LIQWID®

MAKING SOMETHING FROM NOTHING®

```
<head>
...
    <script type="text/javascript">
    (function() {var s=document.createElement('script'); s.type='text/javascript'; s.async=true;
    s.src='//www.liqwid.net/?key=2679-8945-E8FD-086C';var
    x=document.getElementsByTagName('script')[0];x.parentNode.insertBefore(s,x);})();
    </script>
```

ad.Inject

All impressions created equal.

for Publishers

With no changes to the existing websites and without taking any of the existing ad slot impressions, LIQWID ad.Inject enables Publishers for an additional and entirely incremental revenue stream based on 100% viewable-only ads, essentially doubling the revenue potential from programmatic and direct sales monetization options, while significantly increasing the publisher overall viewability rating, average eCPM, and raising the bar to the cutting edge of new technology.

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LIQWID ad.Inject is an award-winning ad broadcasting technology that injects display, skins, and video ads into the viewport of the viewer's browser programmatically, without the use of the legacy ad server ad slots, enabling the market to

buy, sell, and run 100% viewable ads, only.

LIQWID ad.Inject All-in-One Tag is a plug-and-play monetization solution enabling website publishers for an array of incremental premium advertising offerings and significant revenue growth through the optimization of multiple revenue sources, without any changes to the existing website and no technical expertise required.

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Allows to monetize the space that otherwise would remain empty or considered "below-the-fold". Publishers are enabled for a truly incremental increase of premium inventory across devices while having less ads located on the screen at the same time, providing higher value for advertisers. With ad.Inject the "fold" is no more.

Ready for ad dollars Injection? :)

1) Monetize "below-the-fold" content based on 100% viewable ads!.
Long-view-time ads injected on the fly when the empty space becomes available within the scrolled in view content.

2) Monetize unused space on the viewer's screen.
Long-view-time ads injected on the fly when the empty space is available outside of the content.

3) Monetize the footer based on 100% viewable ads!
Long-view-time ads injected on the fly when the footer or any specific in-article part of the content becomes available within the viewable dimensions.

4) Any type of interstitials, skins and in-article placements with video or HTML5 interactive animation.
No coding or time-consuming set up – any placement can be set in minutes with our point-n-click dashboard.

5) Monetize mobile and responsive websites without making any changes in the website.
100% viewable-only ads injected on the fly when they can fit within the viewable area in any scrolled-in part of the content.

100% Viewability Programmatic

All impressions created equal.
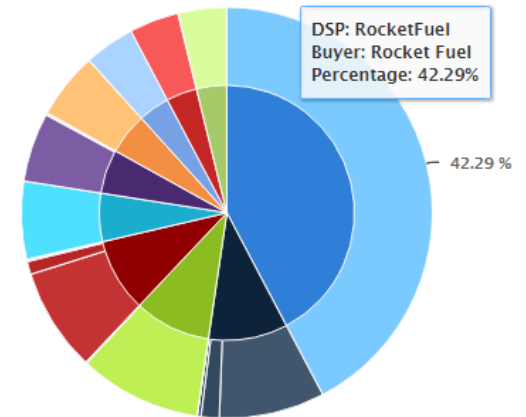
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LIQWID is a global provider of 100% viewable inventory on programmatic market and the only company on the market providing DSP, Exchanges, RTBs and media buying agencies with Direct Deals based on a precise 30-day forecast of 100% viewable inventory. That, in addition to 100% viewable non-guaranteed inventory offered based on a higher-bid floor on open RTBs, and PMPs, also allows us to offer significant viewable inventory for large agencies (like Criteo, Group M and Publicis) for guaranteed buys based on negotiated pricing and volume (coordinated with the publisher) and implementation via programmatic pipelines.

Example of the fill share increase after activation of the 100% Viewable Deal set for Rocked Fuel on Index in a range of $7-$9 CPM floor.

DSP: RocketFuel
Buyer: Rocket Fuel
Percentage: 42.29%

42.29 %

| Rocket Fuel | Cadreon | MediaCom | Accuen | OwnerIQ |
| Amnet | Sojern | iProspect | Team Detroit | Kellogg's |

