

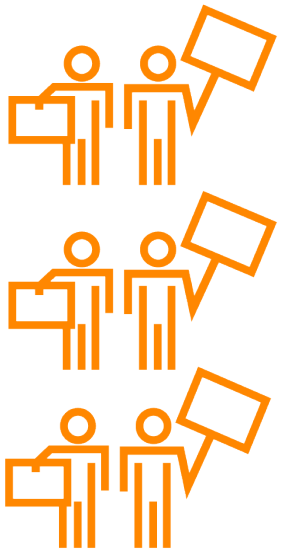
# Your Data. Your Growth.

**Dave Osborn**, VP Asia Pacific

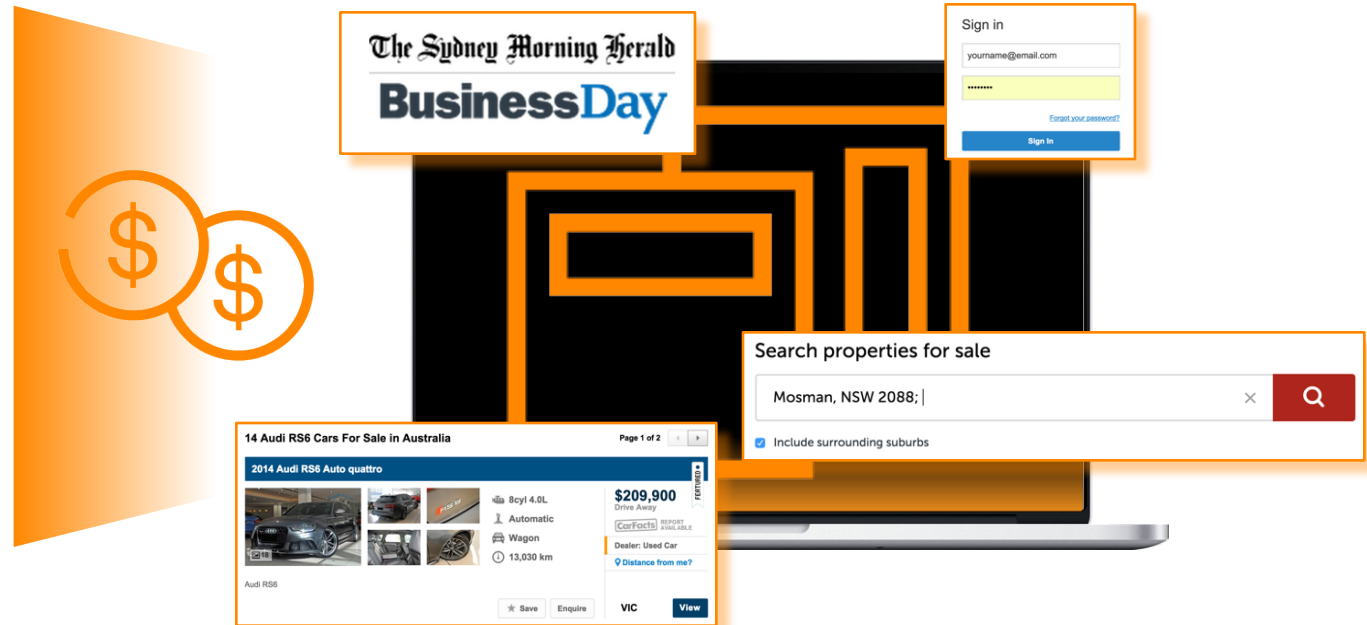
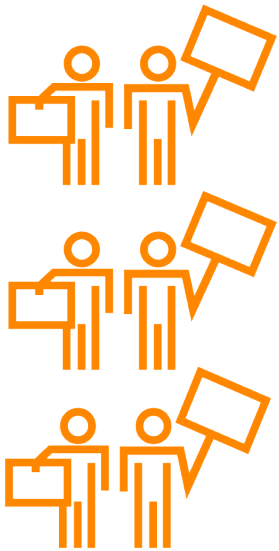
@seaoz



