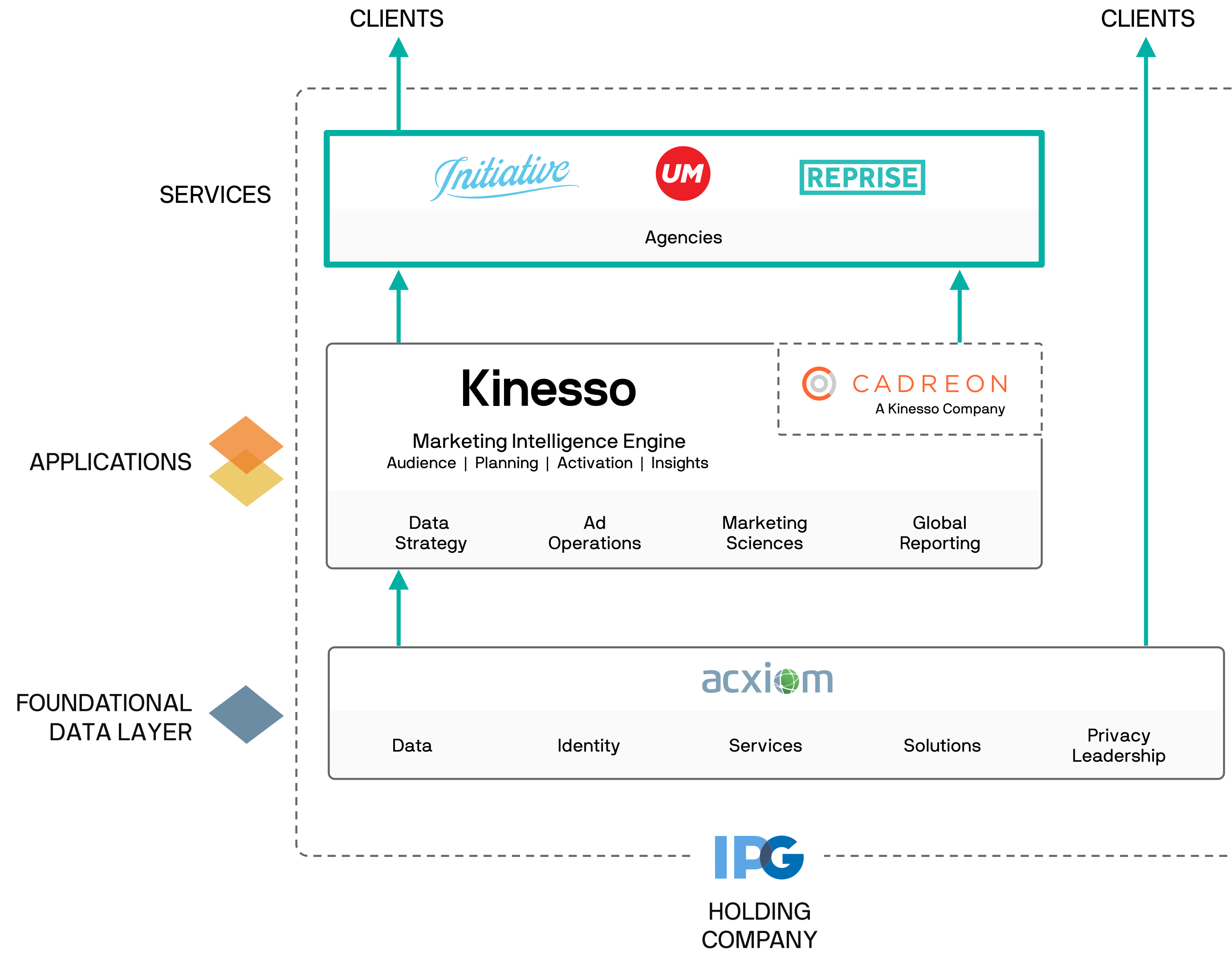


Introducing Kinesso

Kinesso is a new company within IPG that supports agencies in driving better client outcomes.

As a Marketing Intelligence Engine, Kinesso is built to solve key industry challenges and make marketing smarter, faster, and more efficient.

Through Kinesso, agencies can power conscious marketing to fuel mutually beneficial relationships between brands and consumers.



Clients will work directly with Mediabrands agencies like UM, Initiative, and Reprise to access Kinesso products and services.

Think of Kinesso as a technology application layer at the core of IPG. Powered by Acxiom as a rich data foundation, Kinesso consolidates technical capabilities and unifies audience intelligence solutions for agencies.

This layered structure allows IPG to retain Acxiom's expertise and credibility, as well as elevate Cadreon's role in client value exchange, while maintaining the pivotal role of agencies and driving tech equity as a key differentiator.

Kinesso

Aligning the capabilities of Cadreon and Mediabrands Data & Tech with Acxiom as a foundational data layer presents new opportunities for IPG agencies.

