SHARE OF THE **$25BN ADDRESSABLE MARKET**

# EMPOWERING GAME DEVELOPERS TO GENERATE HIGH REVENUES WITH IN-GAME ADVERTISING

THE WORLD'S MOST ADVANCED IN-GAME ADVERTISING PLATFORM

BACKED BY WPP, WHO MANAGES A $50BN ANNUAL MEDIA SPEND, AND SONY INNOVATION FUND, THE INVESTMENT ARM OF PLAYSTATION OWNER SONY

ANZU EMPOWERS GAME DEVELOPERS WITH SIGNIFICANT, SUSTAINABLE REVENUE STREAMS THAT RESPECT GAMERS AND GAMEPLAY
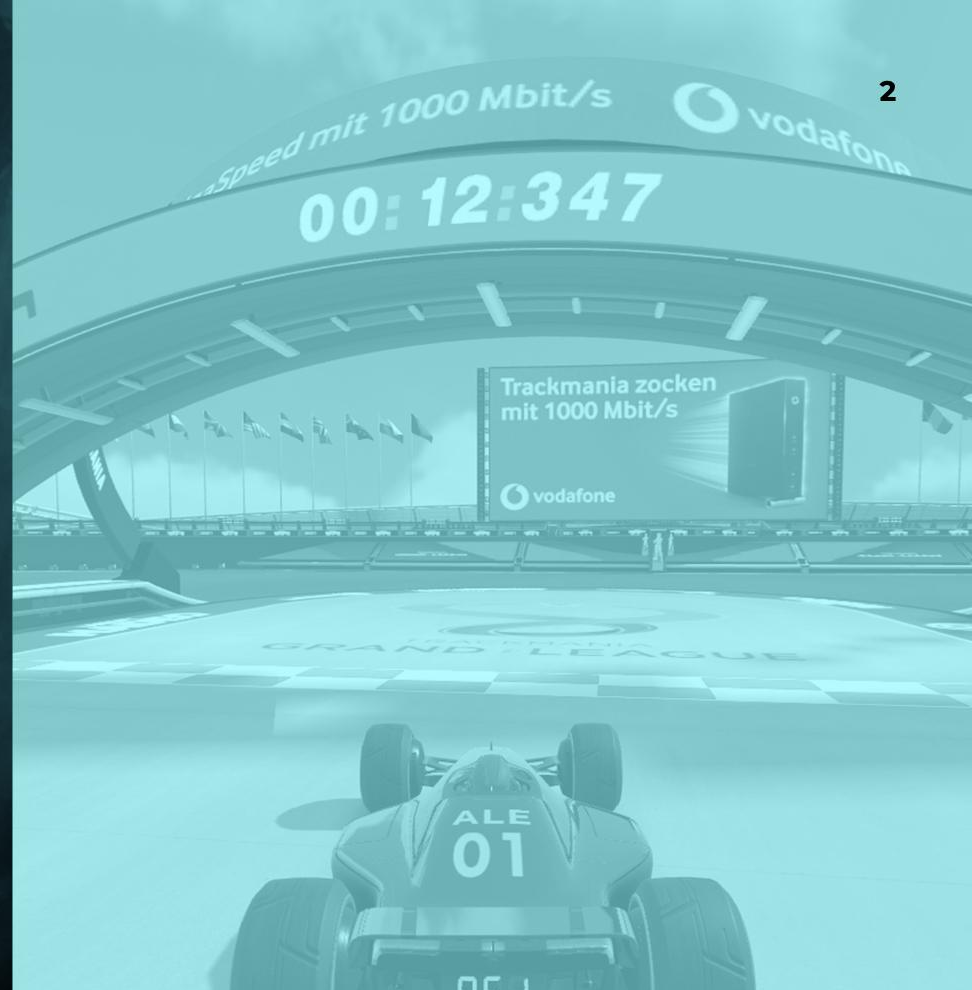
LED BY GAMING, TECHNOLOGY, AND ADVERTISING VETERANS
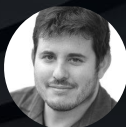
ITAMAR BENEDY
Co-Founder, CEO
Ex-CEO of Glispa, AdTech company with €100M in annual revenues

MICHAEL BADICHI
Co-Founder, CTO
Headed the innovation Lab at IronSource, AdTech company with $1B valuation

BEN FENSTER
Co-Founder, CPO
Made the first exit in social gaming back in 2011

OUR MISSION: MAKE ADVERTISING IN GAMES BETTER

Better for advertisers | Access coveted, valuable, and elusive audiences.

