

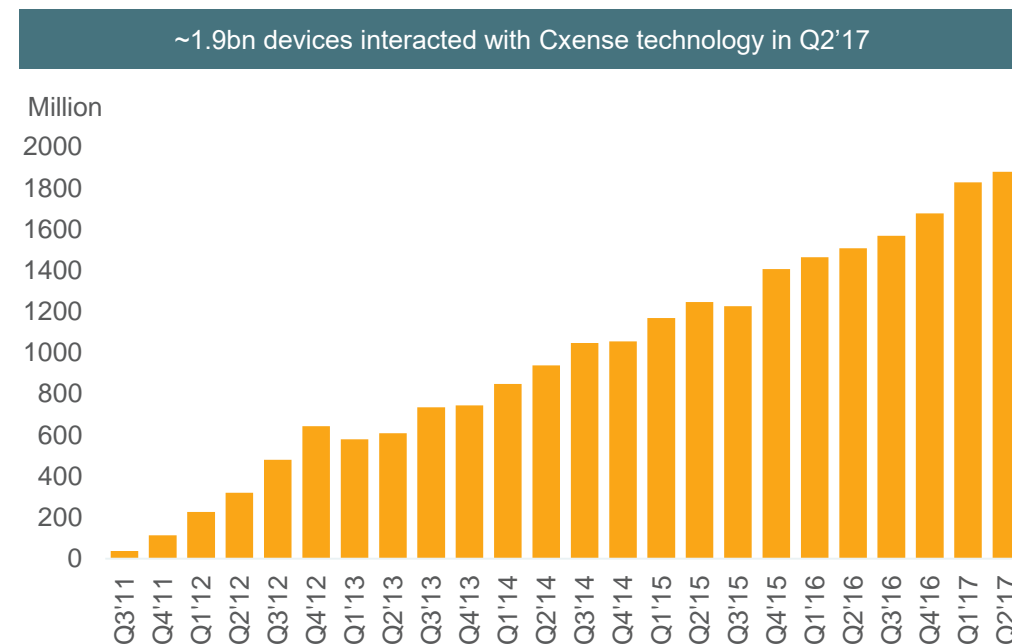
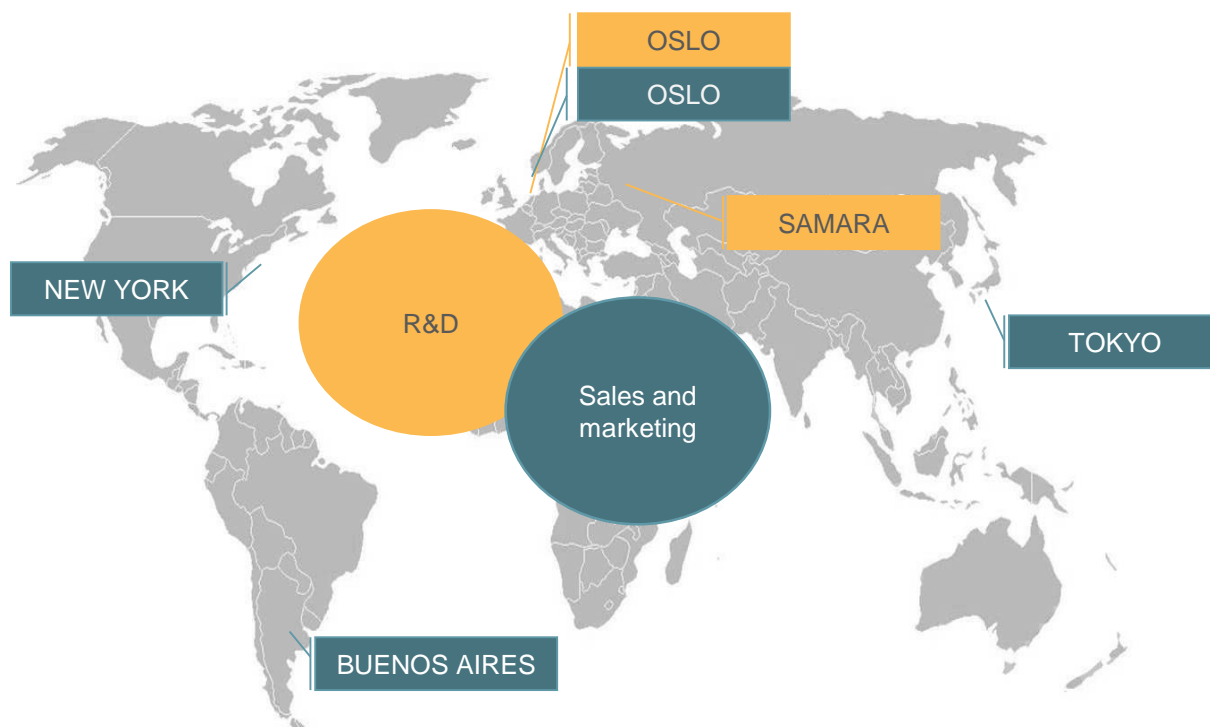


Sharpening focus on DMP & personalization

Q2 2017 results presentation | 24 August 2017

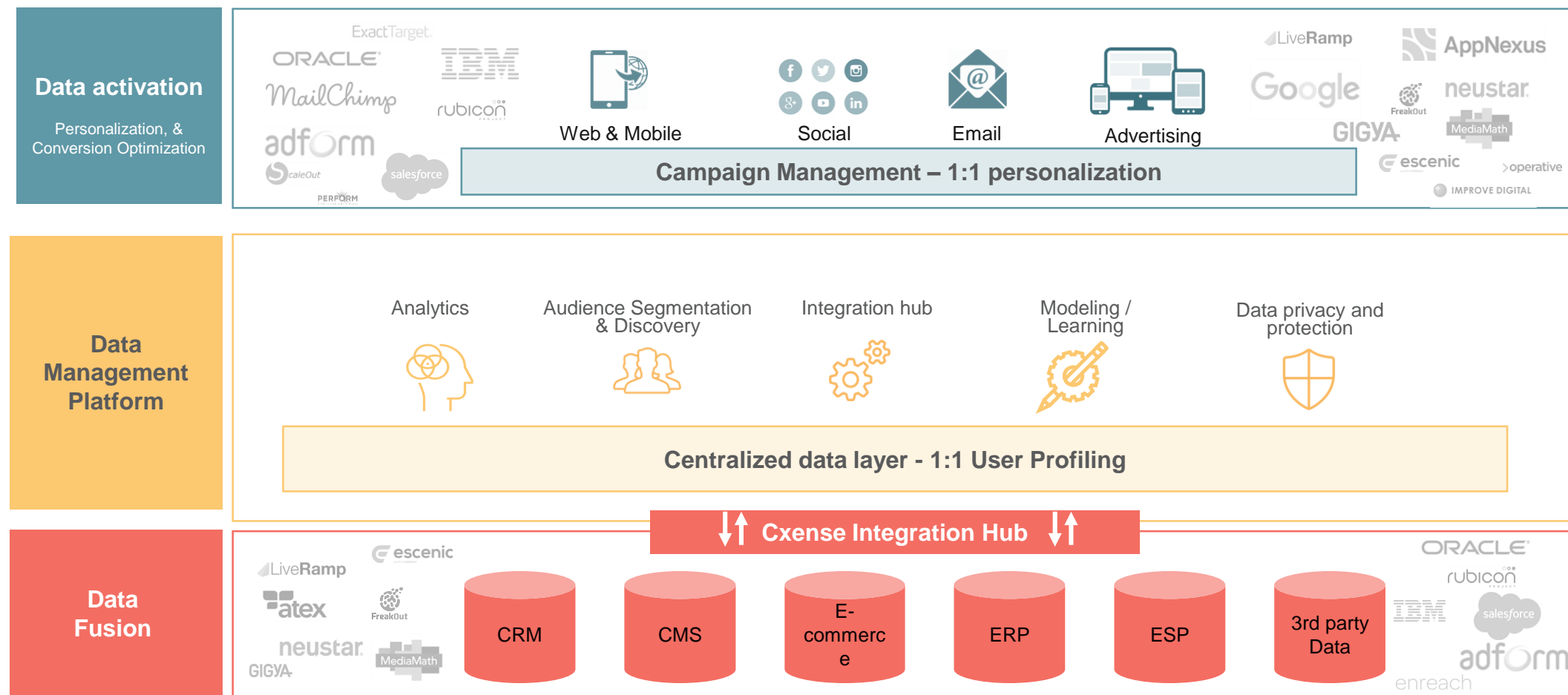
A SaaS company with a leading DMP & intelligent personalization solution

