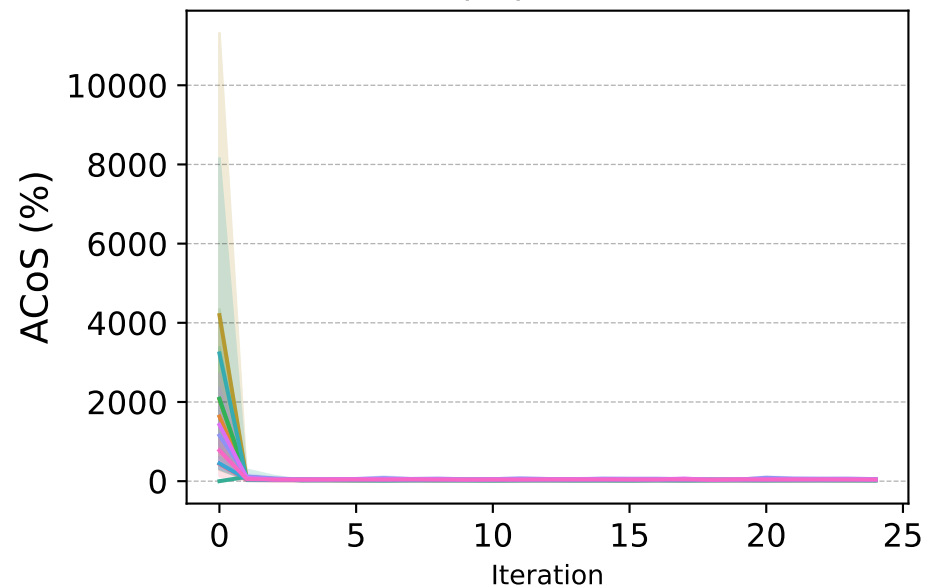


# ACoS (%) Over Time



- |                              |                       |                        |
|------------------------------|-----------------------|------------------------|
| 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 |                        |