

The following is an excerpt from a presentation given by Innovid, Inc. Chief Executive Officer Zvika Netter to potential investors on August 15, 2021. The excerpt includes only the certain portion of the presentation delivered by Mr. Netter.

Connected TV

Introduction for Public Investors

AUG 15, 2021

INNOVD



AGENDA

- **CTV – What is it?**
- **CTV – Why is it Growing so fast ?**
- **CTV – What's Next ?**
- **CTV – Which Public Stocks ?**

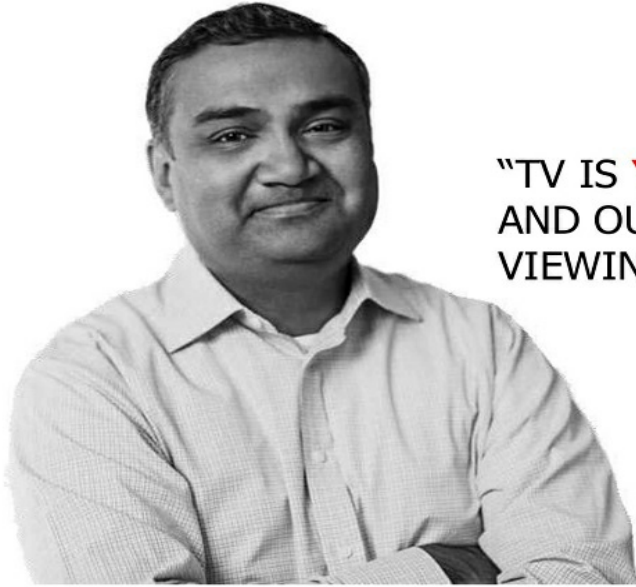
*"WE ARE ABOUT TO ENCOUNTER
THE **BIGGEST CHANGE IN TV**
EXPERIENCE SINCE THE INTRODUCTION
OF COLOR."*

- REED HASTINGS, Netflix



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"TV IS **YOUTUBE**'S BIGGEST OPPORTUNITY,
AND OUR FASTEST GROWING
VIEWING DEVICE."

- NEAL MOHAN, Google

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Broadcast TV delivered over the Air for 80 years



Broadcast TV delivered over the Air/Cable/Sat



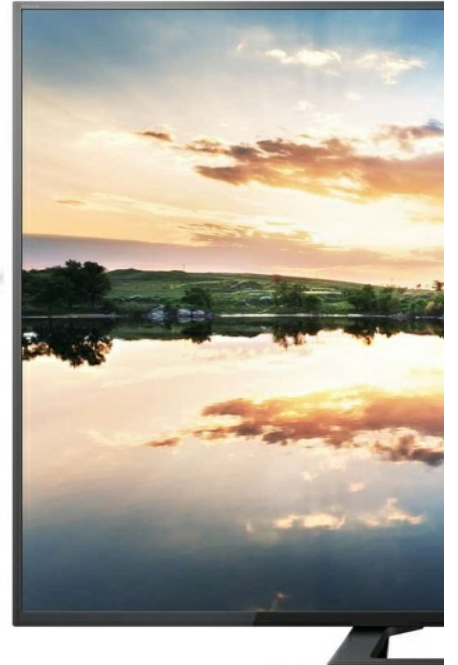
Connected TV delivered over the Internet



