Adstra
Premium Audiences
Adstra: Who We Are

- Comprehensive suite of data and identity solutions for an unlimited number of use cases
- 40+ year history of market leadership
- Safe, compliant, and cost-efficient access to any form of data and identity that enable omni-channel marketing campaigns
- Best-in-class management team with proven track record of success at leading marketing data companies

Solutions

Enterprise Identity Platform
- Cloud based technology, enabling our person-based, persistent, portable, and privacy compliant enterprise ID platform that delivers data across media

Digital Audiences
- Digital Data Audiences that can be used to enrich insights and extend reach across the digital advertising ecosystem

Acquisition & Data Monetization
- People working to drive data driven marketing, provide insight, support monetization opportunities, and deliver flawless execution

40+ Year History of market leadership in data
5 Offices across the US
175+ Employees
800 Clients across wide range of industries
9 Utility patents
Private & Confidential

Design Approach

• Built with real world deterministic data based on 1:1 matching – a “Real Person at a Real Address”
• Curated leveraging multiple offline data sources – utilizing a minimum of three corroborating sources to validate records and attributes
• Further enhanced with online behavioral data to enable marketers to reach individuals who are in-market for goods and services
The Adstra Advantage

Digital Audience data provides both *scale* and *accuracy*:
- Reach the greatest number of individuals in your target group
- Provide accuracy that ensures message will have greater relevance
- Merge segments from multiple audiences to hone-in on target
- Layer segments for even more precise results
- Collaborate with Adstra on custom audiences
Adstra Premium Audiences - Success

AUTO
- Ford
- Chevrolet
- Hyundai
- Infiniti
- Indian Motorcycle

TRAVEL
- Delta
- United
- Celebrity Cruises
- British Airways
- Southwest
- Club Med
- The Ritz-Carlton

FINANCIAL SERVICES
- Charles Schwab
- Goldman Sachs
- BlackRock
- T. Rowe Price
- Ally
- TIAA
- Liberty Mutual
- Capital One
- Chase

TECHNOLOGY
- IBM
- Xerox
- Emerson
- Rackspace
- Intel
- Hitachi
- Brother
- Cisco

RETAIL
- Macy's
- Ace Hardware
- The Home Depot
- Ralph Lauren
Adstra Premium Audiences - Success

MEDIA

VAYNERMEDIA
SILVERLIGHT DIGITAL
SONY PICTURES
Digital Remedy
1010DATA
YAHOO!
hulu
VARICK

CONSUMER HEALTH

CVS Health
athenahealth
Abbott
PROVIDENCE Health Plan
Johnson & Johnson
fitbit
BAUSCH & LOMB
See better. Live better.
Children’s Hospital of Philadelphia

BUSINESS SERVICES

Deloitte
accenture
FedEx
MONSTER
INFOSEC
UPS
United States Postal Service

CONSUMER PRODUCTS

GoPro
asics
Mr. Dash
truvia
Aveeno
Teva

Private & Confidential
Adstra Premium Audiences

**Adstra Business**
Deep and Broad Access to Business Decision Makers

**Adstra Consumer**
Everything You Want to Know About Everyone You Want to Reach

**Adstra Wealth**
The Richest Data on the Wealthiest People

**Adstra Orbits**
Intent-Powered Lifestyle Clusters

**Adstra Travel**
Reach Consumers In-Market to Travel

**Adstra Political**
The Winning Audience for Campaigns & Causes

**Adstra Auto+**
Delivering the Most Current, Accurate Vehicle Data

**Adstra HCP**
Comprehensive Coverage of Healthcare Providers

**Adstra Health**
HIPAA Compliant, Consumer-Level Data

**Adstra Caregivers**
Reach Influential Decision Makers
Adstra Business tracks the dynamic business marketplace, keeping pace with trends in every sector. We take marketers deeper within each company and farther across the business landscape than other business data providers.

