



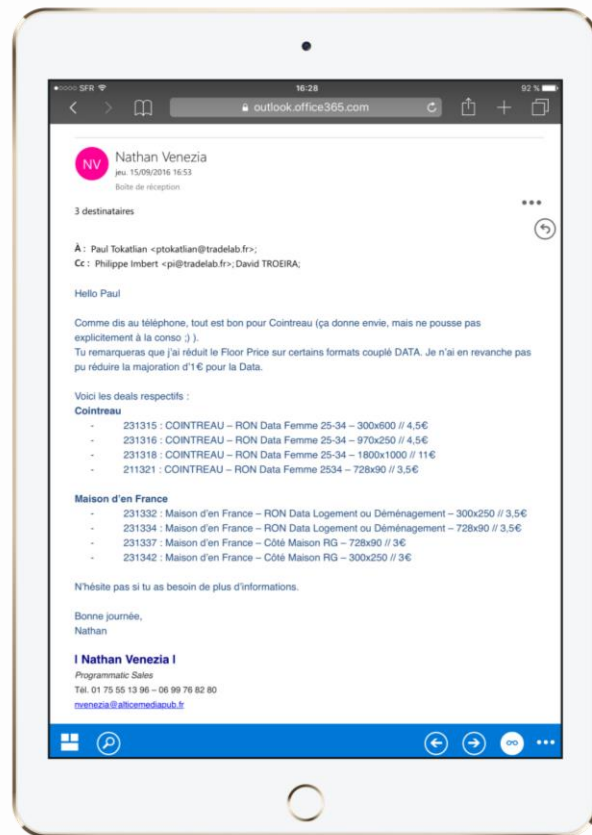
The Programmatic Management Platform.

# The Problem

The lack of **transparency** and **connections** within the wide range of third party programmatic services.

# The Problem

The **non-automated communication** between **Publishers & Advertisers** creates strong discrepancies and wrong setup.



A complex **accounting** and **invests management** due to the diversity of revenue sources.

SQL Server Enterprise Edition																											
Microsoft Word - 20101215010																											



# Our Mission :

Improve the **communication** and **transparency** between **Publishers, Advertisers & Brands** in the programmatic industry.



# The solution

## One unique & centralized SaaS platform

RTB | Deals ID | Troubleshooting | Optimizations | Commercial follow-up | Team

smart<sup>AD</sup>  
SERVER

AppNexus

Google

Teads<sup>®</sup>

rubicon

OpenX

### Centralized.

Connect every programmatic tools for a global view.



### Collaborative.

Build strong and easy communications tools between Publishers & Advertisers.



### Transparent (API).

Improve transparency on every data, especially for Brands (*Sapin II law* ).

# Market Validation \*

**5** third party tools per  
Publishers/Advertisers.

5 times more platforms to  
access to get the data.

**+3k** Deals

received per buyer,  
per year.

With 40% of losses due to  
wrong copy/past or  
misreading numbers.

**50%** of the time, a  
technical problem is  
faced.

Dividing by two the  
revenue for Publishers,  
and delay the delivery  
for Advertisers.

\*Average numbers based on an internal *Manadge* study,  
with a french panel of Advertisers and Publishers.



# Market Size

## Macro



**World invests  
in 2020**



**Evolution every year  
until 2020**

## Micro



**Potentials users  
In France  
10k in UK & DE**



**Companies specialized or  
operate programmatic  
campaigns**



# Some of our potential clients

## Publishers

LesEchos

webedia.