criteo.   OpenX.   INDEX EXCHANGE   RTK.IO

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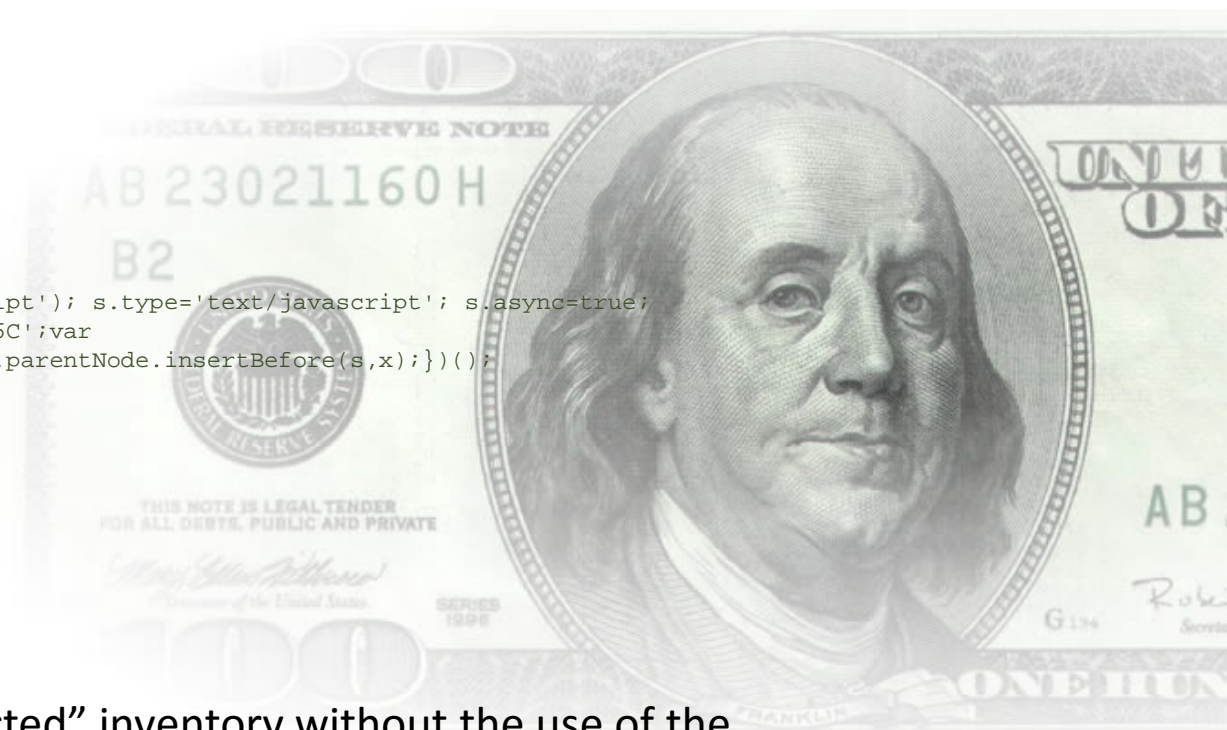
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Main Benefits:

All impressions created equal.

- Entirely incremental revenue stream based on "injected" inventory without the use of the existing ad slot's inventory.

- No changes to the existing websites or programs and no integration required, a single all-in-one tag enables in minutes for both, programmatic and direct sales, options.

- Use programmatic fill and sell 100% viewable display and video ads directly at any time.

- Increase the overall viewability rate without any changes to or use of the existing ad server ad slots.

- Promotes higher CPM floor rates by presenting the market with ads based on higher technological and performance qualities.

Awards:

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Advertising & Creative:

2014 Internet Advertising Competition, "Best Travel Online Ad"

2014 Internet Advertising Competition, "Outstanding Website"

2013 WebAward, "Best Advertising Website"

2013 Internet Advertising Competition,
"Best Financial Services Rich Media Campaign"

2013 Silver ADDY, Las Vegas North Chapter

Technology & Innovation:

2011 Utah Innovation Award

2013 Edison Awards, Nomination

Peers and colleagues recognize LIQWID® adaptive ad delivery technology, creativity, design and innovation in online advertising – a unique combination.

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"

With little effort on our part, LIQWID has enabled a new type of high-value ad inventory for our sites with guaranteed viewability, and created a premium product that we can sell directly. Before we started a few months ago, we did not think that we could provide guaranteed viewable ad impressions in an unobtrusive format. We have achieved that with LIQWID. "

Aaron Thies,
Ad Sales & Operations Manager
Horoscope.com

Horoscope.com®

Some of the Brands running ad campaigns based on 100% viewable-only ads delivered by LIQWID ad.Inject technology.™
We ran more than 1,000 direct ad campaigns in the last three years based on 100% viewable ads.

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Start growing your revenue now, without changing anything in your website or utilizing any of your current ad slots or current monetization programs, with only 100% viewable ads.

Contact:

Nik Mentchoukov

800-870-5006

nm@liqwid.com