

theTradeDesk® Fact Sheet

 www.TheTradeDesk.com

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The Trade Desk is a technology company that empowers buyers of advertising. Since 2009, our self-service platform has helped marketers plan, forecast, and purchase digital media more easily and effectively. We give ad buyers the data-driven insights they need to target the right audiences across every device, channel, and ad format — including display, video, audio, native, social, and Connected TV. Our integrations with major data, inventory, and publisher partners ensure maximum reach. And our Enterprise APIs let you customize our software to meet your needs.

LEADERSHIP TEAM



Jeff Green
Chairman, CEO
& Founder



Dave Pickles
Chief Technology
Officer & Founder



Brian Stempeck
Chief Strategy
Officer & Director



Vina Leite
Chief People
Officer



Paul Ross
Chief Financial
Officer



Susan Vobejda
Chief Marketing
Officer



Vivian Yang
Chief Legal Officer



Shelley Zajic
Chief Talent
Officer

FINANCIALS

Revenue \$477MM in FY18, up 55% over FY17

Net Income \$88.1MM in FY18, up 74% over FY17

BOARD OF DIRECTORS

Jeff Green, Chairman, CEO, & Founder

Brian Stempeck, Chief Strategy Officer & Director

Lise Buyer, Founder & Managing Partner,
Class V Group

Kate Falberg, Board Member & Investor

Thomas Falk, CEO, Evalua Group

Eric Paley, Managing Partner, Founder Collective

Gokul Rajaram, Caviar Lead, Square

David Wells, Board Member and Advisor

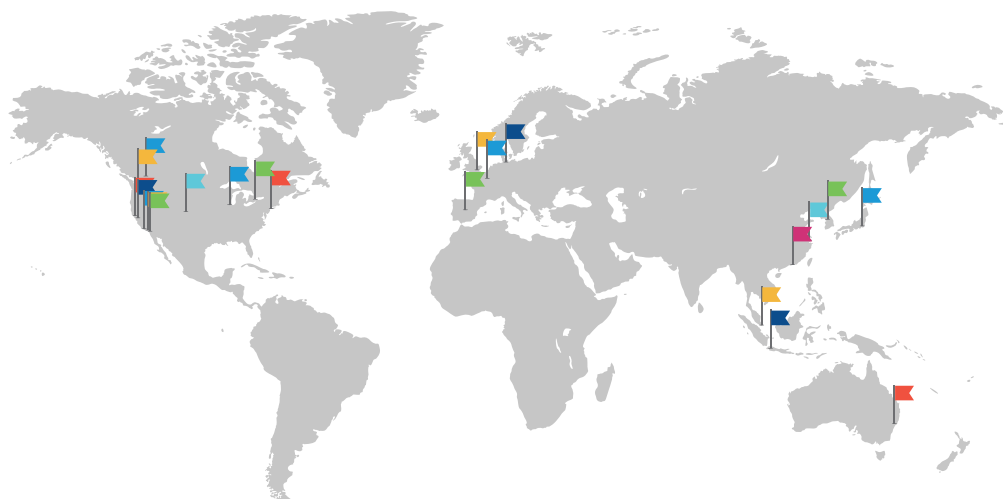
EMPLOYEES

1000+ worldwide

OFFICES

Ventura, CA (HQ)
Aliso Viejo, CA
Los Angeles
San Francisco
San Jose, CA
Boulder, CO
Denver
Seattle
Bellevue, WA
Chicago
New York City
Toronto

Madrid
London
Paris
Hamburg
Singapore
Jakarta, ID
Hong Kong
Shanghai
Seoul
Tokyo
Sydney





CLIENTS

The Trade Desk empowers advertisers around the world to create sophisticated, omnichannel advertising campaigns. We work with advertising agencies and trading desks, brands and marketers, and businesses using our APIs to build their own real-time bidding services. Our clients benefit from a full breadth of resources and support, including our proprietary learning curriculum, Trading Academy. We're committed to superior customer service, which is one reason we've achieved more than 95% client retention for 18 straight quarters.

COMPANY CULTURE

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

AWARDS

- #2 on FORTUNE 100 Best Medium Workplaces in 2018
- #2 on Glassdoor's Best Software Companies to Work for in 2018
- #2 on FORTUNE Best Place to Work in Technology, in the small/medium company category
- Best DSP — ClickZ MarTech Awards 2019
- Best Marketing Automation Platform — Digiday Marketing and Advertising Awards Europe 2018
- Best Marketing Technology Solution 2018 (UK) — The Wires

PHILANTHROPY

Strategic corporate giving partners to  **water.org**®

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 all your programmatic campaigns



Data Management Platform (DMP)

A unified solution for onboarding and managing advertiser data, purchasing third-party data, and customizing 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



Koa™

Powerful artificial intelligence that enhances decisioning so advertisers can extend audience reach and spend more efficiently



Planner

Comprehensive tool for developing data-driven media plans using audience insights, and accelerating campaign performance from the start



Enterprise APIs

Everything you need to build a customized omnichannel bidding platform, whether you're new to real-time bidding or looking to be more competitive in the market