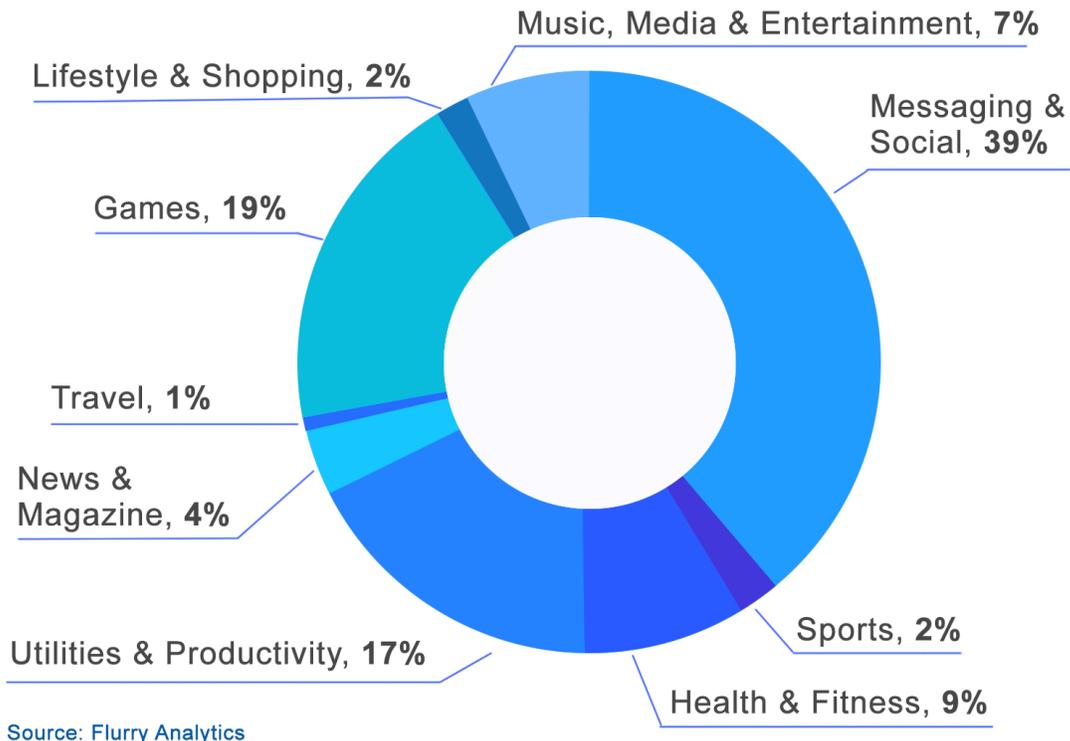


Connected Interactive's in-game advertising solutions include 4 different approaches, each available for individual customization:

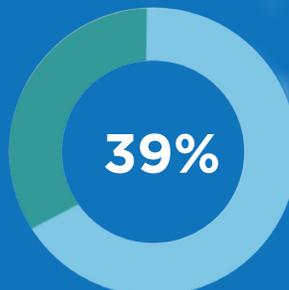
- 1) Engagement Advertising
- 2) Adver-Gaming
- 3) Video with Dynamic Capabilities
- 4) Display and Rich Media Advertising

Why advertise in gaming?

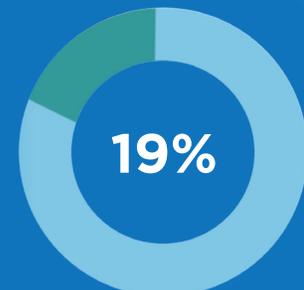
After messaging and social media, gaming is the most popular user activity taking place on Canadian mobile devices



