

Kinesso

A New Company

What you need to know...

We're launching a new company inside of IPG focused on creating _____ for our clients by solving key industry issues to make marketing smarter, faster, and more efficient.

There are three companies involved:



Data Foundation

Acxiom provides data services and solutions for Kinesso and the rest of IPG

Application Layer

MBDT becomes Kinesso's software as a service (SaaS) offering

Activation Layer

Cadreon is being reimagined as a Kinesso Company

The new company is called _____. It is the marketing intelligence engine of IPG, dedicated to helping clients more meaningfully connect with their consumers through _____, _____, and addressable media _____.

We are strategically aligned to seize new opportunities within the industry.

Knowing the Layers

Data Foundation

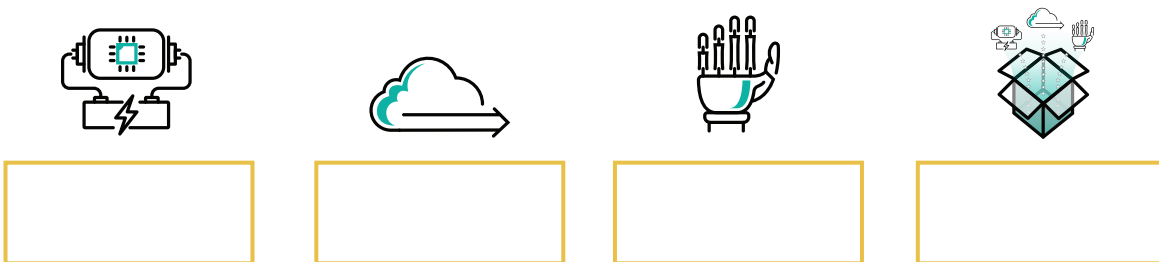
Acxiom remains a _____ entity at IPG with its own set of clients. Acxiom performs a unique role as the foundational stack for all of IPG, but it is also its own _____ through which clients are purchasing services.

Application Layer: Kinesso

Now offering Software as a Service (SaaS)

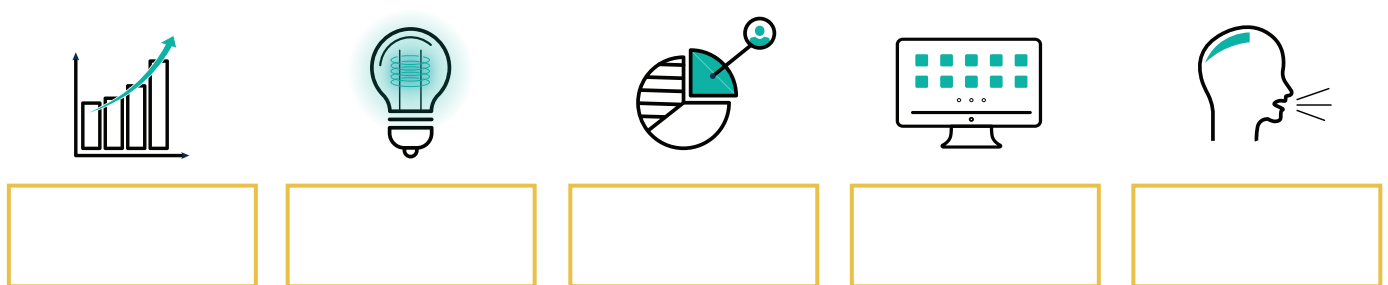
Product & Engineering

Led by Ian Johnson and consist of four components:



Data Strategy & Client Management

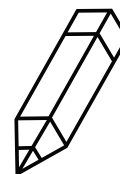
Led by Chad Engelgau and consist of five teams:



Knowing the Layers

Activation Layer: Cadreon

Cadreon has been faced with several challenges that are being turned into great opportunities.



Draw a line to match each challenge with its new opportunity:

Challenges

Growing number of platforms, data sets, and overall silos

Heightened sensitivity to data handling and brand security

Low-cost, low-touch execution, devoid of expertise

Opportunities

Ethical stewardship of customer privacy

Flexible, open architecture with a unified customer view

Expertise with hands-on application



Our mission is to be strategic partners invested in _____ who create _____ across addressable media.



Expertise & Objectivity



Honest Engagement



Invested Partnership

Reimagining Cadreon

Cadreon unlocks clients' data potential to deliver a truly addressable media solution, enhanced by Acxiom's data foundation and Kinesso's application layer



New Addressable Data Wins

1. Acxiom also serves as a trusted data management partner
2. Audience Hub allows for single-view analysis of audience overlap and insights across IPG digital campaigns helping to make more informed decisions across all campaigns
3. Aligning with clients to gain access to exclusive first-party data that provides mutually beneficial opportunities—opening up data monetization streams and closing the feedback loop

An Evolution

The Kinesso Marketplace

Develops a data driven, channel-less, audience addressable marketplace that drives scalable inventory solutions, minimizing non-working media costs and reinvesting in effective media value for clients.

