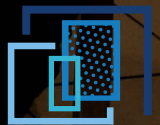


PIXELS

Mobile Advertising in Hong Kong



PIXELS

a Gravity4 Inc. company

About Pixels



PIXELS

a Gravity4 Inc. company

Brand Solutions

Display & Video Advertising



Video



Mobile



Desktop



Multi-screen & Brand Experience

- Product Placements
- Advertorials & Sponsored Content
- Sponsored Channels
- O2O Events
- FB Fan Page News Feed

Programmatic Solutions

(powered by Gravity4)

Pixels Ad Marketplace



- Premium Private Marketplace by Invite Only
- Localized Inventory & Premium Sites
- Transparent Full Site List
- 1st Party Data
- Content Channels & Audience Targeting
- Rich Media Formats
- Re-targeting & with Enhanced Feature: DCO



Open Exchange

- Access to Global Inventory (100+ Exchanges)
- 3rd Party Data
- Audience Targeting
- Re-targeting & with Enhanced Feature: DCO

Proven Track Record

Industry-Recognized Outstanding Team



Best Mobile Advertising Team (Gold)
Best Mobile Advertising Platform (Gold)
MOB-EX AWARDS 2016

Best Commercial Team (Silver)
SPARK AWARDS 2015



Digital Marketing Hero - Kevin Huang
Hong Kong Association of Digital Marketing (HKAIM) 2014

Plus others in previous years...



About Kevin Huang

- Co-founder and CEO of Pixels, a leading APAC multi-screen advertising technology company with its HQ in Hong Kong
- Provides a wide range of digital ad solutions to help brands reach their target audience and marketing objectives
- A digital migrant; born before the use of wide spread technology.
- Born in Kuala Lumpur, Malaysia, Educated in the US at age 15.
- First job in 1997 in digital advertising sales at NSTP Interactive Malaysia.
- Joined e-Asia, Malaysia's first ad network in 1999
- Moved to HK in 2001 with DoubleClick Media HK.



Digital Media Consumption in Hong Kong



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What was the first thing you did when you woke up this morning?

Different Time, Different Screens





Hong Kong has Mobile Phone Addiction

>233% mobile subscriber penetration

> 17 Million mobile subscribers

Source: OFCA June 2017



True Multi-Screen Generation

*96% of people are on
other screens when
watching TV*

Source: The Multi-Screen Marketer on behalf of the
Interactive Advertising Bureau (IAB)



