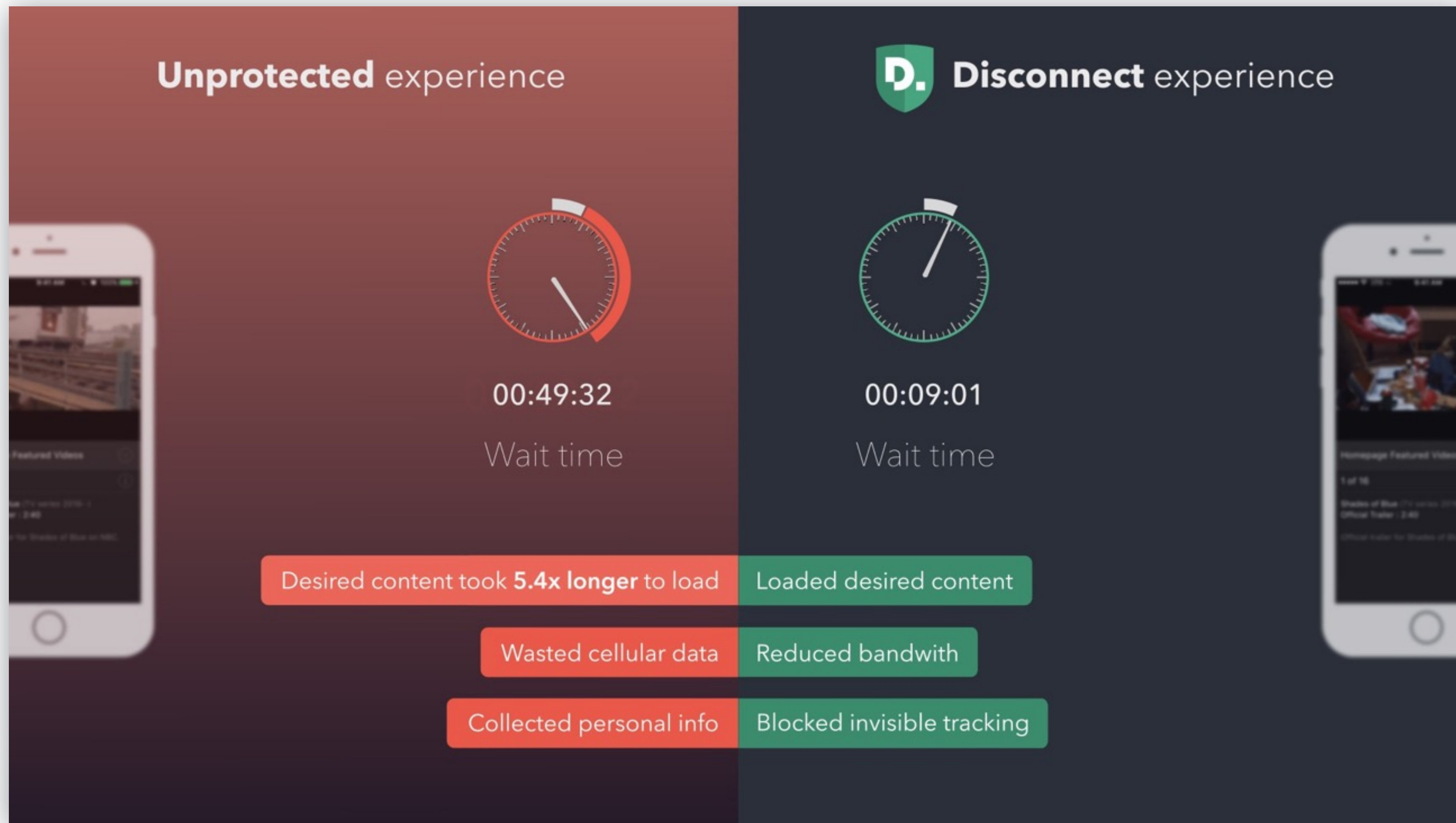


D.

