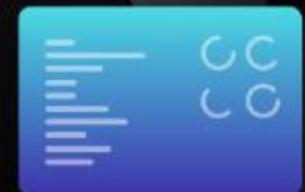




Delivering an Unparalleled Ad Experience



```
dependencies {  
  compile  
  fileTree(dir:  
    'libs',  
    include:  
      ['*.jar'])  
  androidTestCompile('com.android.support.test.espresso:espresso-core:2.2.2', {  
    exclude group:
```





Mobile Marketing and Audience Platform

-  O&O SDK – ½M active apps
-  360° segmentation (who, where & what)
-  Viewability measurement

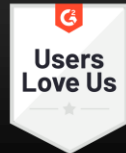
2.4B MAUs

500K Monthly Active Apps

30B Software (SDK) Downloads



2021 5th Most Popular SDK



#1 in Customer Satisfaction



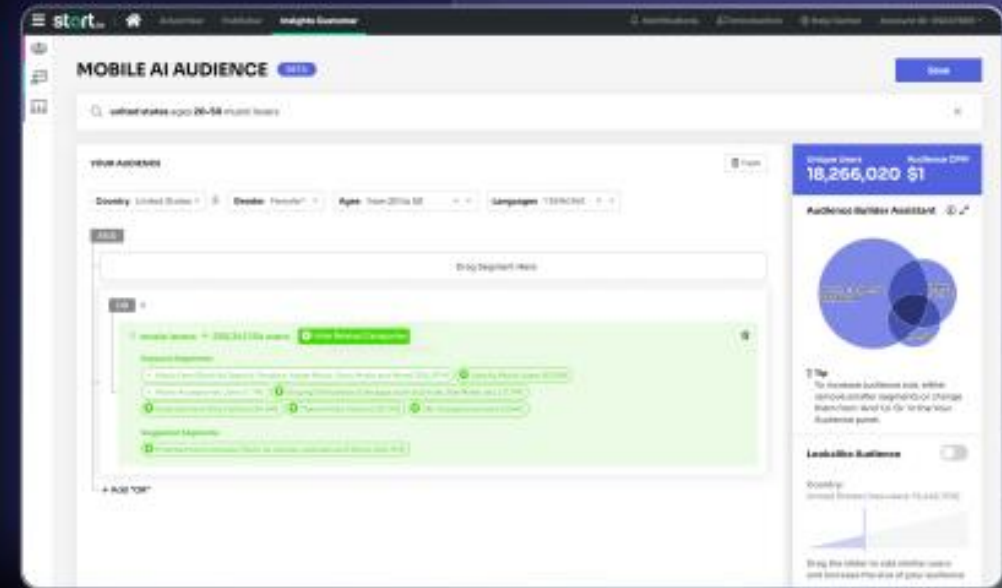
IAB Member

Mobile AI Audience

Maia is an easy-to-use, single frame platform for audience exploration and activation.

Maia's secret?

It's the industry's first audience building platform built strictly on NLP (Natural Language Processing) and Artificial Intelligence. Type in your audience target's query by key phrases or sentences, and Maia will do the rest in an instant to find and build your best audience segments



Our Distribution is Among the Industry Giants

statista 

5th Most Popular SDK



Google Play

1. AdMob (Google)

88% of apps

2. Facebook Audience Network

26% of apps

3. Google Mobile Ads

22% of apps

4. Unity Ads

21% of apps

5. Start.io

13% of apps

6. AppLovin

9% of apps

Leading Edge Proprietary Technology

Scalable platform integrating proprietary technology and leading open-source modules



