

## MOBILE GAMING AUCTION PACKAGES

PREMIUM, BRAND SAFE INVENTORY AT SCALE

There are more than 1.5 billion gamers in APAC<sup>1</sup> and they like ads! 82% of mobile gamers prefer free mobile games with ads to paid mobile games without.<sup>2</sup>

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: >571m Monthly Impressions

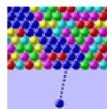
### REACH HIGHLY ENGAGED USERS ON THESE PREMIUM APPS... AND MANY MORE



Agent Action



Brain Out



Bubble Shooter



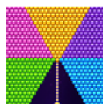
Candy Crush Saga



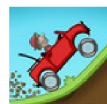
Colour Adventure



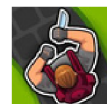
Dr. Driving



Escape Bubble



Hill Climb Racing



Hunter Assassin



Ludo King



Ludo SuperStar



Sniper 3D



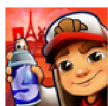
Solar Smash



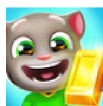
Stack Ball



Subway Princess Runner



Subway Surfers



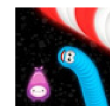
Talking Tom Gold Run



Temple Run 2



Tiles Hop



Worms Zone.io

Reach out to your PubMatic rep for full site list.

<sup>1</sup> Source: App Annie, 2020

<sup>2</sup> 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: >1.23b Monthly Impressions

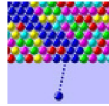
## REACH HIGHLY ENGAGED USERS ON THESE PREMIUM APPS... AND MANY MORE



Agent Action



Asphalt Nitro



Bubble Shooter



Carrom Pool



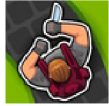
Colour Adventure



Cricket Mazza 11



Fashion Show: Dress Up



Hunter Assassin



Little Singham 2019



Miami Rope Hero Spider



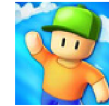
My Talking Tom 2



Pixel Art



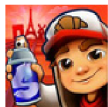
Stack Ball



Stumble Guys



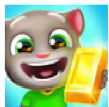
Subway Princess Runner



Subway Surfer



T20 Cricket Champions 3D



Talking Tom Gold Run



Temple Run 2



Tiles Hop

Reach out to your PubMatic rep for full site list.

## 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.

FULL-TIME  
QUALITY TEAM

GLOBAL  
ALLOW LISTS &  
BLOCK LISTS

PUBMATIC'S  
FRAUD FREE  
GUARANTEE

PRE-BID DETECTION  
AND POST-BID  
PREVENTION OF  
INVALID TRAFFIC

KEY INDUSTRY  
CERTIFICATIONS

LOG-LEVEL  
DATA

### 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.