

MOBILE GAMING AUCTION PACKAGES

PREMIUM, BRAND SAFE INVENTORY AT SCALE

There are more than 1.5 billion gamers in APAC¹ and they like ads! 82% of mobile gamers prefer free mobile games with ads to paid mobile games without.²

Drive performance at scale with PubMatic's highly viewable mobile gaming auction packages. We've created bespoke packages to meet your video and display KPIs.

PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

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Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

MOBILE GAMING — VIDEO



Premium In-App Environments Only



OS Agnostic – Both Android and iOS platforms



Minimum Viewability of 70%



Scale: >789m Monthly Impressions

REACH HIGHLY ENGAGED USERS ON THESE PREMIUM APPS... AND MANY MORE



1945: Air Force



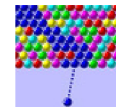
8 Ball Pool



Blockudoku



Brain Out



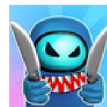
Bubble Shooter



Candy Crush Saga



Daily Themed Crossword



Impostor Legends



Lightning Link Casino



Ludo King



Magic Tiles 3



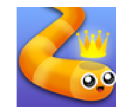
My Talking Tom 2



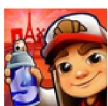
NBA Dunk



Pull The Pin



Snake.io



Subway Surfers



Tiles Hop



UNO!



Word Cookies



Wordscapes

Reach out to your PubMatic rep for full site list.

¹ Source: App Annie, 2020

² Source: Business of Apps, 2021

MOBILE GAMING — DISPLAY



Premium In-App Environments Only



OS Agnostic – Both Android and iOS platforms



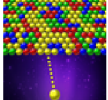








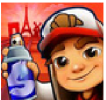










Minimum Viewability of 70%



Scale: >5.4b Monthly Impressions

REACH HIGHLY ENGAGED USERS ON THESE PREMIUM APPS... AND MANY MORE

 2048	 Brain Out	 Bubble Shooter 2	 Candy Crush Saga	 Catwalk Beauty
 Count Masters	 Daily Themed Crossword	 Happy Colour	 Lightning Link Casino	 Magic Tiles 3
 PGA Tour Mobile	 Subway Surfers	 Sudoku	 Temple Run 2	 Tiles Hop
 UNO!	 Water Sort Puzzle	 Wheel Of Fortune	 Word Trip	 Wordscapes

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BRAND SAFE, TRANSPARENT, FRAUD FREE

All our inventory is thoroughly vetted by our Inventory Quality team before onboarding so you can be sure your campaigns are brand safe, transparent, and fraud free.



ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable

audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.