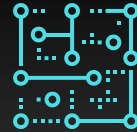
App Integration

Auto-onboarding of **1,000** apps daily & direct integration with leading SSPs



Signals Collection

30B daily mobile data signals from **2.4B** MAUs



Data Processing

16 petabytes processed by the platform in Q4 21



AI Modeling

Utilizing deep learning and **machine learning** modules



Audience Building

Natural language processing based UI to build and activate audiences

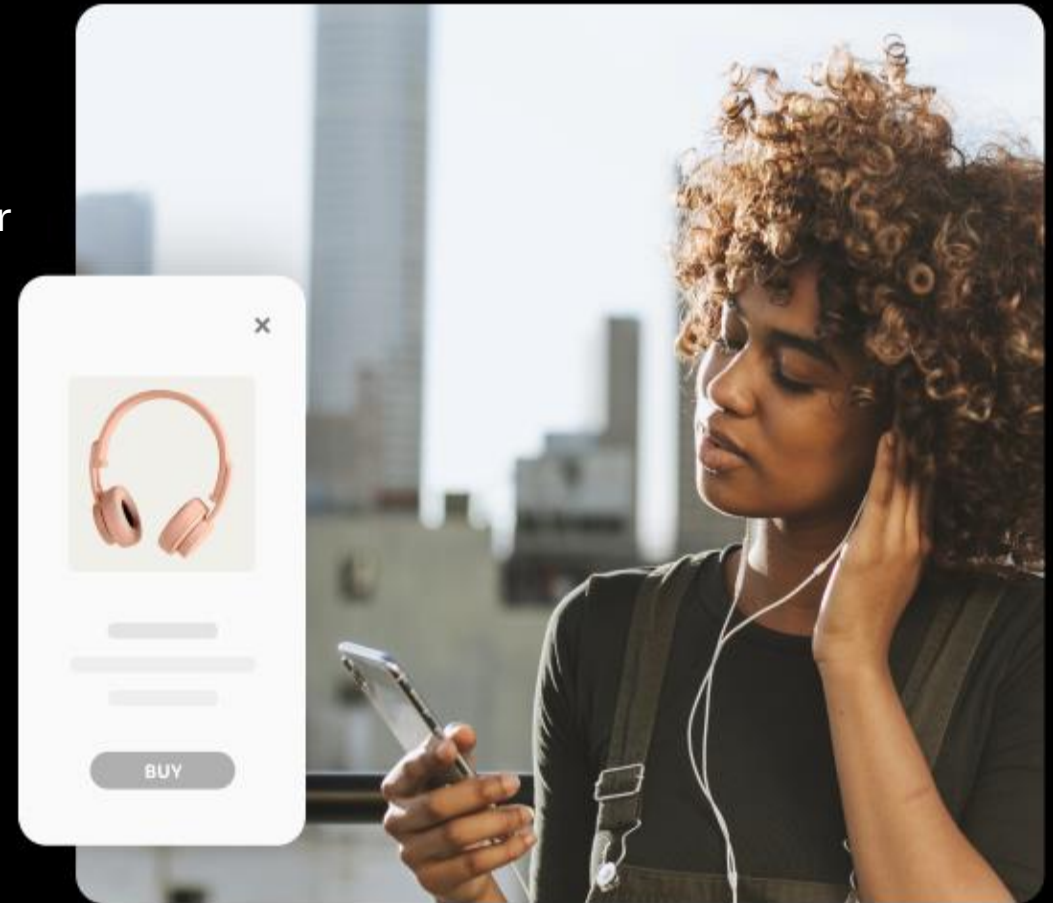


Ad Delivering

Serving ads on **80K** different device models, **1,500** OS, and **60K** ISPs - Total of **14M** combinations

Our Edge

- **Data-Driven Targeting:**
The first-party data from our SDK can pinpoint audience segments best suited to your campaign goals and brand. Our MAIA (Mobile AI Audience) solution helps our customers build their own unique audiences.
- **Global Scale**
Reach more than 2 billion global users across hundreds of thousands of apps from any country in the world.
- **Onboarding with growth**
Our open-source SDK is used by over 30,000 new apps per month. Servicing apps published in Google Play, Apple app store and other stores.



