



Vertoz Advertising Limited  
(Formerly Known as Vertoz Media Pvt. Ltd.  
& Vertoz Media Ltd.)  
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14<sup>th</sup> December, 2018

The Manager – Listing Department,  
National Stock Exchange of India Limited,  
“Exchange Plaza”, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai – 400 051.

**Script Code: VERTOZ**

**Subject: Intimation under Regulation 30 and events specified in Para B of Part A of Schedule III of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

With reference to the captioned subject matter, we wish to inform you that our company Vertoz Advertising Limited has bagged “**MOBEXX Awards**” under the category “Most Outstanding Programmatic Platform for Mobile Advertising”

Enclosed below is the brief description about the said award.

The aforesaid disclosure is under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to kindly take a note and acknowledge the same.

Thanking you,

Yours Faithfully,

**For Vertoz Advertising Limited**

*SUMIT*

**Sumit R. Sharma**  
**Company Secretary & Compliance Officer**



Encl: - a/a



## VERTOZ BAGS A GOLD AT THE PRESTIGIOUS MOBEXX AWARDS

We are proud to share with you that VertoZ Advertising Limited has won the prestigious Gold award in the category '**Most Outstanding Programmatic Platform For Mobile Advertising**', at the **MOBEXX Awards 2018, powered by Adgully**.

The MOBEXX Awards recognize and celebrate the best in digital advertising and marketing that enables creating an exceptionally moving, deeply engaging, and/or interactive user experience. The aim is to ultimately bring forth exemplary models, in the form of the winners, to educate the marketplace about what works and why it works in digital advertising. It also seeks to inspire the community by highlighting the future trends and enlightening the fellow industry professionals on where the industry is heading.

Adgully has declared this award on Thursday, 13<sup>th</sup> December, 2018. We received the award for our programmatic advertising platform, Ingenious Plex, for best facilitating mobile advertising.

Ingenious Plex helps advertisers to accomplish their goal and indeed increasing the ROI by delivering better-performing ad campaigns. It is a gateway for advertisers to connect to a wide range of publishers our SSPs and direct publishers, offering them access to a large volume of ad impressions globally through a single platform.

The RTB (Real-Time Bidding) Technology allows advertisers to bid on the desired inventory in real-time, and reach the desired target audience, within the blink of an eye. To give the best results, we have partnered with Data Management Platforms (DMPs) who analyse and process huge volumes of customer data, which can be leveraged for targeting. The platform is fueled by Artificial Intelligence and Machine Learning (AI & ML), which helps advertisers optimize the campaigns by taking smart decisions in targeting the right audience.

Ingenious Plex enables advertisers to select from a wide range of targeting options such as Geo Targeting, IP targeting, Demographic targeting, psychographic targeting, and many more so that advertisers precisely reach their target audience. In an effort to combat fraud, it examines the statistical properties pertaining to the click behaviour of regular users vs. the click properties associated with that of malicious bots and finds algorithms to combat the ever-evolving strategies of bots. Our brand safety partners ensure that the ads are not placed alongside undesirable content that can harm the advertiser's brand. This may involve extremist content, explicit content, content endorsing narcotics, and so on.

The platform provides omnichannel support i.e: it allows advertisers to engage with their targeted customers across all devices i.e. on websites, mobile sites and mobile apps, flawlessly and hassle-free with our high impact engagement ads.

Team VertoZ is indeed obliged and feels honoured to receive this award.