Customers are publishers/media and retail/ecommerce companies with online sites/apps | Serving +350 customers and +7,000 sites today
 Sales and professional services through offices in Europe, Americas and Asia | R&D in Norway and Russia | Listed on Oslo Stock Exchange



Device = Browser with unique history. A user using Opera, Firefox and Chrome on one PC equals 3 devices.
 Mobile, iPad and so on are devices, as is one PC with several unique logins

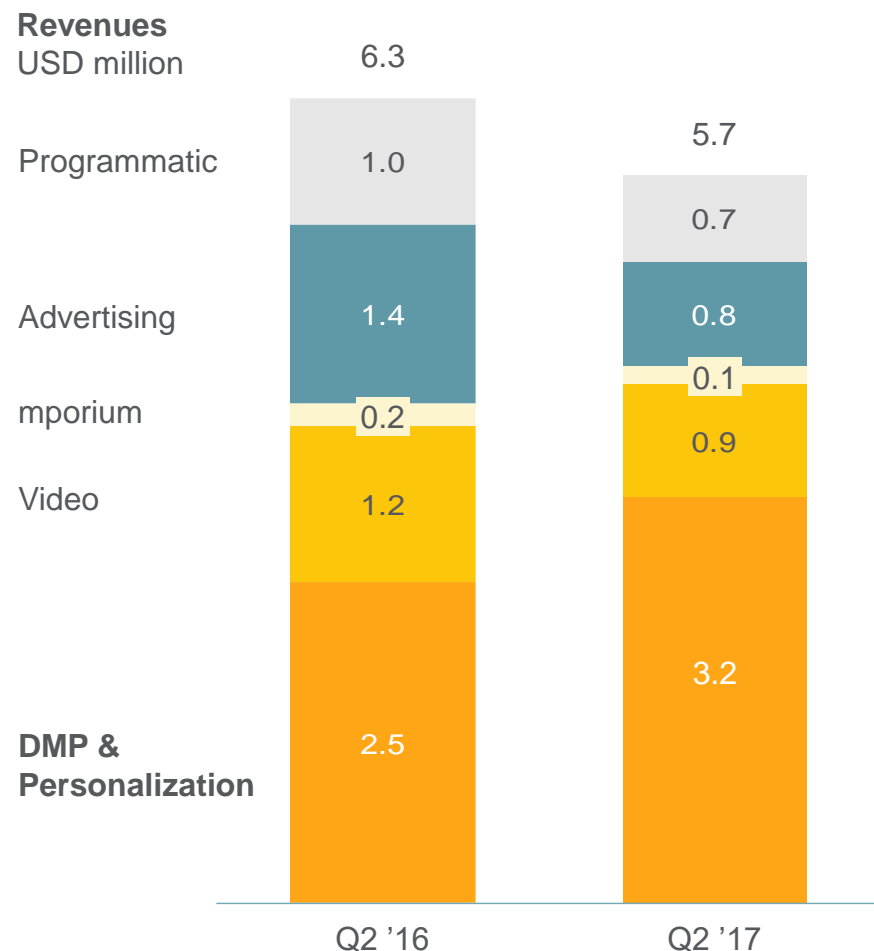
Trend towards a centralized data management platform



Digital Marketing Market of USD 33.3bn whereof DMP comprise USD 1,2 billion. 15% CAGR**

* 2016 Shea & Company, LLC
 ** Persistence Market Research 2017.

DMP & Personalization grows 28%, while churn from non-core segments turns overall growth negative



- Data management and intelligent personalization software grows 28% y/y
- Churn from non-core business continues to hamper overall growth
- Strong market and several solid customer wins, but slower than expected growth
- New sales team has yet to show significant effect
- Q2 2017 EBITDA of USD -4.6 million
- Acceleration plan initiated to strengthen growth potential and reduce capital demand

Sharpening focus on DMP & personalization to accelerate growth



Measures to accelerate growth

- Moving "back to our roots" - focus on DMP and personalization technology
- Scale down North American operation and run it with fewer sales FTE's and with significant support from HQ in Oslo
- Divest non-core assets

Path to profitability

- Target quarterly OPEX reduction of USD 3m
- Target gross margin increase of 5% through ongoing hosting cost reduction initiatives
- Target EBITDA loss of USD 0.5m in Q1 2018
- Cxense to invest in growth going forward, but will aim to fund and support proven Go-To-Market models

Cxense data management and personalization solutions will continue to capture market share



Customer need:

**Use data to
deliver what
people want
online**

Cxense offering:

**Leading data
management &
intelligent
personalization
software**

- The divestment of non-core activities will enable the Cxense organization to focus on the core offering
- Our SaaS solution is well received by larger customers with a more complex architecture
- Reduce focus on “off-the-shelf” solutions to smaller customers
- 15 experienced sales FTE’s, supported by our R&D organization and Professional Services Team, to strengthen its role as discussion- and solution partner with existing- and new clients
- In Q217 50% of new sales is up-sell to the existing client base, and thus we are moving in the right direction

Selected Q2 wins



The biggest online ad network in
the Baltics
DMP to drive ad revenue



Free daily Metro Newspaper
**DMP with Personalization to
improve user loyalty and ad
revenue**



Leading Japanese magazine
publisher
DMP to drive ad revenue



US Online TV provider
**DMP with Personalization to
increase subscription**



Leading Danish Business media
**Segment modelling (DMP) to
increase ad revenue**



Canadian Marketing & advertising
company
DMP to drive ad revenue

Cxense help leading publishers and marketers across the globe to drive **user loyalty** and **digital revenue**



The biggest online ad network in Portugal
DMP to drive ad revenue



Organization for the media and advertising industry in Romania
Advanced analytics and DMP to drive ad revenue



The largest multimedia group in Latam
DMP with Personalization to drive ad revenue and user loyalty



Leading digital sales house in South Africa
DMP to drive ad revenue



Leading Norwegian Media company
DMP with Personalization to drive ad revenue, user loyalty & subscription revenue



Leading Japanese Publisher
DMP with personalization to drive user loyalty and subscription revenue

