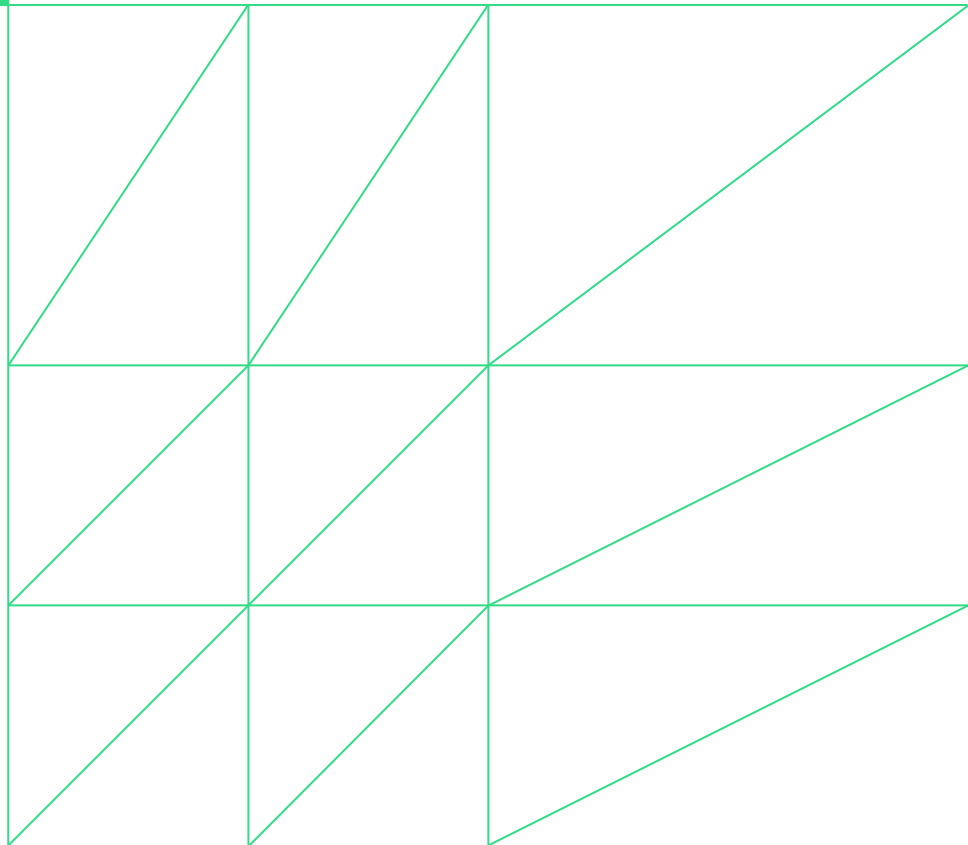


/LiveRamp

RampUp 2024

Investor Briefing and Q&A

February 29, 2024



Safe Harbor

This presentation contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, as amended (the “PSLRA”). These statements, which are not statements of historical fact, may contain opinions, estimates, assumptions, projections and/or expectations regarding the Company’s financial position, results of operations for fiscal 2024 and beyond, closing, integrating and expected benefits of the Habu acquisition, market position, product development, growth opportunities, economic conditions, and other similar forecasts and statements of expectation. Forward-looking statements are often identified by words or phrases such as “anticipate,” “estimate,” “plan,” “expect,” “believe,” “intend,” “foresee,” or the negative of these terms or other similar variations thereof.

These forward-looking statements are not guarantees of future performance and are subject to a number of factors and uncertainties that could cause the Company’s actual results and experiences to differ materially from the anticipated results and expectations expressed in the forward-looking statements.

