

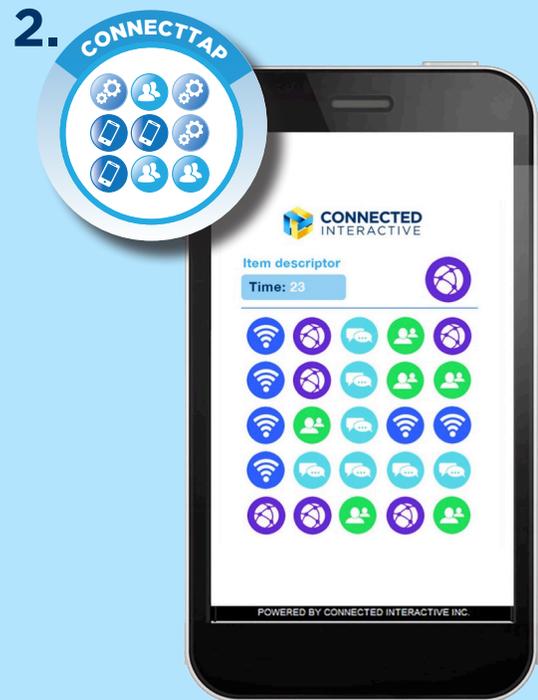
Connected Interactive has launched a new suite of adver-games that provide turn-key opportunities for brands to engage audiences

- ✓ Adver-gaming is a rising form of digital advertising that utilizes a branded gaming unit in order to promote a brand's product or service
- ✓ The purpose of the Adver-game is to engage audiences in a fun and captivating manner, which also generates brand consideration post play
- ✓ All of Connected Interactive's Adver-games are 100% customizable, can include video plus pre- and post-game interactions, and are sold on a CPE (cost per engagement) basis

Connected Interactive's adver-game solutions have shown to generate high levels of engagement among users:

- ✓ **10-20% Average CTRs***
- ✓ **90 seconds:** the average amount of time spent per user within an ad-unit*
- ✓ **2.3 replays:** the average number of replays per user*

*Based on previous Connected Interactive campaigns-results can vary depending on the scope of the overall engagement.



Connected Interactive's new suite includes four distinct games available for brand 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