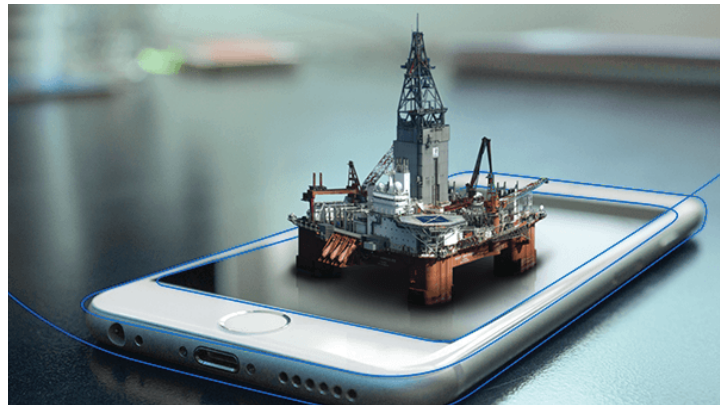


## We are the rig.

Telco DMP was established as a means to leverage Sprint's innovation venture to ignite mobile data monetization services on behalf of the carrier. Through its evolution, Telco

DMP developed the tools, technologies and compliances necessary to extract raw carrier assets, build products and diversify revenue streams for Sprint, democratizing network-level mobile data. Through the application of Sprint's most valuable asset (customer profile data), Telco DMP has transitioned into what can be described as the industry's first true customer data curator.

Telco DMP's differentiator lies in our ability to uncover the real who, the actual where and the undeniable why. Harnessing the insights from over 30 of the industry's top data sources – processing over 80 terabytes of daily data from the Sprint family of networks – Telco DMP provides brands, agencies, publishers, ISVs and carriers an unparalleled view of consumers in real time, presenting the ability to connect with those customers during the precise micro-moments of their day-to-day lives.



## Agile and secure.

**Compliant**

Telco is the gold standard in telco privacy and security. Our policies are independently certified, confirmed, and reviewed by CFIUS.

**Transparent**

Complete transparency into how your data is being used. Take comfort in knowing you have always-on access in all ways.

**Controlled**

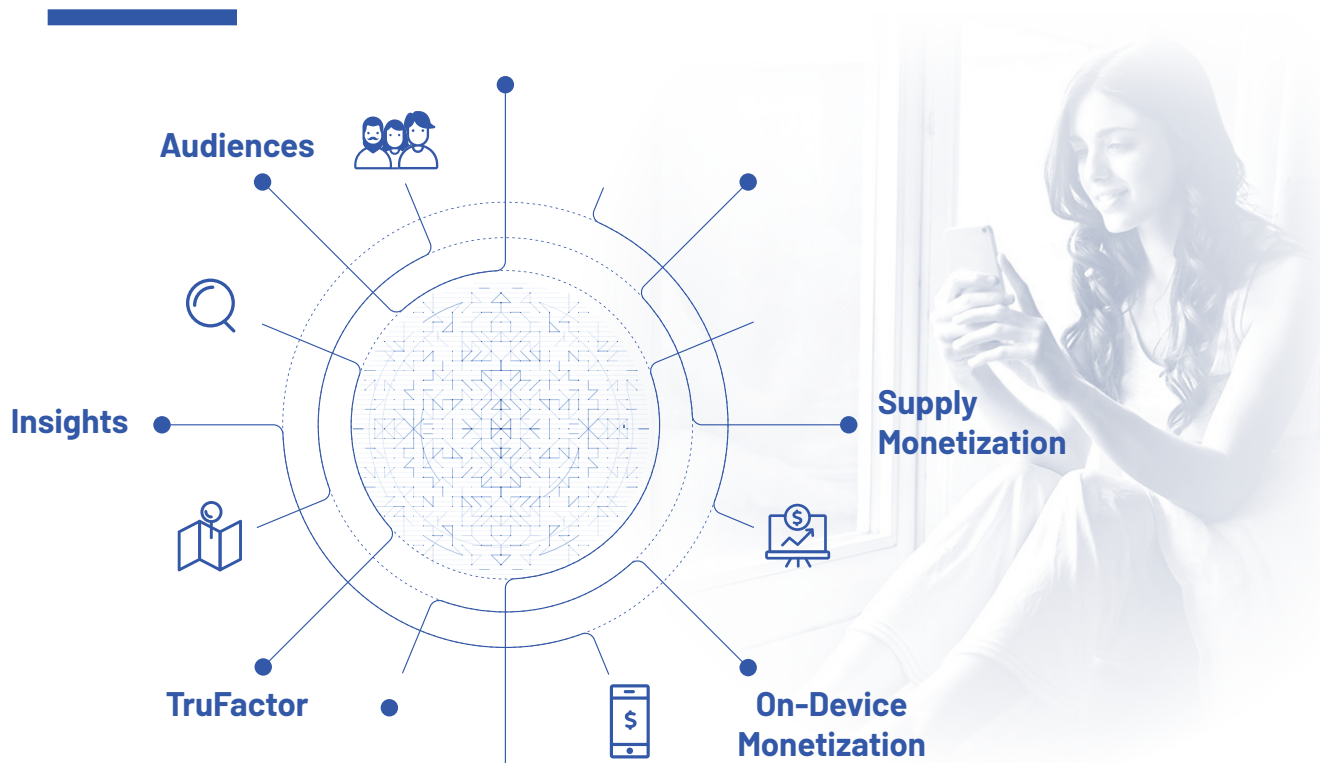
You manage the levers to control how your data is exhibited to partners.