Among the factors that may cause actual results and expectations to differ from anticipated results and expectations expressed in forward-looking statements are uncertainties related to interest rates, cost increases, the possibility of a recession, general inflationary pressure, geo-political circumstances that could result in increased economic uncertainties and the associated impacts of these potential events on our suppliers, customers and partners; the Company’s dependence upon customer renewals; new customer additions and upsell within our subscription business; our reliance upon partners, including data suppliers; competition; rapidly changing technology’s impact on our products and services; attracting, motivating and retaining talent; risks that the agreements regarding the Habu acquisition may be modified or terminated prior to closing or that conditions to the acquisition may not be satisfied; and the possibility that we fail to fully realize the potential benefits of or have difficult integrating Habu. Additional risks include maintaining our culture and our ability to innovate and evolve while operating in a hybrid work environment, with some employees working remotely at least some of the time within a rapidly changing industry, while also avoiding disruption from reductions in our current workforce as well as disruptions resulting from acquisition, divestiture and other activities affecting our workforce (including the Habu acquisition). Our global workforce strategy could possibly encounter difficulty and not be as beneficial as planned. Our international operations are also subject to risks, including the performance of third parties as well as impacts from war and civil unrest, that may harm the Company’s business. The risk of a significant breach of the confidentiality of the information or the security of our or our customers’, suppliers’, or other partners’ data and/or computer systems, or the risk that our current insurance coverage may not be adequate for such a breach, that an insurer might deny coverage for a claim or that such insurance will continue to be available to us on commercially reasonable terms, or at all, could be detrimental to our business, reputation and results of operations. Any time that an acquisition is made there are a multitude of risks including the challenges of integrating a business into the company including the loss of key personnel and customer disruption. Other business risks include unfavorable publicity and negative public perception about our industry; interruptions or delays in service from data center or cloud hosting vendors we rely upon; and our dependence on the continued availability of third-party data hosting and transmission services. Our clients’ ability to use data on our platform could be restricted if the industry’s use of third-party cookies and tracking technology declines due to technology platform changes, regulation or increased user controls. Changes in laws or regulations relating to information collection and use represents a risk, as well as changes in tax laws and regulations that are applied to our customers which could cause enterprise software budget tightening. In addition, third parties may claim that we are infringing their intellectual property or may infringe our intellectual property which could result in competitive injury and / or the incurrence of significant costs and draining of our resources.

For a discussion of these and other risks and uncertainties, please refer to LiveRamp’s Annual Report on Form 10-K for our fiscal year 2023 ended March 31, 2023, and LiveRamp’s Quarterly Reports on Form 10-Q issued in fiscal year 2024.

The financial information set forth in this presentation reflects estimates based on information available at this time.

LiveRamp assumes no obligation and does not currently intend to update these forward-looking statements.

RampUp 2024



Scott Howe

Chief Executive Officer

RampUp 2024: Key Themes

1



Act Now or Get Left Behind

It's a critical time to unlock the power of data collaboration and position your business for the future to gain a competitive edge.

2



Better Addressability Without 3p Signals

Personalization & privacy is not an either/or proposition – advertisers can achieve **better** results without third-party signals while protecting consumer privacy & trust.

3



Enhanced Clean Room Capabilities with Habu

Campaign measurement across all walled gardens, programmatic, and media channels and connect data seamlessly across clouds.

The /LiveRamp Data Collaboration Platform: 4 Key Capabilities

Live/Identity

Create a single view
of the customer



Live/Access

Access to all of the
world's data and
partnerships



Live/Connectivity

Connect to every
customer interaction



Live/Insights

Ensure permissions,
consent & secure data
collaboration; expanded
clean room capabilities
with **Habu**