CONDÉ NAST

**PM**  
PRISMA MEDIA

**6**  
GROUPE

**altice**

**Le Parisien**

GROUPE  
**marie claire**

**m**advertise

*Solocal*  
GROUP

**LE FIGARO**

**SUBLIMESKINZ**

**media square**

*Lagardère*  
ACTIVE

*Teads*.tv

**Le Monde**



## Advertisers

Tradelab  
-TRADING DESK-

**HAVAS**  
GROUP

**criteo**.

**GAMNED!**  
PROGRAMMATIC ADVERTISING

**WPP**

**PUBLICIS GROUPE**

**dentsu**  
**ÆGIS**  
network

**OMD**

**IPG MEDIABRANDS**

**RhythmOne**

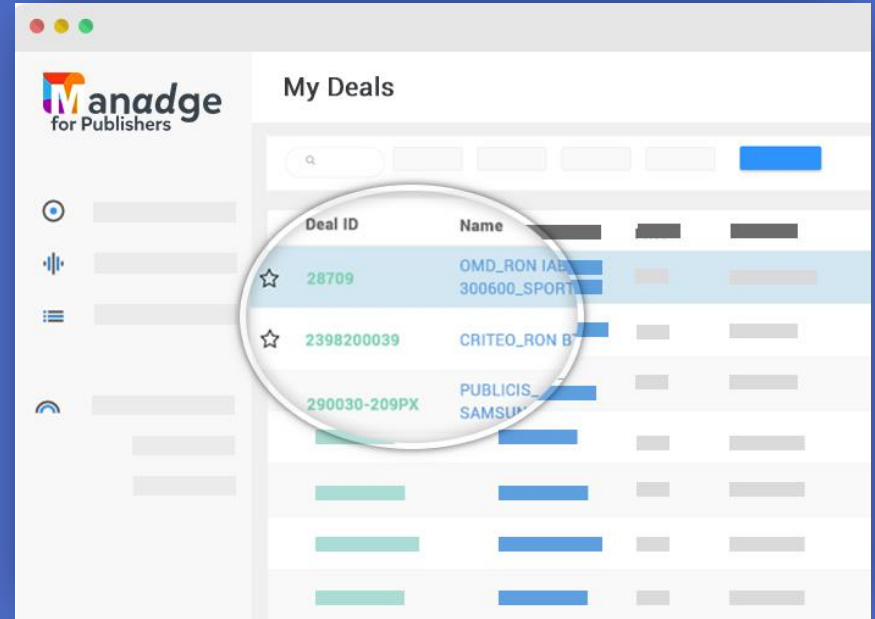
**AIRFRANCE**

**Adotmob**  
CONNECTING THE DOTS

**Rakuten**

# The product

The programmatic  
management platform (SaaS),  
unified and neutral.  
No Bidder, just management.



# Features

Managing features, made for advertising.



Team management



Deals management  
Cross SSPs & #Campaigns



Connections API  
SSP/DSP



Shared statistics to the  
rights holders



Troubleshooting Tools &  
assisting



360° Dashboard



Invests control for Brands



Unified revenues



Unified reporting

# Business Model

A transparent business model.

## Trial Plan

Up to 5 users

0€<sup>HT</sup>

*+ limited connections  
& features*

## Pro Plan

5+ Users

490€<sup>HT</sup>

Per user, per month,  
annually.  
+20% monthly.

*Pro +*

*Custom*

*For businesses with  
specific needs.*



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# Adoption strategy

## $\beta$ Launch V1

Feature Deals Management  
& #campaigns.

## Unions & Syndicates



Being supported by SRI,  
UDECAM, UDA & le GESTE.



## Com' & Events

Being present on AdTech events,  
and marketing media.

## Network



Working on the professional  
network already known by the CEO  
& BA.



# Adoption strategy

## $\beta$ Launch V1 - Nov. 2018

Feature Deals Management /  
#campaigns

○ Collaborative Deals Management  
Exchange & #campaigns to group deals  
and send a unique link to the Advertiser  
(no more Excel) per brief.

○ Partner with main SRI Publishers first.

○ Launch new features in a regular cadence to  
prove innovations and keep attractions of users.

# Adoption strategy

## Unions & Syndicates

Les éditeurs  
de contenus  
et services  
en ligne

GESTE

Subscribe to share the same goal :  
*Sustainable and equitable  
ecosystem. (725€ HT)*

SRI  
LES RÉGIES INTERNET

Helping the publishers in regular  
issues faced in programmatic.  
Subscribe to SRI.

UDA U  
ANNONCEURS EN MOUVEMENT UDECAM  
UNION DE DÉPENSEURS EN COMMERCIALISATION

Being the only doable response to the new Sapin II law,  
facing transparency and reporting problematics.  
(Stats reporting, *Transparence of invests ...*).

# Competition

## Indirect competition



2010 - USA

Analytics programmatic tool

**\$57.750 M**

Data Collective - Khosla Ventures  
IAVentures

Bought by **Snap Inc.** for \$100M  
(Nov.2017)



2012 - FR

Analytics platform for Publishers only

**\$1.3 M**

Iris Capital / Elaia Partners / Gil Doukhan

## Mediasbook

2014 (never launched)- FR

Print/press management platform for  
Advertisers & Publishers

Association of media groups  
*Altice Group, Team Media, Le Monde,  
Mondadori, GMC, Lagardère*



# Competitive advantage

*Manadge* is the 1<sup>st</sup> Collaborative Programmatic Management Platform for Advertisers, Publishers & Brands.



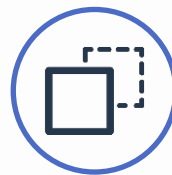
## Time to Market

Sapin II law,  
Market growing,  
Large amount of buying/selling  
technology.



## Business Model

A fixed price,  
no hidden fees.



## Transparency

Neutral and impartial  
position.



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# Finance

	N+1	N+2
<b>Annual recurring revenue (ARR)</b>	391 200,54 €	1 271 239,46 €
<b>Cost</b>		
Costs of Good Sold	42 937,50 €	118 250 €
Sales & Marketing	0 €	264 623,95 €
Research & Development	331 270,83 €	429 250 €
General & Administrative	73 100€	218 500 €
<b>EBIT</b>	- 56 107,80 €	240 615,51 €

**Fund looking to raise :**  
150 000 €

**Valuation :**  
1 000 000 €

[Full Financial Plan](#)

# Nathan Venezia

*CEO, Founder*



**Programmatic Sales Manager, France / UK**

*2016 – 2018*

Building and introducing the Programmatic Sales Unit across brands, media agencies and Trading Desks in France & UK.



Master Degree  
*Strategic Marketing  
and Brand Innovation*



Member of the Programmatic  
SRI Team expert



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# Contact.



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