Better for developers | Create new, sustainable revenue streams that respect gamers.

Better for gamers | Keep on playing.

INVESTORS

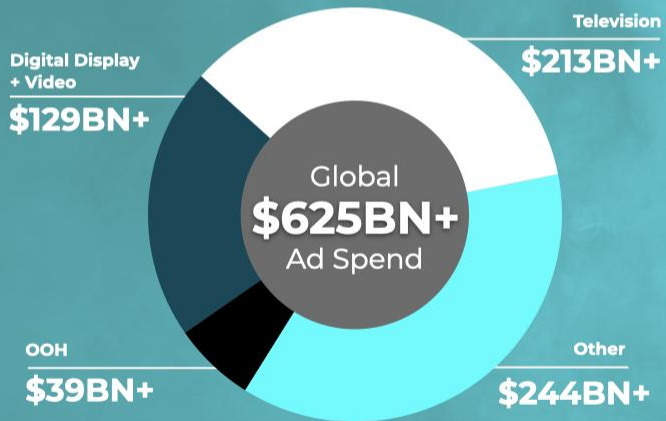**BITKRAFT**

axel springer_
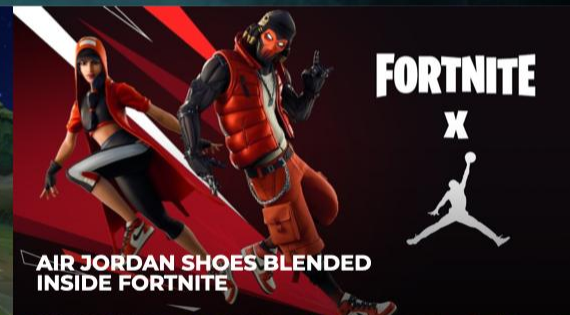
WPP

Sony Innovation Fund

ADVERTISING IS BIG BUSINESS
BRANDS ARE GETTING SERIOUS ABOUT GAMING

With a $25Bn addressable market*, Anzu is relevant for most games across genres and platforms. Be part of it.

Television
$213BN+

Digital Display + Video
$129BN+

Global
$625BN+
Ad Spend

OOH
$39BN+

Other
$244BN+

Source: Dentsu 2019
*Addressable market valuation based on Anzu deep-dive assessment

MASTERCARD INSIDE RIOT GAMES LEAGUE OF LEGENDS

AIR JORDAN SHOES BLENDED INSIDE FORTNITE

CUSTOM KFC BRANDE PLAYSTATION JOYSTICK

LOUIS VUITTON BRAND PARTNERSHIP WITH LEAGUE OF LEGENDS

ANZU POWERING A NEW ECOSYSTEM

The gateway to a fully automated media marketplace for in-game advertising.
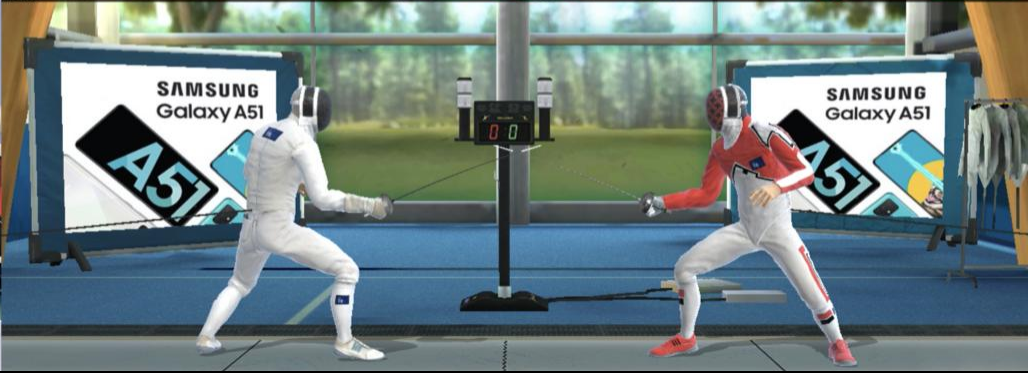
HAVE EYEBALLS, NEED REVENUE

HAVE REVENUE, NEED EYEBALLS

ADVERTISING SUPPLY. INVENTORY FLOW

ANZU PROGRAMMATIC GATEWAY

ADVERTISING DEMAND. MONEY FLOW

Developers + Games

Platforms + Engines

OPEN OR PRIVATE MARKETPLACE

Formats + Sources

Advertisers + Brands

A BETTER EXPERIENCE FOR GAMERS

People don't hate ads, they hate bad ads.
Anzu's gamer-centric approach results in gamer-centered advertising.