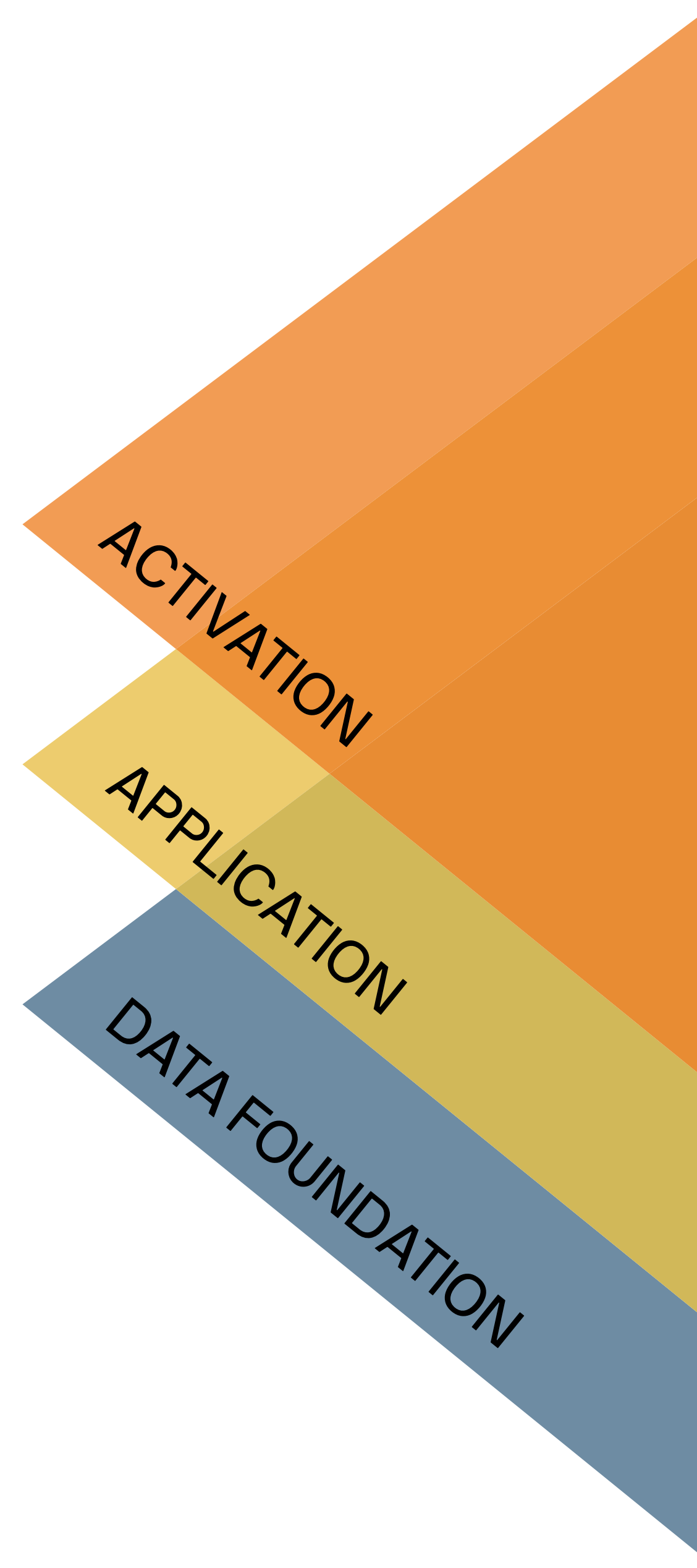
Moving forward, Cadreon will function as a Kinesso company and serves as its Activation layer. Mediabrands Data & Tech moves into Kinesso as its Application layer and offers a set of SaaS solutions. Acxiom remains a standalone IPG entity with its own set of direct clients while also serving as the data foundation for Kinesso.

Through this alignment of layers, Kinesso offers collective marketing services and expertise, fueled by applied data and technology. Kinesso is a Marketing Intelligence Engine.

