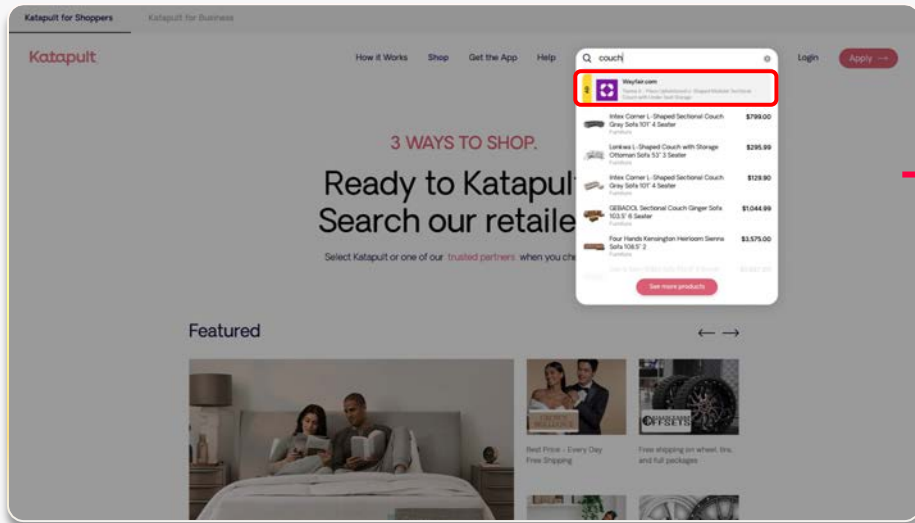


Another way to **diversify** your Search & Social Budgets

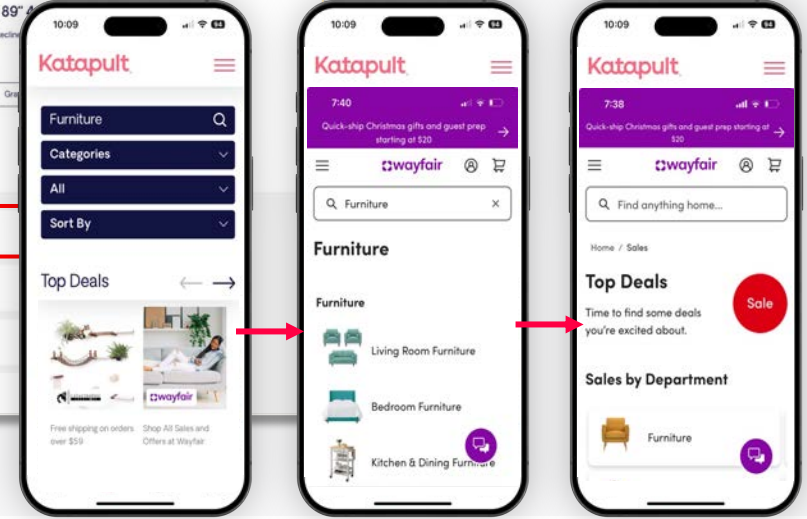
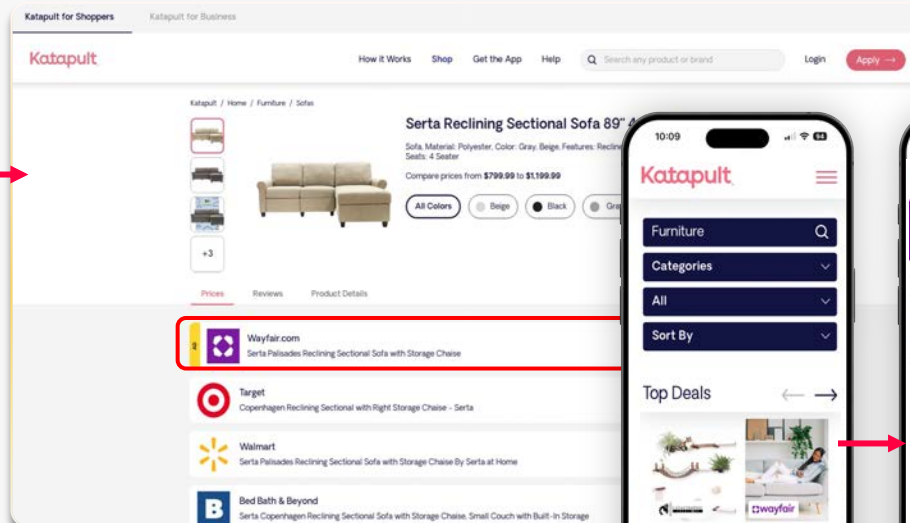
Katapult

Reach lower funnel customers at the moment of purchase

- Ad.net represents Katapult's high-intent retail media network exclusively for advertising - bringing brands new customers through its marketplace
- Katapult's new product-based search tool delivers a 60%+ increase in conversion rates compared to their primary conversion funnel thanks to Ad.net powered search results.