The new rules of competition

Data is your most valuable resource

Consumers in control | Infinite array of choice | Relevance is critical

Cxense offers a leading data management platform (DMP) with intelligent personalization



1 Unique user tracking

2 Rich user profiles & segmentation

3 Real-time personalization



User Profile

Cxense User ID 13582808835611410522184
External User ID ABC1234

Desktop	139	90.25%
Tablet	8	5.19%
Mobile	7	4.54%

Gender
FEMALE
Age
31 YEARS

Top Interests



Top Intent

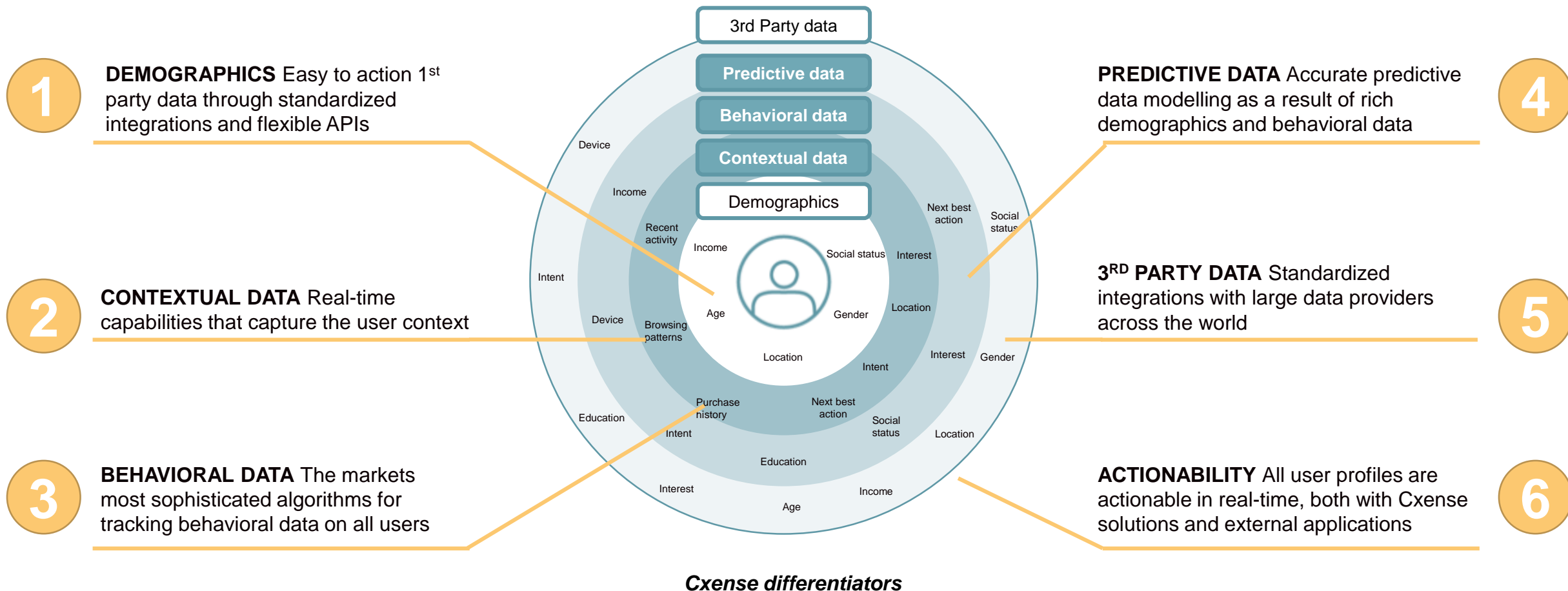
iphone 5s
hotel berlin
breaking bad
playstation 4
siemens washing machine
action camera
zara

External Customer Data

Segments	CRM Data	Purchase History	Other
	Expiry Date	Segment Score	
Female Hipster	01/2014	95	
Food enthusiasts	05/2015	10	
Barcelona Fan	06/2014	85	
Apple Fan	02/2015	20	



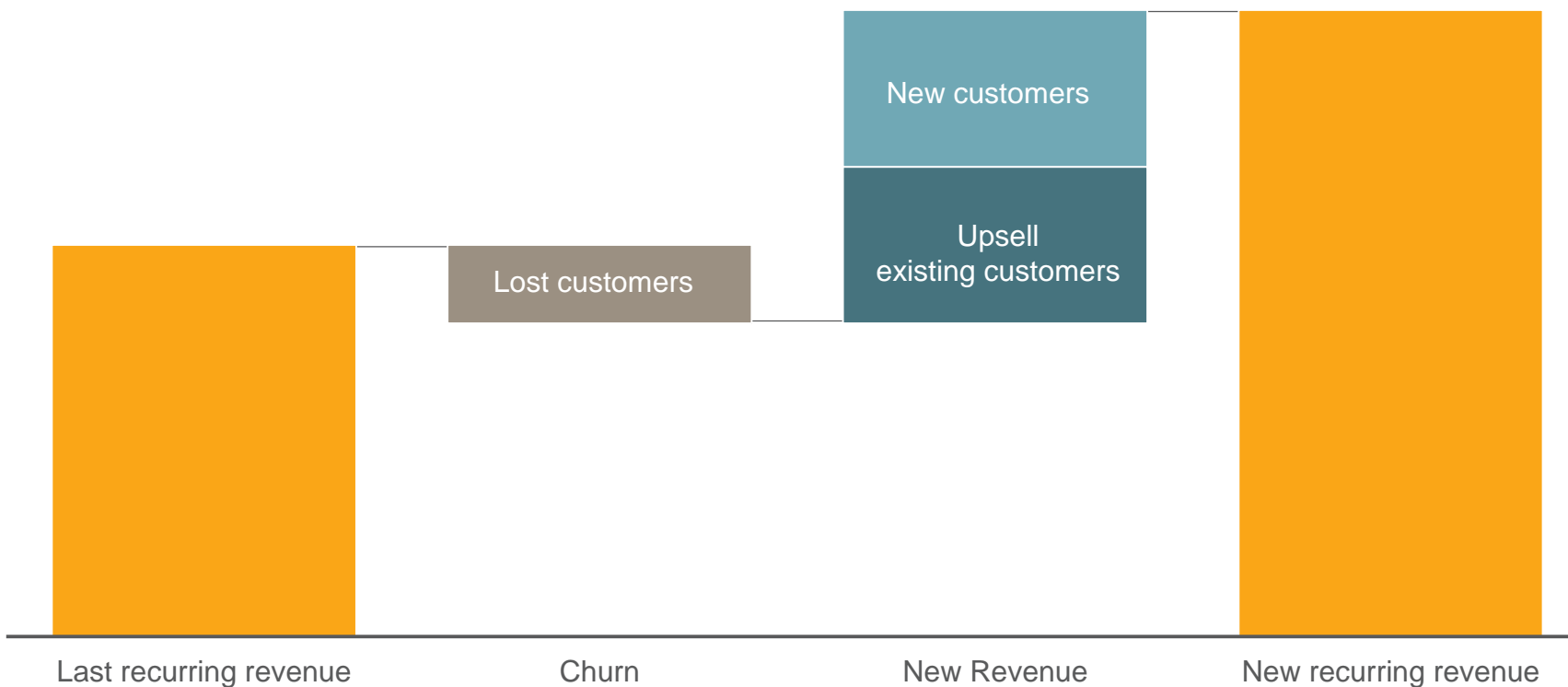
Rich and actionable user data is critical to deliver a personalized user experience



