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**YTD September 2023 Financial Highlights**

**Record Nine Month Results**

<table>
<thead>
<tr>
<th>Metric</th>
<th>2023</th>
<th>% Change</th>
<th>2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Revenue</td>
<td>$611.7m</td>
<td>+16%</td>
<td>$526.7m</td>
<td></td>
</tr>
<tr>
<td>YTD September 2022:</td>
<td>$526.7m</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Revenue</td>
<td>$138.5m</td>
<td>+8%</td>
<td>$128.3m</td>
<td></td>
</tr>
<tr>
<td>YTD September 2022:</td>
<td>$128.3m</td>
<td></td>
<td>$62.0m</td>
<td>+11%</td>
</tr>
<tr>
<td>Adjusted EBITDA&lt;sup&gt;1&lt;/sup&gt;</td>
<td>$68.8m</td>
<td>+11%</td>
<td>$60.4m</td>
<td></td>
</tr>
<tr>
<td>YTD September 2022:</td>
<td>$60.4m</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>P/E&lt;sup&gt;3&lt;/sup&gt;</td>
<td>7.2x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted EPS</td>
<td>$17.56</td>
<td>+28%</td>
<td>$13.68</td>
<td></td>
</tr>
<tr>
<td>YTD September 2022:</td>
<td>$13.68</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net Debt</td>
<td>$81.7m</td>
<td>+44%</td>
<td>$56.6m</td>
<td></td>
</tr>
<tr>
<td>FY 2022:</td>
<td>$56.6m</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted Cashflow&lt;sup&gt;2&lt;/sup&gt;</td>
<td>$65.6m</td>
<td>+1%</td>
<td>$65.0m</td>
<td></td>
</tr>
<tr>
<td>YTD September 2022:</td>
<td>$65.0m</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FCF Yield&lt;sup&gt;4&lt;/sup&gt;</td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**
1. Subsidiary Earnings before interest, tax, depreciation, amortisation, non-cash charges and non-core operating expenses.
2. Cashflow from operations adjusted for exceptional costs incurred and paid during the year and settlement of one-off working capital items from the prior year.
3. Based on consensus FY23 Adj. Free Cashflow of $60.4m, and TIG share price as of Nov 10, 2023.
4. Based on consensus FY23 Adj. Free Cashflow of $60.4m, and TIG share price as of Nov 10, 2023.
19% Group organic revenue growth for LTM Q3 2023

Strong value propositions make for strong growth

**Online Marketing**

- LTM Q3'22: $28.3bn, 20% organic growth, $535m
- LTM Q3'23: $3.0bn, $640m

**Online Presence**

- LTM Q3'22: 506.8bn, 17% organic growth, $151m
- LTM Q3'23: 636.5bn, $177m

**Operational KPIs**

**Online Marketing KPIs**

<table>
<thead>
<tr>
<th>KPI</th>
<th>Q3'22 LTM</th>
<th>Q3'23 LTM</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Sessions (bn)</td>
<td>4.1</td>
<td>5.6</td>
<td>36%</td>
</tr>
<tr>
<td>RPM ($)</td>
<td>104</td>
<td>97</td>
<td>-7%</td>
</tr>
</tbody>
</table>

**Online Presence KPIs**

<table>
<thead>
<tr>
<th>KPI</th>
<th>Q3'22 LTM</th>
<th>Q3'23 LTM</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total domain years (m)</td>
<td>12.7</td>
<td>14.1</td>
<td>11%</td>
</tr>
<tr>
<td>Revenue per year ($)</td>
<td>10.03</td>
<td>10.81</td>
<td>8%</td>
</tr>
</tbody>
</table>

---

Note:

1. Pro-forma adjustment for acquired revenue, constant currency FX impact and non-recurring revenues
2. Based on analysis of c.85% of the search segment which can be adequately and reliably described by this KPI (only Tonic and Parkingcrew)
3. Based on analysis of c.86% of this segment which can be adequately and reliably described by this KPI
Closing in on global market leadership in each of our segments

**Online Marketing**

<table>
<thead>
<tr>
<th>Year</th>
<th>TIG OM Revenue</th>
<th>SYS1 Inc Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>198</td>
<td>476</td>
</tr>
<tr>
<td>2021</td>
<td>314</td>
<td>688</td>
</tr>
<tr>
<td>2022</td>
<td>588</td>
<td>827</td>
</tr>
<tr>
<td>H1 2023</td>
<td>304</td>
<td>315</td>
</tr>
</tbody>
</table>

Team Internet OM as % of System1 Inc

- 42%
- 46%
- 71%
- 97%

Note:
1. While no two businesses are identical, management believes these are the most similar businesses for which public information is available.
2. TIG Revenue figures are shown on Pro-Forma basis.

