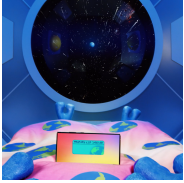
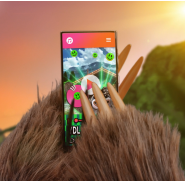
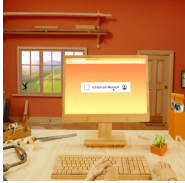

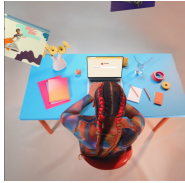


## Upper Funnel - FEEL

<b>Publisher</b>	<b>Ad Alliance (Germany)</b>
<b>Placement</b>	Pre- and MidRoll
<b>Targeting</b>	DE   18-35 years   Excluding Firefox
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	71,254.97 €
<b>Publisher</b>	<b>Seven.One Media (Germany)</b>
<b>Placement</b>	Core Audience Extended
<b>Targeting</b>	DE   18-35 years   Sports & Tech/ Gaming
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	69,949.37 €
<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	True Video Reach   Channel: Sports
<b>Targeting</b>	DE Sport & Entertainment   Excluding Firefox
<b>Dates</b>	4th September - 8th December
<b>Budget:</b>	60,000.00 €
<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	True Video Reach   Channel: Entertainment
<b>Targeting</b>	DE   Technology & Science
<b>Dates</b>	4th September - 8th December
<b>Budget:</b>	52,999.98 €
<b>Publisher</b>	<b>Amazon Online Germany GmbH (Germany)</b>
<b>Placement</b>	twitch.tv   Premium Video
<b>Targeting</b>	DE   18-35 years
<b>Dates</b>	7th November - 31st December
<b>Budget:</b>	0,00 €
<b>Publisher</b>	<b>Mediaplus Realtime GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	Streaming TV+
<b>Targeting</b>	DE   18-35 years   Sports & Tech/
<b>Dates</b>	4th September - 8th December
<b>Budget:</b>	110,000.01 €
<b>Publisher</b>	<b>Mediaplus Realtime GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	DooH Rotation
<b>Targeting</b>	DE  Infoscreen (6sec) + Station Video (6sec) + Uni (10sec) + Coworking (10sec) + Mall (6sec)
<b>Dates</b>	1st October - 31st October
<b>Budget:</b>	91,260.00 €
<b>Publisher</b>	<b>Ströer Media Solutions G,BH (Germany)</b>
<b>Placement</b>	PreRoll
<b>Targeting</b>	DE   18-40 years   Gaming, Sports, Tech   excluding Firefox
<b>Dates</b>	1st October - 31st October
<b>Budget:</b>	49,295.46 €
<b>Publisher</b>	<b>Mediaplus Realtime GmbH &amp; Co. KG (France)</b>
<b>Placement</b>	DooH Rotation
<b>Targeting</b>	FR   Mall + Department Stores +
<b>Dates</b>	1st October - 17th November
<b>Budget:</b>	115,734.00 €
<b>Publisher</b>	<b>Azerion AG (France)</b>
<b>Placement</b>	Audio Ad, Instream Spot
<b>Targeting</b>	FR   Tech/Gaming   Excluding Firefox
<b>Dates</b>	2nd September - 17th October
<b>Budget:</b>	7,785.81 €

	Alien	Sloth	Pinochio	Superhero	Human
Ads (German / French)					

Mid Funnel - THINK

<b>Publisher</b>	mediascale GmbH & Co. KG (Germany)
<b>Placement</b>	Native Ads
<b>Targeting</b>	DE   Gaming, Sports, Tech, Science, News
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	97,825.00 €

<b>Publisher</b>	Ad Alliance GmbH (Germany)
<b>Placement</b>	Mobile Medium Rectangle
<b>Targeting</b>	DE   18-35 years   excluding firefox
<b>Dates</b>	4th September - 8th December
<b>Budget:</b>	16,673.95 €

<b>Publisher</b>	Ad Alliance GmbH (Germany)
<b>Placement</b>	Mobile Understitial   Channel Sport
<b>Targeting</b>	DE   18-35 years   excluding firefox
<b>Dates</b>	4th September - 31st December
<b>Budget:</b>	7,925.30 €

<b>Publisher</b>	Ad Alliance GmbH (Germany)
<b>Placement</b>	Mobile Understitial   Channel News
<b>Targeting</b>	DE   18-35 years   excluding firefox
<b>Dates</b>	4th September - 31st December
<b>Budget:</b>	21,315.20 €

