

theTradeDesk® Fact Sheet

 www.TheTradeDesk.com

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Founded in November 2009, The Trade Desk (Nasdaq: TTD) is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize more expressive data-driven digital advertising. These ad campaigns can be delivered across ad formats including display, video, audio, native and social, on a multitude of devices, such as computers, mobile devices, and connected TV. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and Enterprise™ APIs enable custom development on top of TTD's platform.

LEADERSHIP TEAM



Jeff Green
Chief Executive
Officer, Founder



Rob Perdue
Chief Operating
Officer



Dave Pickles
Chief Technology
Officer, Founder



Paul Ross
Chief Financial
Officer



Brian Stempeck
Chief Client
Officer



Susan Vobejda
Chief Marketing
Officer



Vivian Yang
Chief Legal Officer

EMPLOYEES

800+ worldwide

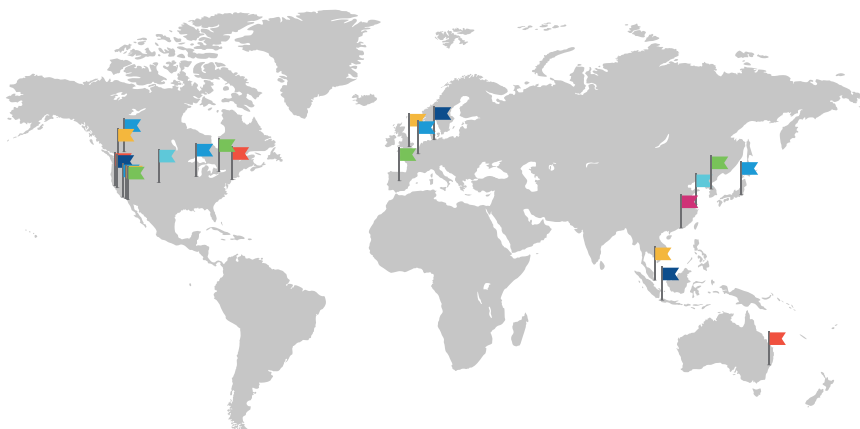
OFFICES

Ventura, CA
(Headquarters)
Aliso Viejo, CA
Los Angeles, CA
San Francisco, CA
San Jose, CA

Boulder, CO
Denver, CO
Seattle, WA
Bellevue, WA
Chicago, IL
New York, NY

Toronto
Madrid
London
Paris
Hamburg
Singapore

Jakarta
Hong Kong
Shanghai
Seoul
Tokyo
Sydney



FINANCIALS

Revenue \$308M in FY17
up 52% over FY16

Net Income \$50.8M in FY17
up 52% over FY16

BOARD OF DIRECTORS

Jeff Green, CEO, Founder + Chairman

Rob Perdue, COO

Kate Falberg, Board Member
and Investor

Thomas Falk, CEO, Evaluate Group

Eric Paley, Managing Partner,
Founder Collective

Gokul Rajaram, Caviar Lead, Square

David Wells, CFO, Netflix

OUR INVESTORS

Beyond our management team, board of directors, and advisors, The Trade Desk is backed by an outstanding group of investors, including: Hermes Growth Partners, Founder Collective, IA Ventures, Ron Conway, and Wider Wake Networks.



CLIENTS

The Trade Desk's clients run the gamut, including:

- Agency trading desks and sophisticated buyers
- Ad networks offering new services in real-time-bidding (RTB)
- Data owners looking to leverage information

Clients benefit from a full breadth of resources and support, including a proprietary learning curriculum, The Trading Academy. The Trade Desk is committed to superior customer service and has achieved more than 95% client retention for 18 straight quarters.

COMPANY CULTURE

We maintain a strong culture at The Trade Desk and believe that serves as a long-term advantage in running our business. Characteristics like grit, humility and collaboration drive the culture of our Company. We are proud to have been named as one of the best places to work by multiple organizations and seek to maintain that strength to lead our future growth.

AWARDS

- **#2** on *Glassdoor's* Best Software Companies to Work for in 2018
- **#11** on FORTUNE 100 Best Medium Workplaces 2017
- **#20** on *Glassdoor's* Best Places to Work 2017
- *Outside's* Best Places to Work 2017 – fourth year in a row!
- *Crain's* Best Places to Work in NYC 2017 – fourth year in a row!

PHILANTHROPY

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MEDIA INQUIRIES | tradedesk@5wpr.com



PRODUCT PORTFOLIO

The core product lines in The Trade Desk platform are:



Demand Side Platform (DSP)

The command and control center for creating, activating, optimizing, and analyzing programmatic campaigns



Data Management Platform (DMP)

Onboard and manage advertiser data, purchase third-party data, and customize audience models for activation



Publisher Management Platform (PMP)

Flexible and centralized solution for managing first-party direct deals and leveraging a robust third -party deal library



Enterprise™ APIs

Whether you're jumping into real-time bidding for the first time, or looking to become more competitive in the market, Enterprise™, The Trade Desk's APIs, have everything you need to build a completely customized and scaled omnichannel bidding platform