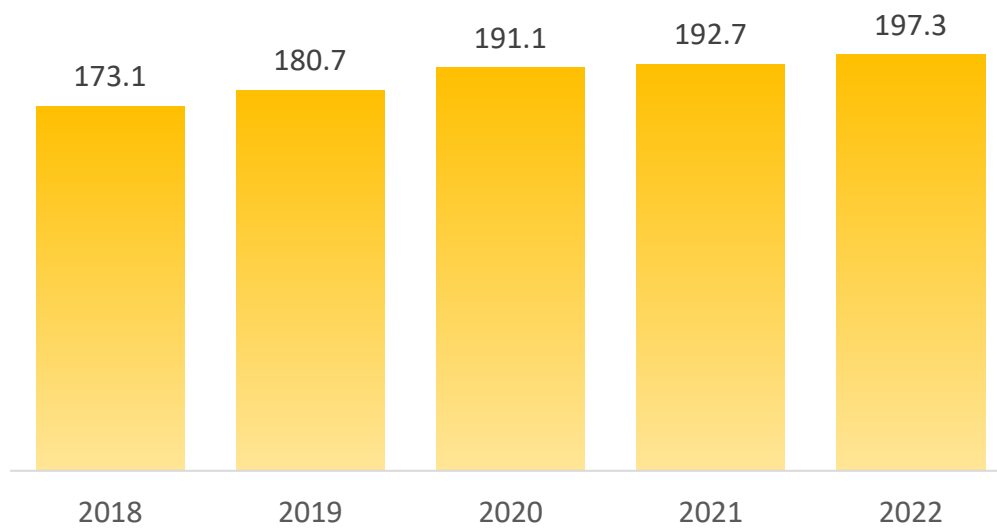
- Smartphone usage is most frequent among **Gen Z and Millennials** (81%) while watching TV
- US Adults said that **Checking email (63%), Social Media (61%) and Text/instant messaging (56%)** were the most frequent activities while on their 'second screens'

Engage Insights 2021

**SECOND
SCREENS
YOUR DIVIDED
ATTENTION**

SIMULTANEOUS INTERNET AND TV USERS

(in millions)



- In 2020, **191.1 million adults** went online via a digital device while watching TV
- This figure is projected to surpass **197 million users** in 2022

eMarketer 2021

eMarketer 2021

CTV PLATFORM POWERED BY MOBILE DATA

Sabio uses data from over **300MM** mobile devices AND **110MM** CTV devices to create truly unique audience segments across **55MM** CTV and Mobile matched households