Confidential

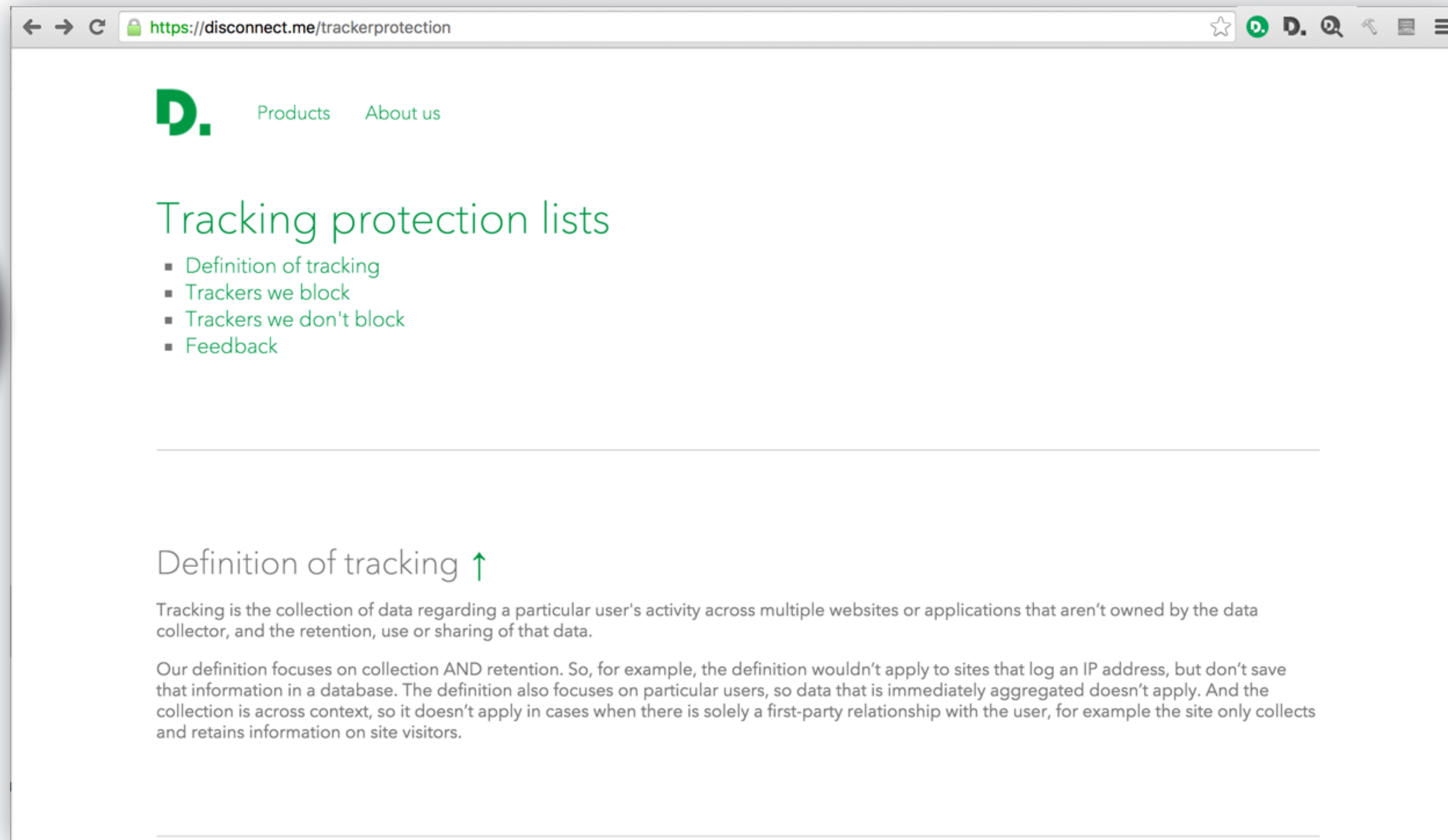
Improving the Internet
empowering privacy.