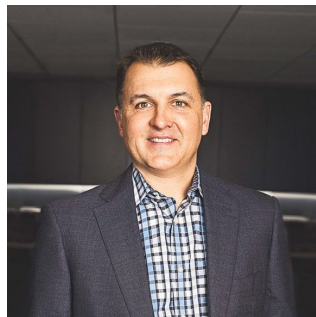


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Vihan Sharma

Chief Revenue Officer

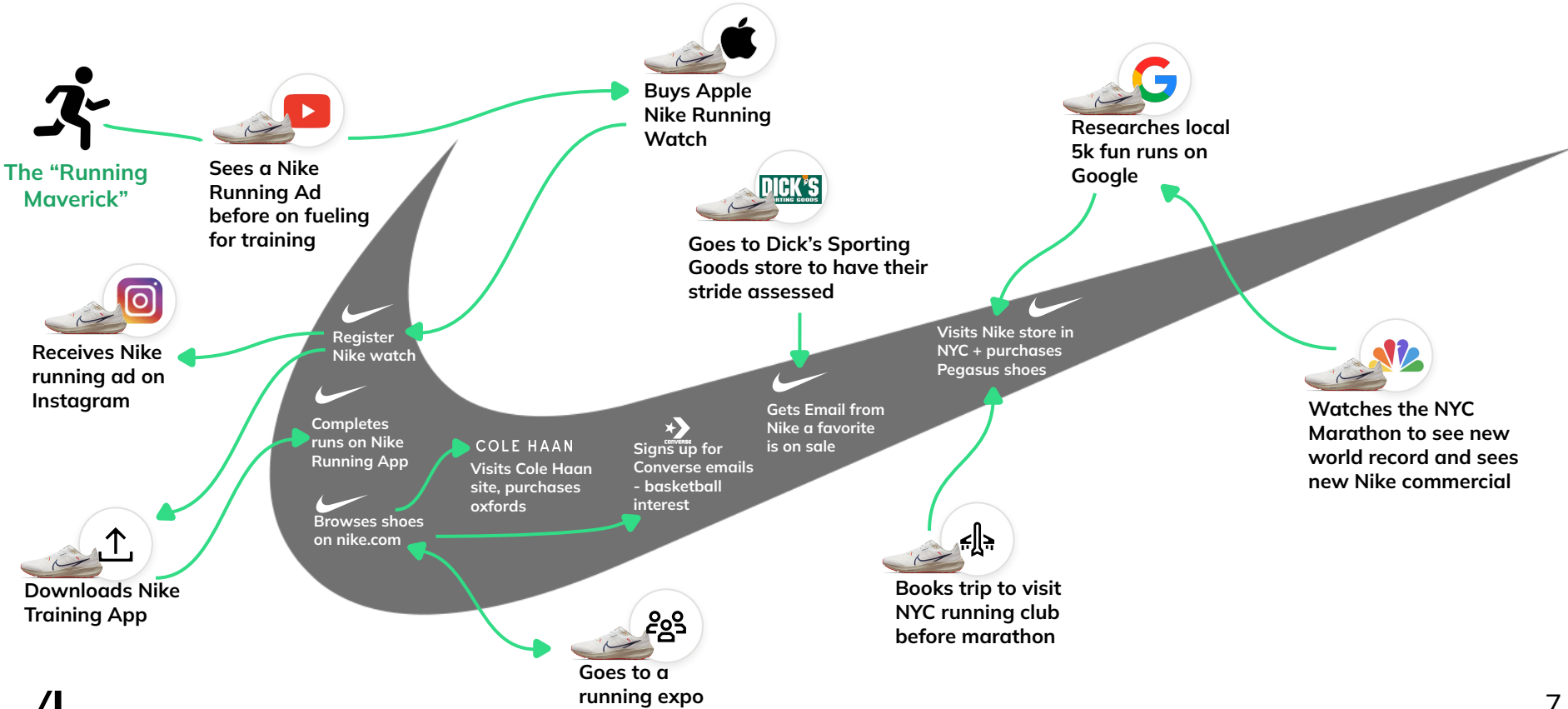


Matt Kilmartin

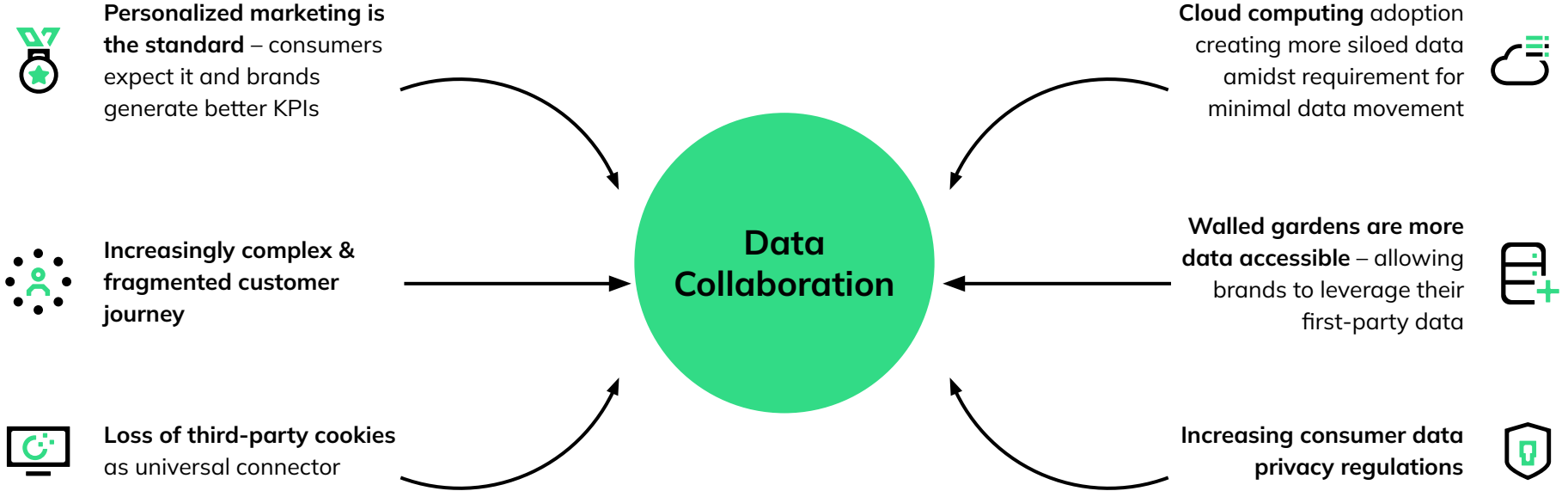
SVP, Habu & Partnerships

Connecting Data Across the Customer Journey