Connected TV delivered by Innovid

Personalized, Engaging & Measured





INNOVID



SAMSUNG
TIZEN

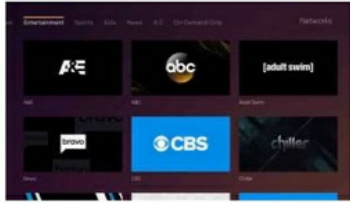


Roku TV



amazon fireTV

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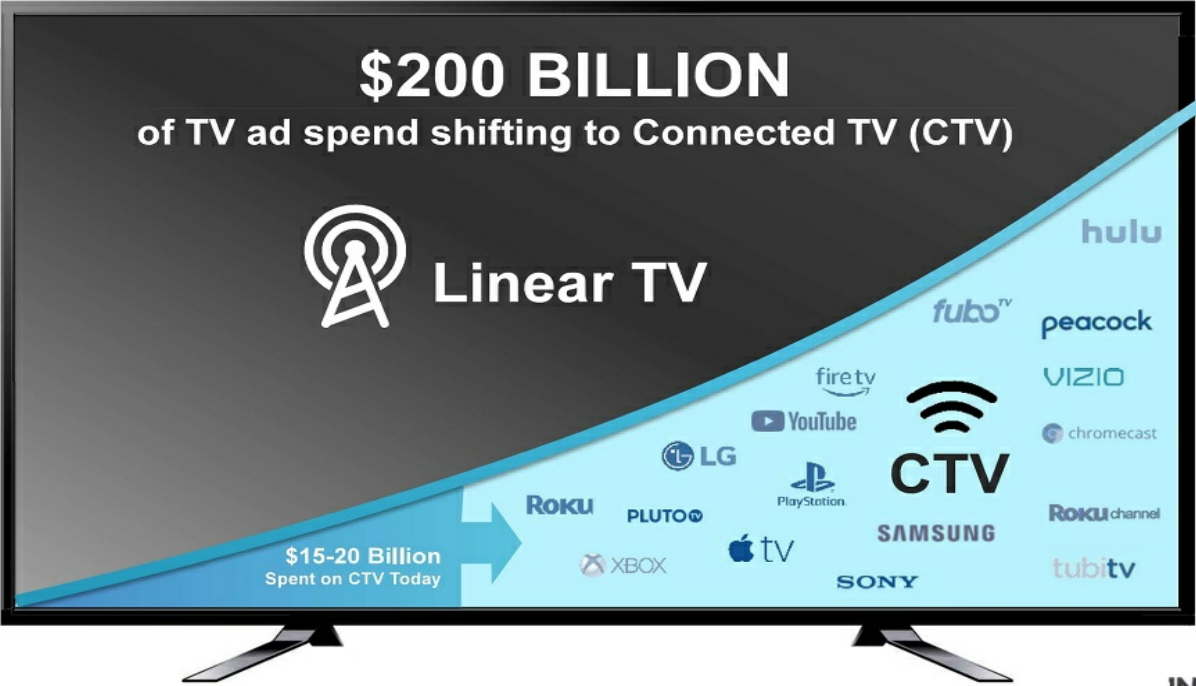


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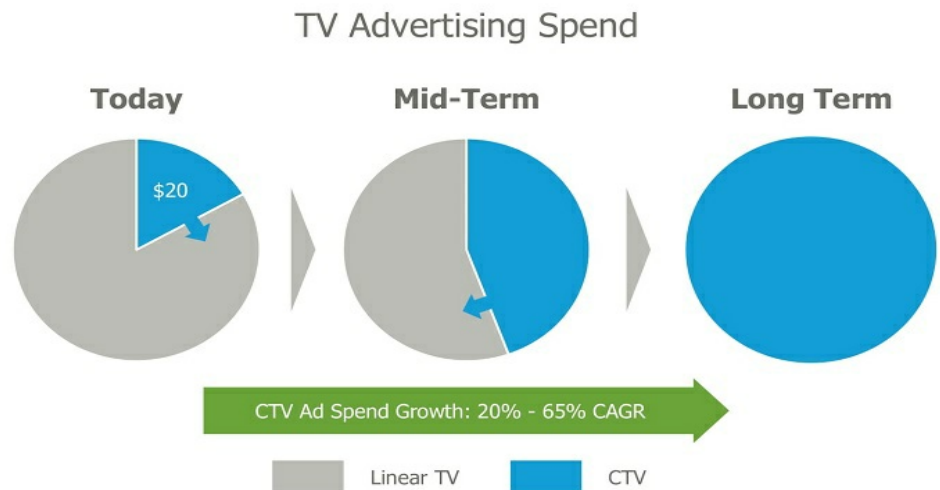




A Global ~\$200 Billion Market In Transition

(market size in \$ billions)

- Explosive adoption of streaming devices and platforms by consumers
- Ad-supported CTV content is the fastest growing type of media
- Advertisers shifting dollars from Linear TV to CTV to engage these growing audiences



