



Fast Growing Global Leader In Mobile Advertising Ogury To Explore Listing Options To Support Its Growth And Continue Developing Its Unique Worldwide Platform

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A global technology leader bringing unique value to the mobile branding advertisement ecosystem

As a leading adtech company with global reach, Ogury's mission is to offer the highest performing mobile advertising technology. Ogury believes in a world where targeted ads are ID-less and cookie-less. This breakthrough approach, centred around consumer privacy protection, is best positioned to address key challenges at a time where consumers want to receive appealing ads without compromising on their privacy.

Ogury's proprietary Advertising Engine allows brands' mobile advertising campaigns to attain market-leading performance in-app and in-web, while supporting publishers in their aim to serve premium ads from global brands and monetize their content. Ogury offers a unique suite of full-creative and highly visible formats (Thumbnail, Full Screen, Ad Chooser) in a brand safe and fraud-protected environment, driving further brand engagement and enhancing monetization.

A pioneer in developing innovative tech solutions with worldwide reach

Ogury is at the forefront of the changing paradigm of the adtech industry today. It is one of the leading and fastest growing mobile native, branding focused advertising companies covering both in-app and in-web ecosystems. Since its inception in 2014, privacy and respect for the consumer have been at the heart of Ogury's philosophy. Ogury's unparalleled personified targeting technology offers optimal and ethical performance.

As consumers and regulators fight invasive digital tracking and the market adapts to a new privacy-centric world, Ogury is well positioned to offer sustainable branding impact for advertisers and incremental revenue for publishers while providing a respectful user experience.

Beyond its unique, end-to-end position across the value chain, Ogury has a large and growing global footprint. Ogury has quickly developed and has been adopted all over the world, operating out of 17 offices in 11 countries on 4 continents.¹ This rapid growth will continue, with plans to expand in at least 7 of the leading global ad markets in the next 2 years. Its 350+ team with over 100 developers and engineers (including product and tech teams) ensures that Ogury is perfectly positioned to pursue this bold strategy.

Ogury operates in a massive and fast-growing addressable market

This global expansion is also supported by the fast growth of the mobile ad market. Today, 41%² of US consumer media time is spent on mobile, up from 6% in 2011. Mobile has been the #1 format used by consumers since 2016. The \$246bn³ mobile advertising market is expected to grow 13% annually

¹ At the end of 2020.

² Source: Magna Global

³ Source: Magna Global

(CAGR 2020-2024), with advertisers rapidly shifting their ad spend from desktop to mobile. Massive emerging growth segments such as connected television advertising, a \$11.4bn market in the US in 2021 with a projected annual growth of 23%⁴ (CAGR 2019-2024), offer new opportunities to expand Ogury's reach. By leveraging its modern technologies and scalable, cloud-native infrastructure, Ogury's addressable market, which is mobile display and video ad spending, is set to expand massively in the coming years.

A success story with a strong track record since inception

Ogury's continuing and considerable expansion has resulted in a c.69% CAGR⁵ from 2015 to 2020, reaching c.\$125 million in revenues in 2020. Its growth has been driven by a presence in multiple geographies, with the Americas contributing over 60% of the group's revenues in recent years. The Ogury family has also grown, with an 80% increase in average annual permanent product development staff from 2018 to 2019. In addition, Ogury has generated profit over the past 6 years.

This profitable growth is testimony to the fact that Ogury has been able to build trusted and long-term client relationships since 2014. Over 1,200 advertisers, all top-tier global brands and leading international media agencies, and 1,100 publishers trust Ogury to deliver an optimal mobile user experience and monetisation.

Multiple new business developments to fuel future growth

Ogury is focused on continuing its current growth trajectory by increasing the pace of its international development and scaling up its existing businesses, including developing its programmatic value chain. In parallel, Ogury is also addressing new areas of growth such as connected television advertising, user acquisition offerings on mobile, and long-tail performance campaigns.

In order to support this ambitious strategy, and after benefitting from a successful fundraising track record since 2014, Ogury is now exploring listing options over the next few months, subject to market conditions.

Ogury CEO and co-founder Thomas Pasquet said: *"As a global unicorn with French roots, Ogury has always believed that delivering high-quality, attractive, and engaging ads benefits not only advertisers but also publishers, and, when privacy is respected, users as well. All of us at Ogury are incredibly proud of the successes we have accomplished in the past 6 years, namely by creating a new model for digital ads that respects our clients and their users, while ensuring financial growth and profitability. With clients referring to us as their strategic partners in digital advertising, campaign after campaign, it is clear to me that we are making a difference, creating the future of sustainable advertising for all. I believe the time is right to open a new chapter in Ogury's story, allowing us to further accelerate our growth and seize the opportunities presented by the rapidly expanding mobile advertising sector."*

⁴ Source: eMarketer, US Connected TV Advertising 2020.

⁵ For continuing operations only

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About Ogury

Ogury, the Personified Advertising company, has created a breakthrough advertising engine that delivers precision, sustainability and privacy protection within one technology stack, built and optimized for mobile. Advertisers working with Ogury benefit from fully visible impactful ads, future-proof targeting and unwavering protection. Publishers enjoy the rewards of a respectful user-experience, incremental revenues and premium demand with Ogury's solutions. Founded in 2014, Ogury is a global organization with 350+ employees, including 100 engineers across 11 countries.

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