**Online Presence**

<table>
<thead>
<tr>
<th>Year</th>
<th>TIG OP Revenue</th>
<th>Tucows Domains Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>134</td>
<td>242</td>
</tr>
<tr>
<td>2021</td>
<td>145</td>
<td>246</td>
</tr>
<tr>
<td>2022</td>
<td>156</td>
<td>243</td>
</tr>
<tr>
<td>H1 2023</td>
<td>92</td>
<td>119</td>
</tr>
</tbody>
</table>

Team Internet OP as % of Tucows Domains

- 55%
- 59%
- 64%
- 77%

Note:
1. While no two businesses are identical, management believes these are the most similar businesses for which public information is available.
Latest Achievements

Ongoing focus on projects supporting organic growth

Klarna as a direct publisher
Fully onboarded to become a direct publisher with Zeropark creating novel opportunities for advertisers with Klarna’s 150 million users

Tier 1 Demand Partner of Sovrn
Zeropark upgraded to an exclusive status with Sovrn, a leading publisher technology platform, reaching 500 million active consumers each day

AI Powered Domain Search
Testing complete and soft launched within IBS with positive impact on conversion

Booking.com deal with Zeropark
TIG will connect high-intent travellers seeking their next getaway directly with booking.com

Shopify add-on
Shopify integration for Voluum has been completed enabling Shopify customers to feed their data into Voluum bolstering their ad, product and page performance

Partnership with Titan
One of group’s largest Retail brands
OnlyDomains entered into a partnership with Titan to offer customers premium business email with every domain name.

Launch of Adsolutely
Integrating ad feeds into digital space through advanced keyword pairing. All contextual placements are non-disruptive nurturing the website’s essence
Share Buyback Programme

Capital allocation policy geared towards greater shareholder returns

- Given the cash generative nature of the business the Board considers the Buyback Programme to be in the best interest of all shareholders
- The company has appointed its broker, Zeus Capital, to manage the programme independently of the Company
- More than £20m spent on the program to date, with £13.3m available for the remainder of the program

### Funds committed
£34.0m

### Share buyback limit
A total of 28,866,000 shares

### Funds available
£13.3m

### Shares in treasury
19,309,450 shares
as of November 10, 2023

Notes:
(1) Share buyback statistics are shown as of November 10th, 2023.
## Income Statement

<table>
<thead>
<tr>
<th></th>
<th>Sep 2023</th>
<th>Sep 2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>611.7</td>
<td>526.7</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Cost of Sales</strong></td>
<td>(473.2)</td>
<td>(398.4)</td>
<td></td>
</tr>
<tr>
<td><strong>Net Revenue (Gross Profit)</strong></td>
<td>138.5</td>
<td>128.3</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Gross Margin %</strong></td>
<td>23%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td><strong>Operating Expenses</strong></td>
<td>(105.2)</td>
<td>(89.4)</td>
<td>18%</td>
</tr>
<tr>
<td><strong>Share-Based Payment Expenses</strong></td>
<td>(3.5)</td>
<td>(3.8)</td>
<td></td>
</tr>
<tr>
<td><strong>Operating Profit</strong></td>
<td>29.8</td>
<td>35.1</td>
<td>(15%)</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA(^1)</strong></td>
<td>68.8</td>
<td>62.0</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Depreciation</strong></td>
<td>(2.3)</td>
<td>(2.1)</td>
<td></td>
</tr>
<tr>
<td><strong>Amortisation of intangible assets</strong></td>
<td>(28.1)</td>
<td>(21.1)</td>
<td></td>
</tr>
<tr>
<td><strong>Non-core operating expenses</strong></td>
<td>(5.0)</td>
<td>(6.0)</td>
<td></td>
</tr>
<tr>
<td><strong>Foreign Exchange Gain/(Loss)</strong></td>
<td>(0.1)</td>
<td>6.1</td>
<td></td>
</tr>
<tr>
<td><strong>Share-Based Payment Expenses</strong></td>
<td>(3.5)</td>
<td>(3.8)</td>
<td></td>
</tr>
<tr>
<td><strong>Operating Profit</strong></td>
<td>29.8</td>
<td>35.1</td>
<td>(15%)</td>
</tr>
<tr>
<td><strong>Net Finance Costs</strong></td>
<td>(8.8)</td>
<td>(14.1)</td>
<td></td>
</tr>
<tr>
<td><strong>Profit Before Taxation</strong></td>
<td>21.0</td>
<td>21.0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Income Tax Expense</strong></td>
<td>(7.2)</td>
<td>(14.5)</td>
<td></td>
</tr>
<tr>
<td><strong>Profit/(loss) After Taxation</strong></td>
<td>13.8</td>
<td>6.5</td>
<td>112%</td>
</tr>
</tbody>
</table>