Kinesso



Software as a Service

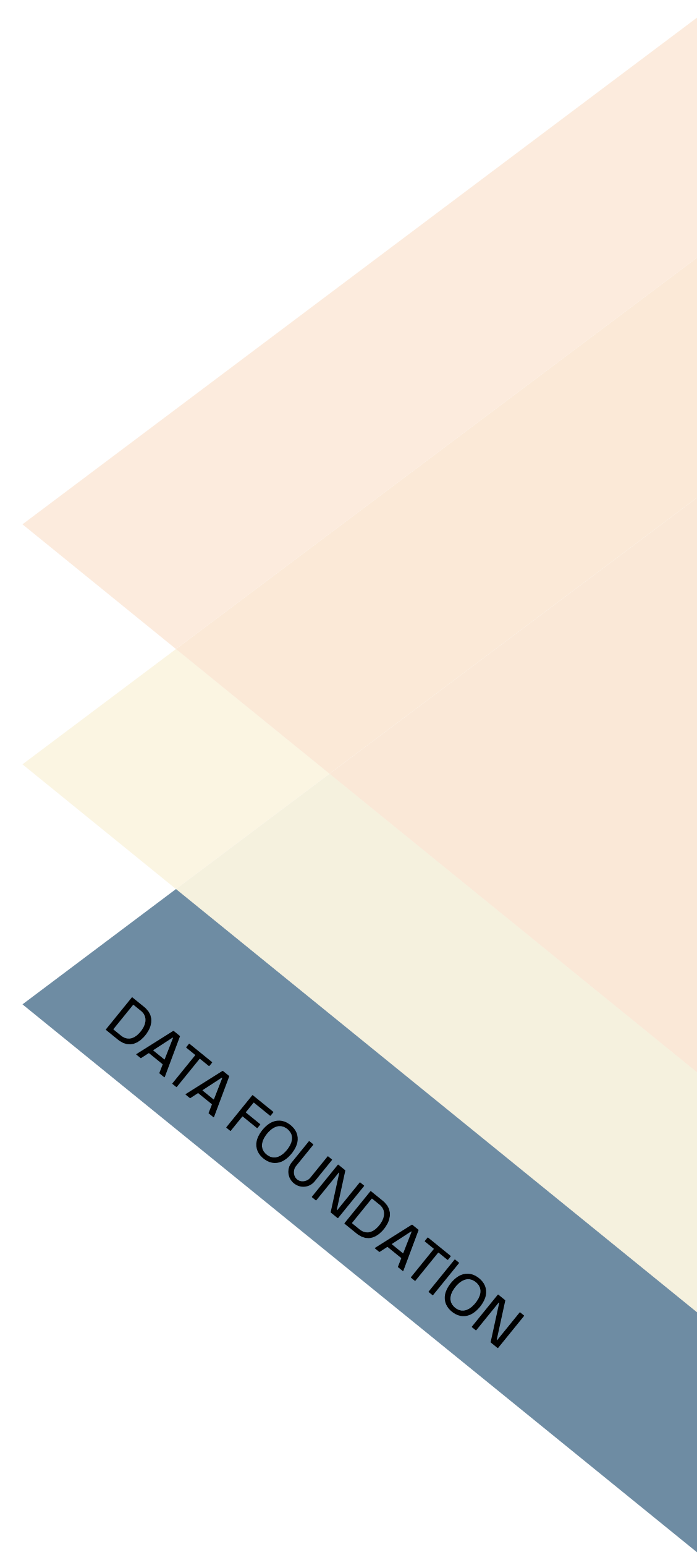


Foundational Data Layer

While Acxiom is not part of Kinesso, it serves as a data foundation for Kinesso and the rest of IPG.

In order for marketing to be conscious and deliver mutual benefits between brands and consumers, it's important for the data that fuels those connections to be unified and reliable. Kinesso leverages Acxiom as a unified data stack on top of which its technology and services drive better outcomes.

As a leader in Data Services and Solutions, as well as Identity and Privacy, Acxiom allows Kinesso to leverage data in a way that is both conscious and impactful.



DATA FOUNDATION

Software as a Service

Kinesso's application layer offers Software as a Service solutions with the combination of Product & Engineering and Data Strategy & Client Management.

Product & Engineering's objectives are to make advertising and marketing technology solutions work seamlessly end to end, deliver core intellectual property, and maintain cost efficiency.

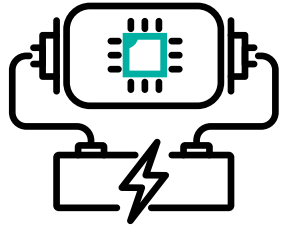
Data Strategy & Client Management works with agencies to identify the needs of new and existing clients to develop solutions that address them.

Both Product & Engineering and Data Strategy & Client Management are comprised of several teams with specific functions.

Kinesso



Product & Engineering



Engineering

Focuses on software development, data quality, digital identity graphs, and technical operations (ex. UX/UI, data applications, API integrations)



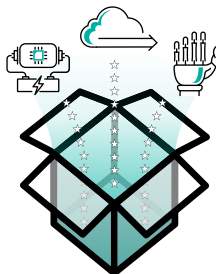
Product Management

Identifies current market needs with agencies and collaborates with Engineering to build the right solutions