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The **FUTURE** of
TV Advertising is
NOW

Innovid CTV - The Future of TV Advertising is NOW

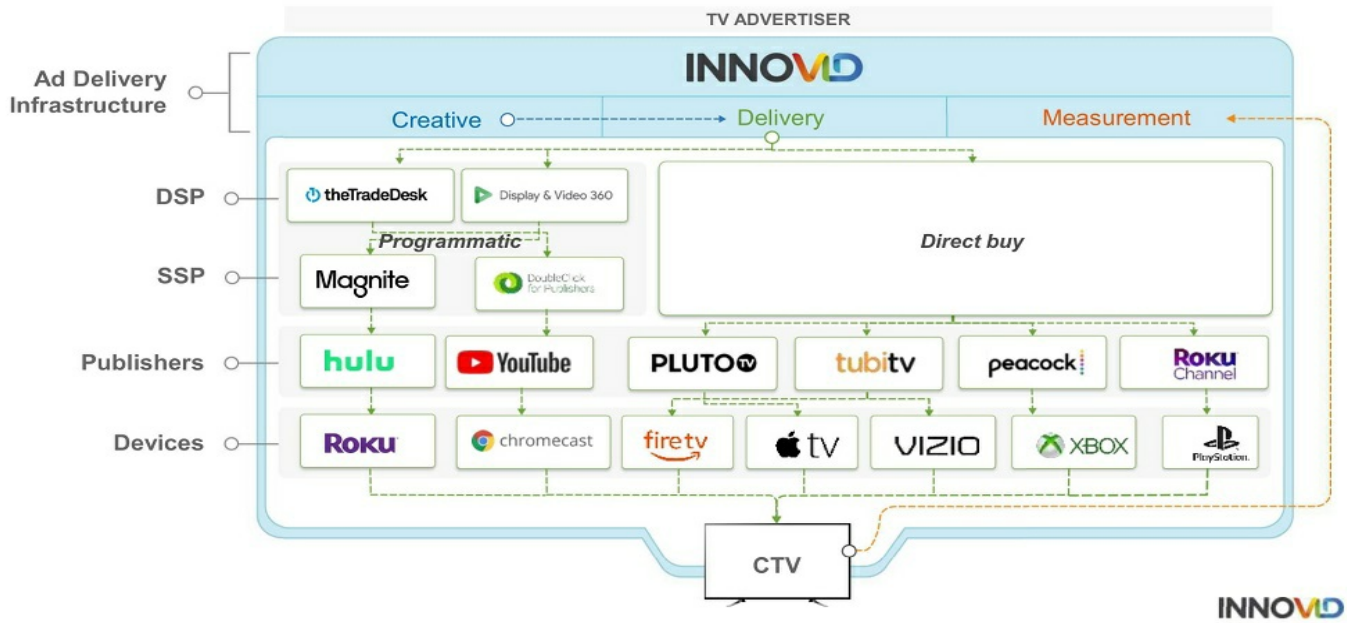


 **CTV
Ad-Delivery**

 **CTV
Addressable
and Interactivity**

 **Advanced
Measurement**

INNOVID Provides Critical CTV Infrastructure for TV Advertisers



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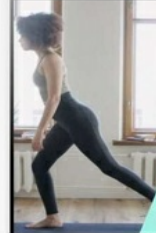
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Ever-Strech™
Yoga Tank

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1	2	3
4	5	6
7	8	9
0		

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A Once in a Generation Opportunity