Growing recurring revenues from existing + new customers

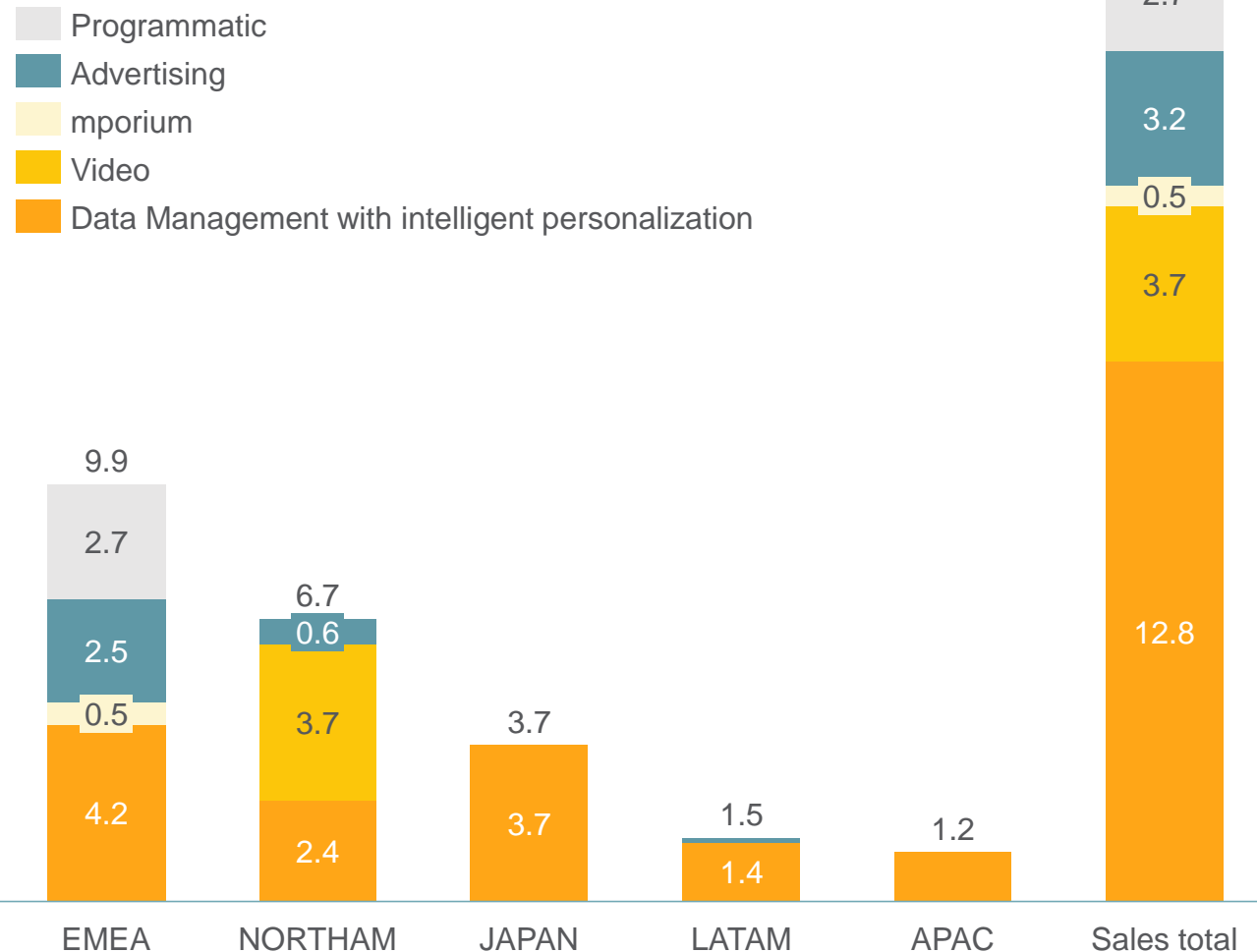
SaaS recurring revenue business model

Illustrative



USD 13 million annualized revenue base on core business

Annualized revenues, Q2 2017, USD million



Non-core business

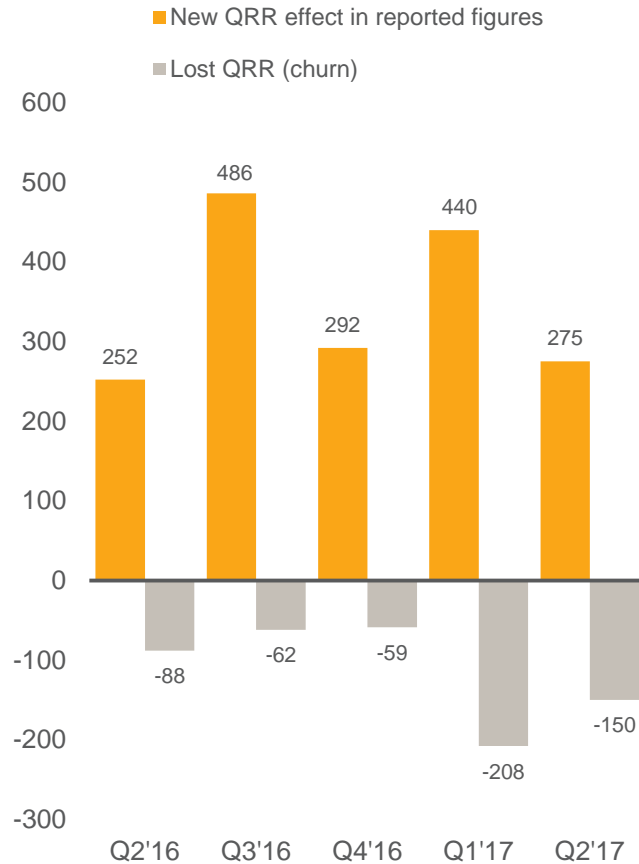
- Programmatic advertising network with Spanish market position. Publicar S.A and management is co owner
- Cost efficient Display adserver (Emediate)
- Display advertising delivery optimization software (Maxifier)
- US Video hosting, transcription and search software portfolio
- Mporium: 21.2% stake in UK based advertising technology company
- Assets and investments with estimated combined market value of USDm 21

Core business

- Data Management with intelligent personalization software with solid position in Europe and Japan and some strong customers in the US
- Recurring revenue portfolio
- 80-85% gross margin after hosting costs

Solid net growth in core business segment

DMP with Intelligent Personalization

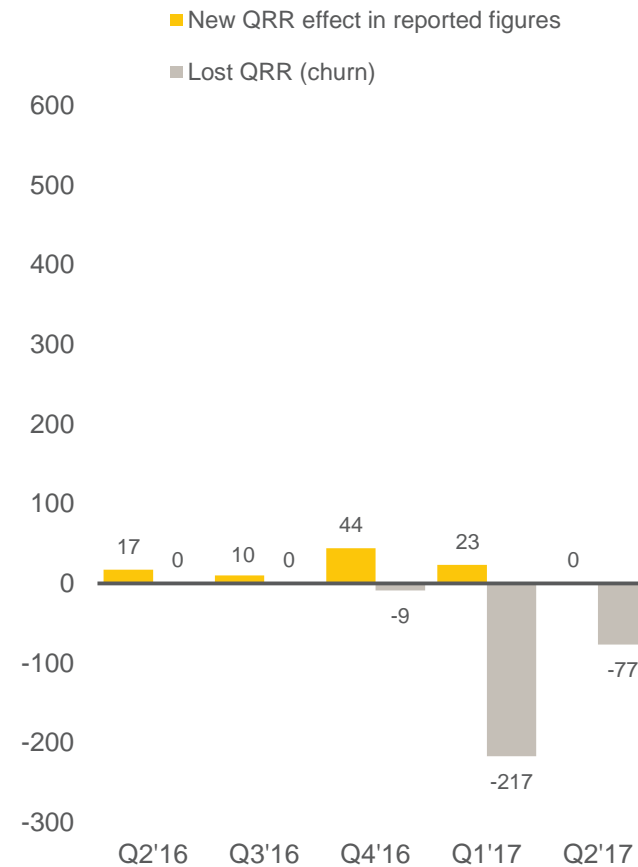


Underlying annualized organic segment growth:

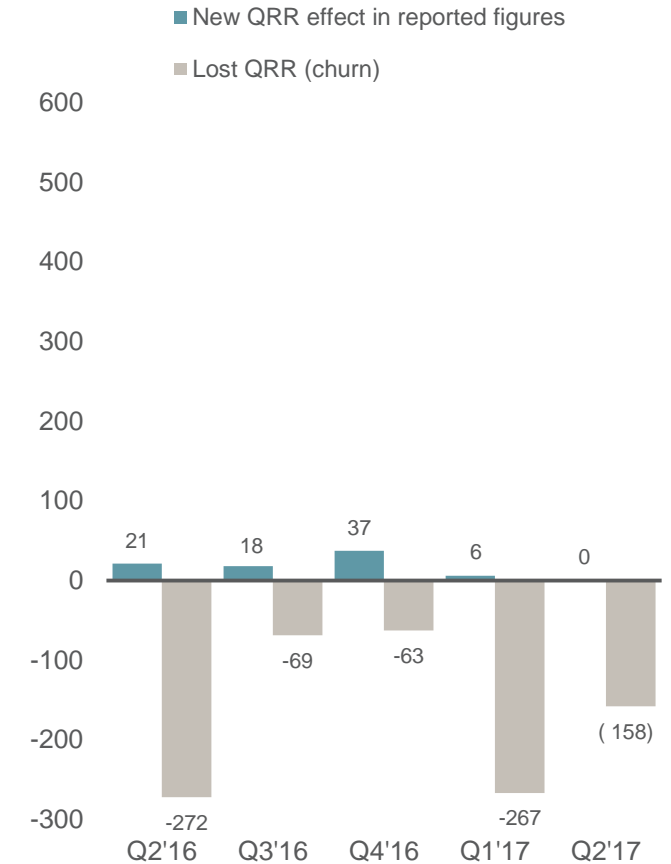
37%

23%

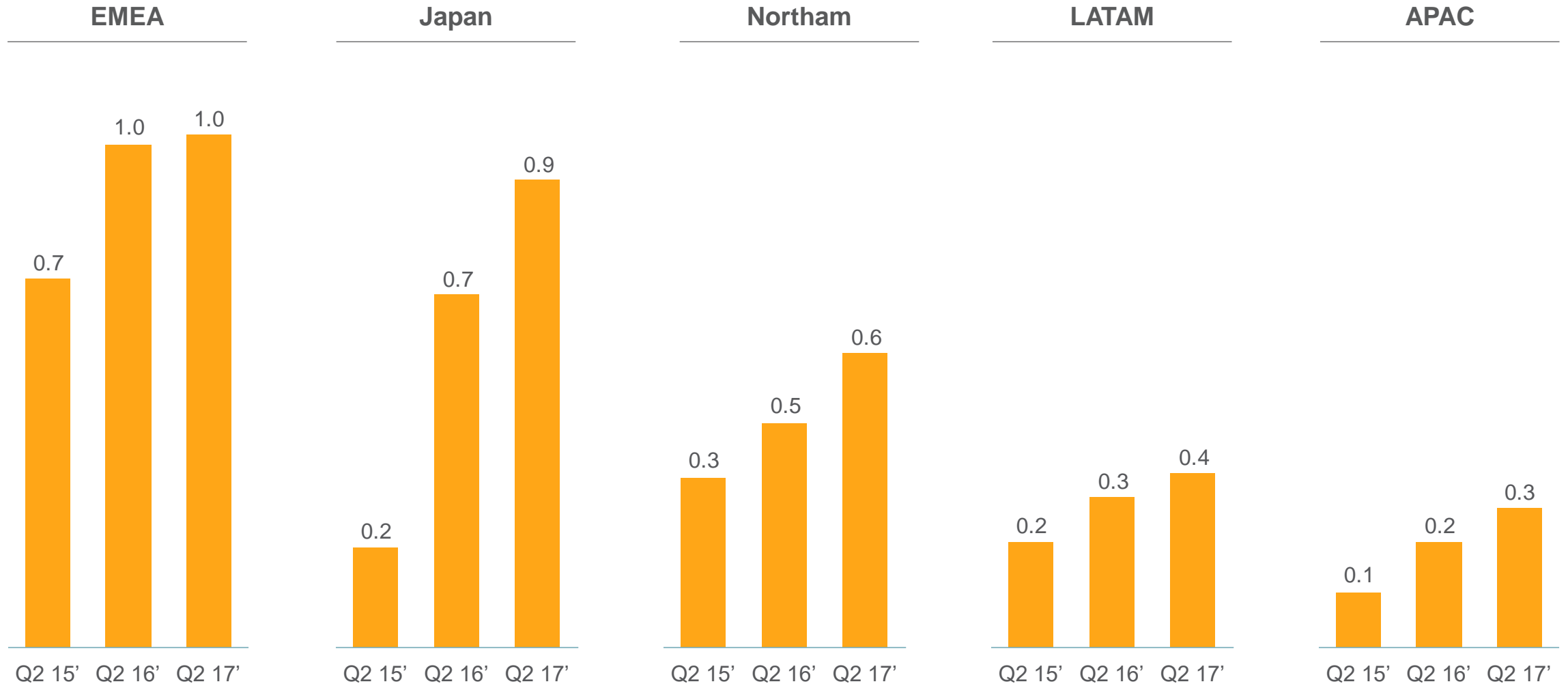
Video



Advertising

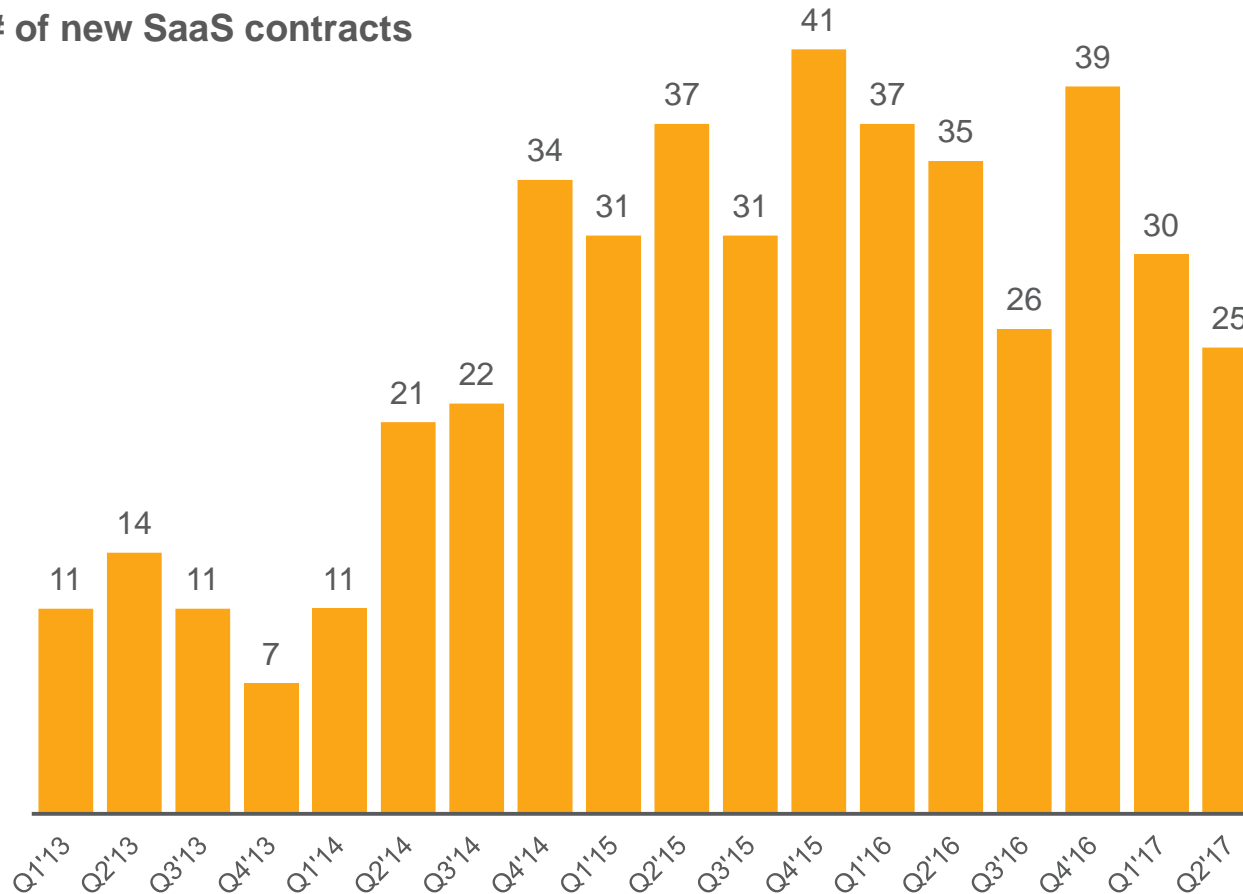


DMP and Personalization with growth in all regions



Fewer than expected new contracts in Q2

of new SaaS contracts



- Opportunities slide due to longer than expected sales cycles
- 8 of 25 new SaaS contracts and 50% of new sales in Q2'17 was upsell to existing clients
- All new contracts were for data management and personalization software

Profit and loss statement

<i>USD 1,000</i>	Q2 2016	Q2 2017
PCAN segment	990	677
<i>Advertising software</i>	1 448	861
Mporium	185	131
<i>Video</i>	1 230	896
<i>Data Management & Intelligent personalization</i>	2 518	3 188
Inter-segment elimination	(41)	(26)
Revenues	6 330	5 729
OPEX	5 904	8 427
Non-IFRS OPEX adjustments	(204)	(882)
OPEX adjusted	5 700	7 545
EBITDA	(1 310)	(4 572)
EBITDA adjusted	(1 106)	(3 690)

- Data management and intelligent personalization software grows 28% y/y
- Churn from non-core business continues to hamper overall growth – consolidated revenues down 9%