A premium **experience**
A faster and safer **internet.**



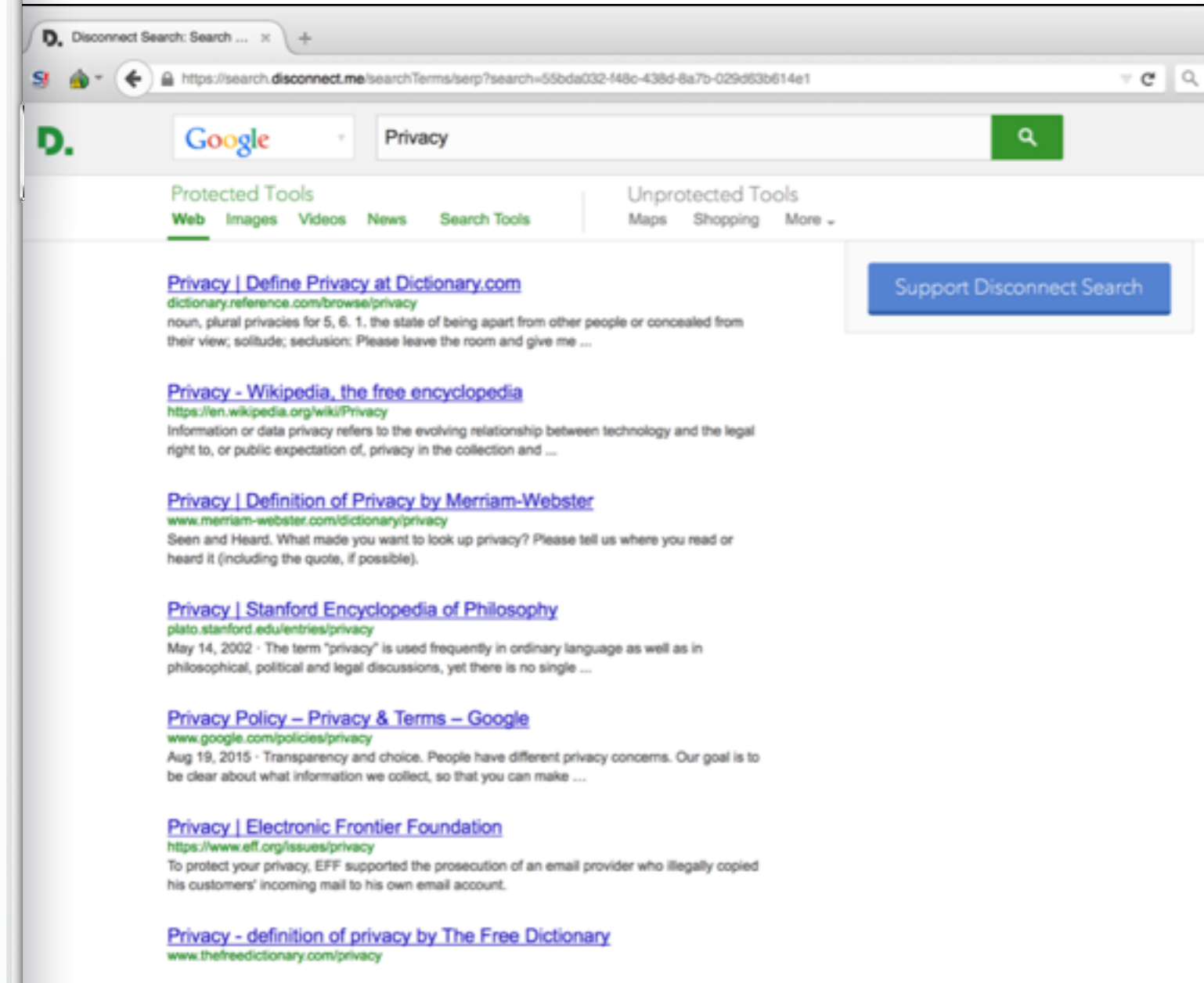