Time Spent on Devices



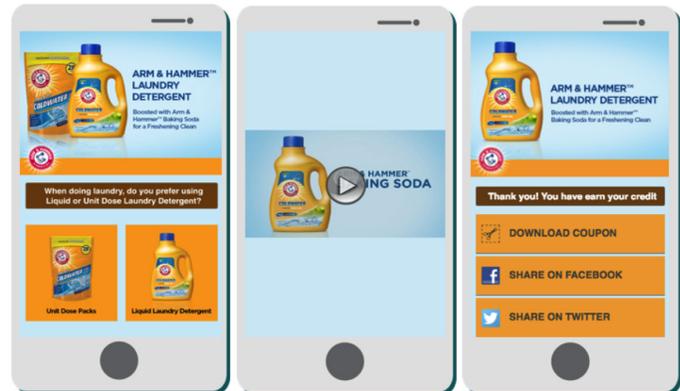
Messaging and Social



Games

1) Engagement Advertising:

- ✓ Connected Interactive's in-game engagements are user initiated ad-units that are 100% customizable to fit any marketing objective
- ✓ During an in-game engagement, users opt to interact with a brand in exchange for credits for the larger social/mobile game that they are playing



2) Adver-Gaming:

- ✓ Adver-Games are user elected engagements that utilize a branded gaming-unit to promote a brand's product or service
- ✓ Users elect to participate in exchange for credits to support the larger game that they are playing
- ✓ Connected Interactive offers a suite of four unique Adver-Games available for individual customization:
 1. **ConnectMatch:** A branded spin on a classic memory game where users must turnover tiles to uncover matching items before the clock runs out
 2. **ConnectTap:** A race against the clock to tap away branded icons randomly placed on the screen by the computer
 3. **ConnectNinja:** A top-view strategy game where users slice their way through one set of objects while avoiding others in order to get the highest possible score
 4. **ConnectFlick:** A time trial game where users must 'flick' a collection of branded items into their allotted locations before the clock runs out



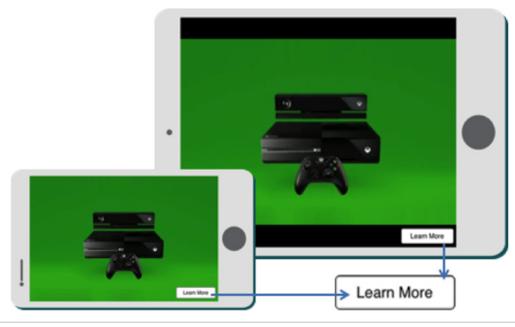
3) Video with Dynamic Capabilities:

- ✓ Connected Interactive’s in-game video solutions are interstitial ad-units that occur at natural breaks within a game’s environment
- ✓ 100% viewable Mobile Video with dynamic capabilities:
 - Rich Skin
 - Overlays
 - Companion Ads
 - End-Caps with custom CTAS

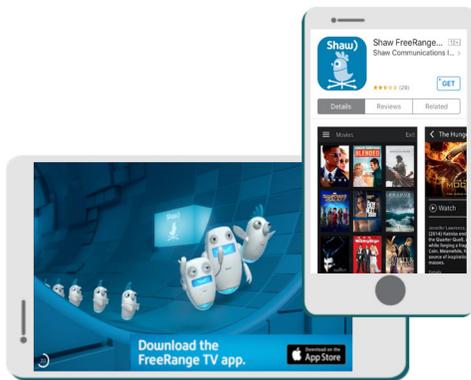
Dynamic Video with Rich Skins:



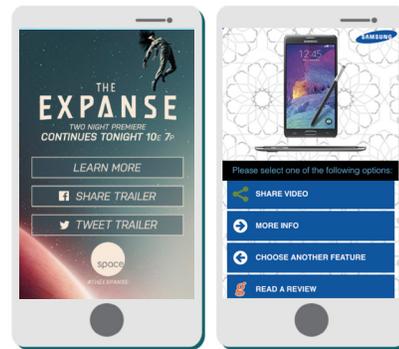
Dynamic Video with Overlays:



Dynamic Video with Companion Ads:



Dynamic Video with Customizable End Caps:



4) Display and Rich Media Advertising:

- ✓ Leverage your standard and rich media display ad-units in the second most popular environment on mobile devices

Rich Media
Display Units

Display ad-units
with an interactive
user experience