# In the beginning, it was easy.



# In the beginning, it was easy.



# Then technology changed everything.



# Buyers wanted data on their terms.



# Most publishers said “no thanks.”

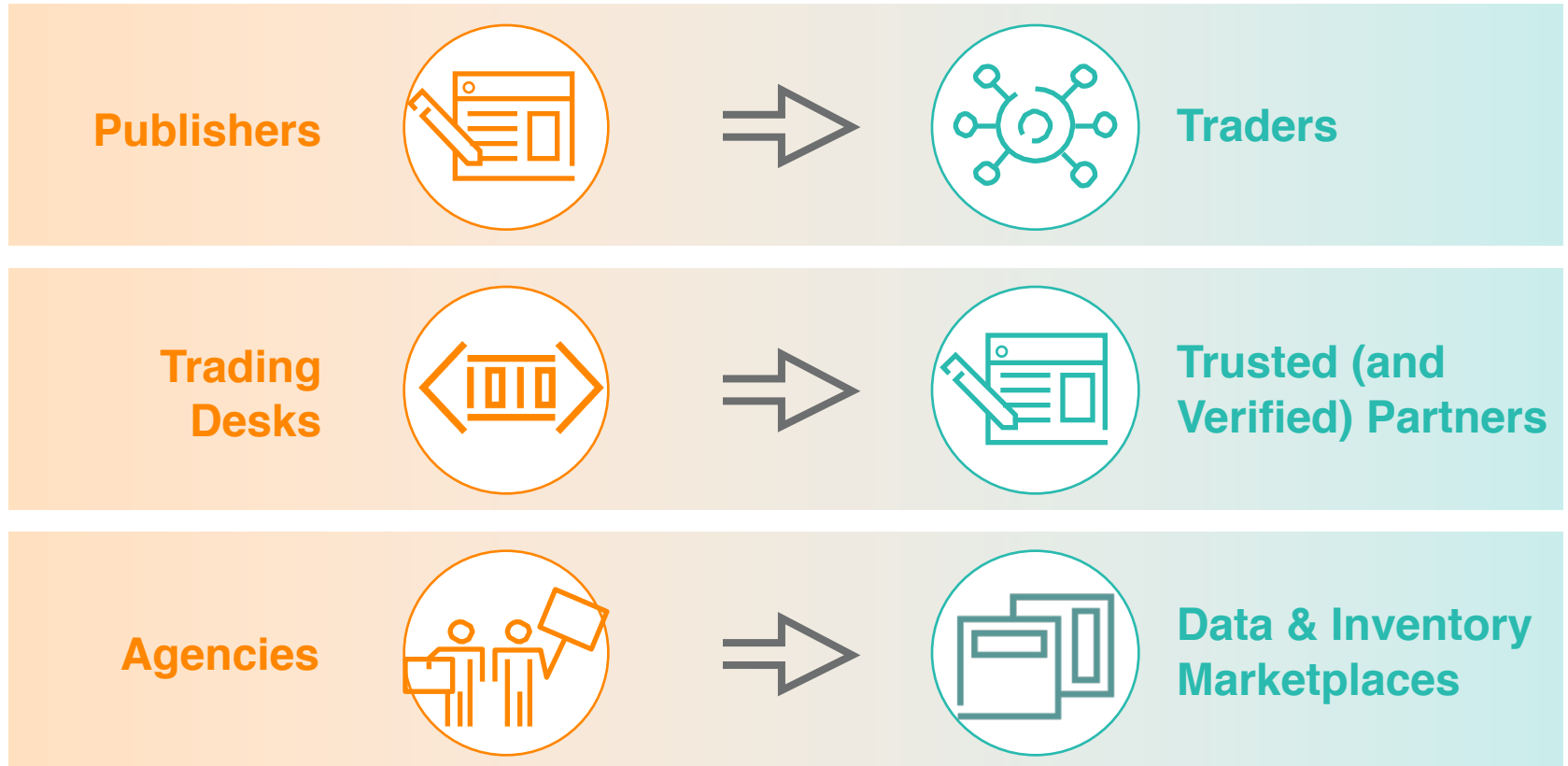


YOUR DATA. YOUR GROWTH.





