

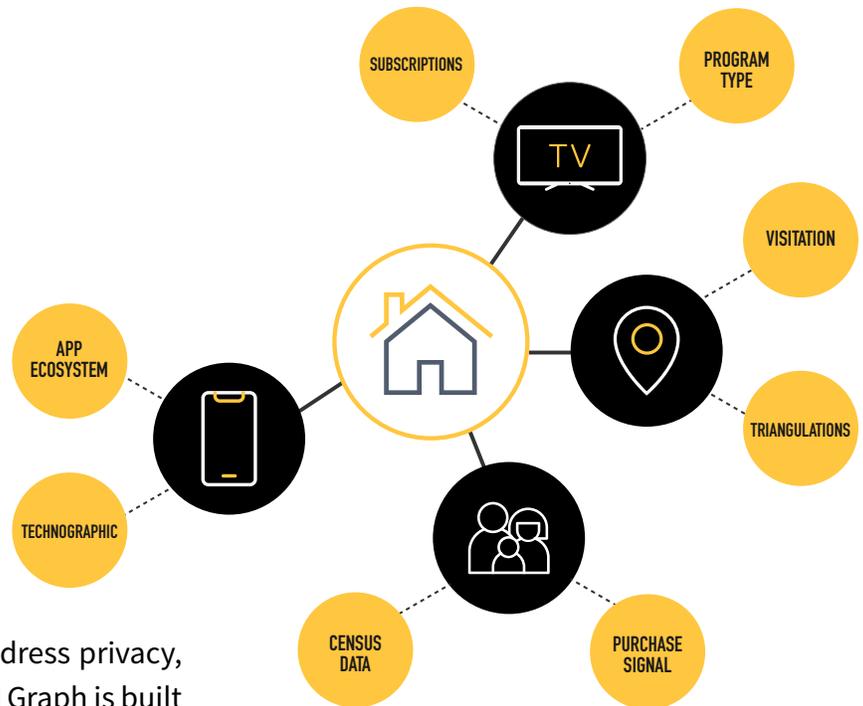
## UNIFIED ID 2.0

At Sabio, we have always maintained a focus on user privacy. So, when Unified ID 2.0 was introduced as a solution to more traditional identifiers, we went to work onboarding and connecting with our partners. The adoption of UID 2.0 allows our clients to maintain access to the superior targeting that is expected from Sabio in a privacy-first market.

However, the use of UID 2.0 doesn't just address privacy, it strengthens our Household Graph. Our HH Graph is built from the ground up using proprietary mobile insights, coupled with CTV viewing data. It is further enhanced by matching additional data points to create a complete look at our connected audiences.

UID 2.0 allows us to keep consent and privacy streamlined from users to publishers, to other partner platforms that we may work with. All of that data passes through our proprietary ad platform and stays anonymous.

The use of UID 2.0 provides a unified solution to cross-screen advertising. Being able to reach viewers from platform to platform in a consistent and reliable manner was critical for Sabio and for our clients. We are able to continue with our cross-screen targeting without having issues connecting mobile data to CTV HHs.



## ABOUT US

At Sabio, we use our proprietary technology to analyze mobile app data from over 300MM devices. This data provides insights into interests and affinities at a device level, while maintaining privacy standards. We combine those insights with data, such as viewing and device info from 110MM CTV devices. All of this information is used to create truly unique audience segments that are made available across 55MM matched mobile and CTV HHs.