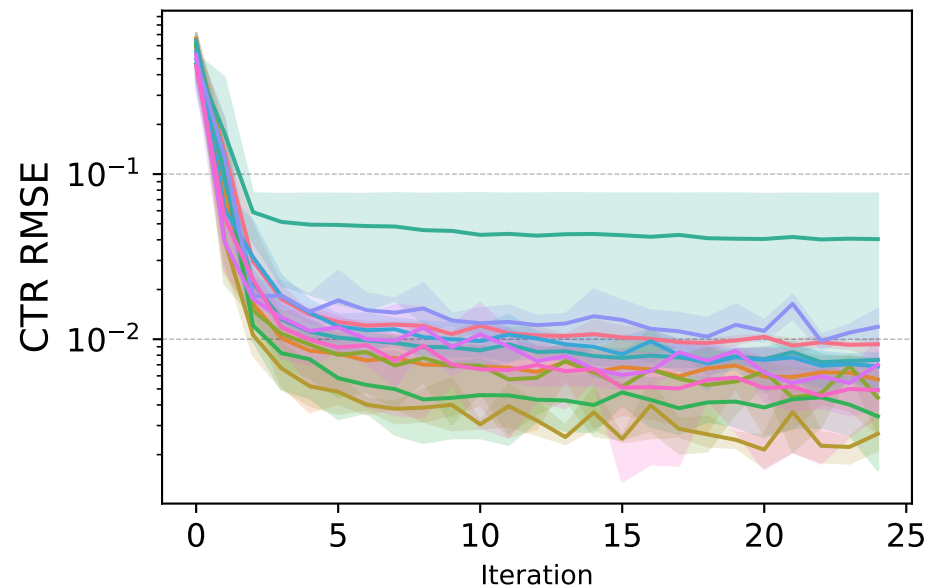


# CTR RMSE Over Time



- |                                |                         |                          |
|--------------------------------|-------------------------|--------------------------|
| — PPO Bidder - Gross Utility 1 | — Truthful Competitor 5 | — Truthful Competitor 9  |
| — Truthful Competitor 2        | — Truthful Competitor 6 | — Truthful Competitor 10 |
| — Truthful Competitor 3        | — Truthful Competitor 7 | — Truthful Competitor 11 |
| — Truthful Competitor 4        | — Truthful Competitor 8 |                          |