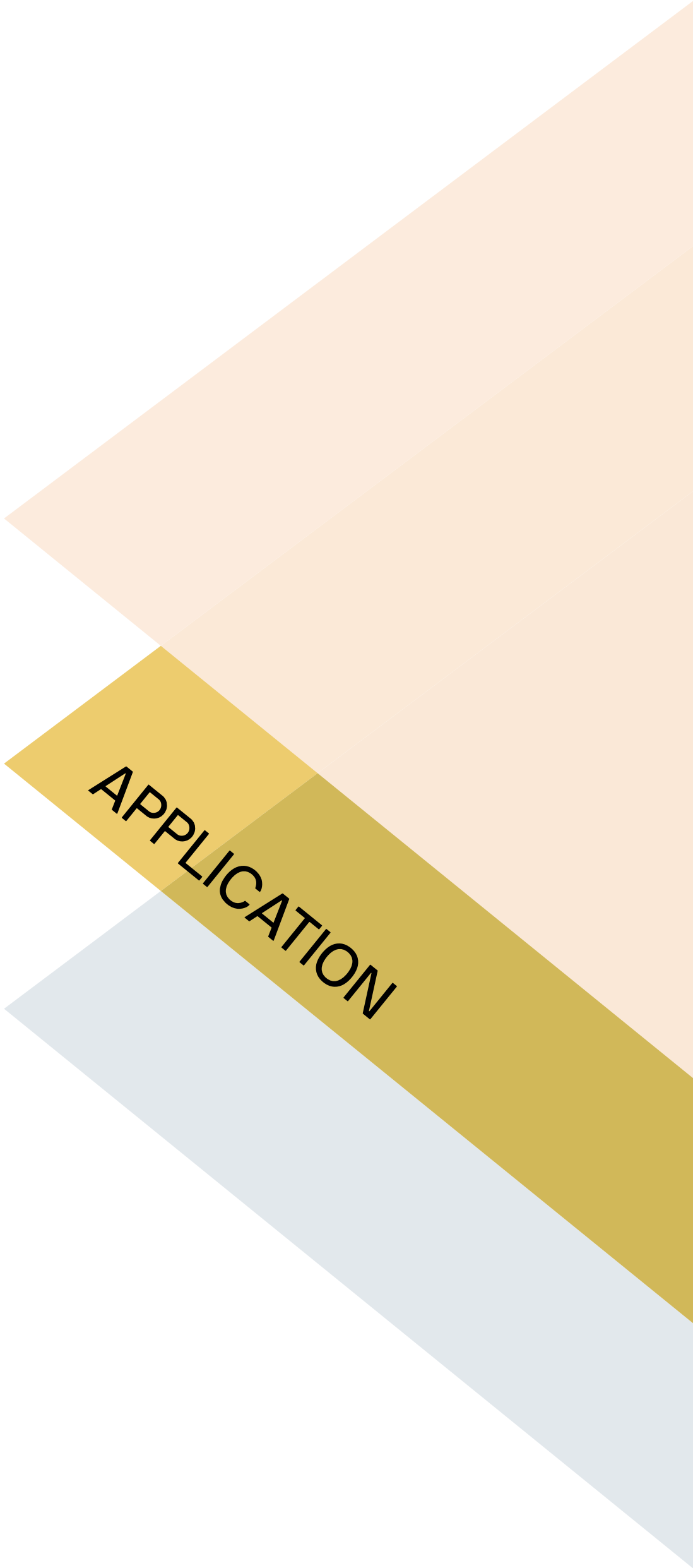
Innovation

Develops transformative solutions to larger scale problems, such as cross-device probabilistic matching, cross-platform frequency management, blockchain applications, and AI-driven optimization

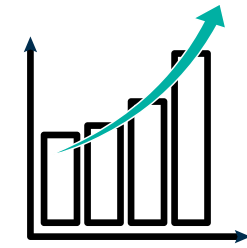


Product Marketing

Tells the Product story and brings products to life through collaboration with agencies

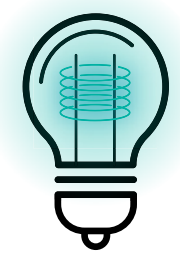


Data Strategy & Client Management



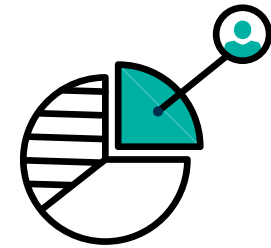
Client Success & Project Management

Partners with agencies to align agency/client objectives through an outcome-driven engagement model



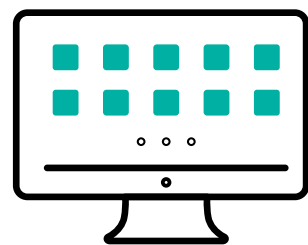
Solutions Engineering & Data Strategy

Collaborates with agencies to activate data and tech solutions for existing clients and potential new business



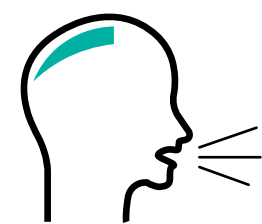
Marketing Sciences

Partners with agencies to develop High Value Audiences, Media Mix Modeling, and other data science applications on behalf of agency clients