<b>Publisher</b>	mediascale GmbH & Co. KG (Germany)
<b>Placement</b>	Mobile Medium Rectangle + Dynamic Sitebar
<b>Targeting</b>	DE   Sports & Entertainment   excluding firefox
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	95,172.00 €

<b>Publisher</b>	mediascale GmbH & Co. KG (Germany)
<b>Placement</b>	Mobile Medium Rectangle + Dynamic Sitebar
<b>Targeting</b>	DE   Technology & Science   excluding firefox
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	95,172.00 €

<b>Publisher</b>	Burda Forward GmbH / BCN (Germany)
<b>Placement</b>	Half Page Ad
<b>Targeting</b>	DE   18-35 years   excluding firefox
<b>Dates</b>	12th September - 30th November
<b>Budget:</b>	25,323.87 €

<b>Publisher</b>	Burda Forward GmbH / BCN (Germany)
<b>Placement</b>	Ad Bundle
<b>Targeting</b>	DE   18-35 years   excluding firefox
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	4,498.19 €

<b>Publisher</b>	Media Impact GmbH & Co. KG (Germany)
<b>Placement</b>	Medium Rectangle + Mobile Understitial   Channel: Technology

<b>Targeting</b>	DE   excluding firefox
<b>Dates</b>	4th September - 8th December
<b>Budget:</b>	11,993.50 €
<b>Publisher</b>	<b>Media Impact GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	Medium Rectangle + Mobile Understitial   Channel: Sports
<b>Targeting</b>	DE   excluding firefox
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	7,196.05 €
<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	NE.R.O.AI   Ad Bundle
<b>Targeting</b>	DE   18-35 years   Keyword-List: Young Principle Trailblazers
<b>Dates</b>	4th September - 18th October
<b>Budget:</b>	13,876.66 €
<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	NE.R.O.AI   Dynamic Sitebar
<b>Targeting</b>	DE   18-35 years   Keyword-List: Young Principle Trailblazers
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	38,100.00 €
<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	NE.R.O.AI   Mobile Medium Rectangle
<b>Targeting</b>	DE   18-35 years   Keyword-List: Young Principle Trailblazers
<b>Dates</b>	4th September - 8th December
<b>Budget:</b>	24,746.37 €
<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	NE.R.O. Profile Data  Shake Ad
<b>Targeting</b>	DE   18-35 years   Keyword-List: Young Principle Trailblazers
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	50,000.00 €
<b>Publisher</b>	<b>iq digital media marketing gmbh (Germany)</b>
<b>Placement</b>	Mobile Interscroller   Channel: Network
<b>Targeting</b>	DE   environment: BTC-Echo   FAZ.NET: Technik & Motor, Digitec   Handelsblatt: Technologie   Jetzt.de: Digital   manager magazin Tech, Harvard Business Manager Digitalisierung
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	7,525.02 €
<b>Publisher</b>	<b>iq digital media marketing gmbh (Germany)</b>
<b>Placement</b>	Sitebar  Channel: Science
<b>Targeting</b>	DE   environment: Edison   FAZ.NET: Wissen   fachmedien und mittelstand: Themenumfeld Wissenschaft   Handelsblatt Online: Technologie   manager magazin: Pharma   Spektrum
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	12,900.03 €
<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	Audio Ad   Online Audio Rotation with accompanying banner
<b>Targeting</b>	DE   18-35 years
<b>Dates</b>	1st October - 30th November
<b>Budget:</b>	44,999.99 €
<b>Publisher</b>	<b>Ströer Media Solutions GmbH (Germany)</b>
<b>Placement</b>	Sitebar  Theme: Games
<b>Targeting</b>	DE   40 years   excluding firefox
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	28,013.79 €
<b>Publisher</b>	<b>Ströer Media Solutions GmbH (Germany)</b>
<b>Placement</b>	Sitebar
<b>Targeting</b>	DE   40 years Gaming, Sport, Technologie   excluding Firefox
<b>Dates</b>	4th September - 8th December
<b>Budget:</b>	17,702.10 €
<b>Publisher</b>	<b>Ströer Media Solutions GmbH (Germany)</b>

<b>Placement</b>	Ad Bundle
<b>Targeting</b>	DE   40 years   excluding Firefox
<b>Dates</b>	4th September - 26th September
<b>Budget:</b>	885.17 €