### Notes:

(1) Earnings before interest, tax, depreciation, amortization, non-cash charges and non-core operating expenses

- Gross margins remaining stable in each business - product mix shifting with massive growth of Media Buying
- Increased amortisation primarily relates to non-cash charges in respect of 2022 M&A activity
- Non-core operating expenses continue to reduce over time
- Finance costs secured – debt refinancing lowered the interest rate from 7% plus 3m EURIBOR to 2.75% above SOFR (USD)
## Balance Sheet

<table>
<thead>
<tr>
<th>($, m)</th>
<th>Sep 2023</th>
<th>Sep 2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Current Assets</td>
<td>345.7</td>
<td>329.8</td>
<td>5%</td>
</tr>
<tr>
<td>Current Assets</td>
<td>184.0</td>
<td>178.0</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>529.7</td>
<td>507.8</td>
<td>4%</td>
</tr>
<tr>
<td>Non-Current Liabilities</td>
<td>183.0</td>
<td>40.7</td>
<td>350%</td>
</tr>
<tr>
<td>Current Liabilities</td>
<td>199.0</td>
<td>309.6</td>
<td>-36%</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>382.0</td>
<td>350.3</td>
<td>9%</td>
</tr>
<tr>
<td>Total Equity</td>
<td>147.7</td>
<td>157.5</td>
<td>-6%</td>
</tr>
<tr>
<td><strong>Total Equity and Liabilities</strong></td>
<td>529.7</td>
<td>507.8</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>($, m)</th>
<th>Sep 2023</th>
<th>Sep 2022</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross interest-bearing debt</td>
<td>166.8</td>
<td>142.2</td>
<td>17%</td>
</tr>
<tr>
<td>Financial Instruments²</td>
<td>1.4</td>
<td>0.0</td>
<td>n.m.</td>
</tr>
<tr>
<td>Cash</td>
<td>83.7</td>
<td>83.8</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Net debt</strong></td>
<td>81.7</td>
<td>58.4</td>
<td>40%</td>
</tr>
</tbody>
</table>

Net debt increased by USD 23.3m since September 30th due to:

- The Company returning cash to shareholders via a share buyback scheme (USD 20.5m)
- Dividend payment (USD 3.6m)
- Settlement of deferred contingent consideration (USD 17.9m)

Notes:
(1) Sep 2022 Net Debt figure does not include the Mark-to-Market (MTM) valuations of bond hedges of USD of 5.0m as of 30 September 2022;
(2) Represents mark-to-market valuation of interest swaps, which fix the variable interest component of USD 75m of bank debt;
(3) Includes gross cash, bank debt, prepaid finance costs and MTM valuation of interest rate swaps
Robust cash conversion

= 95%

of Adjusted EBITDA

We expect this to continue to normalise nearer to 100% over the remainder of the year