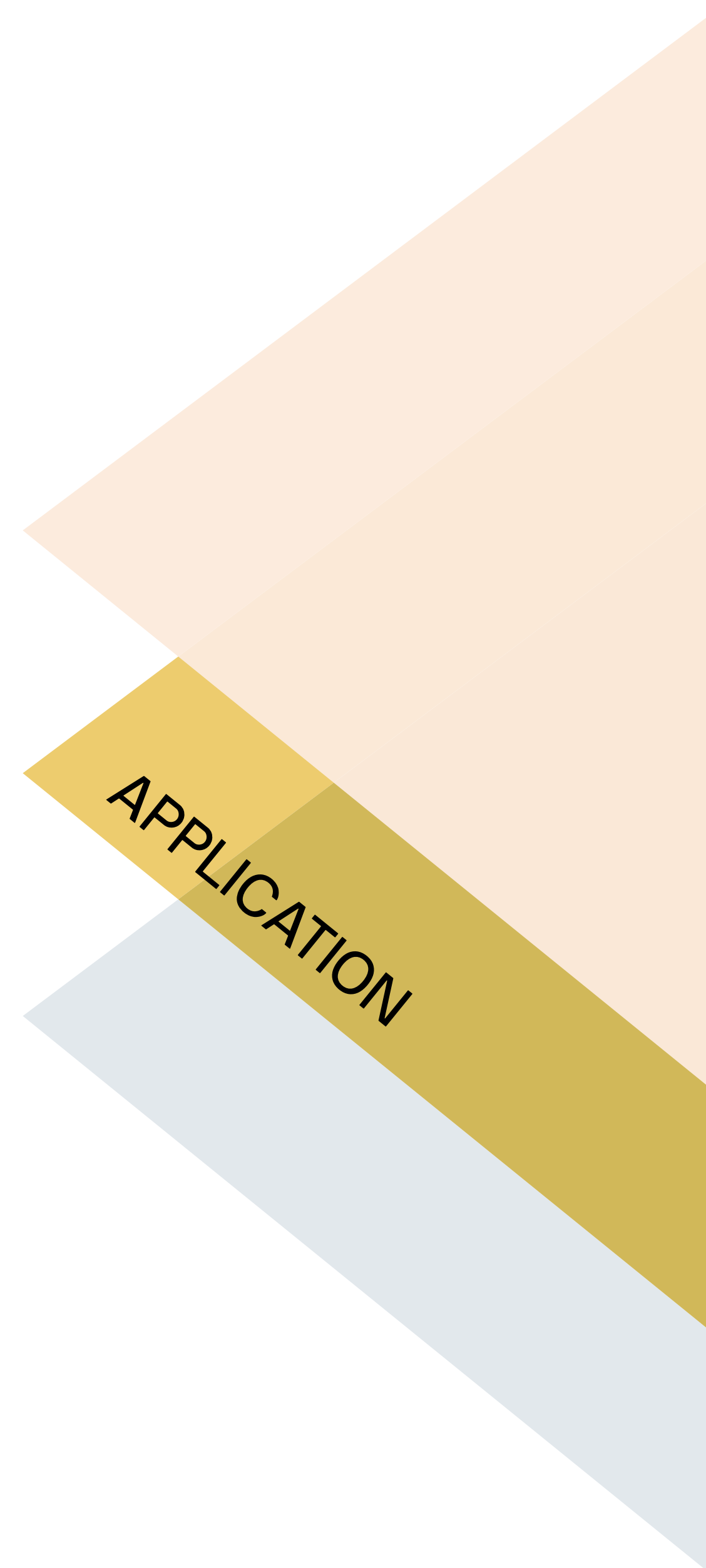
Data and Platform Operations

Oversees ad operations, tagging, trafficking, and other mechanics related to systems integrations



Global Communications and Services Marketing

Drives strategic marketing and PR efforts, advancing Kinesso's brand reputation and marketplace position



Application Layer Initiatives

Between Product & Engineering and Data Strategy & Client Management, key initiatives for Kinesso's application layer include:

- Connect agency planning tools to various systems built by Kinesso
- Invest in teams to build new identity products and drive platform relationships
- Scale Kinesso's addressable publisher marketplace
- Create a unified reporting system
- Provide a best of breed audience solution unifying Acxiom's audience products such as InfoBase and Personix with AMP

Kinesso



Activation Layer

From day one as a Kinesso company, Cadreon's primary partner is IPG Mediabrands and its agencies.

In the face of industry challenges like fragmentation, privacy handling, and brand safety concerns, Cadreon has a unique opportunity. Under Kinesso, Cadreon can deliver a better, more seamless and optimal solution for agencies and their clients across Search, Social, Programmatic, Outcome-Based, and Addressable Media.



