

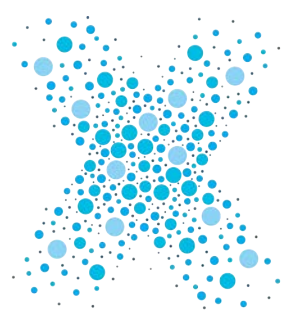
# FAST FACTS

Please reference this document for Xaxis official information as it pertains to **portfolio positioning** and **key statistics**. Any questions should be directed to Jennifer Lucas at [jennifer.lucas@xaxis.com](mailto:jennifer.lucas@xaxis.com).

**UPDATED ON:** DECEMBER 13, 2016

**NEXT UPDATE ON:** MARCH 1, 2017





# XAXIS

Xaxis is a global digital media platform that programmatically connects advertisers to audiences across all addressable channels. Through the expert use of proprietary data and advertising technology along with unparalleled media relationships, Xaxis delivers results for clients in 47 markets across North America, Europe, Asia Pacific, Latin America and the Middle East. Advertisers working with Xaxis achieve exceptionally high return on advertising spend through the company's proprietary media products, as well as through its specialist companies, Triad Retail Media, Light Reaction, plista and Bannerconnect.

For more information, visit [www.xaxis.com](http://www.xaxis.com).

## KEY NUMBERS ■ ■ ■

ESTABLISHED

# 2011

GLOBAL PRESIDENT

# NICOLAS B I D O N

EMPLOYEES

# 1500

C L I E N T S

# 3000

ENGINEERS

# 260

O F F I C E S

# 57

HEADQUARTERS

**NEW YORK (GLOBAL)**

LONDON  
SINGAPORE  
MIAMI (LATIN AMERICA)

REVENUE

# 1 BILLION+

IN 2016





Light Reaction guarantees real outcomes for brands by combining proprietary media, data and technology at scale. The company's approach to performance marketing reaches consumers across devices to drive real outcomes for brands. Light Reaction is available in 31 markets across North America, Europe, Asia and the Middle East.

For more information, visit Light Reaction at [www.lightreaction.com](http://www.lightreaction.com).

## KEY NUMBERS ■ ■ ■

ESTABLISHED  
**2015**

GLOBAL CEO  
**B O B**  
**WALCZAK**

EMPLOYEES  
**157**

CLIENTS  
**400+**  
in 2016

ENGINEERS  
**7**

OFFICES  
**33**

HEADQUARTERS  
**NEW YORK (GLOBAL)**  
LONDON  
SINGAPORE

REVENUE  
**108 MILLION+**  
IN 2016





plista is a pioneer when it comes to innovative solutions for native advertising and content distribution in premium environments. With its data-driven platform, the Berlin based company has been successfully bringing advertisers and media together since 2008. With its proprietary real-time Recommendation Technology, plista is able to deliver both content and advertising that matches users' individual interests – across all channels and devices. Publishers benefit from longer user visit duration, increased traffic and the additional monetization of their digital products. By using plista's native ad formats, advertisers are able to address users seamlessly and efficiently along the entire sales funnel. plista employs over 180 people and offers its solutions in 19 international markets.

For more information, visit plista at [www.plista.com](http://www.plista.com).

KEY NUMBERS ■ ■ ■

ESTABLISHED <b>2008</b>	GLOBAL MD <b>JANA KUSICK</b>
EMPLOYEES <b>180+</b>	CLIENTS <b>800+</b>
ENGINEERS <b>49</b>	MARKETS <b>19</b>
HEADQUARTERS <b>BERLIN</b>	

REVENUE

**62MILLION+**

IN 2016