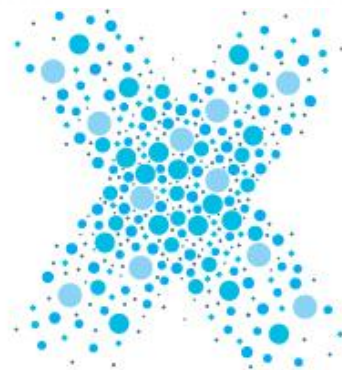




A Global Perspective on Audience Buying in a Programmatic World

Dr. Mark Grether, Global Chief Operating Officer, Xaxis



XAXIS

A media company
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 Headquarters  Regional Offices







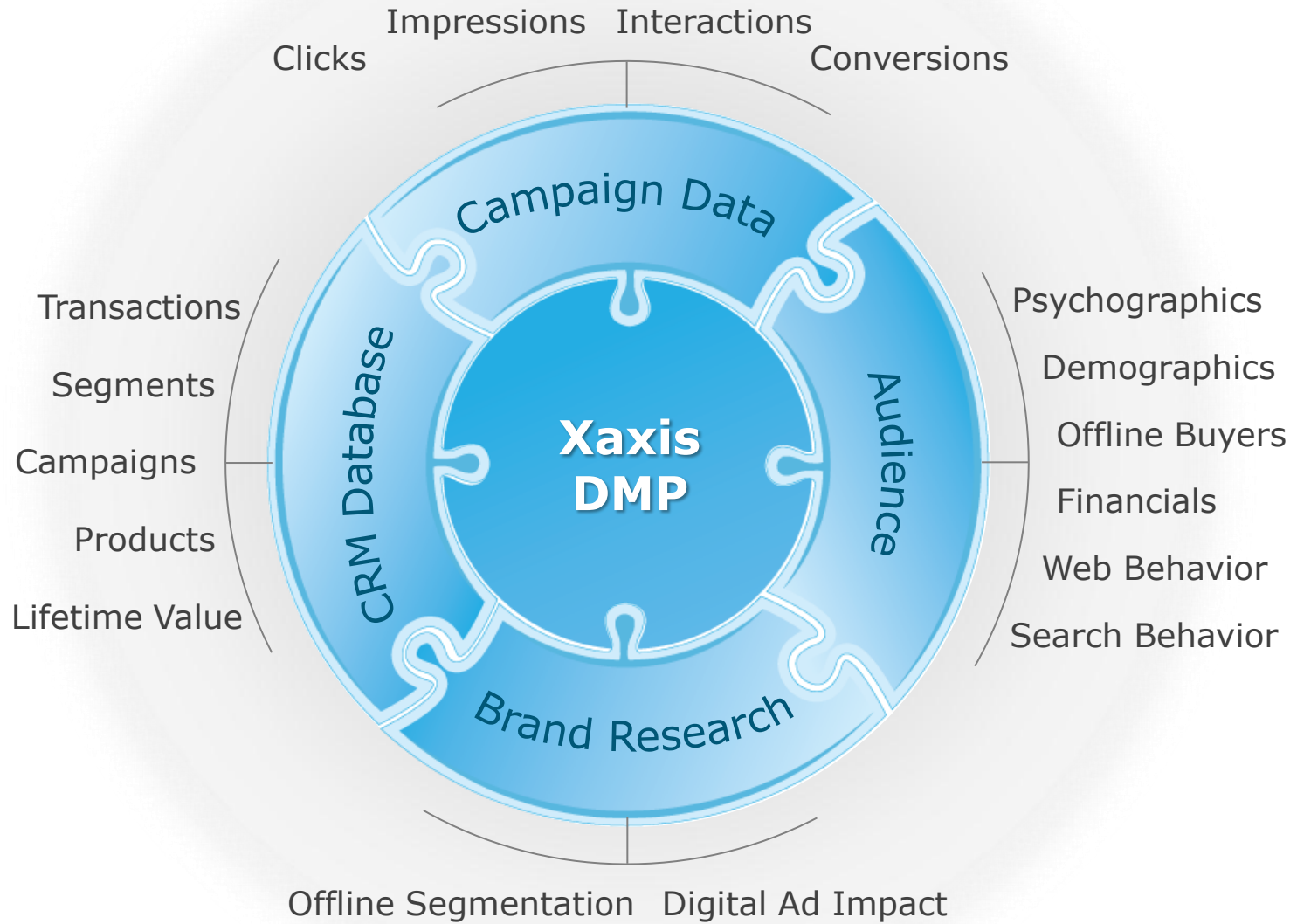


Big Data