Unlocking siloed data through data collaboration to power personalized marketing and better business outcomes



Multiple Factors Driving the Need for Data Collaboration



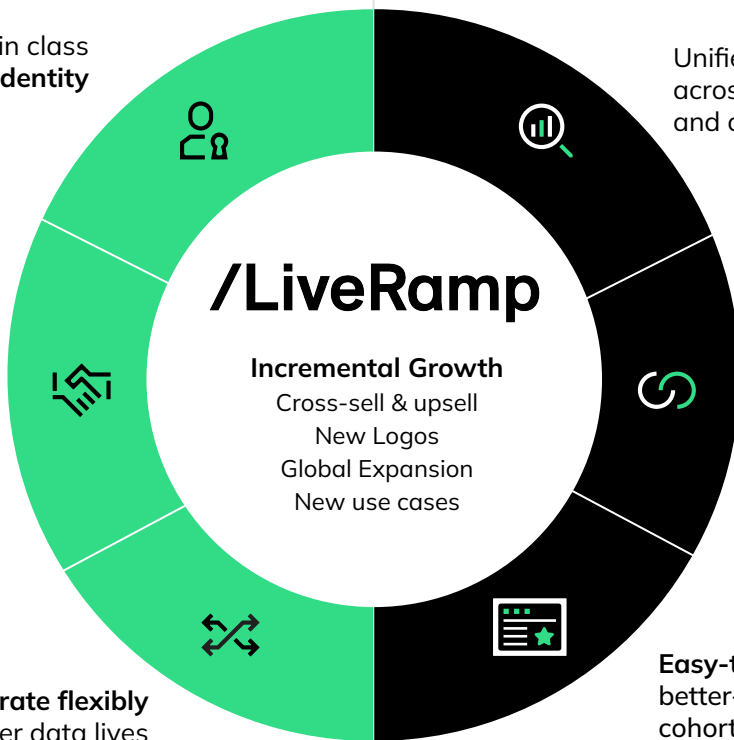
Better Together: Measure Everywhere, Collaborate with Anyone, and Activate Anywhere

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Best in class
enterprise identity