DELIVER CROSS SCREEN ADVERTISING CAMPAIGNS

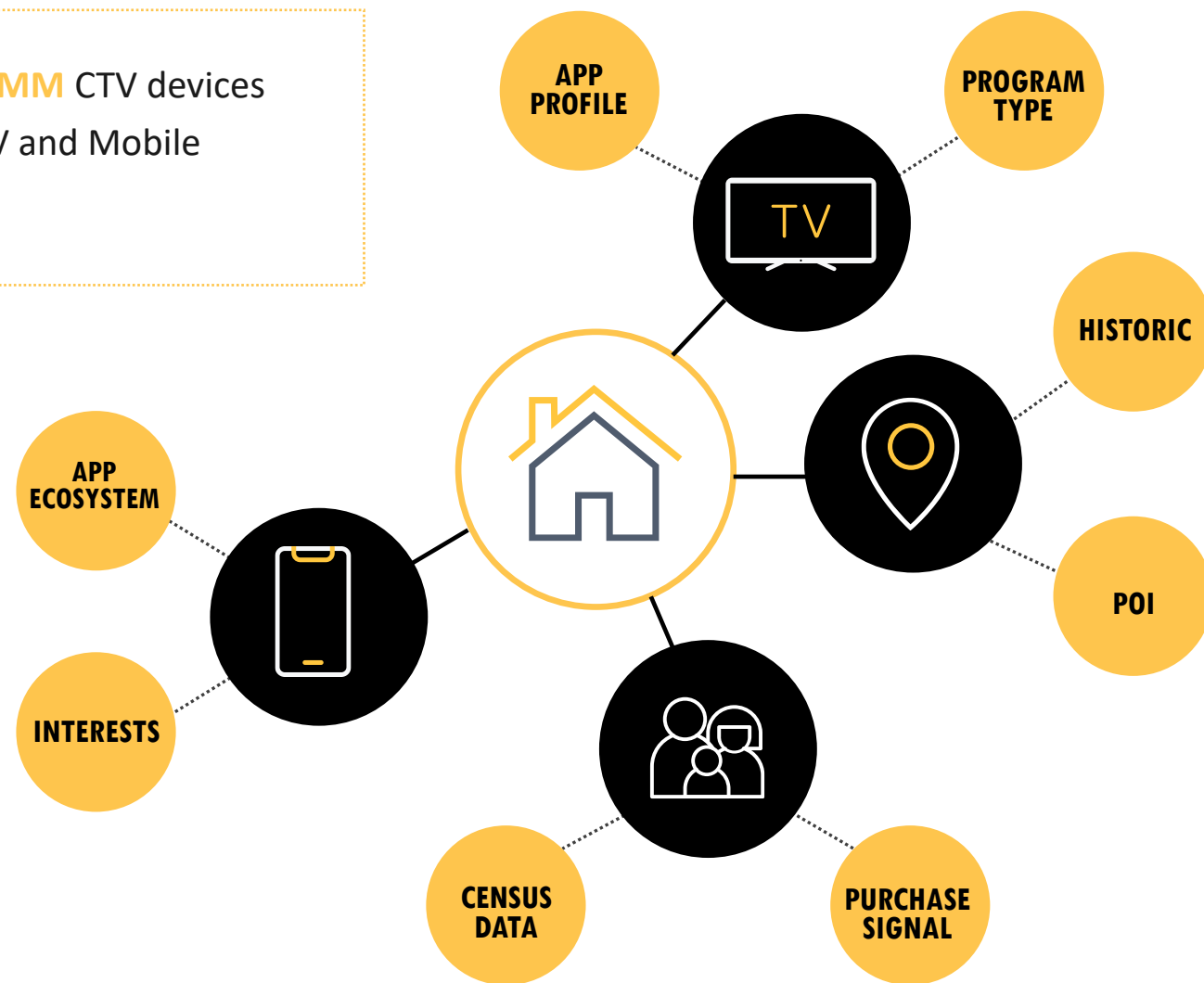
Connected TV and/or Mobile

SERVE TO CUSTOM AUDIENCE SEGMENTS

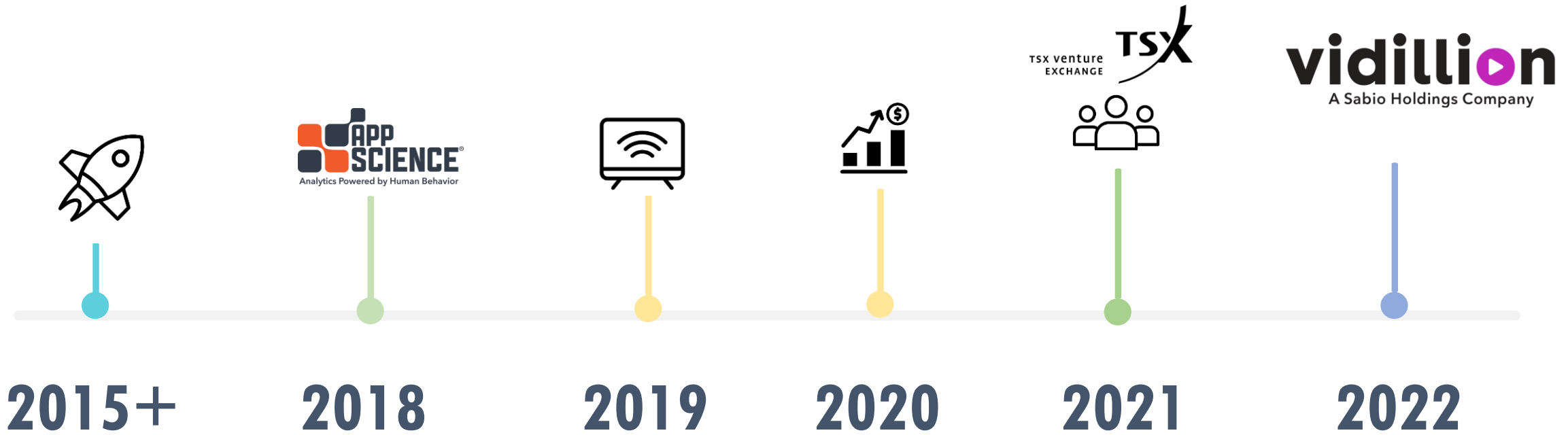
Demo + Program viewing + App Ecosystem and more

DELIVER MARKETING INTELLIGENCE INSIGHTS

Visitations / Media Analysis / Brand Lift / App Analysis



OUR JOURNEY



Supply Side Platform (SSP):

