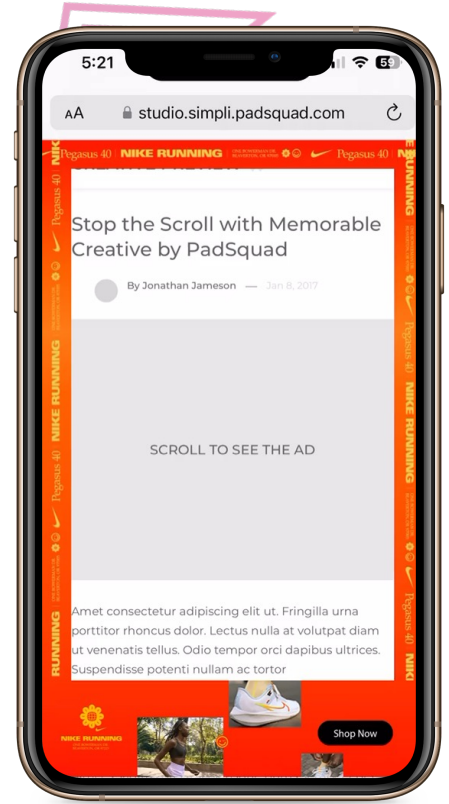



The Remarkable List PadSquad's Top Ad Formats, Q2 2023

In partnership with Oracle, we can measure the impact of our creative ad formats. We continue to achieve the highest scores for ad effectiveness (Moat Score) and engagement rates averaging **4X the U.S. benchmark for Mobile Web**. Remarkable creative is what we do best.



SORTED BY HIGHEST IMPRESSION DELIVERY: 40MM+ ●●●●● > ●●●● 8MM+

AD FORMATS	EXCELLENT MOAT SCORE	QUARTERLY ADOPTION	ENGAGEMENT LIFT OVER US MOBILE WEB BENCHMARK
SuperScape	766	●●●●●	4X ↑
Duo	740	●●●●●	4X ↑
Press & Hold	733	●●●●●	3X ↑
Scroller	740	●●●●	4X ↑
Squad Stories	725	●●●●	2X ↑
VizQuiz	743	●●●●	5X ↑
Tap to Map	740	●●●●	4X ↑
Wipe to Reveal	747	●●	4X ↑
VidScroller 	739	●●	4X ↑
Reel	741	●●	3X ↑