Unified measurement
across **walled gardens**
and other media platforms



/LiveRamp

Incremental Growth

- Cross-sell & upsell
- New Logos
- Global Expansion
- New use cases

Largest authenticated ecosystem
with 500+ partners

Global interoperability with
Clouds and Clean Rooms

Collaborate flexibly
wherever data lives

Easy-to-use, self-service UI to
better-serve all customer
cohorts

Habu Adds Critical Capabilities to Make Data Collaboration Easier

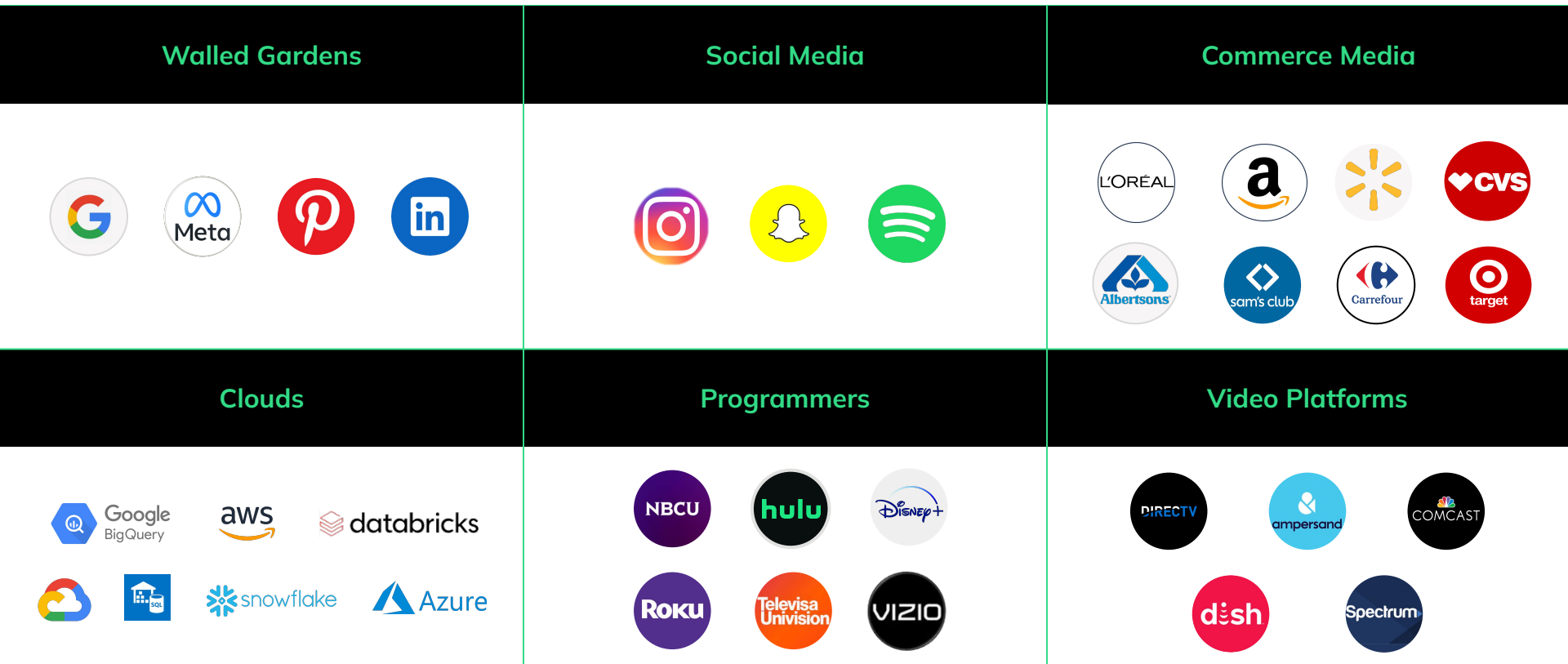
Customer Need	Capabilities	LR	LR + Habu
Identity	Solving identity within the enterprise and across enterprises	✓	✓
Access	3P data access	✓	✓
	Multi-infrastructure (cloud, clean room, storage)	✗	✓
	Privacy-enhancing technology (PETs)	✓	✓
Connectivity	Segmentation (marketer friendly)	✓	✓
	Ecosystem addressability	✓	✓
	500+ destinations	✓	✓
Insights	Analytics applications and tooling	✓	✓
	Measurement expertise	✓	✓
	Cross-screen measurement insights	✓	✓
	Walled garden insights	✗	✓
User Experience (UX)	Easy-to-use, self-service user interface	✗	✓

Why so critical?