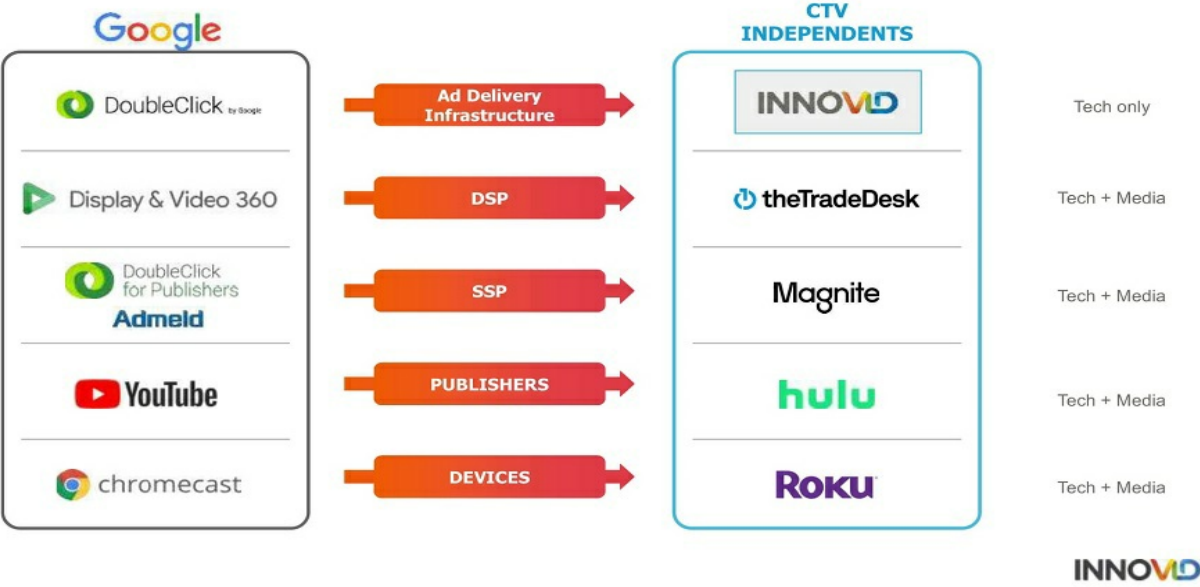
Multiple compounding industry dynamics driving a **massive market shift**



INNOVAD

The Rise of Independent CTV Platforms

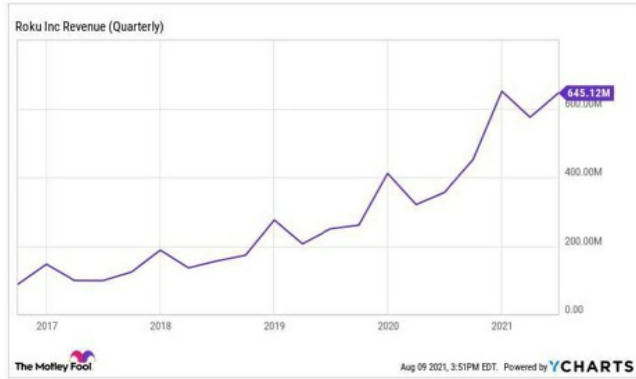
Stocks to watch





Impressive top-line growth

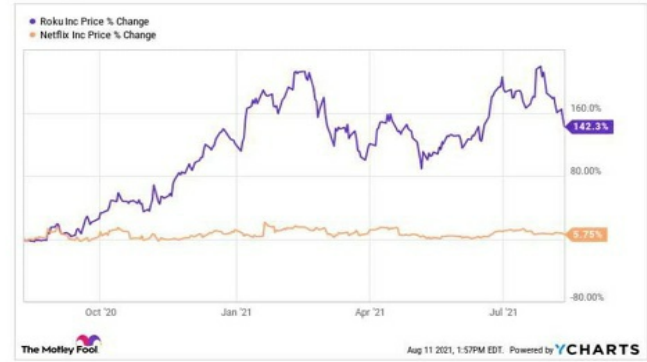
A clear indication of the huge demand for what Roku has to offer is found in the company's sales trends. Since going public in September 2017, revenue growth has absolutely soared.



[ROKU REVENUE \(QUARTERLY\)](#) DATA BY YCHARTS

Is Roku the best streaming stock?

During the last 12 months, **Netflix's** ([NASDAQ:NFLX](#)) stock is up just 6%. No, that is not a typo. The market's admiration of Roku and disfavor of Netflix could highlight the fact that the latter may no longer be the best streaming stock to own.