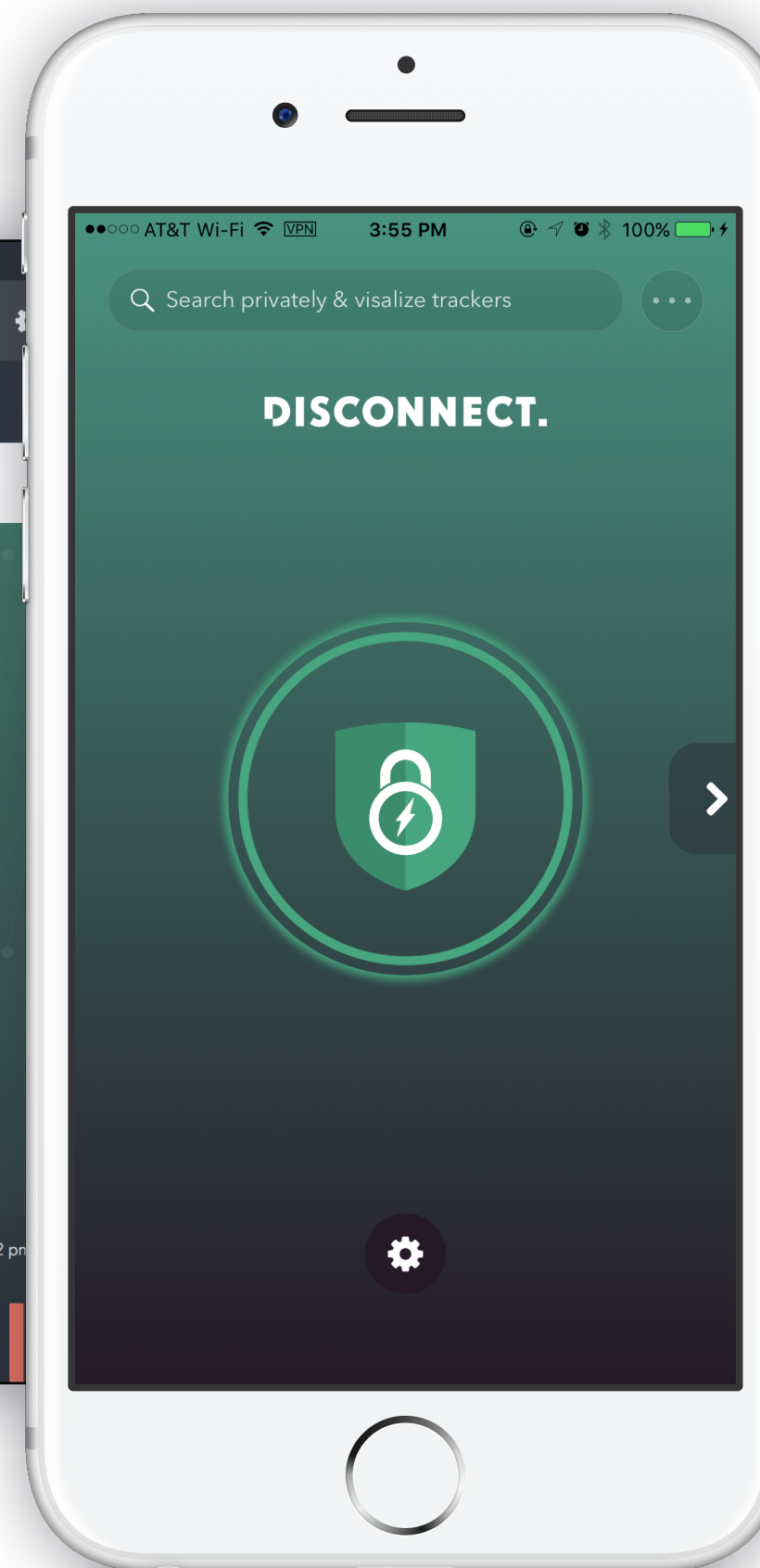
Protection, not ad blocking