- Cross-Cloud Interoperability**
Eliminates common blocker for data collaboration and is a competitive differentiator
- Walled Garden Insights**
Customizable analytics for platforms accounting for ~65% of ad spend
- Easy-to-Use, Self-Service UI**
To better-serve all customers – and particularly non-technical SMBs & international

LiveRamp + Habu Tips the Collaboration Network

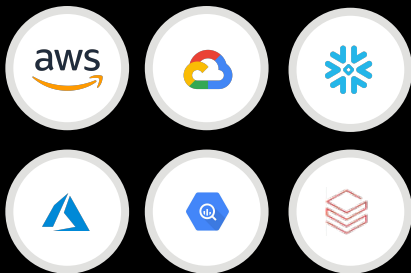
Largest, highest quality network to enable collaboration across clouds and walled gardens globally



LiveRamp + Habu Accelerates the Collaboration Flywheel

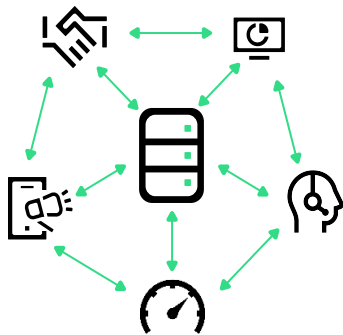
1

Access data from every cloud environment, globally



2

Most accurate & flexible identity - with elevated privacy & governance



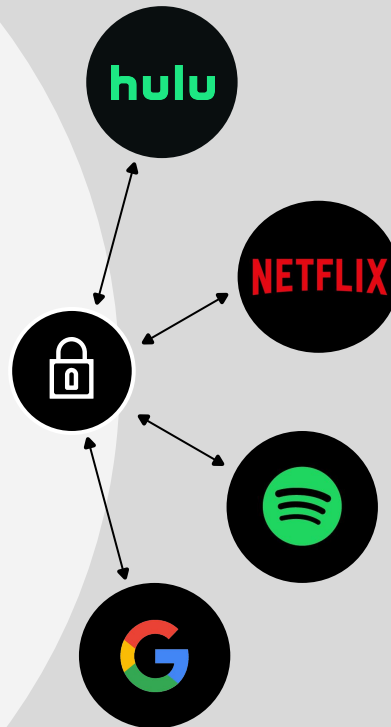
3

Seamless access to the data collaboration network – media & walled gardens



4

Connect data to premium publishers



RampUp 2024



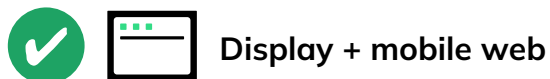
Travis Clinger

Chief Connectivity & Ecosystem Officer

3P Cookies Out & Consumer Authentication In

The marketing industry has largely moved away from device identifiers, with Chrome being the final mover in 2024.

Authenticated addressability is the new standard for every channel



Display + mobile web

50% of the web is already cookieless and Chrome to follow in 2024.



50%

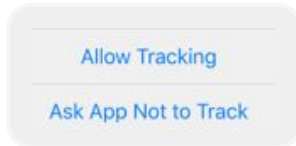


50%



In-app

Apple's ATT restricts IDFA today and Google to follow with AAID, likely in 2024.



IP address is unreliable in global markets, like the EU, & multiple efforts underway to restrict in the U.S.

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3P Cookies Out & Consumer Authentication In

RampID powered by ATS is a scaled, global solution for signal loss

RampID powered by Authenticated Traffic Solution (ATS) is the publisher solution to signal loss.

- ATS leverages publisher 1P authenticated identity to provide addressability without 3P cookies (web), MAIDs (mobile in-app) or devices IDs (CTV).