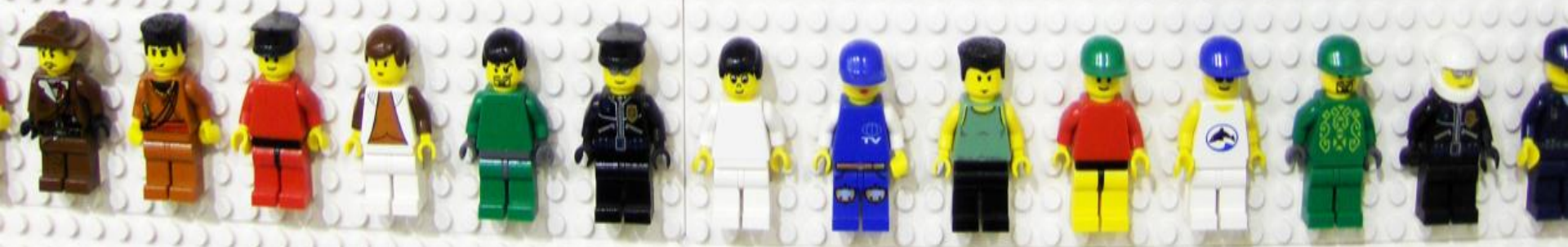
Connected Data



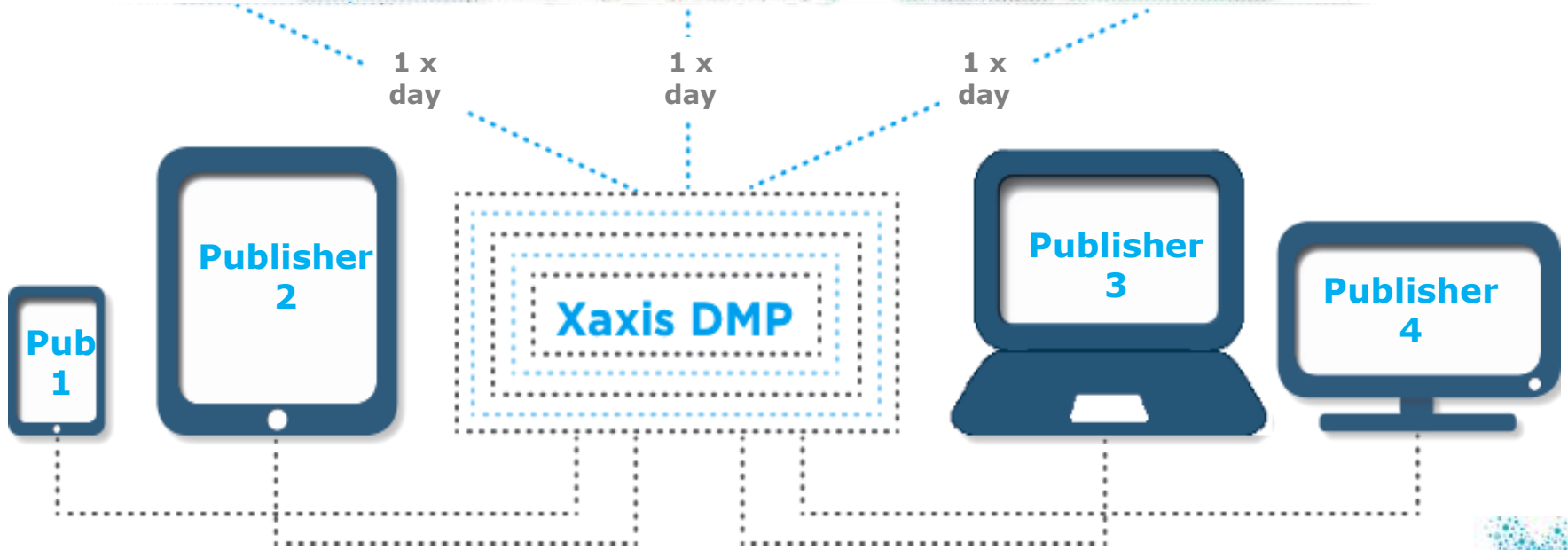
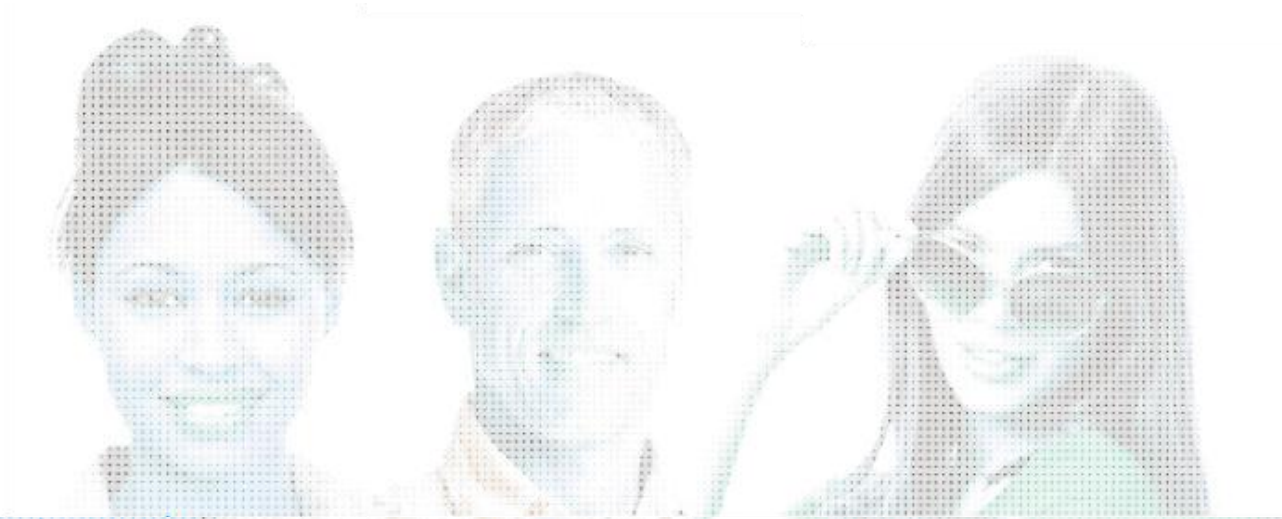
Bespoke Targeting