BLENDED

"I feel like this is the most neutral way I've ever seen ads being implemented in video games."

Riolutm
Gamer

RELEVANT

12% Increase in brand affinity* with personalized and hyper-targeted ads that are favored by gamers

REALISTIC

Real-life brands bring more realism to virtual gaming worlds

LET GAMERS PLAY

*Based on Anzu brand-lift study in partnership with Segmanta

A BETTER REVENUE MODEL
GAME DEVELOPERS

Significant, sustainable revenue streams that respect gamers and gameplay.

VERIFIED

Anzu's SDK has been tested, audited, and integrated by AAA games

SIMPLE

Easy drag-n-drop integration with all game engines across any platform

PREMIUM

Multiple creative rendering functions for perfectly matching ad formats to gaming worlds where they appear

RELIABLE

No impact on gaming experience due to efficient device resource management and SDK architecture

SECURE

ISO 27001 Information Security Standard certified, GDPR, CCPA and COPPA compliant

CONTROLLED

Complete inventory management across content, data, pricing, ad formats, frequency, ad density
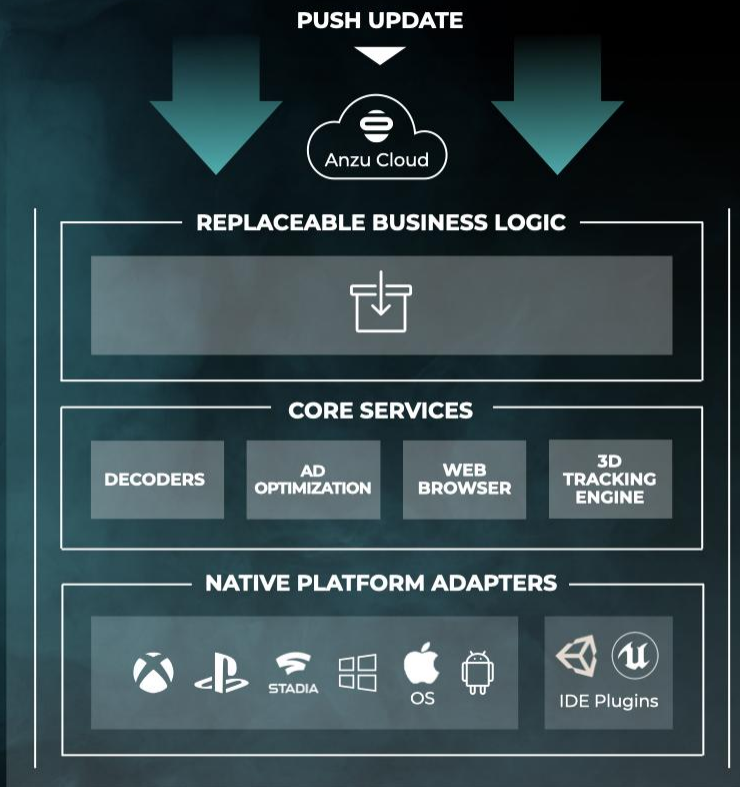
CORE SDK
SINGLE CODEBASE
HIGHLY OPTIMIZED

‣ Major and custom-built game engines
‣ Support for 12 platforms across mobile, PC, console
‣ Minimal effect on the game with low impact on final build size, RAM and CPU
‣ Quick, easy drag-n-drop integration

SMART ARCHITECTURE
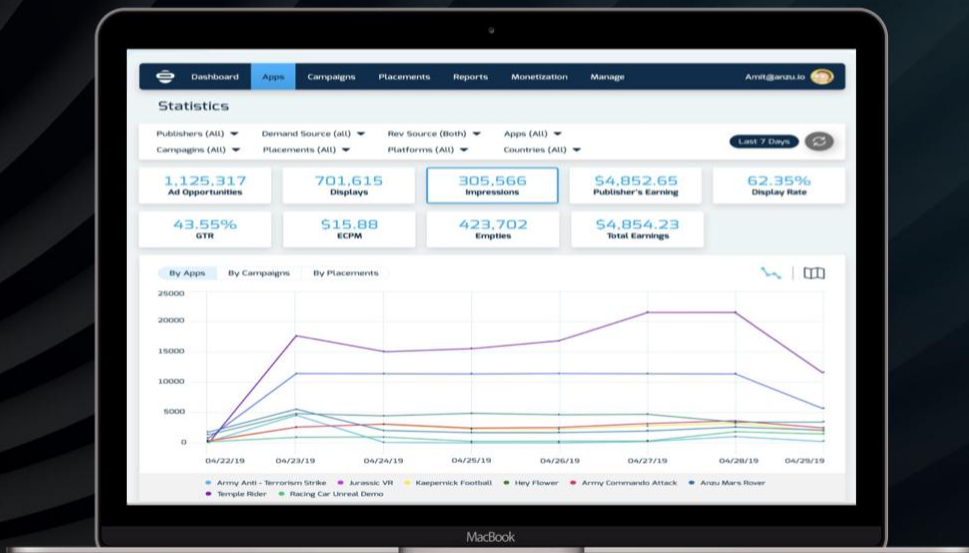Allows a simple push update, no need to release a new game version