<b>Publisher</b>	<b>Ströer Media Solutions GmbH (Germany)</b>
<b>Placement</b>	Ad Bundle   Theme: Games
<b>Targeting</b>	DE   40 years   Gaming, Sport, Technologie   excluding Firefox
<b>Dates</b>	4th September - 26th September
<b>Budget:</b>	2,385.68 €

<b>Publisher</b>	<b>Ströer Media Solutions GmbH (Germany)</b>
<b>Placement</b>	Ad Bundle   Theme: Consumer Electronics
<b>Targeting</b>	DE   40 years   excluding Firefox
<b>Dates</b>	4th September - 26th September
<b>Budget:</b>	2,358.00 €

<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	Native Campaign Content
<b>Targeting</b>	DE
<b>Dates</b>	4th September - 30th November
<b>Budget:</b>	0.00 €

<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (Germany)</b>
<b>Placement</b>	Native Ads
<b>Targeting</b>	DE   Gaming, Sports, Tech, Science, News
<b>Dates</b>	11th November - 30th November
<b>Budget:</b>	97,825.00 €

<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (France)</b>
<b>Placement</b>	Native Ads
<b>Targeting</b>	FR
<b>Dates</b>	11th September - 30th November
<b>Budget:</b>	56,805.00 €

<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (France)</b>
<b>Placement</b>	NE.R.O. AI   Ad Bundle
<b>Targeting</b>	FR   18-35 years   Keyword-List: Young Principle Trailblazers
<b>Dates</b>	2nd September - 30 November
<b>Budget:</b>	5,764.30 €

<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (France)</b>
<b>Placement</b>	NE.R.O. AI   Half Page Ad
<b>Targeting</b>	FR   18-35 years   Keyword-List: Young Principle Trailblazers
<b>Dates</b>	2nd September - 30 November
<b>Budget:</b>	74,276.93 €



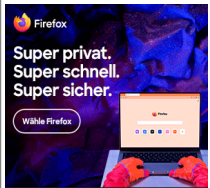


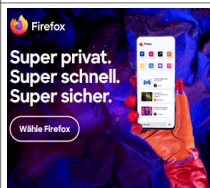
<b>Publisher</b>	<b>mediascale GmbH &amp; Co. KG (France)</b>
<b>Placement</b>	NE.R.O. AI   Mobile Medium Rectangle
<b>Targeting</b>	FR   18-35 years   Keyword-List: Young Principle Trailblazers
<b>Dates</b>	2nd September - 30 November
<b>Budget:</b>	16,320.00 €

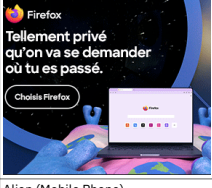

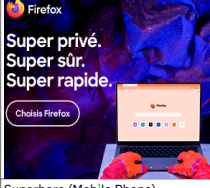
<b>Publisher</b>	<b>Azerion AG (France)</b>
<b>Placement</b>	Interstitial
<b>Targeting</b>	FR   Tech / Gaming   excluding firefox   iOS + Android
<b>Dates</b>	2nd September - 30 November
<b>Budget:</b>	14,315.03 €

<b>Publisher</b>	<b>Azerion AG (France)</b>
<b>Placement</b>	Ad Bundle
<b>Targeting</b>	FR   Tech / Gaming   excluding firefox   iOS + Android
<b>Dates</b>	2nd September - 30 November
<b>Budget:</b>	13,816.28 €

<b>Publisher</b>	Mediaplus Realtime GmbH & Co. KG (France)
<b>Placement</b>	Audio Ad   Online Audio Rotation with accompanying banner
<b>Targeting</b>	FR   18-35 years   incl. Accompanying banner   excluding Firefox
<b>Dates</b>	1st October - 8th December
<b>Budget:</b>	22,047.38 €

<b>Publisher</b>	CCM Performance (France)
<b>Placement</b>	Advertorial (4 Articles + Traffic on those 4 articles)
<b>Targeting</b>	FR   18-35 years   interests: Technology, Games, News, Computing, Privacy/Security
<b>Dates</b>	13th November - 29th December
<b>Budget:</b>	32,000.00 €

Ads (German)	Alien (Laptop)	Sloth (Laptop)	Superhero (Laptop)
			
Ads (German)	Alien (Mobile Phone)	Sloth (Mobile Phone)	Superhero (Mobile Phone)
			

Ads (French)	Alien (Laptop)	Sloth (Laptop)	Superhero (Laptop)
			
Ads (French)	Alien (Mobile Phone)	Sloth (Mobile Phone)	Superhero (Mobile Phone)
	