- Strong market and several solid customer wins, but slower than expected growth
- New sales team has yet to show significant effect
- Adjusted quarterly due to Sales & Operation organization increase
- Actions required to strengthen growth potential and reduce cash burn

Acceleration plan – main action points

Clearer Positioning and strengthened growth potential

- Clearer positioning with divestment of non-core business areas
- Remove churn from non-core business areas
- Focus all sales and marketing efforts towards one segment

Gross Margin improvement

- US hosting project launched in July – moving hosting from lease to more cost efficient co-location
- Japan hosting switch from Softlayer to Packet – Q3 roll out
- Re-routing of non-realtime queries to less expensive hosting capacity

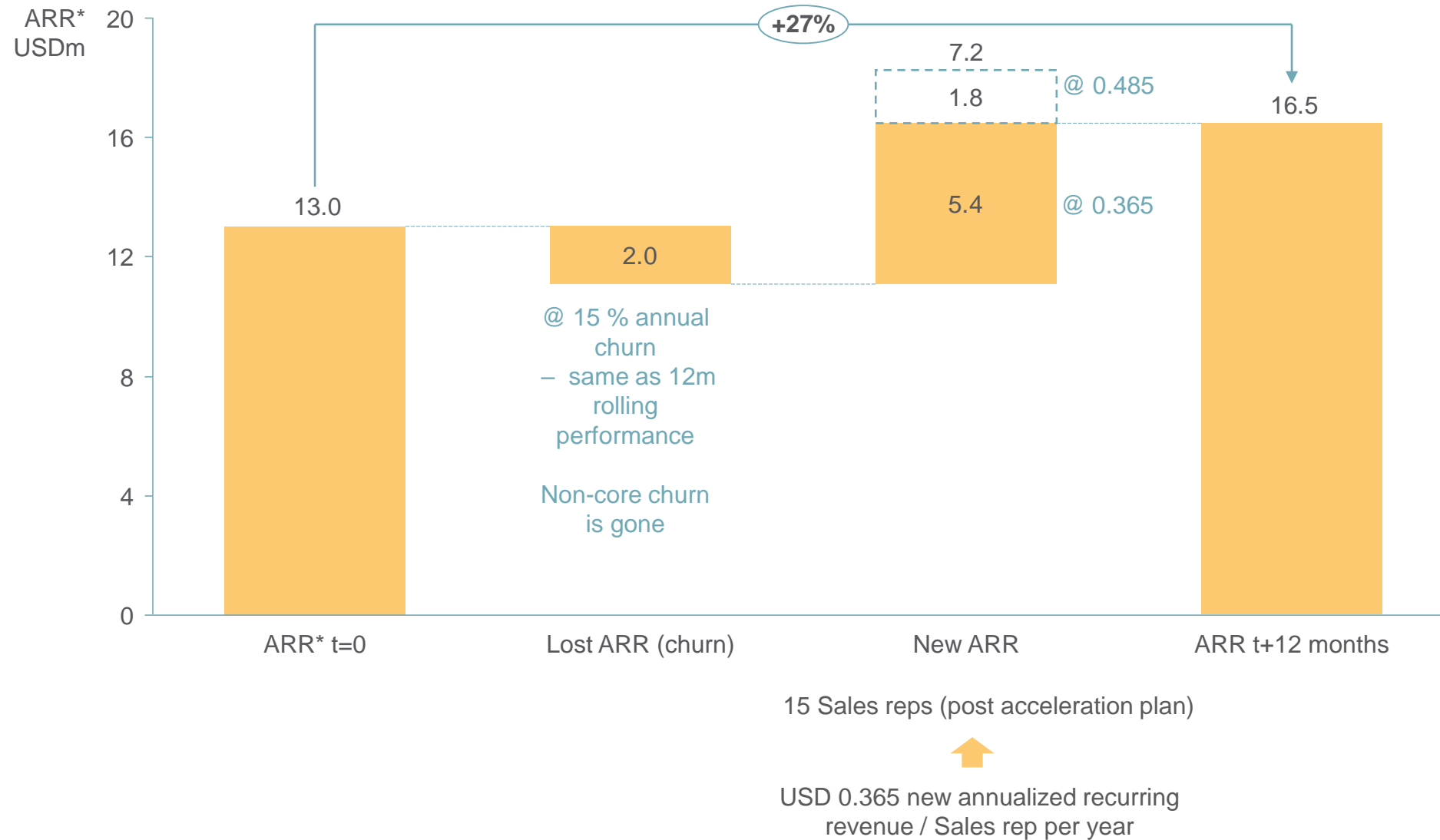
Organizational optimization

- Reduce quarterly OPEX by USD 3 million with full effect from Q1 2018
- Consolidate US office structure.
- Move maintenance development of all non core business to Russia Development Center
- Simplify account management and admin processes with one main product area