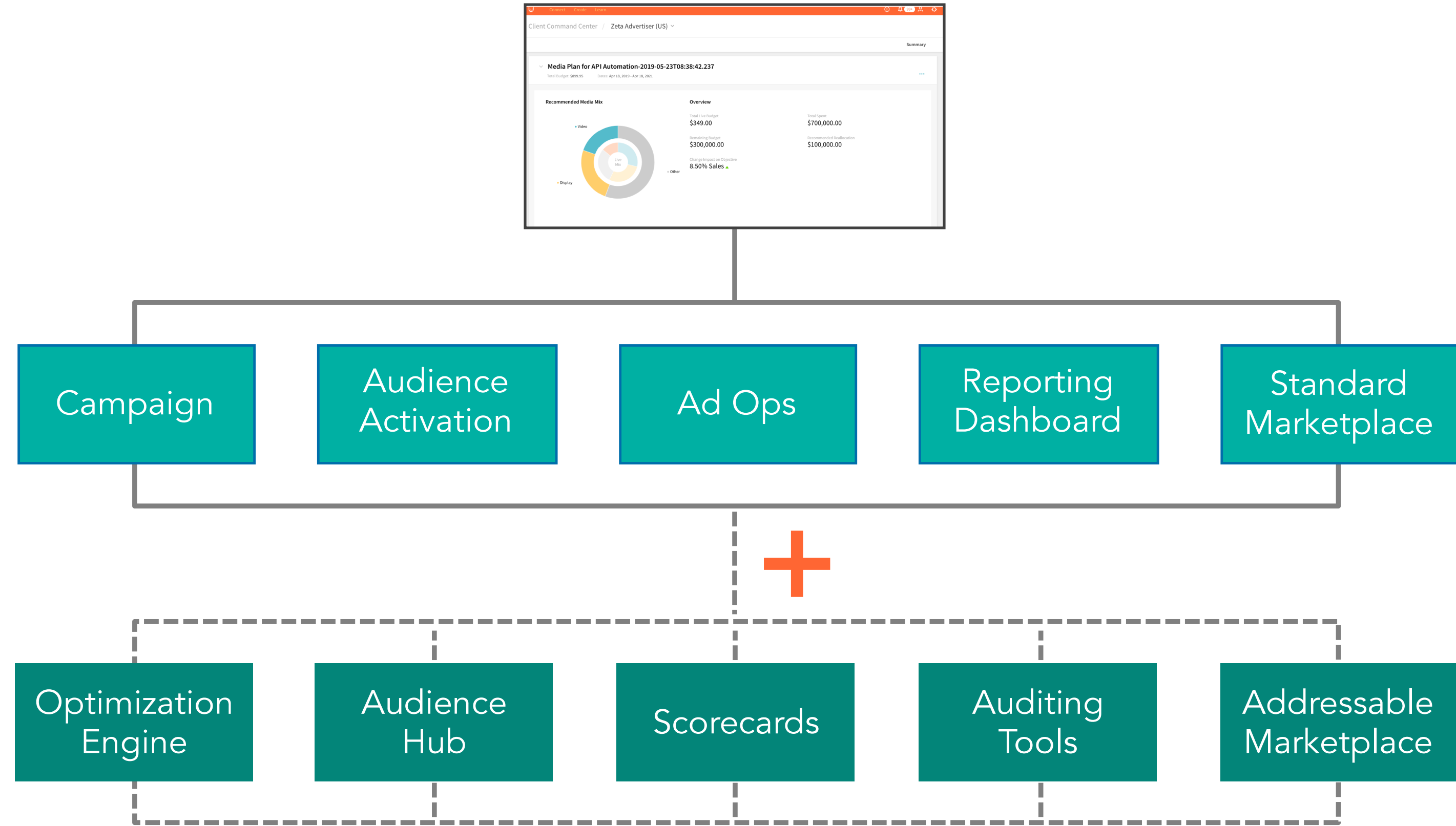
Activation Layer

As Kinesso's activation layer, Cadreon offers complete Addressable Data and Media activation. Along with Acxiom data management, Cadreon leverages Audience Hub for unified audience insights across campaigns. In coordination with agencies, Cadreon can unlock exclusive brand partnerships centered around first-party data, opening data monetization streams and closing the feedback loop.

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



Command Center



As the core of the new user experience, Command Center provides client-level business intelligence in a simplified dashboard. It serves as the entry point to access all Cadreon capabilities. Command Center includes a set of standard applications (ex. Campaign, Reporting Dashboard, Standard Marketplace) for all client users as well as modular applications and services available, as needed, for a premium.

Evolved Commercial Models

Under Kinesso, Cadreon will offer evolved pricing models aligned with driving the right client outcomes.

The Standard Agency model reflects current agency commercial models. Modular pricing is designed to offer flexibility and choice, while Outcome-based pricing is focused on performance.



Evolved Commercial Models

Standard Agency Model

- Maintains Core media scope

Modular Pricing

- Delivers enhanced activation solutions
- Flexible options to meet agency/client needs

Outcome Based

- Best alternative with both partners invested in outcomes
- Performance-focused to deliver and demonstrate business outcomes