Evolved Subscription Models, plus New & Advanced Products

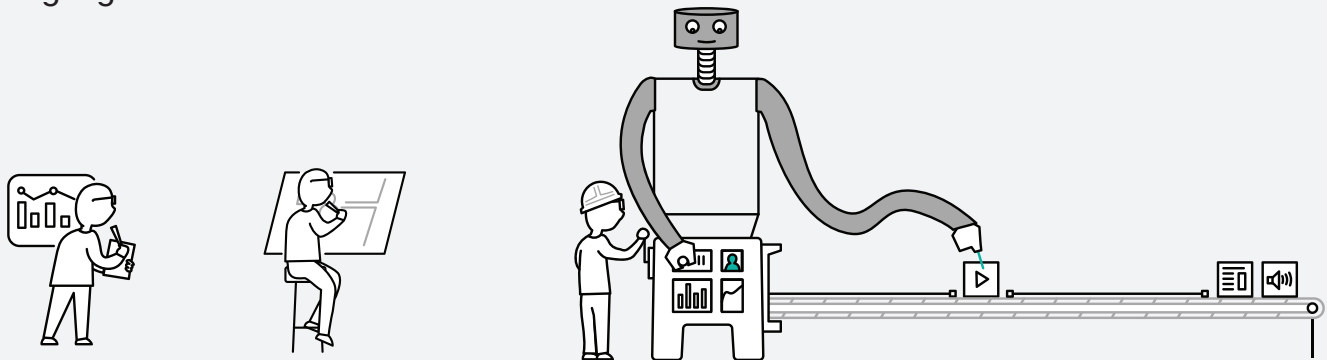
Standard STANDARD AGENCY MODEL	Subscription MODULAR PRICING APPROACH	Outcome Based CP(X) OR COMMISSION
Maintain Core media scope	Beat the consultants Offers flexibility to stay in the game	Best alternative, since both partners invested in outcomes Take share in performance market

With new and advanced products, Cadreon reimagined creates **lifetime customer value** across addressable media as strategic partners invested in shared outcomes.

Kinesso Differentiators

Smarter, Faster, Greater Efficiency

Our solutions drive more meaningful connections – amplified because everything's working together.



What Makes Kinesso Different?

1. **----- the pieces:** our applications work across audience, planning and activation, so you can get more insights from data and better business outcomes
2. **Breaking down -----:** we work outside of typical marketing silos, executing seamlessly across the world's leading adtech and martech ecosystems.
3. **Combined -----:** we bring the best minds in data, technology and media activation together to deliver seamless data-driven marketing outcomes.
4. **----- comes first:** we believe in a better way. When transparency, respect and privacy fuel the process and the platform, everyone benefits.
5. **We're a -----:** we operate with a shared set of objectives to achieve a common goal. We're invested in your success – so, with Kinesso, you have a partner every step of the way.

Our Agencies

What you need to know for existing clients...



For the most part,
it's business as usual



Clients are being informed on
new offerings by Mediabrands
and Kinesso leadership

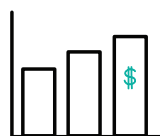
What stays the same with our agencies?

- Teams and roles
- Ownership of client relationships as our front doors
- Planning tools and frontline analytics products remain with the agencies
- Support from data and tech

We're creating new opportunities for our agencies:



An expanded offering set to
power agencies' individual value
propositions through **enhanced
and net new offerings**



New productized offerings that
create **additional revenue
opportunities**



More resources dedicated to
infusing data and tech into
products and pitches, and
closer collaboration with
Acxiom

Our Agencies

Collaborate with Ease

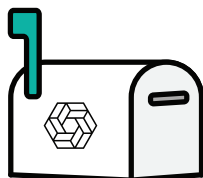
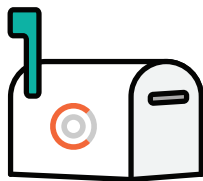
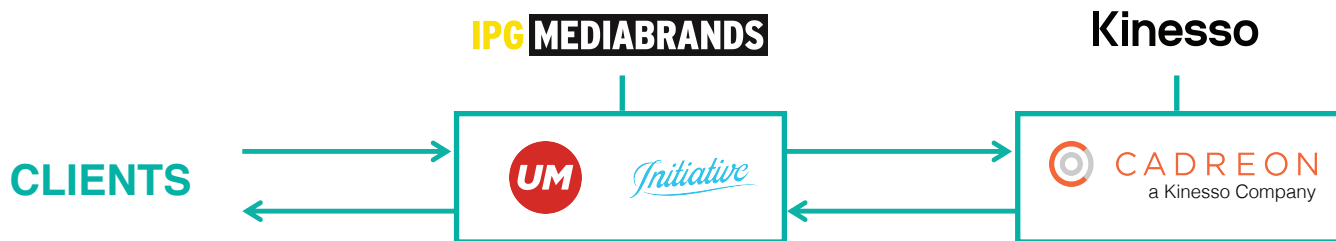
The Opportunity Exchange (OX) is a platform for collaboration between Kinesso, Acxiom, Cadreon and Mediabrands agencies.

Users provide key information on opportunities to facilitate efficient responses, allowing the best team to be assembled for maximizing business impact.



Mediabrand Agencies Remain the "Front-Doors" for Clients

Clients work directly with Mediabrands agencies to access Kinesso product and services.



Your Day-to-Day

For the most part, there will be little to no changes regarding your day-to-day. One small change will be that **Cadreon employees will keep their emails** after the external launch, while other employees will receive a Kinesso email.

Better Together

It's a Lot to Learn

The launch of a new company is a lot to process, which is why we set-up a Kinesso FAQ page. This page is found at mbdt-training.com, home to our Global Learning Solutions.

Employee growth and development continues to be a high priority. The Global Learning Solutions team supports the company's vision and business strategy through the training and education of its talent, its agency partners, and its clients.



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We are Better Together

Kinesso leverages the best data from Acxiom and ties directly to Cadreon's media buying abilities, breaking down barriers to move businesses forward.

Kinesso is a marketing intelligence engine: our solutions drive better business outcomes for our clients by solving key industry issues to make marketing smarter, faster, and more efficient.