63% - 37%

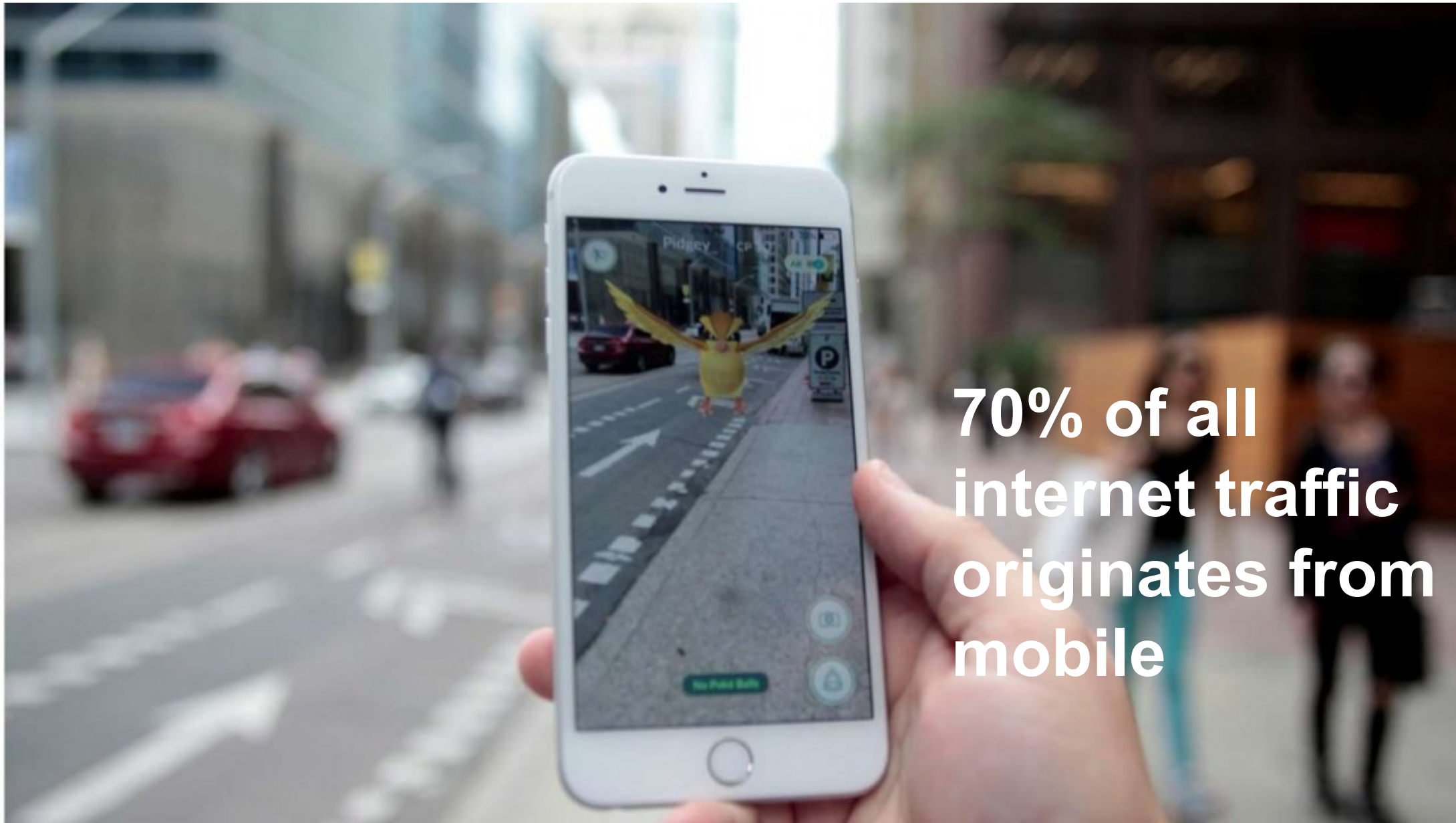
**Mobile Usage by
Operating Systems:**





**21 hours per month
spent on mobile
internet**





**70% of all
internet traffic
originates from