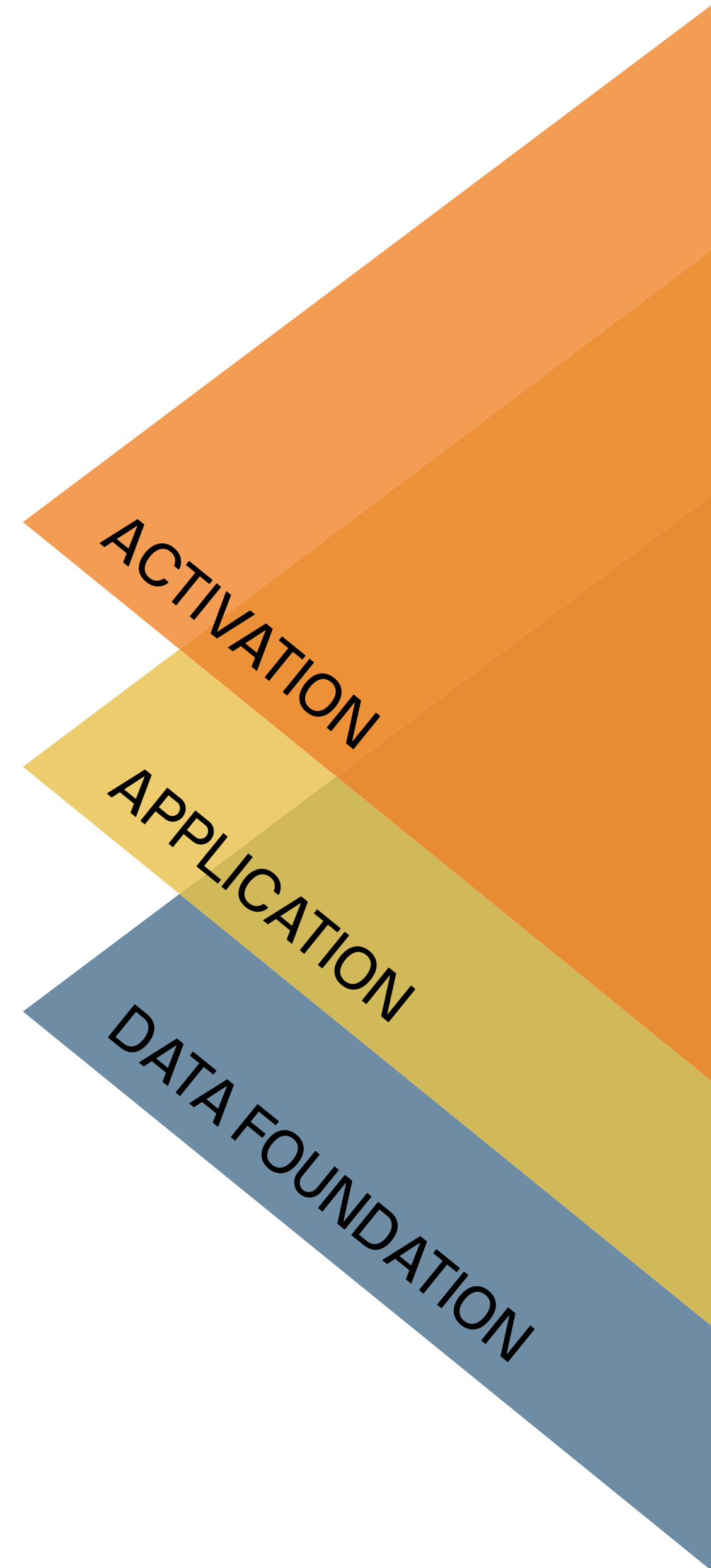


The Kinesso Marketplace

The mission of the Kinesso Marketplace is to develop 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.

The Kinesso Marketplace will offer transparent premium inventory at scale through Standard, Custom/Curated, and Addressable marketplaces.

As Kinesso's foundational data layer, Acxiom plays a key role in matching publisher audiences to Kinesso audiences for addressable media, measurement, and optimization.

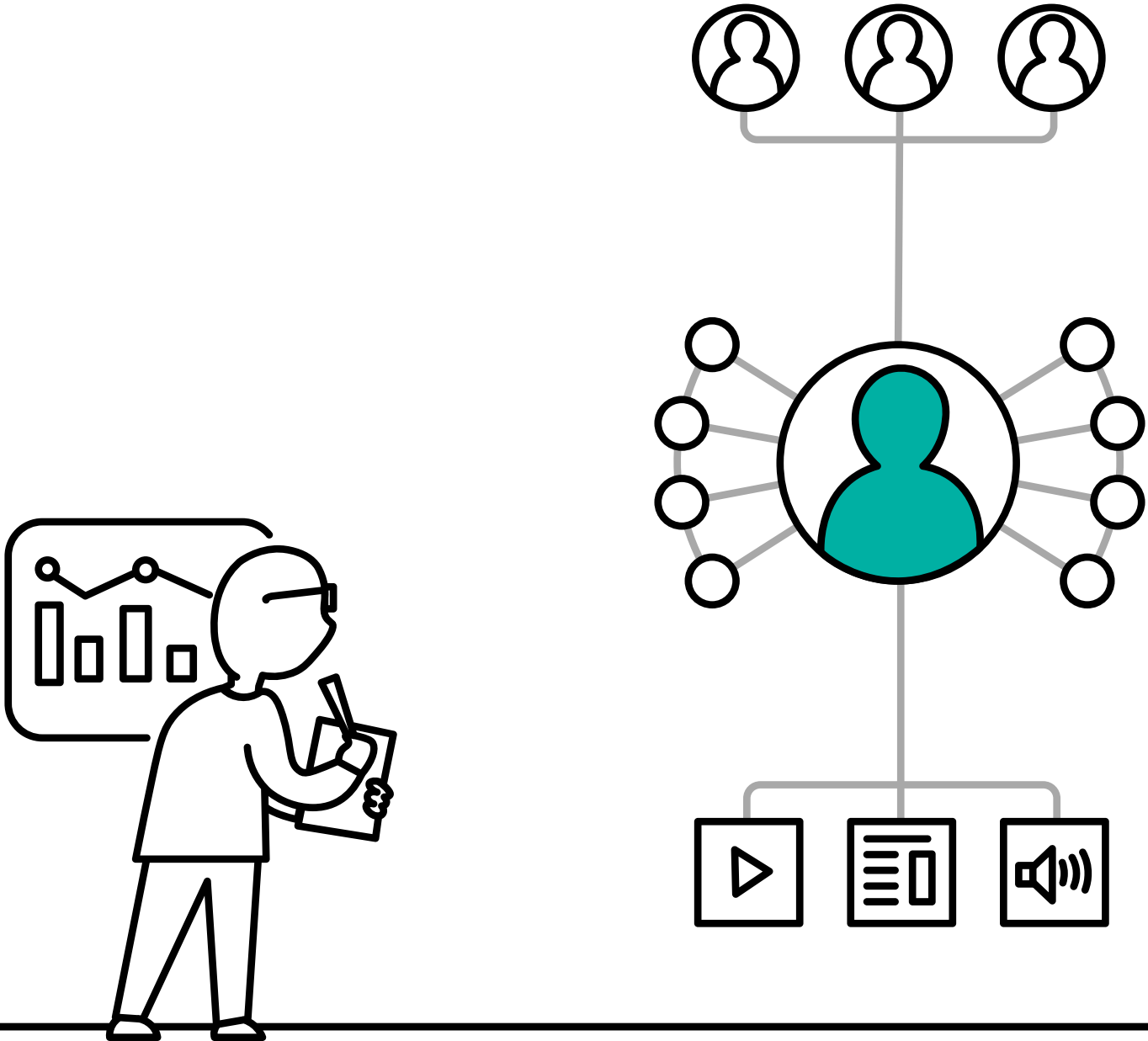


Kinesso is about being smarter

Through Dynamic High Value Audiences, Kinesso provides a smarter and more effective process for developing and deploying Lookalike Audiences.

