



Outbrain Launches Onyx Audience Solutions Driving Audience Connection with Predictive Innovation

NEW YORK, June 13, 2024 -- Outbrain (NASDAQ: OB), a leading technology platform for the open internet today announced the beta launch of Onyx Audience Solutions, an innovative suite which will enable advertisers to connect with their intended audiences by combining the power of predictive analytics and advanced AI, while prioritizing consumer privacy.

Built on the principles of innovation, privacy, and reach, Onyx Audience Solutions leverages a proprietary prediction engine to find relevant audiences based on contextual engagement signals. Harnessing over 17 years of expertise in data and optimization, the Audience Solutions suite enables marketers to reach desired demographics, as well as find similar consumers to first party audiences, by predicting likely user interest and characteristics with privacy-forward capabilities.

“This launch marks a new era in privacy-focused audience engagement solutions by gathering contextual, activity, and campaign data signals to achieve strong results and reach audiences at scale while avoiding intrusive data practices”, said Lior Charka, Vice President of Product at Outbrain. “This privacy-centric approach not only enables powerful predictions and delivers tangible business outcomes through efficient reach without third-party cookies, but it also sets a new standard for privacy-forward data use and audience engagement.”

Leading with Predictive Demographics

The flagship product, Predictive Demographics, empowers brands and agencies to connect with relevant demographic audiences without resorting to privacy-infringing methodologies. Initial campaigns powered by Onyx Audience Solutions have delivered strong, positive results on the Outbrain DSP, including:

- Delivering up to 10x more impressions than third-party cookie-based demographic segments, enabling advertisers to find and reach more of their target audience than existing third-party cookie-based solutions.*
- Facilitating access to large audience segments who are highly relevant for the advertiser's intended message. On average, eCPMs of campaigns using Predictive Demographics are 37% more efficient.
- Advertisers are embracing the solution for its ability to enhance campaign performance and prioritize privacy-forward audience targeting as indicated by 40% higher adoption rates when compared to traditional third-party segments.

As the adtech industry looks for new opportunities to address signal loss, advancements in AI, especially Large Language Models, open up the potential for unparalleled solutions for connecting with ideal audiences while preserving their privacy. As pioneers of innovative, privacy-centric solutions, Outbrain is at the forefront of offering advertisers solutions for future-proofing their digital marketing strategy and forging authentic connections with audiences. Onyx by Outbrain is committed to enhancing AI-powered products in the near future, including modeled segments to curate new, discoverable audiences.

Advertisers interested in exploring the opportunities offered by Onyx Audience Solutions can learn more [here](#).

*Based on March - April 2024 Onyx by Outbrain data.

About Outbrain

Outbrain (Nasdaq: OB) is a leading technology platform that drives business results by engaging people across the open internet. Outbrain predicts moments of engagement to drive measurable outcomes for advertisers and publishers using AI and machine learning across more than 8,000 online properties globally. Founded in 2006, Outbrain is headquartered in New York with offices in Israel and across the United States, Europe, Asia-Pacific, and South America. To learn more, visit www.outbrain.com

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Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as “may,” “will,” “should,” “expects,” “plans,” “anticipates,” “could,” “intends,” “guidance,” “outlook,” “target,” “projects,” “contemplates,” “believes,” “estimates,” “predicts,” “foresee,” “potential” or “continue” or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions. We have based these forward-looking statements largely on our current

expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to the risks described in the section entitled “Risk Factors” and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2023 and in subsequent reports filed with the SEC. Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.