[ROKU](#) data by YCharts

Roku®

ROKU · NASDAQ

Roku Inc

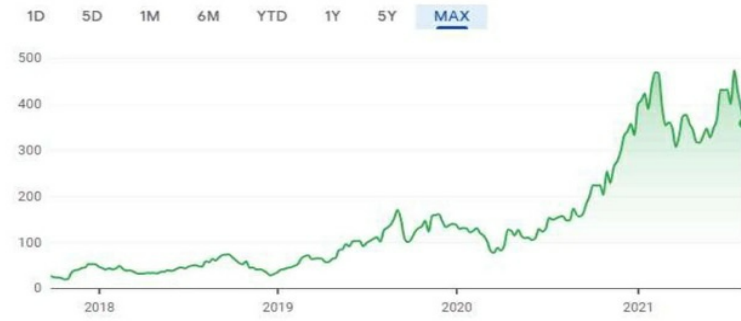
Following

Share

\$357.59 ↑ 1,247.36% +331.05 MAX

After Hours: **\$357.30** (↓ 0.081%) -0.29

Closed: Aug 13, 7:59:30 PM UTC-4 · USD · NASDAQ · Disclaimer



Stock

US listed security

PREVIOUS CLOSE **\$369.52**

DAY RANGE **\$356.71 - \$370.87**

YEAR RANGE **\$143.36 - \$490.76**

MARKET CAP **47.72B USD**

VOLUME **4.40M**

P/E RATIO **212.39**

DIVIDEND YIELD **-**

PRIMARY EXCHANGE **NASDAQ**

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TTD · NASDAQ

Trade Desk Inc

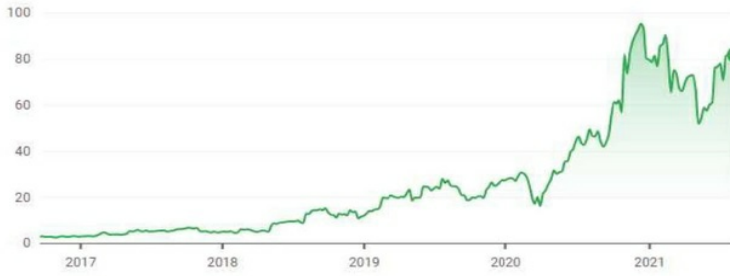
Following Share

\$80.91 ↑ 2,820.94% +78.14 5Y

After Hours: \$80.97 (↑ 0.074%) +0.060

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1D 5D 1M 6M YTD 1Y **5Y** MAX



 Compare to

<input type="radio"/> Stock <input type="radio"/> US listed security	
<input type="radio"/> US headquartered	
PREVIOUS CLOSE	\$85.61
DAY RANGE	\$80.78 - \$85.00
YEAR RANGE	\$40.85 - \$97.28
MARKET CAP	38.73B USD
VOLUME	5.50M
P/E RATIO	152.51
DIVIDEND YIELD	-
PRIMARY EXCHANGE	NASDAQ

Magnite

MGNI · NASDAQ

Magnite Inc

Following

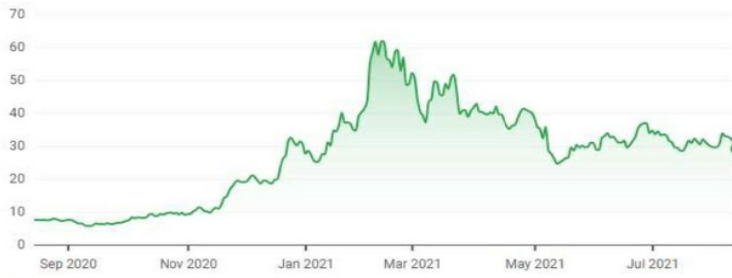
Share

\$29.09 ↑ 285.81% +21.55 1Y

After Hours: **\$29.10** (↑ 0.034%) +0.010

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1D 5D 1M 6M YTD **1Y** 5Y MAX



[Compare to](#)

Stock US listed security

US headquartered

PREVIOUS CLOSE	\$31.38
DAY RANGE	\$28.83 - \$31.41
YEAR RANGE	\$5.57 - \$64.39
MARKET CAP	3.82B USD
VOLUME	1.74M
P/E RATIO	283.14
DIVIDEND YIELD	-
PRIMARY EXCHANGE	NASDAQ

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