Adstra Premium Audiences That Matter

**Total Audience**
- 90 MM Postal
- 173 MM Digital
- 64 MM Mobile

**Segments**
- 280+

**Key Audience Segments**
- **C-Suite Executives by Title** – CEO, COO, CFO, CMO, CIO, CTO, CPO, Director, Manager, Vice President, and more
- **Functional Responsibility** – Finance, IT, Consulting, Engineering, Marketing, Medical, Human Resources, etc.
- **Annual Revenue** – Companies ranging from $500M to $1B+ in annual revenue
- **Executives by Industry** – Business Services, Construction, Education, Entertainment, Government, Healthcare, Manufacturing, Retail, etc.
- **Ownership** – Minority-, Women-, and Veteran-Owned companies
- **In-Market segments** – Companies in-market for goods and services, from computers and furniture to consultants and new hires
- **Supply-Chain Proof** – Cloud-Based Solutions, Business Solutions

Breadth Depth Success
Adstra Premium Audiences That Matter

Adstra Business

Our exclusive access to a Global Fraud Prevention Provider and other proprietary data sources ensures improved accuracy and scale - allowing marketers to target key business decision makers across a myriad of industries.

Adstra Business also includes in-market data segments, offering marketers access to businesses actively looking for goods, services, and staff.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Target Market Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Global Fraud Prevention Provider</td>
<td>• Financial Services/Insurance</td>
</tr>
<tr>
<td>• Exclusive Professional Memberships</td>
<td>• Telecom/Technology</td>
</tr>
<tr>
<td>• Online &amp; Print Publications</td>
<td>• Publishing</td>
</tr>
<tr>
<td>• State, Local &amp; Regional Filings</td>
<td>• Continuing Education</td>
</tr>
<tr>
<td>• Trade Associations</td>
<td>• Manufacturing</td>
</tr>
<tr>
<td>• Government Records</td>
<td>• Business Supply/Services</td>
</tr>
<tr>
<td>• Business Directories</td>
<td></td>
</tr>
</tbody>
</table>
Adstra Premium Audiences That Matter

Adstra Consumer

Adstra Consumer is built with the most up-to-date, powerful data sources, including a leading global risk/fraud prevention provider. This proprietary methodology provides brands with a 360-degree view of more than 250 million Americans.

Virtually Everything You Want to Know About Virtually Everyone You Want to Reach

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>250 MM Postal</td>
<td></td>
</tr>
<tr>
<td>630 MM Digital</td>
<td></td>
</tr>
<tr>
<td>256 MM Mobile</td>
<td></td>
</tr>
<tr>
<td></td>
<td>355+</td>
</tr>
</tbody>
</table>

Key Audience Segments

- Demographics – Age, Ethnicity, Marital Status, Education, etc.
- Family Lifestyles – Newly Engaged, Newly Wed, New Parents, etc.
- Lifestyle & Interests – Art, Electronics, Food & Wine, Travel, Sports, and more
- Media & Tech Consumption – Ad Receptivity, Tech Adoption, Social Media, etc.
- Seasonal Shoppers – Back-to-School, Black Friday, Mother’s/Father’s Day, etc.
- Financial – HHI, Credit Score, Investments, and more
- In-Market – Around those verticals that are relevant for today’s marketplace – Finance, Food/Beverage, Home Office, Online Education, etc.
- Supply Chain Proof – Online Entertainment, Online Investing, Delivery Services
Adstra Consumer

Adstra Consumer offers unmatched accuracy, recency and scale – our data repository supplies consumer descriptive data to clients for use in analytic, segmentation and targeting applications across all channels including offline, online and mobile.

Adstra Consumer also includes in-market data segments, offering marketers greater access to consumers actively looking for products and services.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Target Market Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Records</td>
<td>Retail</td>
</tr>
<tr>
<td>Global Fraud Prevention Histories</td>
<td>Travel</td>
</tr>
<tr>
<td>First-Party Purchase Histories</td>
<td>Financial Services</td>
</tr>
<tr>
<td>Self-Reported Surveys</td>
<td>Insurance</td>
</tr>
<tr>
<td>Registrations</td>
<td>Publishing</td>
</tr>
<tr>
<td>Buying Activity</td>
<td>Automotive</td>
</tr>
<tr>
<td></td>
<td>Entertainment</td>
</tr>
<tr>
<td></td>
<td>Philanthropy</td>
</tr>
<tr>
<td></td>
<td>Luxury Goods &amp; Services</td>
</tr>
</tbody>
</table>
Adstra Premium Audiences That Matter

**Adstra Wealth**

Adstra Wealth is the premier database of the most affluent individuals in the U.S. It has served as the go-to audience for luxury marketers for over 35 years.

