

# "FIRST LOOK"

Pls. Demonstrative  
AB  
1:23-cv-00108



Winning  
AdX Bid

\$1.07

\$1.06



Actual Payment

PRICE FLOOR

\$1.06



DFP



AdX

1st

\$1.10

BID

HISTORICAL  
AVERAGE

\$1.06

2nd

PubMatic

\$1.08

BID

HISTORICAL  
AVERAGE

\$1.04

3rd

Index7  
Exchange

\$1.05

BID

HISTORICAL  
AVERAGE

\$1.01

4th

Magnite

\$1.00

BID

HISTORICAL  
AVERAGE

\$0.99

5th

OpenX