<table>
<thead>
<tr>
<th>Adj. Cashflow Bridge:</th>
<th>Sep 2023</th>
<th>Sep 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cashflow from operations</td>
<td>54.4</td>
<td>58.4</td>
</tr>
<tr>
<td>Exceptional costs</td>
<td>5.1</td>
<td>5.4</td>
</tr>
<tr>
<td>Settlement of working capital items</td>
<td>6.0</td>
<td>1.2</td>
</tr>
<tr>
<td>Adj. cashflow from operations</td>
<td>65.6</td>
<td>65.0</td>
</tr>
<tr>
<td>Adjusted EBITDA*</td>
<td>68.8</td>
<td>62.0</td>
</tr>
<tr>
<td>Adjusted Cash Conversion %</td>
<td>95%</td>
<td>105%</td>
</tr>
<tr>
<td>Income tax paid</td>
<td>(4.3)</td>
<td>(4.4)</td>
</tr>
<tr>
<td>Purchase of PPE</td>
<td>(1.7)</td>
<td>(0.6)</td>
</tr>
<tr>
<td>Purchase of intangible assets</td>
<td>(6.7)</td>
<td>(3.6)</td>
</tr>
<tr>
<td>Payment of lease liability</td>
<td>(1.1)</td>
<td>(1.6)</td>
</tr>
<tr>
<td>Interest paid</td>
<td>(9.0)</td>
<td>(7.0)</td>
</tr>
<tr>
<td>Adj. free cashflow</td>
<td>42.8</td>
<td>47.8</td>
</tr>
<tr>
<td>Adjusted Free Cash Conversion %</td>
<td>62%</td>
<td>77%</td>
</tr>
</tbody>
</table>

Notes:
1) Adjusted Cash Conversion is defined as Adj. Cashflow from Operations divided by Adj. EBITDA
01 Highlights
02 Financial results
03 **Business profile**
04 Strategy and Outlook
Team Internet holds leading positions in select niche markets, driving great results

- **Tonic**: Leading Google AFD based media buying platform
- **parkingcrew**: Globally leading domain parking platform
- **Vergleich.org**: #1 product review portal in German-speaking Europe
- **CentralNic Reseller**: #2 global domain name distribution network
- **Voluum**: Leading Cloud based analytics SaaS for eCommerce affiliates
- **ZeroPark**: Emerging Commerce Media platform
- **CentralNic Registry**: #1 registry services provider for nTLDs
Team Internet creates a vibrant, symbiotic ecosystem, connecting a vast supply with substantial demand.

PF LTM H1 ‘23 value flows, Sankey presentation

- Social Media: 35%
- Native: 25%
- Search Ads: 7%
- Domains: 7%
- Alternative Publishers: 4%
- Contextual Ads: 3%
- Domain Registries: 17%
- Value Added Services: 2%

Cost of Sale OM: $489m
Cost of Sale OP: $114m
Gross Profit: $191m
Revenue OM: $623m
Revenue OP: $171m
Total Revenue: $794m

- Search: 67%
- Ecommerce: 6%
- Affiliate Advertisers: 5%
- Analytics SaaS: 1%
- Resellers: 14%
- SMB: 4%
- Corporates: 2%
- Registry: 1%

Cost of Sale OM: $489m
Reinforcement Learning: 4
Cost of Sale OP: $114m
Gross Profit: $191m
Revenue OM: $623m
Revenue OP: $171m
Total Revenue: $794m

PF LTM H1 ‘23 value flows, Sankey presentation
Qualifies and monetises referral traffic globally

Story

Launched in 2016, TONIC. considers itself as one of the leading monetisation platforms for a wide range of traffic supply partners around the globe.

Mission

TONIC. is the best traffic monetisation platform for partners - driven by technological leadership, trust and innovative power.

Vision

TONIC. connects all user requirements by providing highly relevant services and products in a sustainable environment.

USP

- Highest payouts through high quality traffic
- Enhanced data and API services enabling marketers to optimise their campaigns in real-time
- Trusted partner relations and high compliance standards

Supply

- 315+ million unique visitors a month
- 258,000 campaigns
- Serving ads in 160+ countries

Demand

Competitive Landscape

- TikTok
- Taboola
- Outbrain
- Google
- Yahoo!
- Bing
- Sedo
- Systems
- BODIS
• Example implementations
ParkingCrew

Turning your domains into profit

Story

Launched in 2011 in Munich, ParkingCrew monetises type-in traffic for thousands of domain investors globally

Mission

Empower domain investors to effortlessly monetise their portfolios through accessible and user-centric solutions

Vision

Transform unused domains into valuable assets

USP

- High revenue shares for partners due to low overhead costs - a result of extensive automation
- Enhanced template and keyword optimisation
- Personal assistance from industry experts

Competitive Landscape

Supply

- 354 million domain registrations across all TLDs
- 32+ million active domains on ParkingCrew
- 305 million visitors monthly

Demand

- Registrars
- Domain owner
- traffic.club
- Google
- ZEROPARK
- yahoo!