Our policies
and blocklists
are transparent
and fair



Decisions
never influenced
by payments

25M active users of our award winning apps

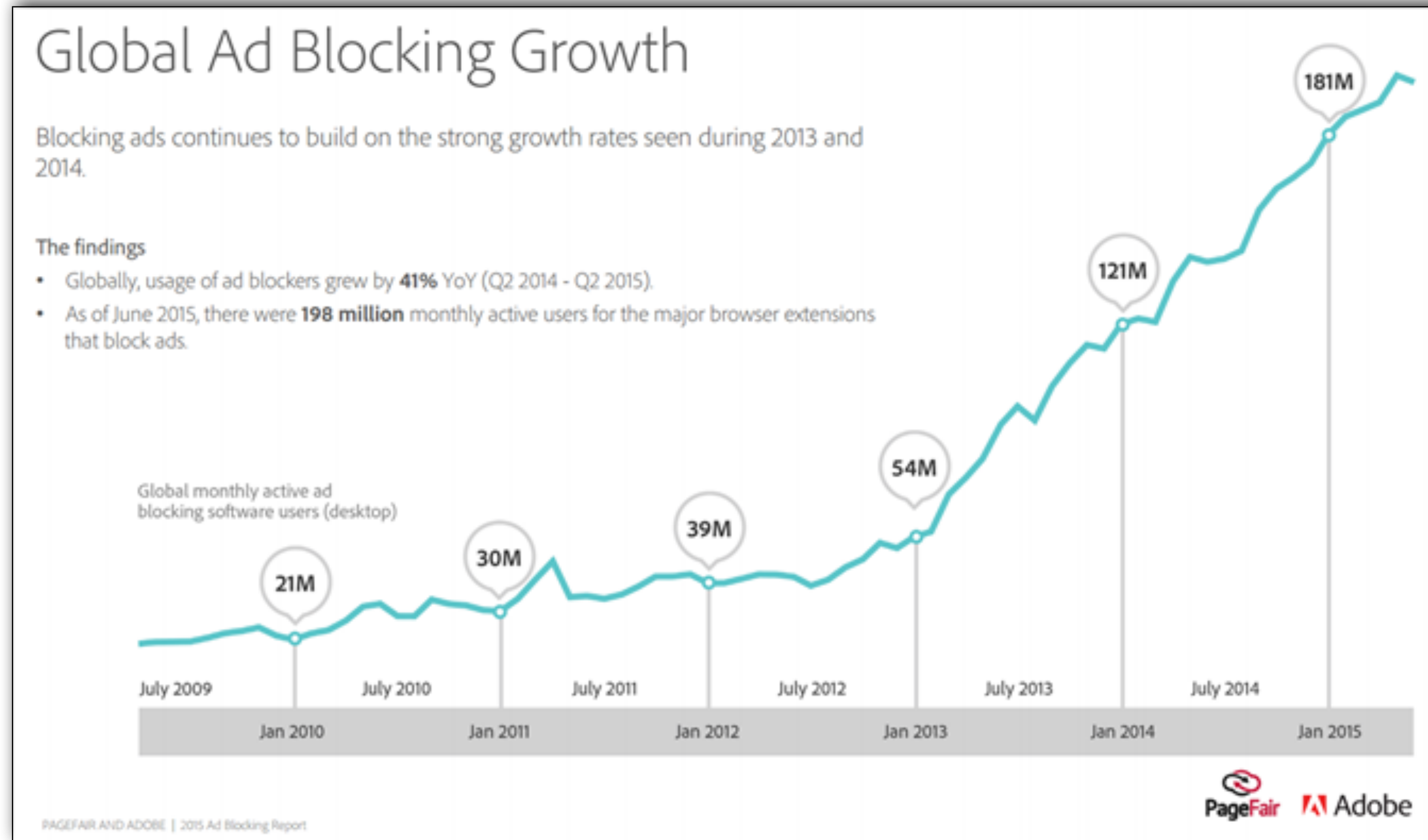


Network, browser and device integrations



Publisher proposal

Napster moment for publishers



Protection money not the answer



Tipping not the answer

Transactional
friction

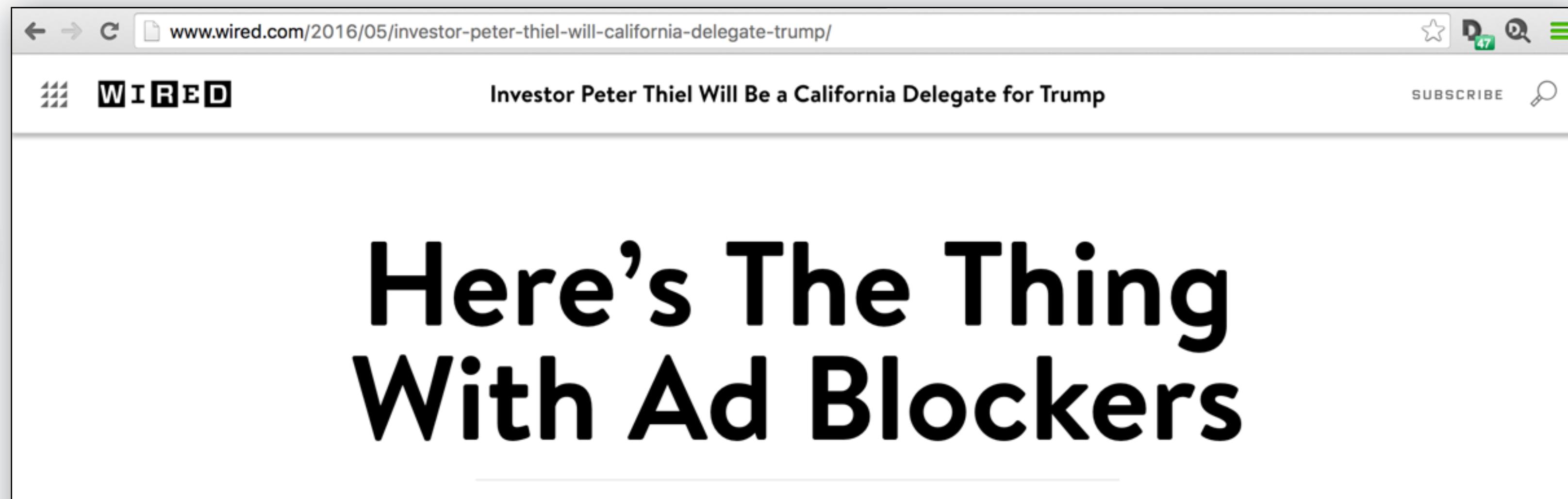


Digital dimes

 Flattr Plus

Ad Block Paywalls Alone, Not the Answer

Ad block walls don't address legit issues driving ad blocking

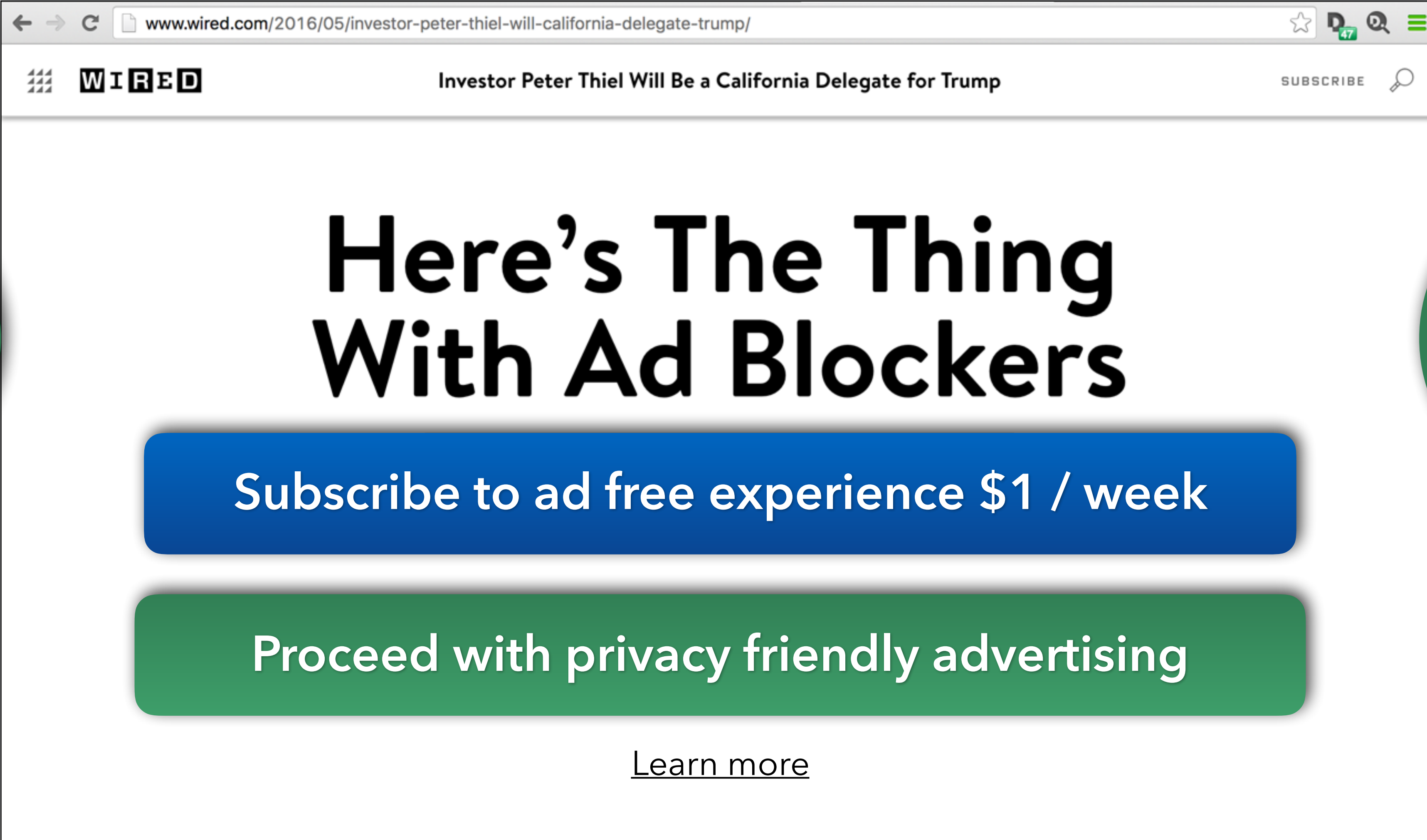


This approach will result in less traffic, revenue, engagement, brand loyalty

We don't get it: We're forcing you to turn off your ad blocker, which subjects you to non-consensual tracking, security issues in the form of malvertising and insecure connections, and a bloated user experience.