mobile**

Commercialization via Advertising

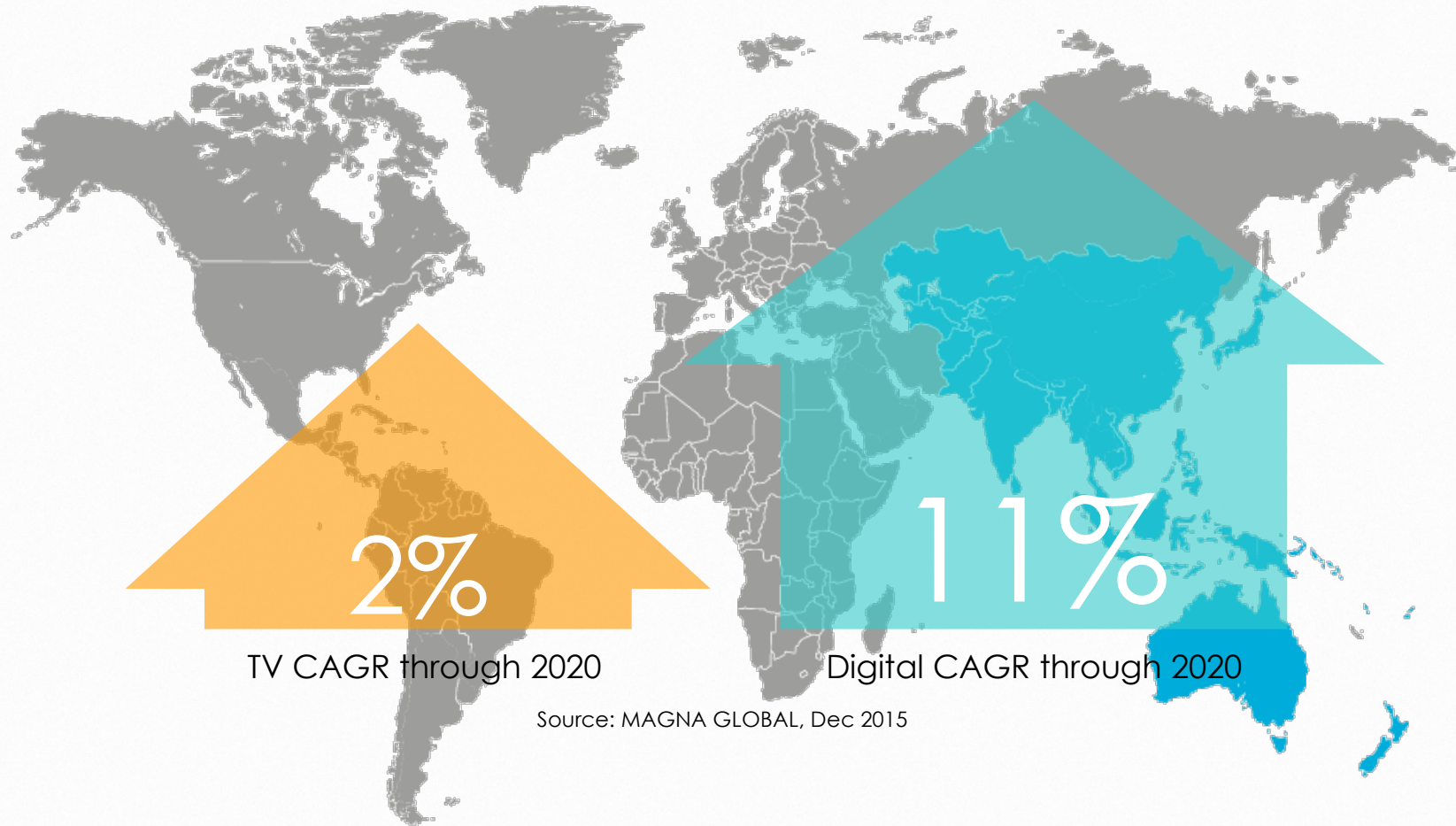


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Digital Advertising Continues to Rise!