Acceleration plan – timing and target effects

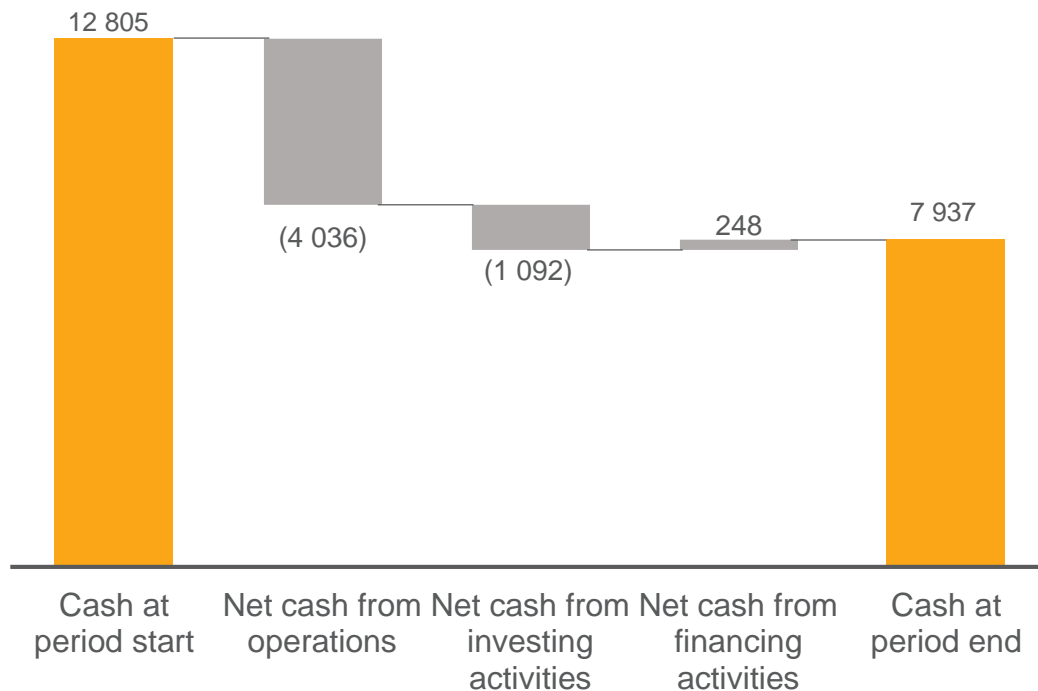
Activity	2017					2018					Target going into 2018
	Q3		Q4			Q1			Q2		
Non-core divestments											Clearer positioning, strengthen growth potential and a source of funding
Hosting cost program											5% SaaS segment gross margin increase
OPEX reduction											USD 3 million quarterly

Core business segment DMP & Personalization with >27% annual growth potential post acceleration program



Acceleration plan to reduce net cash burn from operations

Q2 2017 cash flow USD 1,000



- Q2 2017 Cash flow from operations of USD -4 million
 - Post acceleration program target of USD -0.5 million per quarter
- Cash flow from investing activities of USD -1.08 million
 - USD 0.5 million in capitalized R&D expense
 - USD 0.6 million related to one-off hosting co-location project where hosting capacity is moved from expensive lease solution to cost effective co-location setup
- USD 7.9 million cash position at period end
- Cxense is considering to strengthen the balance sheet in a USD 5m share issue. Certain existing shareholders have underwritten this issue at a share price of NOK 40 per share.
- There is currently 7.96 million shares outstanding.

Summary

Market

- Data Management Platform market grows 15% p.a. [1\)](#)
- Increasing adoption of site&app personalization technology [2\)](#)
- Successful entry into e-commerce market vertical – growing > 20% p.a. [3\)](#)

Technology differentiators

- Several efficient user tracking methods
- The richest user and content profiles in the market
- Real time personalization of all site & app elements

Revenue growth

- Recurring revenue model
- Accelerating growth by focusing on DMP & personalization


Profitability

- High gross margin
- Acceleration program with OPEX reductions will reduce time to profitability

Appendix

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First 100 bookings win an off-road quattro® drive experience.
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Trump's Transition Team
The general election hasn't started yet, but Donald Trump has already announced that Chris Christie will lead his transition team if he wins the White House. Barack Obama did not name his transition chief until November in 2008.


- Trump Says He Won't Raise Taxes on the Rich
- Donald Trump Suggests He's Open to Tax Hike on Wealthy
- Sarah Palin Pledges to Defeat Paul Ryan
- Anti-Donald Trump Forces Hope to Draft Mitt Romney




North Carolina Fights Back on LGBT Law
North Carolina Gov. Pat McCrory filed a lawsuit against the federal government after it warned the state last week to back down from its controversial LGBT law or risk losing millions of dollars in funding.



El Chapo's Extradition to U.S. Can Move Ahead: Judge
A Mexican judge says the extradition of drug lord Joaquin "El Chapo" Guzman can move ahead, but the country's foreign ministry must still approve it and the defense can appeal. Guzman was just moved to Ciudad Juarez near the U.S. border.




Krispy Kreme Agrees to Takeover Deal
Krispy Kreme Doughnuts will be taken private by J&B Holding for about \$1.35 billion, the second buyout of a U.S. food company by the German investment firm in just over two months.



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MARK THOMPSON


Why the Army Needs Foam Goat Heads

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7 Ways Chrissy Teigen Is a Model New

As individuals we are overexposed to “noise” ...