Stop ad blockers, increase subscriptions

Integrate our protection into your website or app



The image shows a screenshot of a web browser displaying a Wired article. The browser's address bar shows the URL: www.wired.com/2016/05/investor-peter-thiel-will-california-delegate-trump/. The Wired logo is in the top left, and the article title "Investor Peter Thiel Will Be a California Delegate for Trump" is in the top right. A "SUBSCRIBE" button is also visible. A large, semi-transparent overlay is centered on the page, featuring the headline "Here's The Thing With Ad Blockers" in large, bold, black text. Below the headline are two large, rounded rectangular buttons: a blue one that says "Subscribe to ad free experience \$1 / week" and a green one that says "Proceed with privacy friendly advertising". At the bottom of the overlay is a link that says "Learn more".

Investor Peter Thiel Will Be a California Delegate for Trump

Here's The Thing With Ad Blockers

Subscribe to ad free experience \$1 / week

Proceed with privacy friendly advertising

[Learn more](#)

Two options: advertising or subscription

Benefits

Better consumer experience

Enhanced privacy, security and performance (speed, bandwidth, battery)

Allows ethical anti-ad blocking

Addresses legitimate concerns with advertising ecosystem

Increased revenue

Foster trust, ad engagement, retention, brand loyalty

Easy integration

Nominal expense

Remote integration

24/7 monitoring, filter system updated minimum every 4 hours

Proven integration

Business model

1. Licensing: flexible terms

Global or per user license model available

2. Revenue share

Revenue share on increased revenue per user basis

Thank you!