



## **Fyber expands its 'Keeping it Clean' Initiative to all business units**

Fyber recently announced the expansion of its Keeping it Clean Initiative, focused on transparency and marketplace quality.

The initiative includes closing down aggregated supply sources, partnering with various third-party anti-fraud and measurement vendors (Picalate, Moat, Forensiq, and more), the appointment of a dedicated Quality Officer, and other actions aimed at increasing transparency and quality across Fyber's platform.

"Amidst the rapidly evolving market developments, we are able to leverage our market position and diversified revenue base to proactively address the trends. As a significant share of our revenues already stems from direct publisher integrations and our technology infrastructure creates transparent, data-driven value add to our partners both on the supply and the demand side, we are in the fortunate position to invest parts of the short-term revenue growth into the long-term foundations of Fyber. It is becoming more and more evident, that pure network plays and aggregators will have a hard time defending their positions", commented Fyber CEO Ziv Elul. "Our goal is and has been to service top publishers and advertisers worldwide and the move away from aggregators supports this mission on many levels, notably adhering to increased requirements of ad safety and traceability."

This initiative is in line with the recent industry trends calling for a cleaning up of the ecosystem. Aggregators add another layer to the value chain of digital advertising, which can create inefficiencies, intransparency, increased chances of fraudulent activities and lower ROI for buyers. The rise in header bidding, the adoption of 3rd party anti-fraud tools and IAB-led initiatives such as Ads.txt are proof points of this industry-wide trend, which has been intensifying over the last months.

As advertisers and their intermediaries further decrease the number of supply partners they work with, Fyber's 'Keeping it Clean' initiative sets the foundation for Fyber to be one of the few selected top tier suppliers, ensuring our marketplace adheres to the highest standard of quality. "While the initiative impacts revenues in the short-term, we are confident that it is a crucial pillar stone of future growth, as it ensure the timely adoption to increased market requirements and puts Fyber in a strong competitive position," said Elul.

The move towards directly integrated publishers and quality is consistent with Fyber's product strategy. We will continue to build products that are appealing to direct and premium publishers, such as the recently launched Video Ad Monetization Platform 'VAMP', the existing products will be rolled out to the entire group in an integrated technology and data infrastructure beginning in early 2018.

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