Start.io's SDK

- Own and operated SDK at scale
- Integrated in over 500K apps across diverse verticals

```
module.exports = withBundleAnalyzer(  
  withOffline({  
    target: 'serverless',  
    dontAutoRegisterSw: true,  
    workboxOpts: {  
      swDest: 'static/service-worker.js',  
    },  
    webpack: (config, options) => {  
      config.module.rules.push({  
        test: /\.js$/,  
        include: /node_modules\/graphql-language-  
        use: [options.defaultLoaders.babel],  
      })  
  
      return config  
    },  
    headers() {  
      return [  
        {  
          source: '/',  
          headers: [{ key: 'X-Frame-Options', value: 'SAMEORIGIN' } ]},  
      ]  
    }  
  })  
)
```



Full Set of Mobile Solutions

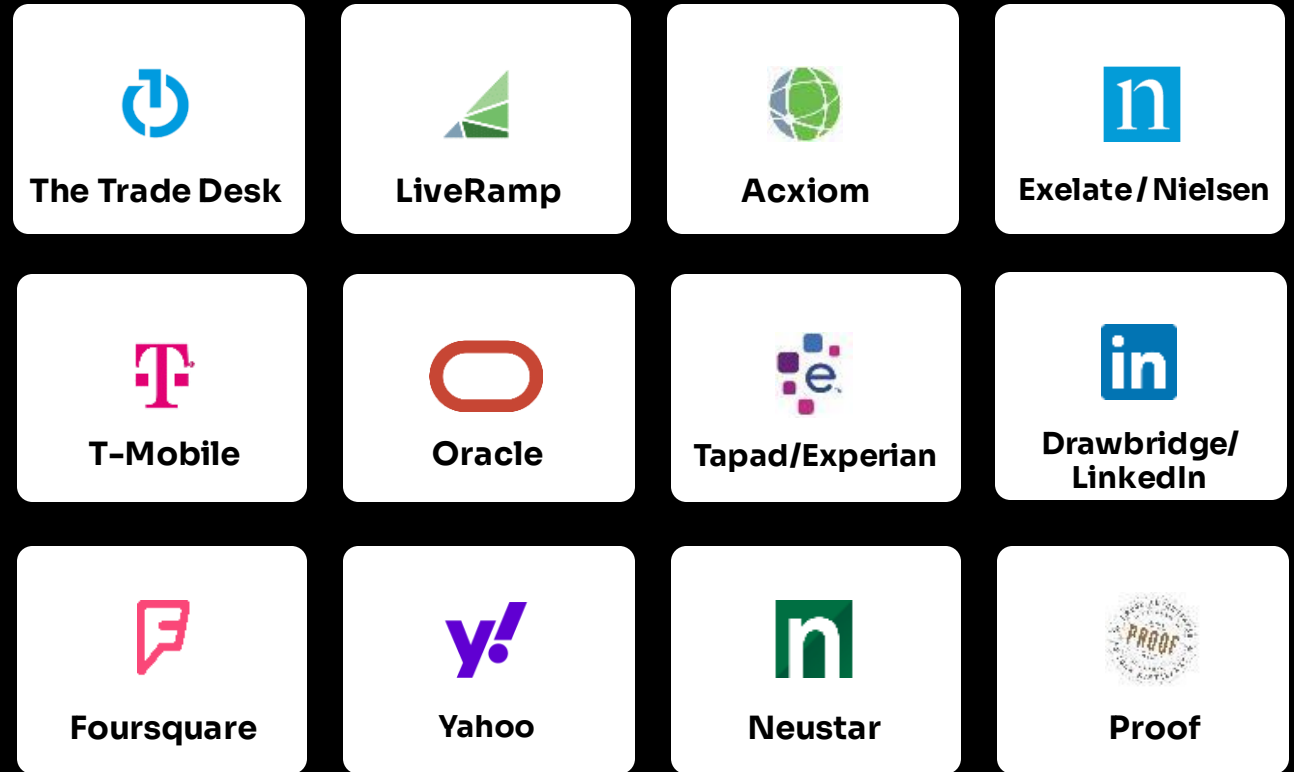


Trusted by Top Tier Customer Base

“We loved collaborating with **Start.io**. This never-been-done-before type of speed-targeting drove more than 2x higher website activity”



Ly Tran,
Chief Media Officer and
an Associate Partner, Proof.



Thank You

Full Name

Title

email@start.io



Our Partners

Demand Partners



Yahoo



T-Mobile



Dentsu



Criteo



PubMatic

Supply Partners



Google (AdX)



Applovin



InMobi



Smaato



Fyber

Viewability Measurement and Audience Verification



Integral Ad
Science



Moat



DoubleVerify



Nielsen

OS & Tools



Android



iOS



Unity

Mediation Options



AdMob



IronSource

start.io