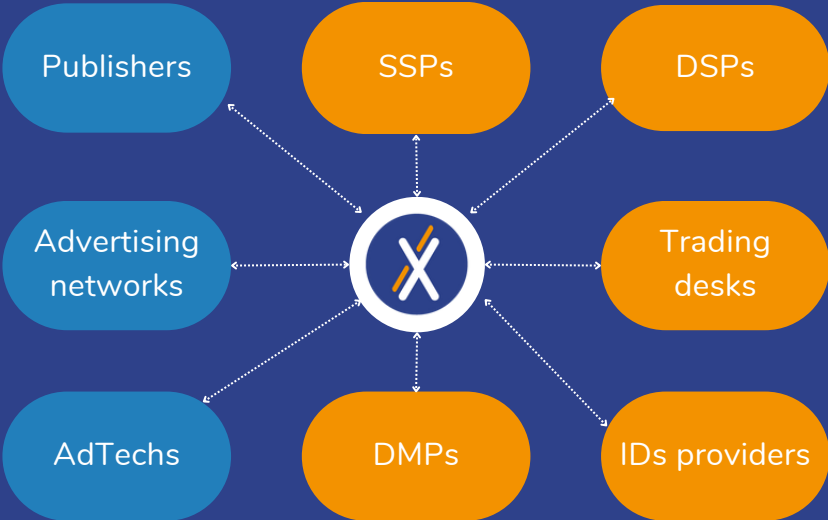


NEXX360

NEXX360 PROGRAMMATIC CLOUD

This **Plug & Play SaaS solution** enables various players in the digital advertising market (such as AdTechs and publishers) to interact with agility in the **cloud** and, consequently, work together in a more **profitable, efficient and transparent way**.



Mobile



Desktop



CTV



In-App



Video



Audio



PLAYERS STRUGGLE TO COPE WITH EVER-INCREASING COMPLEXITY



Yield and performance interconnection

The accumulation of partners to diversify buyers (video, audio, etc.) and insure continuous revenue increase often seems incompatible with fast page loading.



Global platforms dependency

The dependence on global platforms is so strong that programmatic players turn a blind eye to the lack of protection of users' personal data and the lack of transparency (conflicts of interest).



Ecological issues and challenges

There are few concrete solutions to deal with upcoming regulations (scope 3) and increasing user expectations.



The need for agility and responsiveness

Technical complexities, lack of personnel and ever-evolving ecosystem requires a huge degree of agility and speed to maintain competitive advantages. Global platforms can't always provide publisher's with their specific and/or local needs.

THE PROMISE OF EFFICIENT, FAST, TRANSPARENT, AND AGILE INTERACTIONS!



REVENUE

Gain coverage by connecting a multitude of increasingly varied partners.

- ↗ Bid density
- ↗ RPM



PERFORMANCE

Build multiple partnerships while **improving ad loading speed!**

- ↗ SEO (core web vitals)
- ↗ Customer experience



CARBON IMPACT

Minimize carbon footprint by exchanging in the cloud and reducing waste.

- ↘ Number of connections
- ↘ Bandwidth



SOVEREIGNTY

Protect users and your company by choosing a **made in Europe** solution.

- ↗ Protection (data hosted in Europe)
- ↘ Dependence on GAFAM

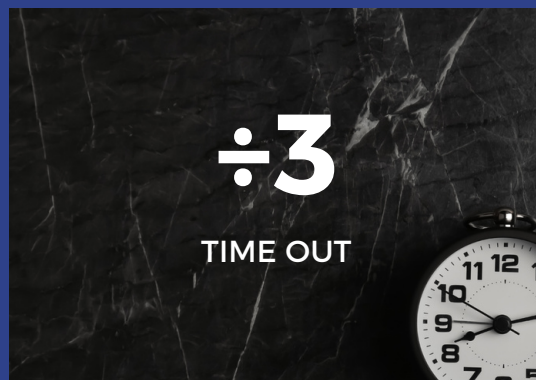
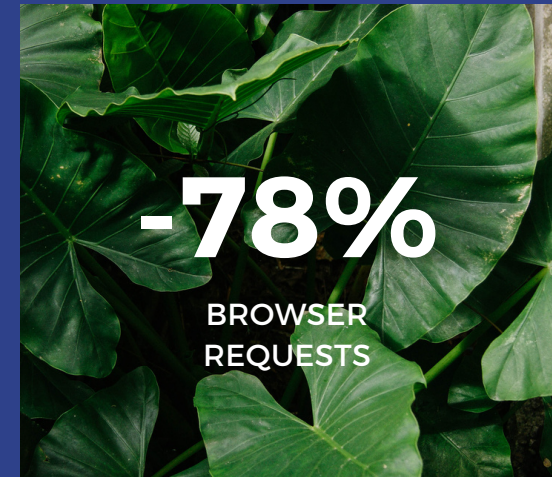


AGILITY

Adapt to your ever-evolving ecosystem and maintain great competitive advantages.

- ↗ Time & autonomy (no-code solution)
- ↗ Transparency (no conflict of interest)

NUMBERS THAT SPEAK FOR THEMSELVES



WHO BETTER THAN OUR CLIENTS TO SPEAK ABOUT US



Maxime MESMIN

Partner manager

Source : Article JDN - 12/2022



Improved CPMs [...] which is not negligible given our volumes.

Nexx360 is a start-up: we can **talk to them on a daily basis**, unlike the Gafam platforms, which are, by the way, much less technically flexible [...]

We are ramping up on these **server-side integrations**. We will **rely on Nexx360** as our partner for demand integration sources [...] SSPs and in order to prepare for a future without third-party cookies.



Florian POULAIN

Digital Revenue Manager

Source : témoignage vidéo - 02/2023



Nexx360 seemed like **the appropriate answer to reconcile both the growth of our programmatic CPMs and the optimization of our web performances** [...]

Nexx360 allows me to add partners and test them very easily and without risk [...] as there is no impact on the performance of our websites [...]

It is a solution that represents [...] the **future** in a way. It is the new generation of header bidding solutions.

WHAT MAKES OUR PROPOSITION DIFFERENT AND INTERESTING?



First

and only cloud platform

- ✓ that improves carbon footprint in addition to yield and web performance
- ✓ 100% made in Europe (France)
- ✓ without any conflict of interest
- ✓ that hosts data in Europe (France)
- ✓ that takes into account local demands
- ✓ that gives back full control

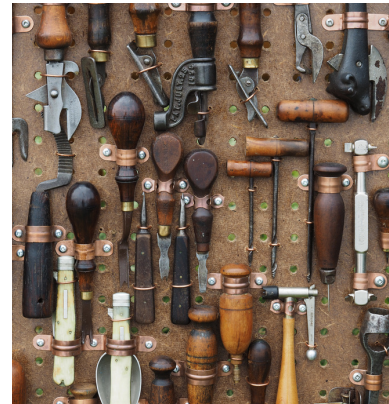
OUR FUTURE PLANS



Expand our international presence (Europe and then the United States)



Offer a service that covers **the entire programmatic value chain.**



Upgrade and develop the platform (features, formats, segments, etc.).



Strengthen the team by hiring employees with complementary skills.

NEXX360