### Positions, Possessions, and Passions of America’s Most Affluent

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 MM Postal</td>
<td></td>
</tr>
<tr>
<td>91 MM Digital</td>
<td></td>
</tr>
<tr>
<td>36 MM Mobile</td>
<td>90+</td>
</tr>
</tbody>
</table>

### Key Audience Segments

- **Net Worth & Investable Assets** – Ranging from $250M to $20MM+
- **Household Income** – Ranging from $150M to $2MM+
- **Investors** – Accredited Investors, Real Estate, Stocks, Foreign Investors
- **Luxury Travelers** – Cruise, Domestic, International, etc.
- **High Dollar Donors by Type** – Cultural, Environmental, Health, Political, Religious
- **Prosperous Professionals** – C-Level Execs, Doctors, Lawyers, Business Owners, etc.
- **Luxury Lifestyle** – Golf, Wine & Gourmet, Home Décor, Cultural Arts, Green Affluents, Rewards Card Holders, etc.
- **Ad Receptivity** – Digital, Email, Mobile, Streaming TV, Traditional, etc.
Adstra Wealth

Adstra’s unique access to exclusive data sources and reliance on Real World data ensures that our Wealth audience performs like no other. Adstra Wealth goes beyond mere demographics and models to deliver people of means based on three key individual attributes: the positions, possessions and passions of America’s most affluent.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Target Market Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• First-Party Purchase Histories</td>
<td>• Financial Services</td>
</tr>
<tr>
<td>• Global Fraud Prevention Provider</td>
<td>• Luxury Merchandise</td>
</tr>
<tr>
<td>• Association/Club Memberships</td>
<td>• Premium Real Estate</td>
</tr>
<tr>
<td>• Professional Associations</td>
<td>• Philanthropy</td>
</tr>
<tr>
<td>• Yacht &amp; Aircraft Registrations</td>
<td>• Luxury Travel</td>
</tr>
<tr>
<td>• Public Records</td>
<td>• Publishing</td>
</tr>
</tbody>
</table>
Adstra Premium Audiences That Matter

Adstra Orbits

Adstra Orbits are defined not just by static demographics, but also by intent based on individual observations, driving greater relevancy and results for marketers.

Drive Greater Response Through Intent-Powered Lifestyle Clusters

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<td></td>
</tr>
<tr>
<td>256 MM Mobile</td>
<td>75</td>
</tr>
</tbody>
</table>

Key Audience Segments

- **Informed Online Shopper Audience** – Social media influencers who crave the spotlight and value brand names. Seek online ads that focus on product features and consumer reviews.
- **Big Box Audience** – Well-invested and active in their community. Looking for ways to save money without sacrificing quality. Coupons and special offers are a motivator.
- **Price-Driven Traditionalist Audience** – Hold traditional beliefs and value routine and familiar brands. Turns to traditional media for information and product recommendations.
- **24/7 Connected Audience** – City-dweller who is technologically, socially, and environmentally engaged. Not brand loyal but heavily influenced by advertising. Seeks new brands to enhance lifestyle.
Adstra Orbits

Adstra Orbits is powered by behavioral data that tracks a consumer’s online and brick-and-mortar shopping activity; shopping location; and media consumed while searching for products and services.

We combine this behavioral data with robust deterministic demographic data – providing an active picture of how the population is responding to the consumer ecosystem.

Sources
- Behavioral Data
- Online Shopping Data
- Brick-and-Mortar Shopping Data
- Location Data (Movement Patterns)
- Media Consumption Data

Target Market Categories
- Automotive
- Retail/CPG
- Technology
- Financial Services
- Healthcare
Adstra Media & Tech Consumption

Adstra Media & Tech Consumption data combines our powerful Consumer demographics with proprietary Orbits segmentation to deliver insights into media receptivity and technology consumption.