AUTOMATED CLOUD TESTING
Results in battle-tested technology for all new features across platforms

PUSH UPDATE

Anzu Cloud

REPLACEABLE BUSINESS LOGIC

CORE SERVICES

| DECODERS | AD OPTIMIZATION | WEB BROWSER | 3D TRACKING ENGINE |

NATIVE PLATFORM ADAPTERS

OS

IDE Plugins

SELF-SERVE DASHBOARD

100% CONTROL
FOR PUBLIC AND PRIVATE MARKETPLACES

- Full inventory management
- Advanced campaign controls
- Campaign optimization
- Cutting-edge ad creative handling
- Real-time analytics and reporting

FORMAT SUITE NATIVE, CREATIVE, DYNAMICALLY UPDATED

Automated Adaptive Aspect Ratio Match - proprietary rendering functions match the ad to the environment where the ad appears.

BLENDED DISPLAY

▸ Standard IAB creatives
▸ Internal / RTB
▸ Static or dynamic
▸ Rectangular shape
▸ Interactivity options

BLENDED VIDEO

▸ Standard IAB creatives
▸ Internal / VAST / RTB
▸ 3D audio support
▸ Rectangular shape
▸ Interactivity options

REWARDED TV AD

▸ CTV
▸ Full-screen video
▸ High definition (HD)

CUSTOM AD

▸ Bespoke branding
▸ Sponsorship packages
▸ Complex shapes
▸ Interactivity options

TRUSTED BY AAA GAME STUDIOS

"We are very happy to partner with Anzu to increase our ability to deliver high quality live experiences thanks to real advertising being displayed in our electronic stadium."
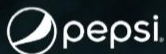
FLORENT CASTELNERAC
Managing Director

UBISOFT
NADEO

TRUSTED BY ADVERTISERS AND ADTECH VENDORS

BRAND ADVERTISERS

Mondelēz International
intel
SAMSUNG
pepsi
vodafone
AMERICAN EAGLE

MAJOR AGENCY GROUPS

MEDIACOM
MINDSHARE
Wavemaker
essence
dentsu
AEGIS network

ADTECH VENDORS

MOAT
comscore
CHEQ
nielsen
KANTAR
D Digiseg

"COVID-19 has quickly accelerated the demand for in-game advertising. As a previously underutilized category, this collaboration with Anzu.io is a big step in bringing gaming and esports to the forefront of mainstream digital media channels. It offers our clients unprecedented access to the two billion+ gamers who remain relatively untouched by ads."

MARK READ
CEO

WPP

ANZU THE DOMINANT FORCE

Anzu is empowering game developers to drive significant, sustainable revenues from in-game advertising.

THE ONLY

PROGRAMMATIC IN-GAME AD SOLUTION FOR CONSOLES

THE ONLY

LICENSED XBOX IN-GAME ADVERTISING PROVIDER

THE ONLY

VERIFICATION SOLUTION TO TRACK, OPTIMIZE, AND AUDIT IN REAL-TIME

THE ONLY

PROGRAMMATIC AD SOLUTION FOR ESPORTS AND GAME STREAMING

THE ONLY

ISO 27001 INFORMATION SECURITY STANDARD CERTIFIED SOLUTION

THE ONLY

IN-GAME AD SOLUTION SUPPORTING MULTIPLE VERSIONS OF MAJOR AND CUSTOM-BUILT GAME ENGINES

FLEXIBLE BUSINESS
MODELS

ANZU MARKETPLACE

- Programmatic campaigns
- Direct brand and agency deals
- Full inventory and revenue control

SAAS

- Direct deals with brand advertisers
- Internal promotion campaigns

www.anzu.io