Digital ad spend will overtake TV by 2018 in Asia Pacific



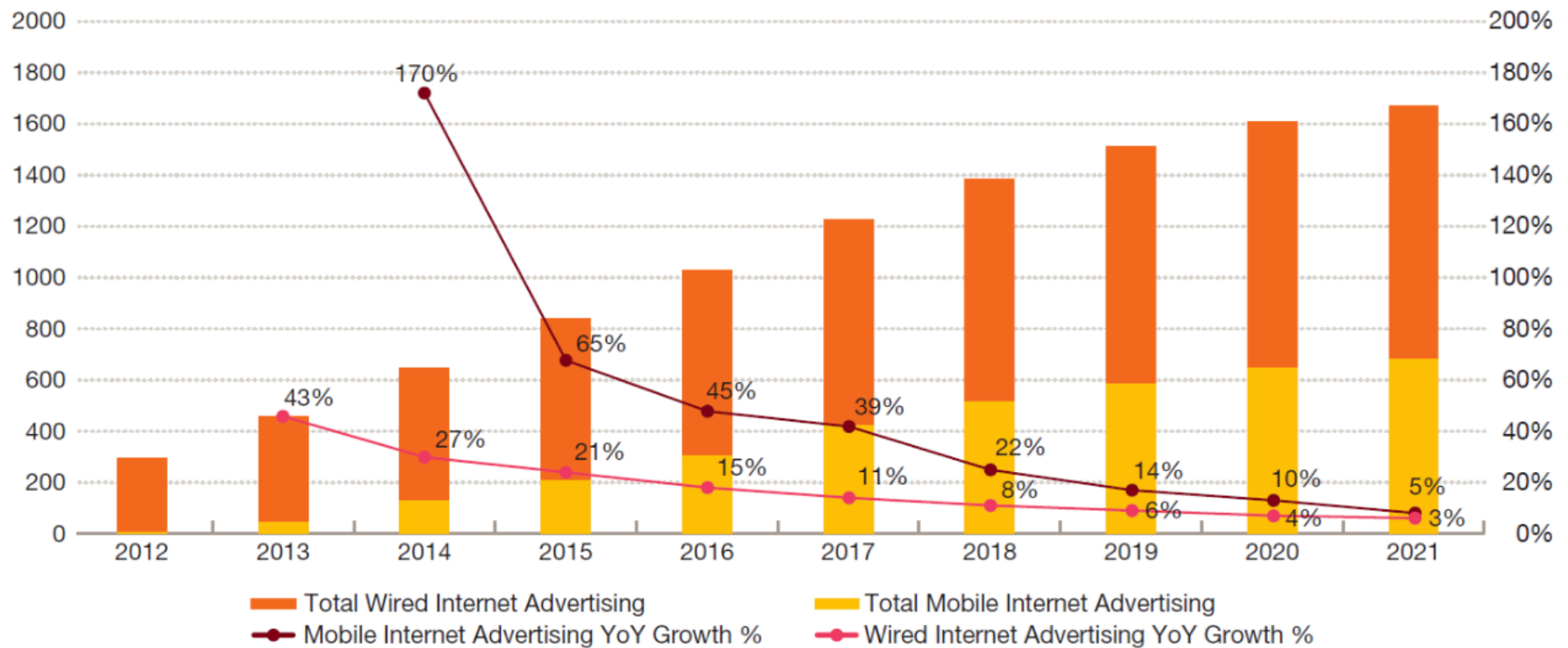
TV CAGR through 2020

Digital CAGR through 2020

Source: MAGNA GLOBAL, Dec 2015

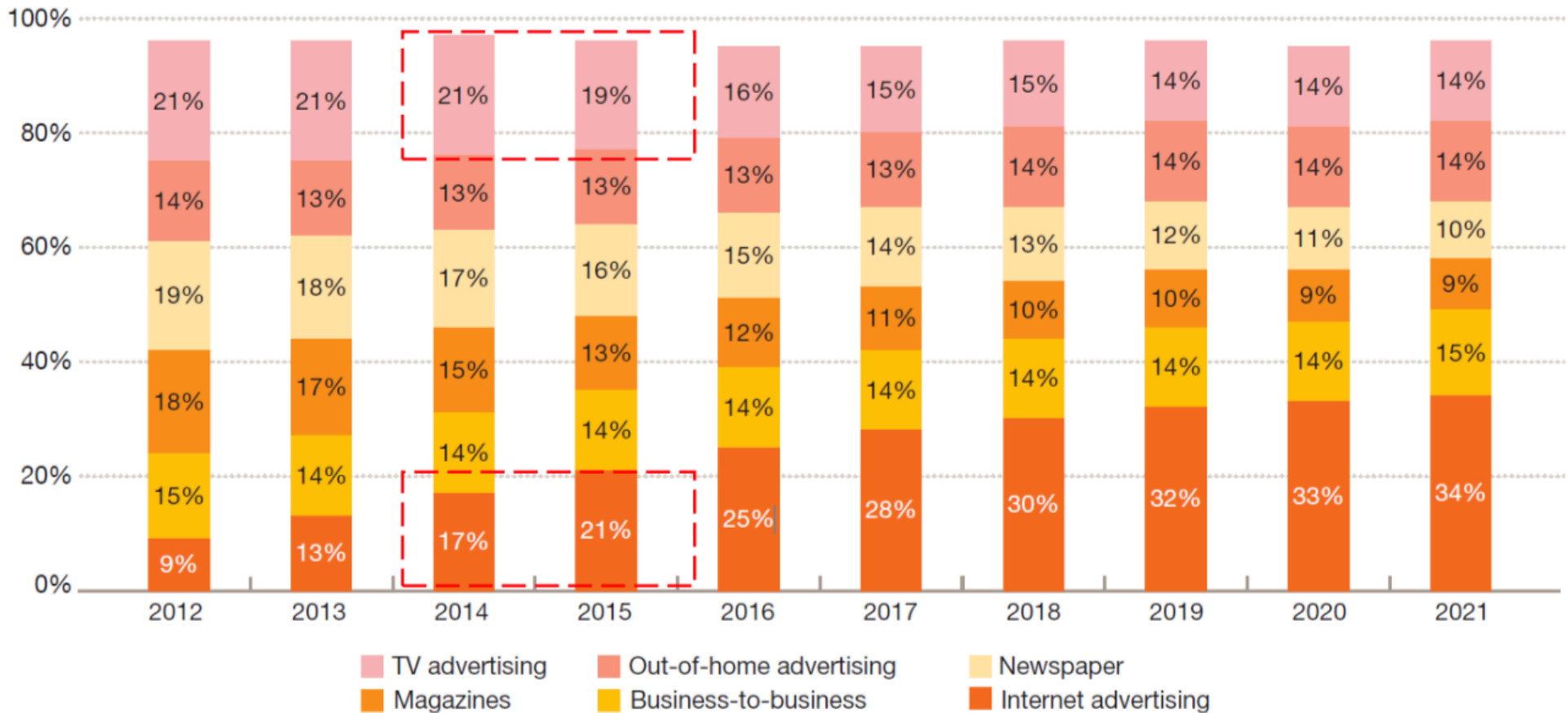
Digital Advertising Continues to Rise!

Hong Kong internet advertising revenues and YoY growth by mobile and wired (in US\$'million)



Digital lead by mobile ads has overtaken TV, making it the single largest medium in Hong Kong

Advertising share by medium



Thank You

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