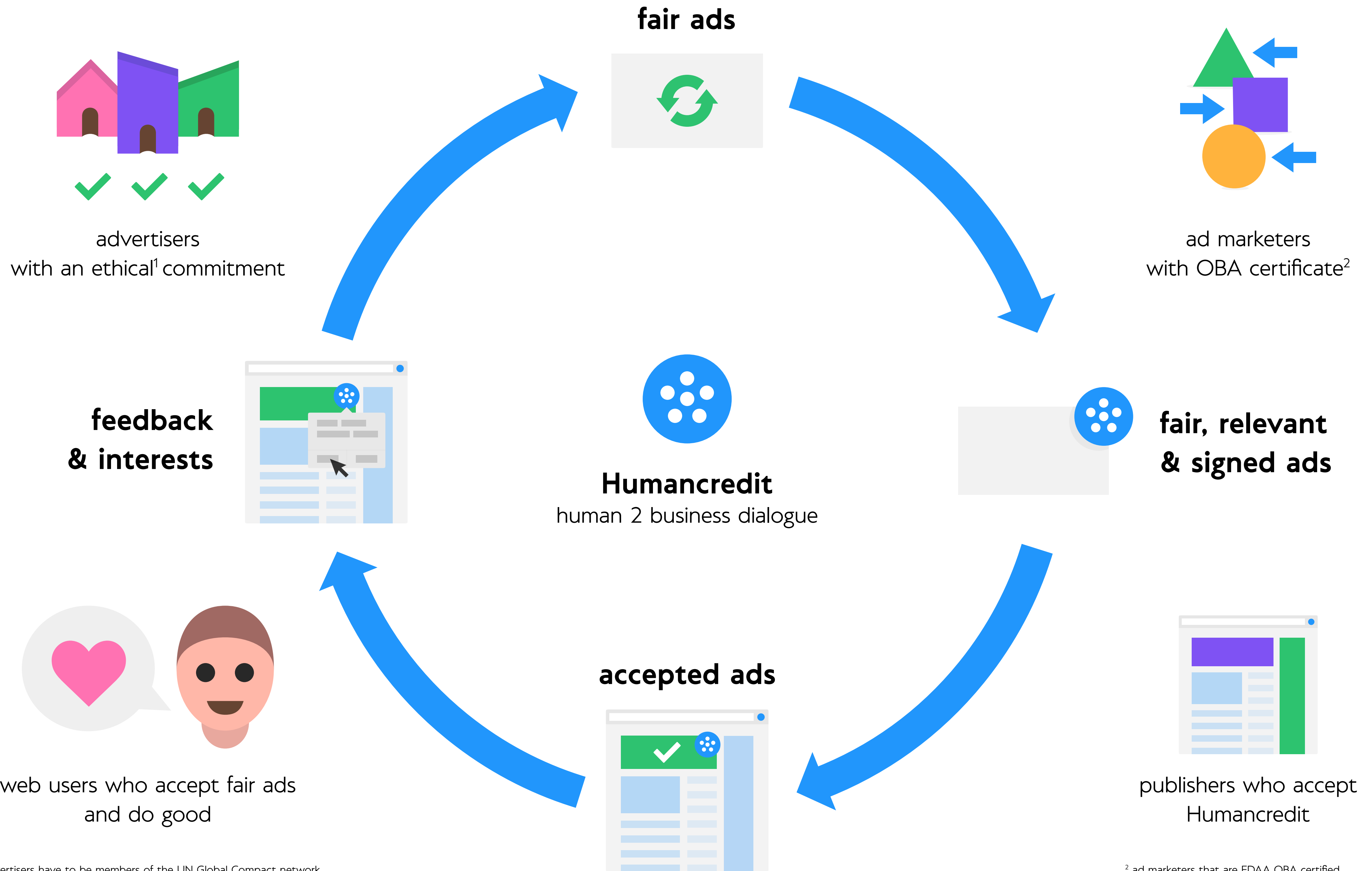


Source: <sup>1</sup> Pagefair 2014, <sup>2</sup> Adobe Report 2013



<sup>1</sup> advertisers have to be members of the UN Global Compact network, or to comply with the UN Global Compact's 10 principles

<sup>2</sup> ad marketers that are EDAA OBA certified, or comply with the 7 principles for online behavioral advertising