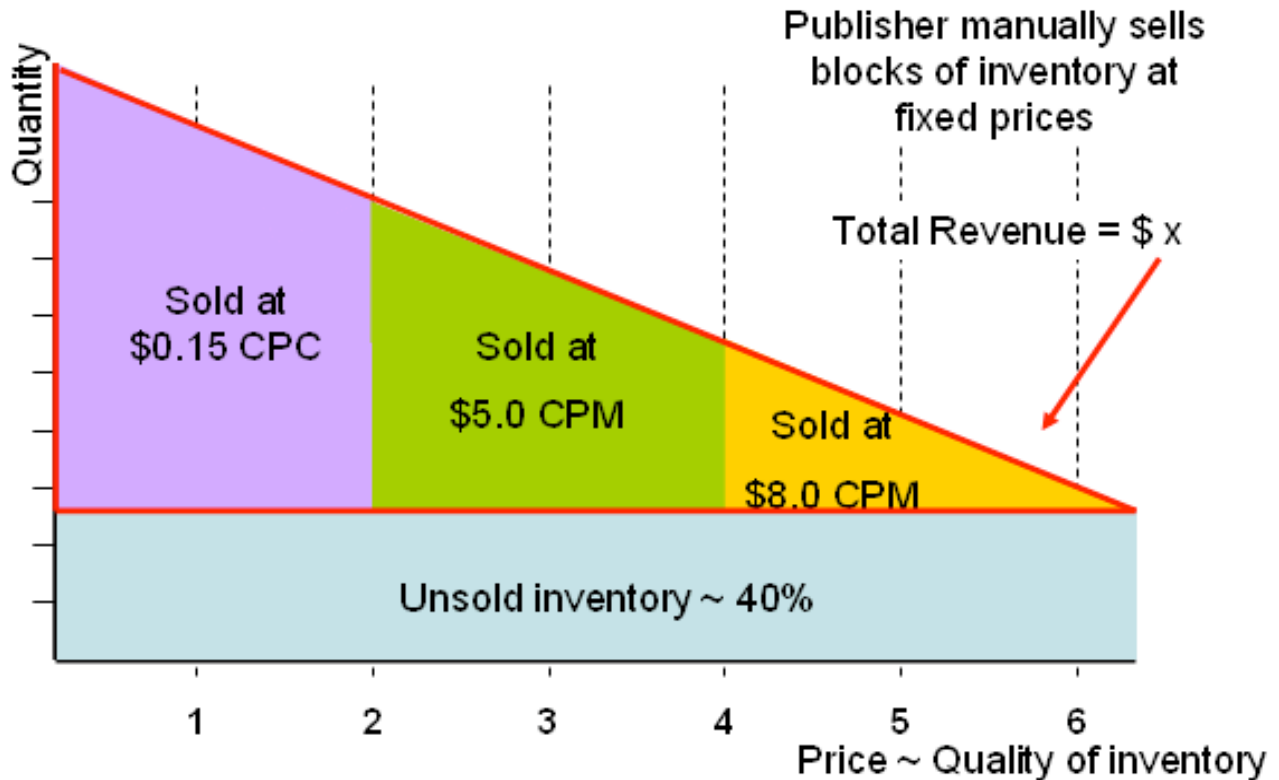


Komli's Performance Network: Dynamic Auction Technology Ensures the Highest Payout to Publishers on Every Ad Call

Traditionally, inventory sales by publishers have been on a fixed price basis. So, while a publisher might be able to find advertisers who are willing to buy inventory at different price points, it is difficult for the publisher to sell all his inventory all the time.

