



In-App Advertising is Revolutionizing the Way Brands Engage their Audience

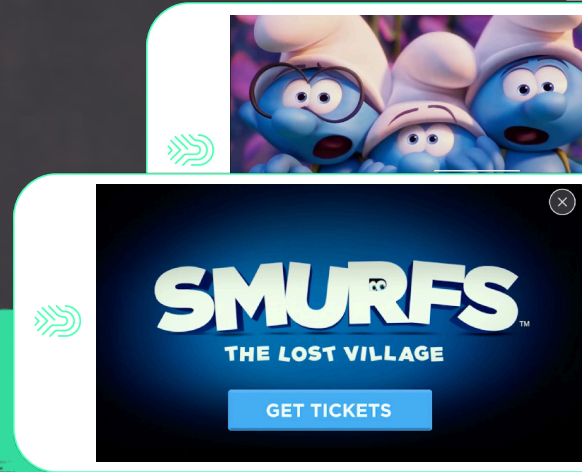
STAY AHEAD OF THE CURVE

The market is now mobile and users are spending the majority of their digital time in mobile apps.

In-App Engagement is a Preferred Pastime

South Korean adults spend an average of 34 minutes per day using mobile apps.

Source: Average Time Spent on Mobile Apps in Asia: TNS, Google, Statista 2016



Users spend an average of 1-2 minutes to download an app



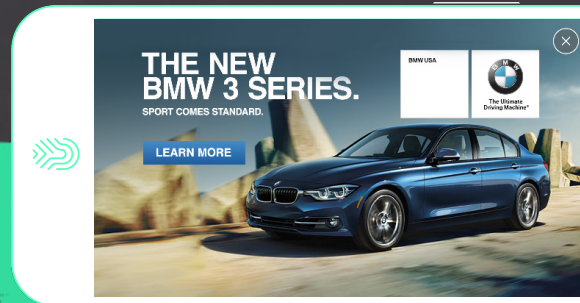
On average, each user engages with 7 apps daily,* which are comprised of digital music, social networking, m-commerce, messaging and most importantly, gaming apps.

*Statista: Average number of mobile apps used per day by users in the United States, 2016

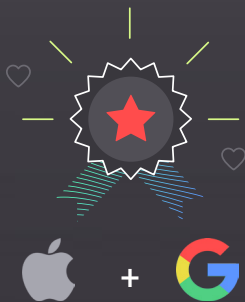


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Mobile apps are a brand safe environment where users opt-in to engage with relevant full screen, content on their most personal device.



Apple and Google apply rigorous criteria to every app verified and accepted to their app store, ensuring brand safety.



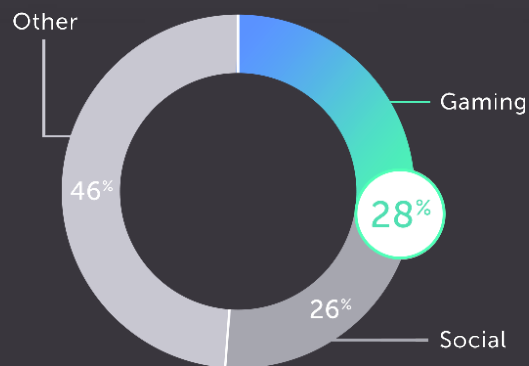
70% of mobile users play mobile games. This figure will grow to 81% by 2020.

Source: comScore 2016

A Mobile Gaming Strategy is a Must

Gaming has the most time spent out of any app category, including social apps.

It is the only environment where you can reach a massive audience that is focused and engaged.



Tapjoy's Interplay™ In-App Video

100% Full Screen, MOAT Certified Inventory

2x

MOAT Video Score

98%

MOAT Certified Human & Viewable

80%

Average Completion Rate

2x

Audio, Video, On Complete