## Raw. Real. Human.

Data is the currency of today's global economy, an ecosystem where time is the most important commodity. It's no longer about the big beating the small, but the fast beating the slow. Telco data is the only source that uncovers the actual rapid-pace thought and fluid change of consumers. No longer segment and target by income, age or generation—break from conformity and tap into the fluidity of mobile.

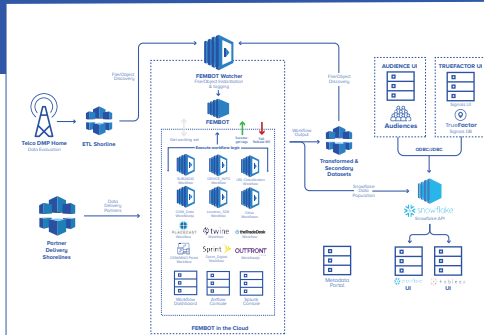


## How your business grows.



# TRUFACITOR

The TruFactor platform is your Telco DMP – ingesting and curating data as a means of distilling, sorting and elevating data to strategic knowledge. TruFactor transforms raw network-level mobile data into a format that is consumable, accessible and actionable by all lines of business and functions. Through the analyzation of mobile behavioral data and raw location signals, we help out-of-home operators and outdoor advertisers understand the consumers who are engaging with their media, revealing insight into how commuters think, act and move in-and-out of home. Mobile media attribution minimizes waste and maximizes ROI, leading to the discovery of the real who and actual where in shaping responsive media, informing re-engagement, and optimizing messaging & creative.



**OUT-OF-HOME  
ADVERTISING  
FINANCE**

GOVERNMENT  
HEALTHCARE  
ECOMMERCE



## INSIGHTS

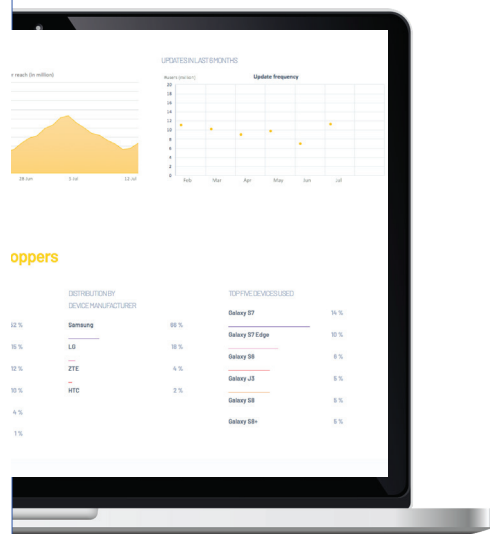
Backed by ground-truth consumer data, our Insights engine identifies the demographics, psychographics, location and behavioral traits to help brands engage with customers in ways that matter to them. From uncovering a brand's best customer to discovering new market opportunities, our Insights products put brands ahead of the competition and in front of their customers when it matters most.

## AUDIENCES

Our data science experts use proprietary machine learning and predictive modeling algorithms to develop audiences that accurately reflect the genuine behaviors and movements of consumers. Our audience methodology is continually reviewed and optimized to match real-time trends and scale, resulting in peak performance and maximum ROI. Our Persona algorithms are continually optimized to match real-time trends and scale, resulting in peak performance and maximum ROI.

Demographic information from verified network data ensures you reach your precise intended audience by gender, age, household income or ethnicity.

Our intent, interest and lifestyle-based personas are curated and continually updated to reflect the genuine behavior and location of mobile consumers.



## ON-DEVICE MONETIZATION



Whether it's dynamic out-of-the-box preloads or a targeted notification, we help brands find the right mix of channels to reach high-quality users, drive acquisition and increase revenue.

### TOP APPS

Our flagship app distribution product, offering a creative solution to drive installs.

### PREMIER PLACEMENT

Connect with millions of users out-of-the-box at device activation.

### UNCLUTTERED

Your app is one of four vs. one of 2 million.

### MEASURED SUCCESS

15K to 75K monthly installs with sustained performance.

## SUPPLY MONETIZATION

Stand out from the crowd with premier placement. TruFactor's industry-leading on-device preloads offer creative solutions for driving installs. In-market targeting capabilities allow you to reach users based on your parameters, such as device or operating system. With a wide array of products, we can help you find the right mix to drive user acquisition and maximize revenue.

# The new currency of our global economy.

We live in a digital world that's continually creating deep, insightful records about who we are as individuals. Lack of data is not the issue – implementation is. It takes artistry, craftsmanship and speed to transform real-time data into something actionable and measurable. In an economy where it's no longer about the big beating the small but the fast being the slow, our combined assets – the adtech prowess of our platform and the inherent ingenuity of our people – will be our north star that guides us to global success.