Tap Into Intent-Driven Media & Technology Consumption Data

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</tr>
<tr>
<td>256 MM Mobile</td>
<td></td>
</tr>
</tbody>
</table>

Key Audience Segments

- **Ad Receptivity** – Digital Display, Direct Mail, Email, Mobile Text, Streaming TV, Newspaper, and many more
- **Mobile Usage** – Low/Medium/High
- **Social Media Usage** – Low/Medium/High
- **Social Media Deal Site Usage** – Active Deal Site user
- **Tech Adoption Lifecycle** – Early Adopter/Late Majority/Phobic
- **TV Viewership** – Computer/DVR/Mobile/Streaming/Traditional, etc.
Adstra Premium Audiences That Matter

Adstra Media & Tech Consumption

Adstra Media & Tech Consumption segments are curated based on a combination of our own Adstra Consumer data and our proprietary Orbits audience.

We combine geodemographic data, online shopping behaviors, location data, and media consumed to fuel this powerful audience.

<table>
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</tr>
<tr>
<td>• Media Consumption Data</td>
<td>• Healthcare</td>
</tr>
</tbody>
</table>
Adstra Travel

Adstra Travel provides access to consumers who are in-market to travel. Tracking behavioral data on 90% of accessible devices across the US.

Serving Up In-Market Travelers Who Are Ready to Purchase

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>35 MM Digital</td>
<td>85</td>
</tr>
</tbody>
</table>

Key Audience Segments

- **Airline Travelers** – By Brand, Destination, Type (Business, First Class, Frequent, International, etc.)
- **Cruise Travelers** – By Brand, Luxury Brand
- **Travel Purchase** – By Booking Platform, Vacation Rental Site
- **Hotel Travelers** – By Luxury, Mid-Range, Economy
- **Car Rental** – By Brand
- **Travelers** – By Type: Camping, Experiential, RV, Spa Vacations, Ski Holidays, etc.
Adstra Travel

Adstra Travel offers access to travel prospects at the time they are ready to purchase. These digital audiences allow you to target the right audience for your travel campaigns – with both precision and scale.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Target Market Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Online behavioral data collected from direct publishers, networks, analytics partnerships, adtech integrations, and other proprietary sources</td>
<td>• Hotels &amp; Lodging</td>
</tr>
<tr>
<td></td>
<td>• Airlines</td>
</tr>
<tr>
<td></td>
<td>• Cruise Lines</td>
</tr>
<tr>
<td></td>
<td>• Online Travel Sites</td>
</tr>
<tr>
<td></td>
<td>• Car Rental Companies</td>
</tr>
<tr>
<td></td>
<td>• Spas &amp; Resorts</td>
</tr>
</tbody>
</table>
**Adstra Premium Audiences That Matter**

**Adstra Political**

Adstra Political provides the most comprehensive and current voter data available. It’s powered by Aristotle, enhanced by Adstra, and has fueled every successful U.S. Presidential campaign for decades.

<table>
<thead>
<tr>
<th>Total Audience</th>
<th>Segments</th>
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</thead>
<tbody>
<tr>
<td>191 MM Postal</td>
<td></td>
</tr>
<tr>
<td>453 MM Digital</td>
<td>565+</td>
</tr>
<tr>
<td>246 MM Mobile</td>
<td></td>
</tr>
</tbody>
</table>

**Key Audience Segments**

- **Political Affiliation by Party** – Democrat, Republican, Independent, Split Households, etc.
- **Voters by Demographic Attributes** – Affluent Voters, Millennial Voters, Boomer Voters, Hispanic/Latin American Voters, African American Voters
- **Issues & Causes by Type** – 2nd Amendment Supporters, Gun Control Supporters, Affordable Care Act Supporters/Opposition, LGBT Donors & Supporters, Pro Life/Pro Choice Supporters, Tax Reform Supporters, and more
- **Government** – Elected Officials, Employees, Influencers, Policymakers
- **Upcoming Election Cycle** – Early/Absentee/In-Person/Overseas Voters, 2022 First-Time Voters, New Congressional Districts, Swing State Congress/Senate

The Depth of Data Makes the Difference
Adstra Political

Adstra Political enables you to leverage an unprecedented array of individual insights from current voting history to issue affinity – utilizing the most current voter data available. It is rigorously updated to include the newest registrants by geography, in every district, in every state.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Target Market Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• State &amp; County-Level Registered Voter Files</td>
<td>• Fundraising</td>
</tr>
<tr>
<td>• Census Data</td>
<td>• Political Campaigning/GOTV</td>
</tr>
<tr>
<td>• Election Return Data</td>
<td>• Issue/Cause Support</td>
</tr>
<tr>
<td>• Proprietary Lifestyle &amp; Issue Data</td>
<td></td>
</tr>
<tr>
<td>• Social Profiles</td>
<td></td>
</tr>
</tbody>
</table>
Adstra Auto+ is the only multi-sourced, double-verified, garage-level, real world data for auto and motorcycle owners. Auto+ is the reliable alternative for vehicle marketers that have long demanded fact-based, not inferred data.