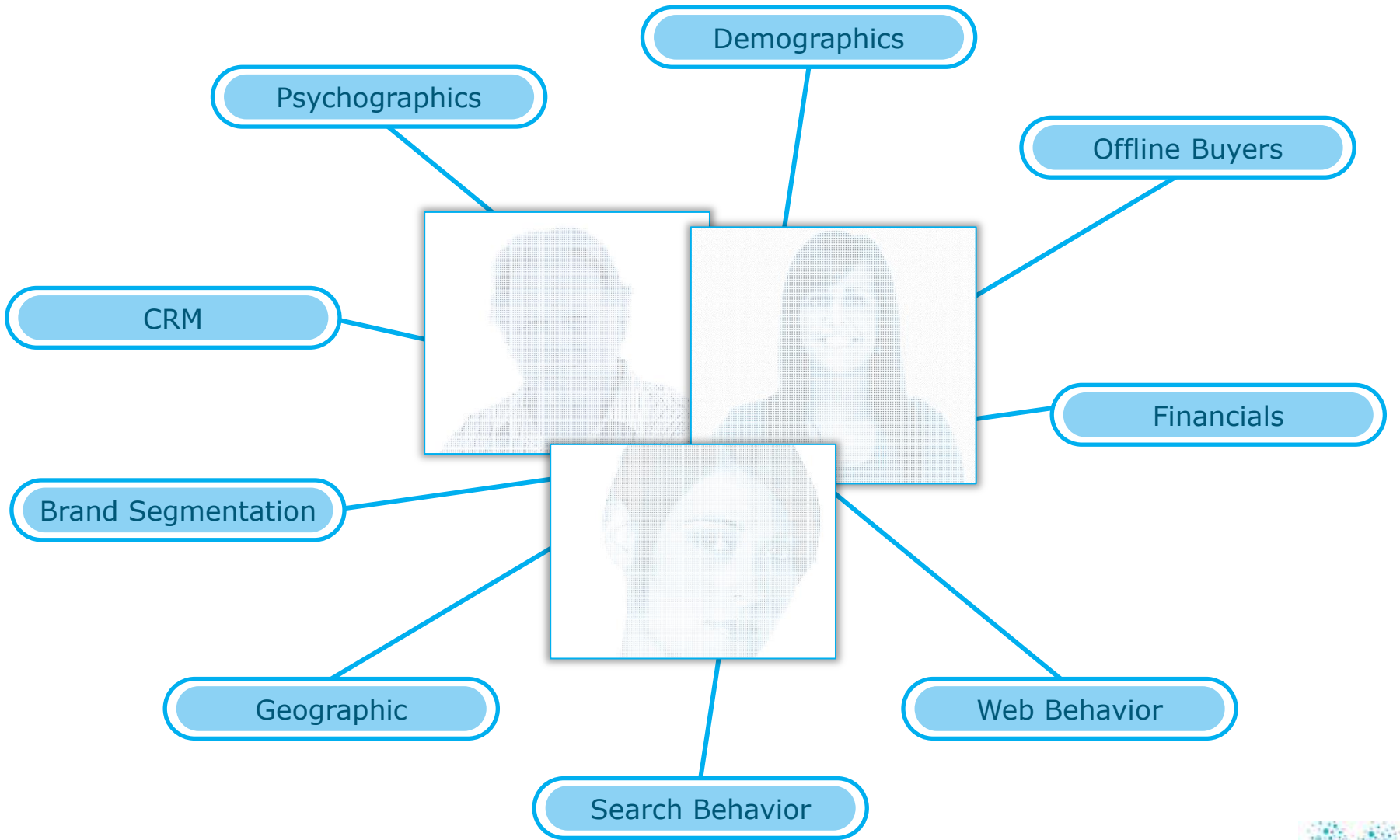


Audience Buying



Data Marketplace





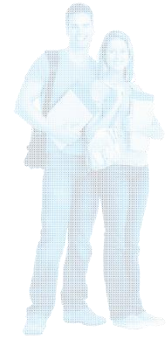
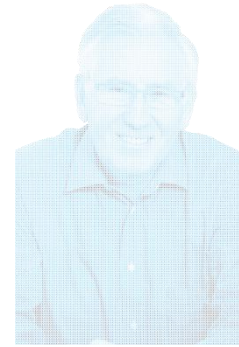
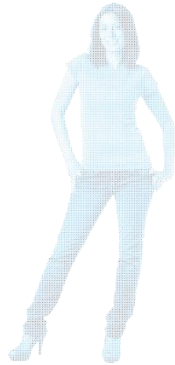
Campaign Management







Xaxis Audience Platform



Programmatic Always On Access



RTB

Networks

Premium

Data Ubiquity

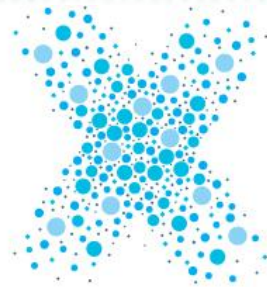


Data Universality









XAXIS

Xaxis is the world's biggest audience buying company that uses data and technology to engage consumers wherever they are in the digital world.