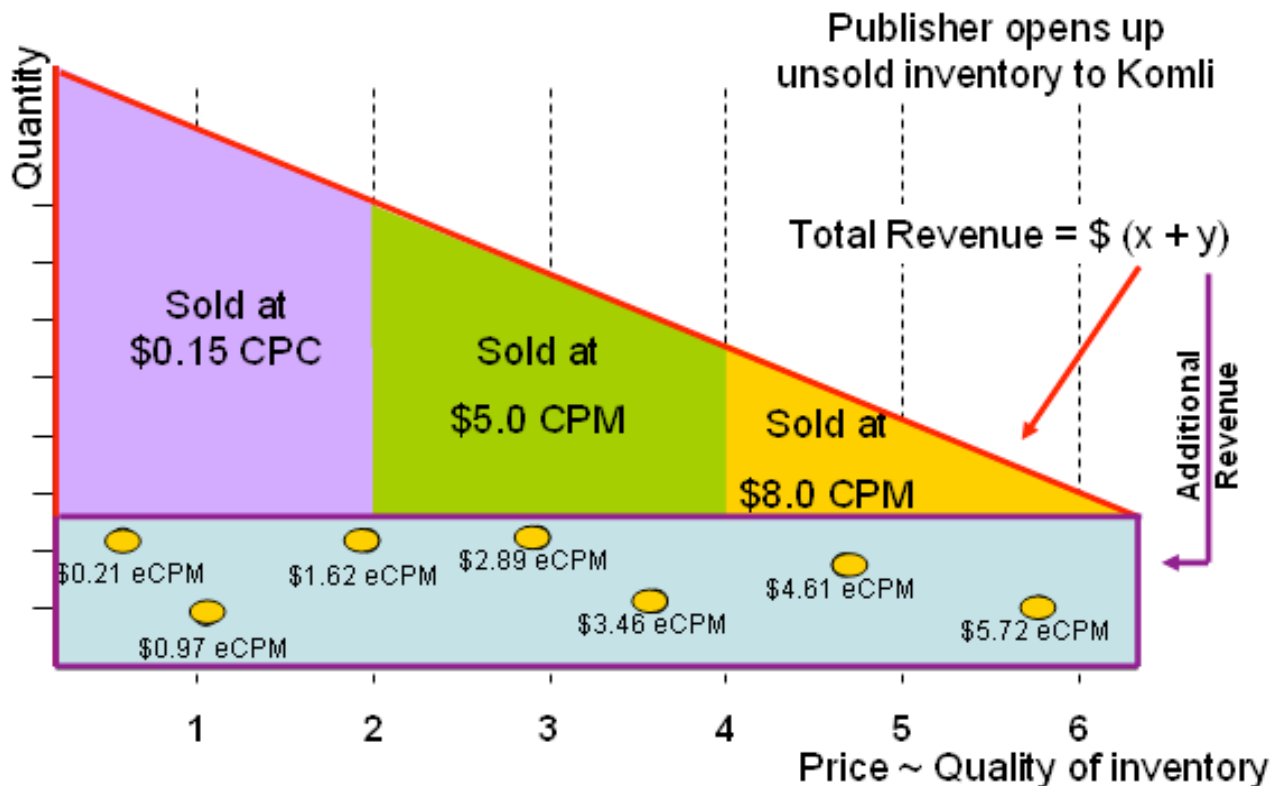


But when a publisher opens up his unsold inventory to Komli's performance network, Komli's auction engine learns on it and optimizes it to serve the best performing creatives for that particular publisher's inventory. The chief advantages are:

1. The publisher **maintains his brand** and is able to open up his inventory **without the fear of creating channel conflict**, since Komli neither discloses the amount of inventory it has access to on that publisher nor holds the publisher to fixed creative placements.
2. The publisher earns the **highest bided value** of that particular inventory unit, since the impression that is served is the one that pays out more than any other ad.



3. The publisher is able to **earn across all types of inventory with equal ease**; traditionally, only the best-performing inventory has been sold easily.
4. The publisher incurs **no cost of sales** even though he earns extra high margin revenue.



Besides the monetary benefits that accrue from opening up unsold inventory to Komli's performance network, Komli also provides several other services:

1. **Simplified Campaign Management:** Automated price optimization reduces the publisher's manual intervention. In fact, the publisher does no more account management than what he does already.
2. **Leverage Komli's Extensive Media Relationships:** Komli works with top advertisers and agencies in India and USA. Through its extensive media network, it is able to bring you campaigns that you might not be able to by yourself.
3. **A Solution Based on Superior Technology:** Tens of thousands of auctions are happening in Komli's network every second. You can bank on Komli's reliable and robust ad solution to guarantee peace of mind.
4. **World-class Client Service:** Komli's commitment to world class client services is second to none.