Delivering the Most Current, Accurate Vehicle Data

### Total Audience
- 193 MM Postal
- 260 MM Digital
- 118 MM Mobile

### Key Audience Segments

<table>
<thead>
<tr>
<th>Garage-Level Segments</th>
<th>In-Market Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Make/Model</td>
<td>• Make/Model</td>
</tr>
<tr>
<td>• Class/Style</td>
<td>• Parts/Service</td>
</tr>
<tr>
<td>• Fuel Type</td>
<td>• Financing/Insurance</td>
</tr>
<tr>
<td></td>
<td>• New/Used</td>
</tr>
<tr>
<td></td>
<td>• Dealer/Car Portal</td>
</tr>
</tbody>
</table>

### Segments
- 815+
Adstra Premium Audiences That Matter

**Adstra Auto+**

Our data collection and verification process makes the difference. Adstra Auto+ leverages a multitude of proprietary sources and known ownership records, ensuring the data is of utmost accuracy for make, model, year and more. For many years, this data has proven to out-perform all other automotive files for counts and response rates. Auto+ also includes in-market data segments, offering marketers greater access to active automotive shoppers.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Target Market Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sales &amp; Service Data</td>
<td>• Automobile &amp; Motorcycle Manufacturers</td>
</tr>
<tr>
<td>• Automobile Warranty Data</td>
<td>• Aftermarket Industry</td>
</tr>
<tr>
<td>• Aftermarket Repair &amp; Maintenance Facilities</td>
<td>• Financial Services</td>
</tr>
<tr>
<td>• Online Behavioral Data</td>
<td>• Vehicle Repair &amp; Maintenance</td>
</tr>
</tbody>
</table>
Adstra HCP offers the most complete spectrum of the healthcare industry – professionals that influence decisions regarding pharmaceuticals, insurance, medical supplies and more.

**Key Audience Segments**

- **Medical Professionals by Type** – Allied Health Practitioners, Dental Professionals, Nurses, Pharmacy Professionals, Physicians, Physician Assistants
- **Allied Health Practitioners by Specialty** – Counselors, Psychologists, Occupational Therapists, Physical Therapists, Social Workers, Veterinarians, and many more
- **Nurses by Specialty** – Nurse Practitioners, Clinical Nurses, Registered Nurses, Public Health Nurses, etc.
- **Physicians/Dentists by Specialty** – Many granular specialty segments are available as customs upon request

<table>
<thead>
<tr>
<th>Total Audience</th>
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<tbody>
<tr>
<td>12 MM Postal</td>
<td></td>
</tr>
<tr>
<td>30 MM Digital</td>
<td></td>
</tr>
<tr>
<td>11 MM Mobile</td>
<td></td>
</tr>
<tr>
<td><strong>20+</strong></td>
<td></td>
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</tbody>
</table>
Adstra HCP

Adstra HCP is built with our exclusive multifaceted, data architected process; and assembles full coverage of doctors, dentists, nurses and allied practitioners.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Target Market Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Licensing Bureaus</td>
<td>Financial Services/Insurance</td>
</tr>
<tr>
<td>Government Agencies</td>
<td>Publishing</td>
</tr>
<tr>
<td>Public &amp; Private Directories</td>
<td>Continuing Education</td>
</tr>
<tr>
<td>Medical Journals</td>
<td>Pharmaceuticals/Devices</td>
</tr>
<tr>
<td>Association Rosters</td>
<td>Premiums</td>
</tr>
<tr>
<td>Professional Memberships</td>
<td></td>
</tr>
</tbody>
</table>

Connect with Individuals who Possess Real Power within the Healthcare Industry
Adstra Health enables marketers to reach individuals based on ailment propensities, Rx by brand, health/wellness lifestyle data, and prevention indicators. Plus, it’s 100% HIPAA compliant.