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Nyquist Wins 2016 Kentucky Derby

It was all grins in Davao City on Monday morning, as voters lined up to cast ballots for the new President of the Philippines, confident that their pugnacious mayor, Rodrigo Duterte, would romp home after building a commanding lead in latest polls

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Cxense Personalization Software drive customer revenue

+400%

INCREASE ON CTR*
FOR PRODUCT
RECOMMENDATION

Personalized online shopping
increase sales revenue

+89%

INCREASE IN TOTAL PAGE
VIEWS PER MONTH

Personalized news site
increase ad revenue

+200%

INCREASE IN NEW
SUBSCRIBERS PER
MONTH

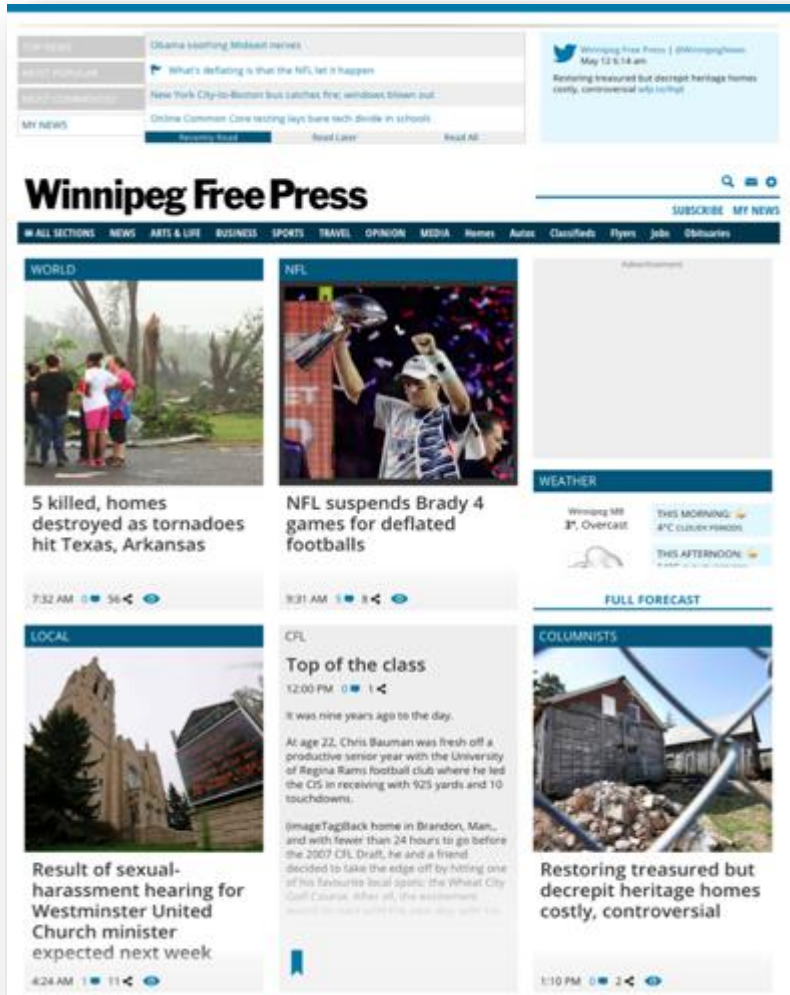
Personalized subscriptions
offers boost digital revenue

*Click-through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view a page, email, advertisement etc.

A fully personalized experience

Winnipeg Free Press

- Front page is built up automatically, using personalized recommendations
- After n amount of articles, reader is encouraged to log in
- One login enables the personalized edition to follow the reader across devices



124%

282 to 632: Increase in average time (seconds) spent on site before and after personalization

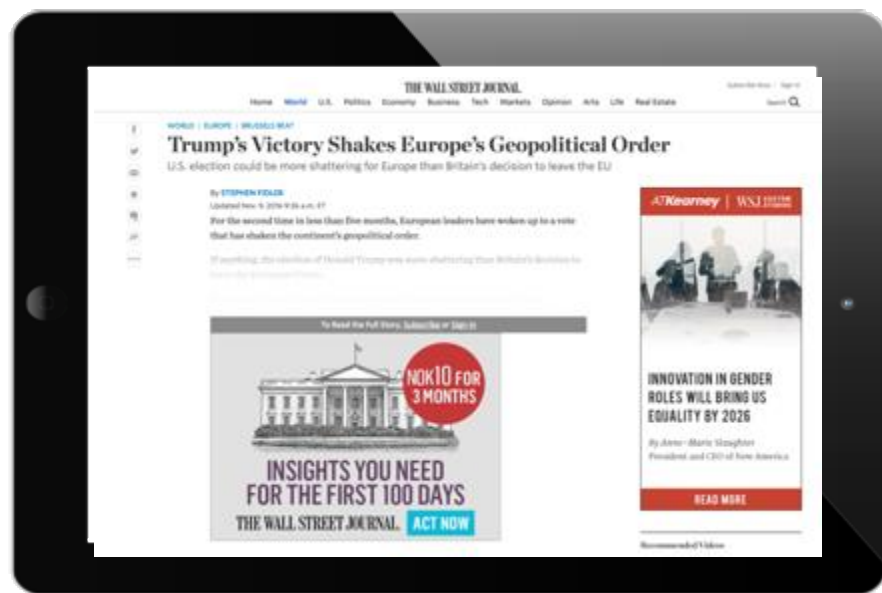
24%

66% to 82%: Increase in homepage click through rate in a week

86%

5.65 to 10.54: Increase in page views per visit before and after personalization

Personalized subscriptions offers boost digital revenue



Wall Street Journal

Personalized promotions based on user interest and demographics

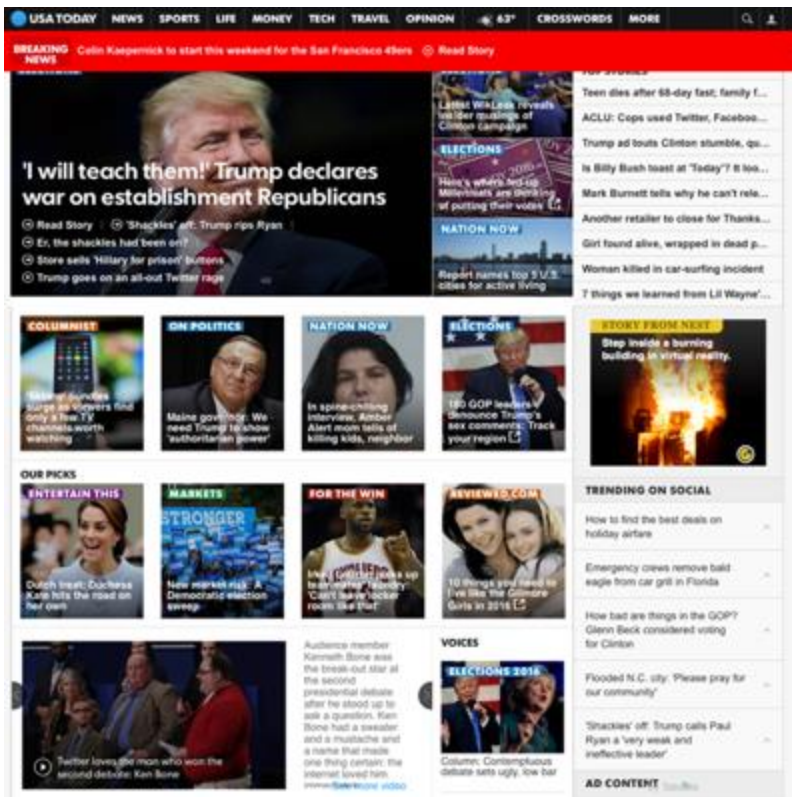
- Personalized content recommendations to engage users
- Tailored subscription offers
- Personalized promotions and communications to existing customers to prevent churn

>200%

Increase in monthly new subscribers

A new front page experience

USA TODAY



- Delivered personalized recommendations on premium placement on the Homepage
- Delivered personalized recommendations on Section Fronts

38%

Increase in CTR on Homepage widget compared to editorial desked content

46%

Lift in overall user engagement for uses engaged with Cxense recommendations

50%

Increase in CTR on Section Front widget compared to editorial desked content



Why Cxense?

Deliver what people want

World leading DMP
software with intelligent
personalization

Best practice "know-how"
so secure quick wins

Dedicated team to
secure your success