Through its proprietary ID graph, it achieves higher match rates using a cascade approach with pre-deployment estimates. Further, it can layer in probabilistic matching to enhance reach and offer valuable matching capabilities in underserved markets.

Fueled by data, Cadreon's channel-less approach drives addressable audience and optimization strategy.



Kinesso is about being faster

For marketing to be conscious and fuel mutually beneficial relationships between brands and consumers, it needs to be responsive. When data and technology are fragmented, brand/consumer relationships are hindered.

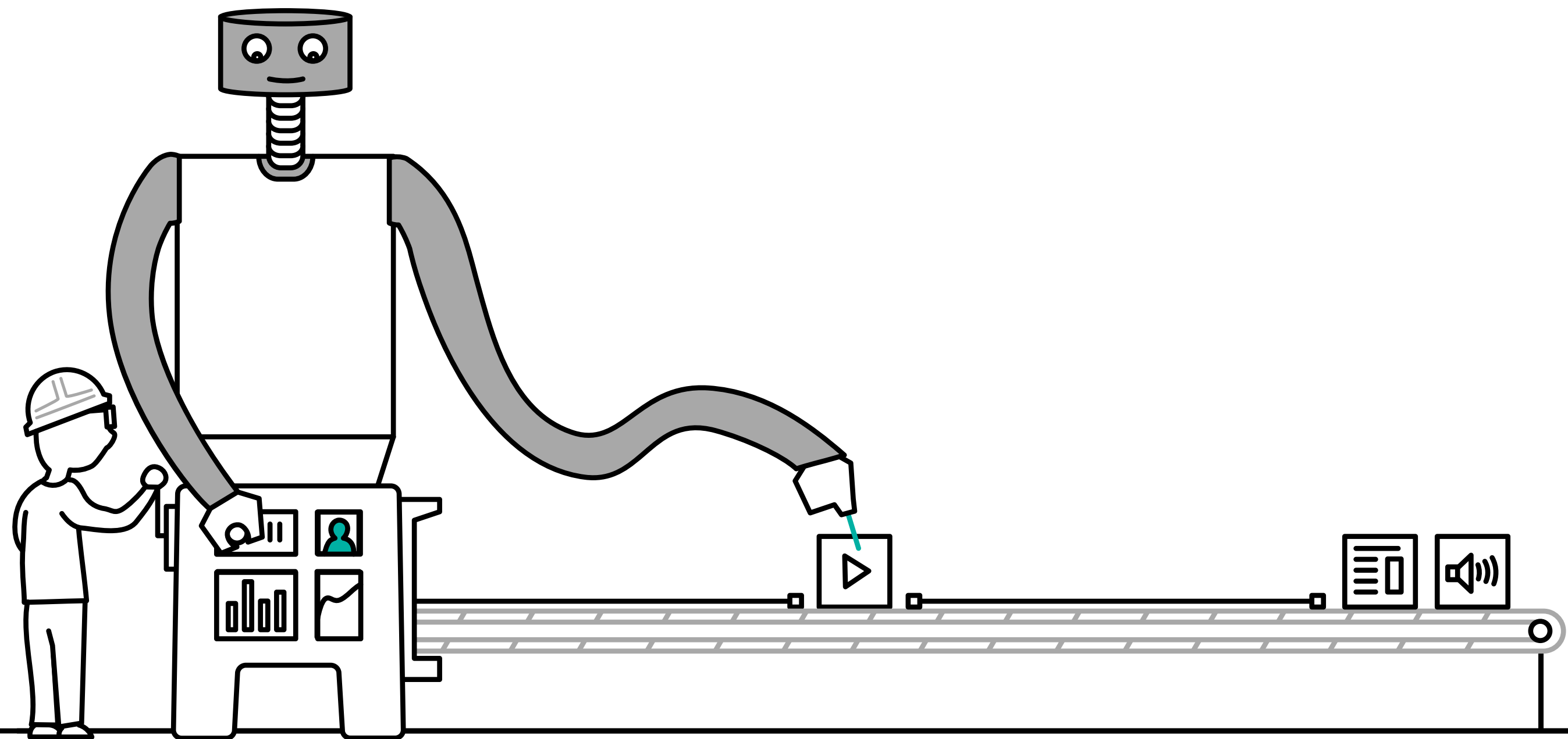
With the power of AMP Console + Acxiom UDL, audience creation and syndication are richer and faster through unified data and technology.



Kinesso is about greater efficiency

Kinesso drives greater efficiency with regard to cost, process, and results. Leveraging the right combination of automation and human expertise allows for strategic allocation of resources focused on driving the best outcomes.

Through a unified data and technology stack, optimization approaches like frequency management can be performed across platforms and channels to reduce waste and drive fully addressable media activation. The end result is better business outcomes and more conscious marketing.



Better Together

Kinesso leverages the best data from Acxiom and ties directly to Cadreon's media activation 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.