**Adstra Premium Audiences That Matter**

**Adstra Health**

HIPAA Compliant, Consumer-Level Data

<table>
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<td>250 MM Postal</td>
<td></td>
</tr>
<tr>
<td>620 MM Digital</td>
<td></td>
</tr>
<tr>
<td>195 MM Mobile</td>
<td></td>
</tr>
<tr>
<td><strong>260+</strong></td>
<td></td>
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</tbody>
</table>

**Key Audience Segments**

- **Rx Conversion by Brand** – Abilify, Celebrex, Eliquis, Humira, Lyrica, Nexium, Pradaxa, Symbicort, Xeljanz, etc.
- **Ailment Propensity by Type** – Arthritis, Asthma/COPD, Diabetes – Types 1 & 2, Heart Disease, High Cholesterol, IBS, Parkinson’s – as well as ‘Sensitive’ segments like Cancer
- **Health & Wellness Lifestyle Indicators** – Fitness Score, Health Attitude Score, and more
- **Prevention Indicators** – Flu Shot, Men’s/Women’s Preventive Care, Pneumonia Vaccine, Tetanus, etc.
- **Therapy by Type** – Birth Control, Smoking Cessation, and more
- **SDoH Segments** – Target by motivations and lifestyle for more effective and relevant campaigns
Adstra Health

The broadest array of health segments available. Tiered audience segments give media buyers control of targeted performance vs. scale alone.

Offering full US coverage, Adstra Health data is managed through 100% HIPAA-compliant processes and platforms and deliver models that are 2x as predictive as the 'standard' approach.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Target Market Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Based on predictive models vs. content consumption indicators</td>
<td>• Pharma</td>
</tr>
<tr>
<td>• Expanded number of available variables for targeting models lifting performance</td>
<td>• Healthcare Professionals</td>
</tr>
<tr>
<td>• 100% HIPAA compliant</td>
<td>• Insurance</td>
</tr>
<tr>
<td></td>
<td>• Nursing/Long-Term Care Services</td>
</tr>
<tr>
<td></td>
<td>• Drug/Big Box Stores with Clinics</td>
</tr>
</tbody>
</table>
Adstra Caregivers

Adstra Caregivers enables marketers to reach likely caregivers of individuals over the age of 55 with precision and scale. This unique audience offers marketers a new way to target individuals who are at the center of health and wellness-related decisions for their families.

<table>
<thead>
<tr>
<th>Total Audience</th>
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</tr>
</thead>
<tbody>
<tr>
<td>150 MM Postal</td>
<td></td>
</tr>
<tr>
<td>280 MM Digital</td>
<td></td>
</tr>
<tr>
<td>75 MM Mobile</td>
<td>140+</td>
</tr>
</tbody>
</table>

Key Audience Segments

- **Caregivers by Relationship to Caregiver** – Spouse, Child, Sibling, etc.
- **Caregivers by Caregiver Ailment Propensity** – Arthritis, Cardiovascular Disease, Diabetes – Types 1 & 2, Kidney Disease, Parkinson’s, and more
- **Caregivers by Caregiver Lifestyle Indicators** – Passive Health Attitude, Smoking, Weight Loss, etc.
- **Caregivers by Caregiver Prevention Propensity Indicators** – Flu Shot, Pneumonia, Men’s/Women’s Preventive Care
- **Caregivers & Caregiver Demographics** – Age, Income, Location
Adstra Caregivers

The Adstra Caregivers proprietary audience leverages exclusive linking technology to identify familial connections to an individual, including spouses, children, grandchildren, and siblings – to serve up potential decision-making caregivers.

**Sources**

- Based on predictive models vs. content consumption indicators
- Expanded number of available variables for targeting models lifting performance
- 100% HIPAA compliant

**Target Market Categories**

- Pharma
- Healthcare Professionals
- Insurance
- Nursing/Long-Term Care Services
- Drug/Big Box Stores with Clinics
Adstra Premium Audiences – Privacy

Privacy by Design

• Adstra’s philosophy on privacy follows the framework of Privacy by Design

• We integrate privacy into our strategy, our product development & everything we do

• We can protect consumer privacy and provide relevant advertising – which benefits everyone involved

• We constantly strive to maintain unparalleled visibility with consumers – providing transparency and choice through our website

Adstra Privacy Policy:
https://adstradata.com/privacy-policy/
Thank you!