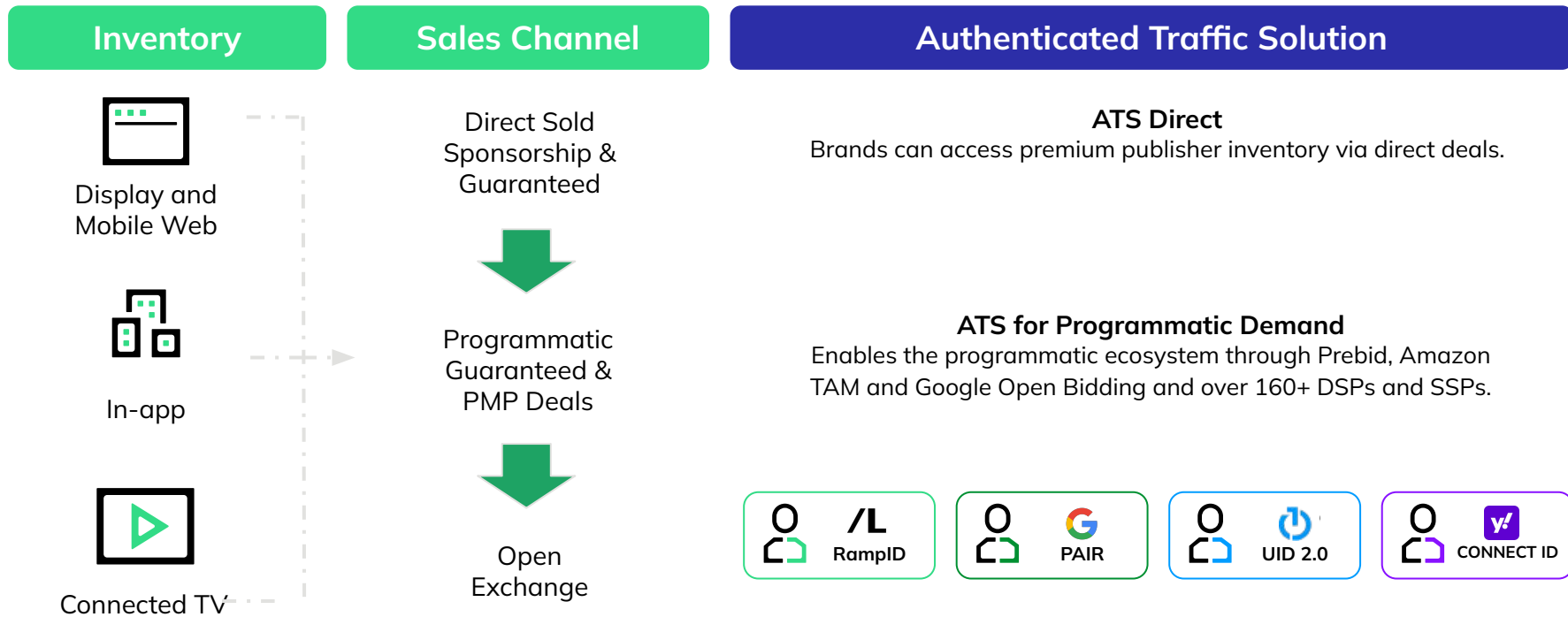
ATS is fully scaled with publishers across web, mobile in-app & CTV.

- **18,000+** publisher domains
- **70%** of comScore 100
- **92%** of US consumer time spent online

ATS is ready for activation.

- **165+** DSPs and SSPs live or committed to buying on RampID powered by ATS
- Integrations with Amazon, Google and Prebid (publisher ID)
- Global - available in North America, EMEA, LATAM & APAC

ATS enables activation across all channels



LiveRamp enables publishers and marketers to **connect in more ways than ever before**

Omni Hotels & Resorts Improves Advertising Effectiveness 4x Through Data Collaboration



Challenge

- As the digital advertising ecosystem adheres to new privacy practices, Omni Hotels & Resorts wanted to continue engaging and personalizing interactions with its valued customers, and looked to leverage its wealth of first-party data to do so

Solution

- Omni & team opted for Google's Display & Video 360 Publisher Advertiser Identity Reconciliation (PAIR), a solution for advertisers to securely and privately reconcile their first-party data with a publisher's and reach their audiences
- The team leveraged LiveRamp's Authenticated Traffic Solution to encrypt and reconcile publisher and advertiser data, a prerequisite for PAIR with an add-on module that enables seamless scale and flexibility for both sides

Results

- Initial results working with Google Display & Video 360's PAIR and LiveRamp showed a substantial 4x increase in conversion rate over traditional cookie-based CRM first-party audience targeting in Display & Video 360, indicating better-performing impressions
- Following these promising initial results, Omni will continue working to scale its campaigns in PAIR



Conversions

PAIR campaigns showed a 4x increase in conversion rate over traditional cookie-based CRM first-party targeting

Thank You!

Q&A