Website



Mobile

Katapult

Mission-driven technology + high intent media network

Overview

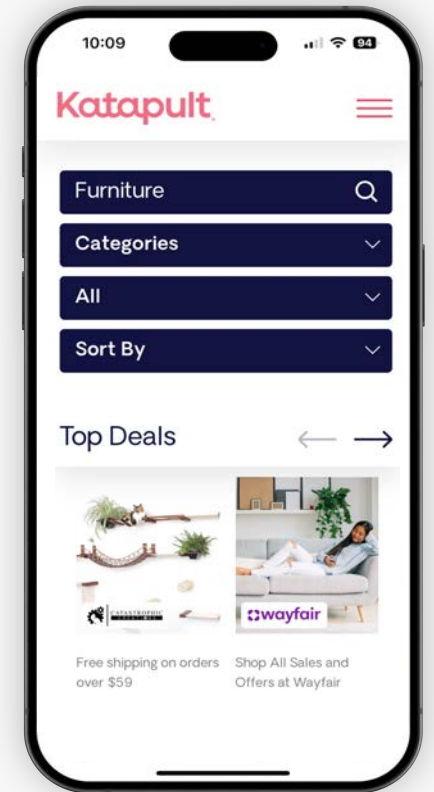
- Established in 2012 Katapult, is a mission-driven technology platform revolutionizing financing. By seamlessly integrating with omnichannel retailers and e-commerce platforms, consumers can access essential durable goods through a simple, quick, and transparent process
- Over the past 12 months, Katapult has approved \$1.2 billion in purchasing power for consumers excluded from traditional financing options
- Hundreds of thousands of users leverage the Katapult platform for lease-to-own purchases

Ad.net Representation

- Ad.net represents Katapult exclusively for advertising - bringing brands new customers through its marketplace.

Driving High-Quality Traffic

- The app's monthly active users (MAU) have grown by 50% y/y, now exceeding 520,000, with over 35,000 unique app each month



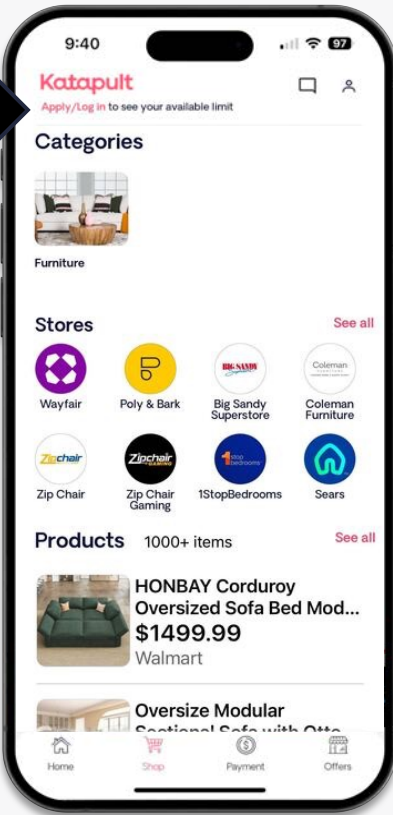
Katapult App

Ad.net has agency of record representation for Katapult's advertising

Shop Tab

Find Anything

Use the Katapult App to help customers find what they are looking for.



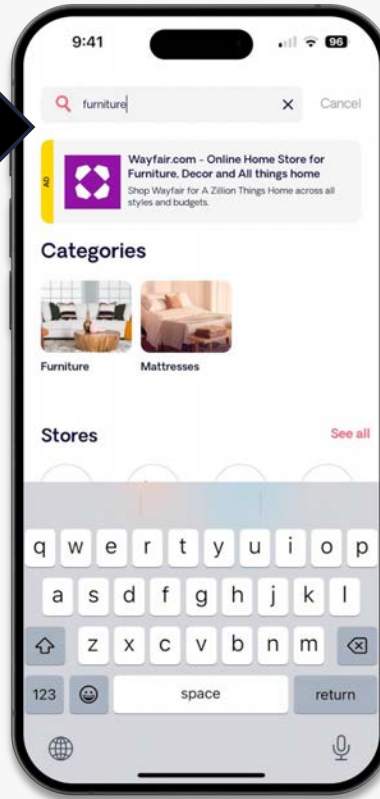
Search

Top Categories

Top Categories fitting the Search are displayed.

Suggested Search

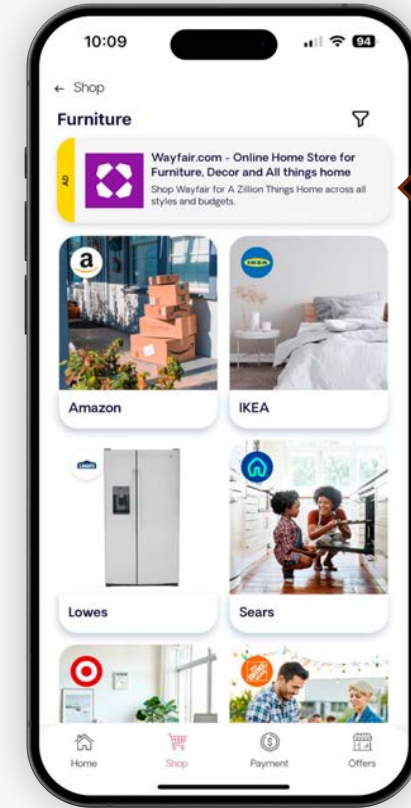
A sponsored store is recommended based on how well they fit with the search.



Product Page

Product ad

Each product display page features one sponsored placement above a list of available offers.



Katapult

Example Partners

Katapult's platform generates high-intent traffic for the following partners:

- Amazon: +20K unique user clicks per month
- Walmart: +15K unique user clicks per month
- Best Buy: +14K unique user clicks per month
- Wayfair: +13K unique user clicks per month
- Strategic placement and targeted advertising have proven effective, with partners experiencing mid-teen percentage boosts in traffic through banner targeting