SSP/SaaS tech (Acquisition completed 4/1/2022)

- CTV/OTT App Dev)
- SSAI (SAAS)
- Inventory monetization

Demand Side Platform (DSP):

DSP/Media Business

- Demand Side Platform (DSP)
- Cross Screen Advertising Campaigns (Mobile & CTV)
- Early investments in Analytics & CTV



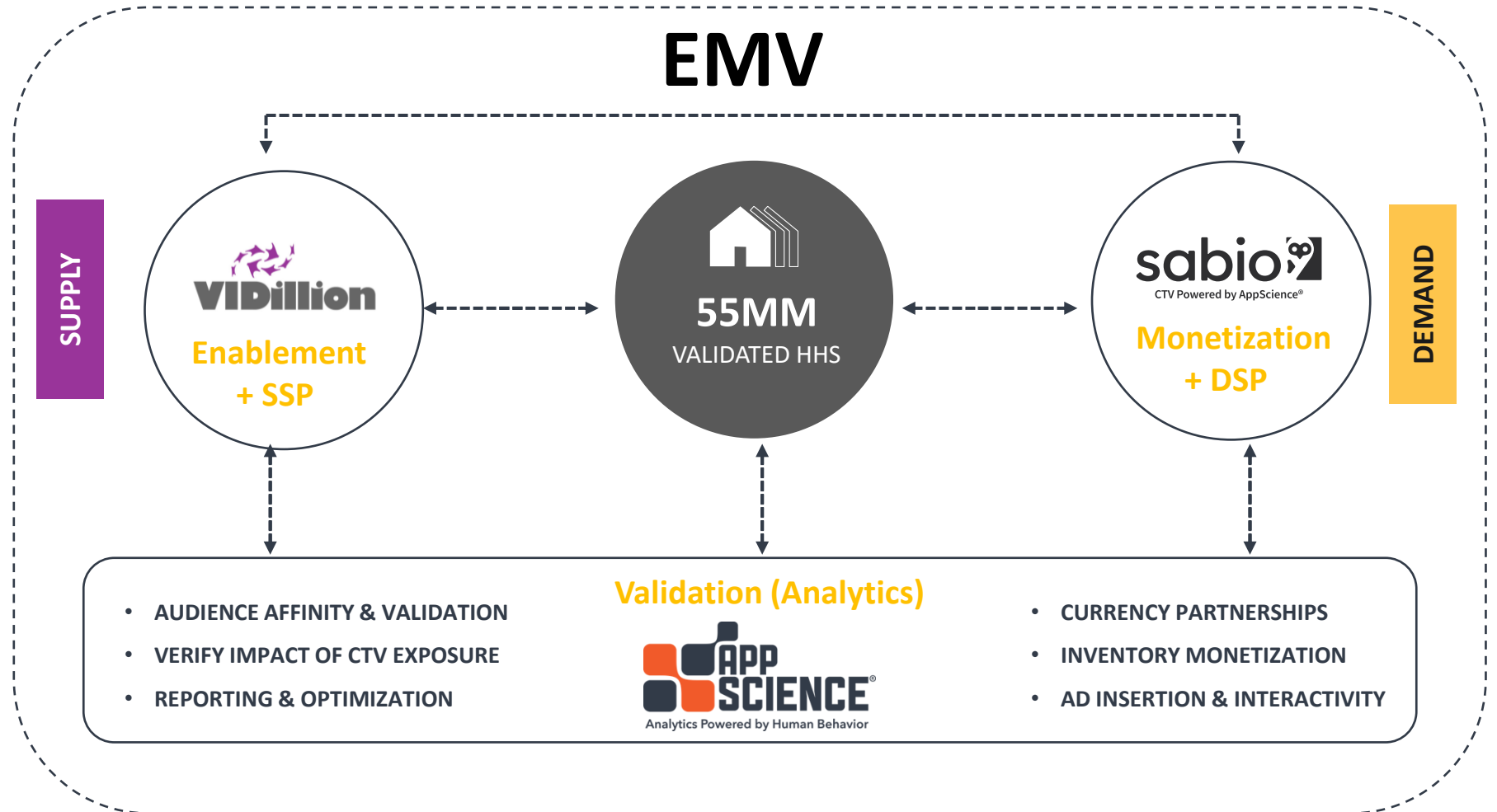
Analytics:

SaaS Business

- Advanced Analytics for CTV and Mobile
- Recuring Revenue Model
- Platform Agnostic (works with all DSPs)

ENABLE, MONETIZE, VALIDATE (“EMV”)

DRIVING CTV
PERFORMANCE





THANK
YOU

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