# Businesses and People are *Necessarily* Transforming



# Considerations





**SUCCESS RESTS ON**

**YOUR PEOPLE**



# PEOPLE



ALIGNMENT

SELLERS & TRADERS

RELATIONSHIPS





**PARTNERSHIPS**  
**ARE CRITICAL**



# PARTNERSHIPS



TRUST

COMMITMENT

SELF-AWARENESS





# TECHNOLOGY

## MATTERS



# TECHNOLOGY

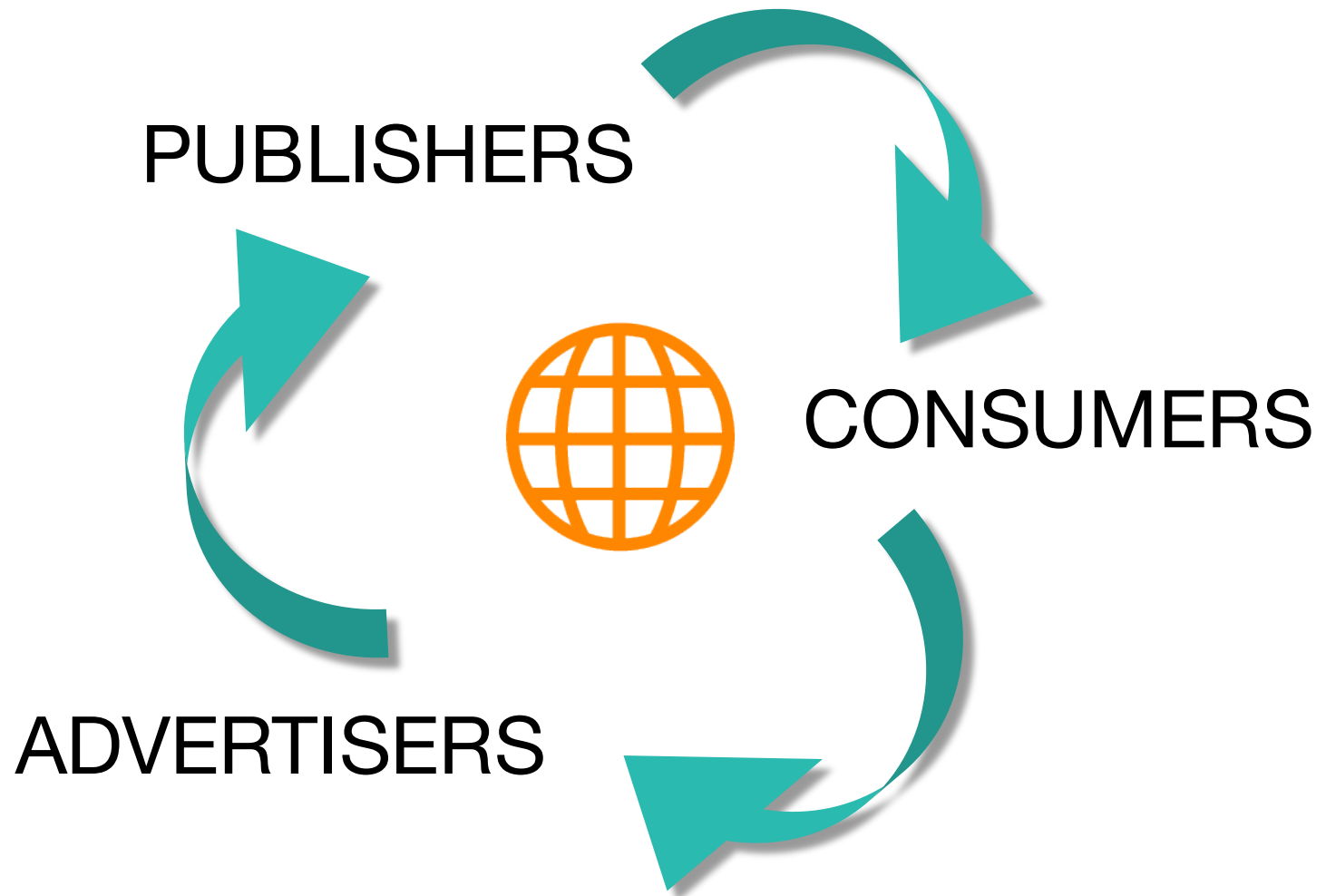


NON-COMPETITIVE

TRANSPARENT

EDIBLE





# The fundamentals don't change.

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- 1 Invest in your people
- 2 Think and lead strategically
- 3 Play the long game



# AppNexus

We Power the Advertising  
That Powers the Internet

Dave Osborn, VP Asia Pacific

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