Buy, Park, Sell. Domains
ParkingCrew Example implementations

Mobile Flow

Desktop Flow
Adslutely

Product Differences and Traffic Flow

Key Features

AI based keyword selection optimized for highest value
Redirected to related terms and ad page
3-Click-Model with ads only experience
Higher Clickthrough Rates (CTR)

Traffic Flow

ABSOLUTELY PLACEMENT
The keyword box is integrated on the publishers content page. Keywords are created according to the content. Once clicked the user is redirected to a parked page.

PARKED PAGE / RELATED TERMS
The related terms consist of topics that further qualify the interest of the user.

AD PAGE
Once a related term was clicked the user will see targeted ads. Revenues are generated upon ad clicks.

Related Search on Content (pagehub)

Google selects and displays search terms related to content
Search ads are displayed on the page itself
2-Click-Model with ads and organic search results
Lower CTR but larger advertiser base (higher Earnings per-click)
Strategic priority: creating a virtuous circle

**Organic growth**
- New customer wins
- Growing existing customers, and cross-selling our services
- Launching new products and contracting with new suppliers

**Operating leverage**
- Achieve cost savings in future periods by continuing our integrations
- We expect operational gearing to continue to enhance margins as the Group scales

**Focused bolt-on M&A**
- Targets matching our own recurring revenue and cash generation
- Share buybacks as a benchmark for acquisition cashflow return on investment

**Competitive cost of capital**
- Buyback equity from free cashflow
- Retain Net Debt / EBITDA ratio of < 2 and interest coverage of > 5x
How will Team Internet look in the next 10 years?

01. More diversified
02. More global
03. More vertically integrated
04. Firmly rooted in the values we defined
Social Commerce Vision: $80bn TAM according to McKinsey\(^1\)

1. Current discrete business models:
   - Meta
   - TikTok
   - TONIC.
   - Google
   - Amazon

2. Incumbents’ vertical integration efforts:
   - Google
   - VGL
   - Amazon
   - Incumbents’ vertical integration efforts:
     - Marketplaces, Shop
     - Inspire, Spark [Stream, Collections, Interesting Finds]

1A. Future aspirations:
   - Meta
   - TikTok
   - TONIC.
   - Google
   - Amazon

Note:
Comes with:

• 10+ years of online advertising experience
• Type-in traffic monetisation expertise
• Media buying expertise
• Advanced media buying algorithms

Expands in:

• Product Listing Ads (PLA)
• Retail Media
• Media buying expertise transfer to Zeropark

Drive high intent customers to leading online and household brands and local merchants.

Financials:

Consideration: $2.4m
FY22 Revenue: $2.7m
FY22 Gross Profit: $1.1m
FY22 EBITDA: $0.7m
Team Internet recap

Helping online consumers make informed choices

- A leading global internet solutions company, operating in two highly attractive markets: high-growth digital advertising (Online Marketing segment) and domain name management solutions (Online Presence segment)

- Our segments include:
  - Online Marketing: creating privacy-safe and AI generated online consumer journeys that convert general interest online media users into confident high conviction consumers through advertorial and review websites
  - Online Presence: a critical constituent of the global online presence and productivity tool eco system, where we serve as the primary distribution channel for a wide range of digital products;

Outlook

- The Directors are confident in the Group’s strategic investments in innovation, integration, and global expansion, anticipating performance at least in line with current market expectations for the year.
- With high cash reserves, strong operating cash generation, and committed credit facilities, the Company is fully funded to execute its strategy to simultaneously invest in the future and return cash to shareholders

5.6 bn online consumer engagements in LTM Q3’23
14.1 m domain years processed in LTM Q3’23
51% / 49% revenue split between Americas / Rest of the world
Thank you
Glossary of Terms

**Adtech**
An umbrella term for advertising technology

**Artificial Intelligence or ‘AI’**
The theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages

**Cost Per Click or ‘CPC’**
The price paid for each click in pay-per-click (PPC) marketing campaigns

**Cost Per Thousand or ‘CPM’**
A marketing term that refers to the cost that an advertiser pays per one thousand advertisement impressions on a web page

**Country Code Top-Level Domain or ‘ccTLD’**
An internet Top-Level Domain generally used or reserved for a country, a sovereign state, or a dependent territory e.g. .uk, .jp

**Domain Name Registrar**
An organisation or commercial entity that manages the reservation of internet domain names

**Domain Name System or ‘DNS’**
A hierarchical distributed naming system for computers, services, or any resource connected to the internet or a private network

