RampUp 2023

Investor Breakfast & Management Q&A

March 1, 2023
LiveRamp: The Data Collaboration Platform of Choice for the World’s Most Innovative Companies

1. The Right Foundation
   Groundbreaking leadership in consumer privacy, data ethics, and foundational identity.

2. Flexible Collaboration
   Complete flexibility to collaborate where data lives, in any cloud or across clouds and on any platform.

3. Premier Global Ecosystem
   Expansive, data-rich network of top-quality partners, customers and publishers for incomparable scale and reach.
Vihan Sharma
EVP of Global Revenue and MD of International
### LiveRamp’s Role Remains Unchanged as Data Moves to the Cloud

Our core capabilities continue to be essential to our customers’ data strategies

#### Data Eras...

<table>
<thead>
<tr>
<th>1990-2010</th>
<th>2010-20</th>
<th>2020 - Present</th>
<th>2023+</th>
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<tbody>
<tr>
<td>CRMs</td>
<td>DMPs</td>
<td>CDPs</td>
<td>Clouds</td>
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<td>Axiom</td>
<td>BlueKai</td>
<td>Lotame</td>
<td>Data</td>
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<td>Epsilon</td>
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<td>Neustar</td>
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<td>Data Lakes</td>
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#### Our Key Capabilities:

- Data Access
- Identity
- Governance
- Connectivity

FY24 is the year we unlock the cloud
Digital Transformation is Driving More Data to the Cloud

LiveRamp helps cloud platforms access unique workflows to drive their business model

Cloud platforms are seeking additional workflows
### LiveRamp Powers Marketing Workflows for the Clouds

<table>
<thead>
<tr>
<th>Identity</th>
<th>Segmentation &amp; Activation</th>
<th>Collaboration</th>
<th>Measurement</th>
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| ● Connect data silos with LiveRamp identity products  
● Create a pseudonymous data warehouse to map customer journey  
● Secure data by masking personally identifiable information (PII) | ● Segment audience data across the enterprise  
● Activate directly from cloud platforms  
● Choose from hundreds of prebuilt integrations | ● Create marketing collaboration hubs across clouds  
● Increase match rates between datasets to increase value of your collaboration programs | ● Grow data volumes in data warehouses by bringing in impression data  
● Resolve impression data to individuals by applying RampID  
● Grow compute by connecting impressions to transactions |
LiveRamp Capabilities Natively Enabled in Snowflake
Brands can now easily integrate LiveRamp’s capabilities without leaving their Snowflake environment.

**Core Customer Benefits**

- **Accelerated and enhanced identity match and resolution** on Snowflake to dynamically resolve more data streams while protecting PII.

- **Audience activation with enhanced accuracy, connectivity and scale** to reach LiveRamp’s hundreds of destination partners.

- **Marketer-specific user interfaces** to easily manage audience segments directly in Snowflake in a fully self-service capacity.

**/L Key Capabilities**

- **Data Access**
  - Access to all of the world’s data

- **Identity**
  - Create single view of the customer

- **Governance**
  - Ensure permissions, consent & secure data collaboration

- **Connectivity**
  - Connect to every customer interaction
Travis Clinger
SVP, Activations & Addressability
What You Will Hear From Us Today

- Data driven marketing is critically important - brands need to connect with their customers to compete
- LiveRamp enables every consumer interaction to be addressable and measurable - the value that we provide is far beyond cookies
- Five requirements to thrive in a cookieless and privacy-regulated world - we solve them all and our moat is even stronger
  - ✔ Durable and future-proofed identity (RampID is the industry standard)
  - ✔ Omni-channel connectivity
  - ✔ Industry adoption
  - ✔ Global footprint, and
  - ✔ Scale

We are well beyond the tipping point – at scale today
Addressability is More Than Programmatic
Our value proposition extends far beyond cookies

~$250B Digital Media Spend (2022)
LiveRamp Addressability is Future-Proofed
Durable, omnichannel, global and privacy first
More Than 80% of our Brands are Already Future-Proofed
We have line-of-sight to 95% with Adobe Audience Manager and Google PAIR going live in Q1

By April 2023, 95% of LiveRamp’s brands will be future-proofed with support for RampID by Adobe Audience Manager and Google PAIR

The largest global DSP is now relying on LiveRamp

% of our brands sending their data to future-proofed destinations

Today: 82%
+Adobe Go Live (Launching in March ’23): 85%
+Google Pair (Launching in April ’23): 95%
Our Next Generation of Integrations is Focused on MarTech

Email
- Enable marketers to personalize and measure emails.

SMS
- Every SMS message can now be customized by audience and measured as part of the customer journey.

Call Centers
- Next up is call centers - ensuring that every consumer interaction is measurable.

Addressability is about connecting marketer data to consumer experiences and expands far beyond traditional media activation and measurement.
Thank You!

Q&A