**Domain Years**
Number of domain years sold (number of domains x number of years). Used instead of number of domains as occasionally customers register or renew domain names for multiple years

**Registry Operator**
An entity that maintains the database of domain names for a given Top-Level Domain and generates the zone files which convert domain names to IP addresses. It is responsible for domain name allocation and technically operates its Top-Level Domain, sometimes by engaging a Registry Service Provider

**Registry Service Provider**
A company that performs the technical functions of a TLD on behalf of the TLD owner or licensee. The registry service provider keeps the master database and operates DNS servers to allow computers to route internet traffic using the DNS

**Revenue Per Thousand or ‘RPM’**
A marketing term that refers to the revenue generated per one thousand advertisement impressions on a web page

**Top-Level Domain or ‘TLD’**
The suffix attached to internet domain names e.g. .com, .net

**Visitor Sessions**
Number of times a domain was viewed
Appendix
In Online Marketing, Team Internet helps online consumers make informed choices – an evergreen purpose

01
Team Internet does so by creating consumer journeys that convert general interest media users into high conviction online consumers.

02
Team Internet engages by offering contact points on social media, publisher websites and search engines by placing ads\(^1\) for broad categories.

03
Team Internet educates the online consumer through easy to understand advertorials and review websites.

04
By working with world leading aggregators, Team Internet has access to commercial inventory that closely matches the consumer’s intent.

05
Team Internet is particularly good at this due to machine learning on billions of consumer interactions, providing superb insights into the psychology of online consumers.

Note:
(1) Team Internet (and its syndication partners) place ads on social media, publisher websites and search engines.

What does this look like in real life?
Consumers on social media are run through brief consumer guides before being referred to a recommended merchant.

Social media user experience:

1. Team Internet places ads for broad categories on social media or native content networks, in this example on Facebook\(^1\). If an online consumer is interested in the category, they click on the ad.

2. An online consumer is then forwarded an advertorial website where the online consumer learns what it needs and clicks on a link for a more specific category.

3. The online consumer is then presented related search terms to further close in on their intent.

4. The online consumer is then shown the ad most relevant to the online consumer’s intent. Once the consumer clicks Team Internet is paid.

5. The online consumer then arrives on the offering of the most relevant vendor, in this instance T-Mobile\(^2\).

Note:
(1) Facebook is an example of a supplier. They provide traffic, and Team Internet pays for it; (2) T-Mobile is an example of a customer. Team Internet refers a customer and gets paid for it.
Search engine users are directed to review websites before buying the product of their choice at an ecommerce partner

Search engine user experience:

01 Team Internet places ads for product categories on search engines. Due to a vast inventory of high-quality product review content, Team Internet would also appear high in the organic search ranking.

02 The online consumer is then presented a choice of relevant products where we identify the best, the most affordable, the best price-quality and bestseller products – consumers are typically happy to adopt one of these four strategies.

03 The online consumer then clicks out to the merchant with the offer that comes closest to their intent or need. When the consumer checks out of the ecommerce partner’s site, Team Internet is paid.
Online consumers value the noise reduction and privacy – value is captured through commercial alliances

**Value Creation**

**Online consumers:**
- Only see the most relevant ads
- Never see malicious ads
- Only proceed if they interact (no auto forwarding / redirecting)
- Have more information to make a confident, informed choice
- Remain private as no third-party data is collected or shared

**Value Capture**

**Merchants:**
- Appreciate the pre-informed, high intent online consumers who convert more frequently and return goods less often
- Increase their reach to media outside the media buying domain
- Pay a fee for the referral or a commission for a completed transaction

Team Internet’s AI based, dynamically optimised portfolio of:

- Advertorial websites
- Comparison websites
- Special interest micro sites

Team Internet and its partners place a broad array of contact points in the form of ads

Consumer engages with a Team Internet ad on social media or the web

Team Internet prequalifies merchants to be in front of the consumer

Consumer engages with the or one of the proposed merchants

Merchant pays Team Internet, through an aggregator or directly

Team Internet provides the consumer with helpful content
In Online Presence, Team Internet is a leading distribution channel for domains and one-stop shop for their users

**Market features**
- Subscription revenues
- Huge customer stickiness - only 3% of customers change suppliers each year
- Upsell/bundling opportunities
- Healthy acquisition pipeline

**Team Internet’s value adds**
- Comprehensive domain selection
- Technical excellence
- Compliance management
- Centralised billing/payments
- Expert customer service/advice