



Executive Report of Agreed upon Procedures on Infinia Mobile's DMP Mobile Services.

For the attention of Infinia Mobile Management:

In accordance with the terms of the Professional Services Proposal signed by PricewaterhouseCoopers Auditores S.L (hereinafter PwC) and Infinia Mobile S.L. (hereinafter Infinia), on March 15th, 2019, the review has been performed in line with the scope established in said proposal as agreed between both parties.

This report has been developed in accordance with the professional standards that regulate this type of Agreed upon Procedures orders and regulate the auditor's performance.

In this type of work, the readers of the report must form their own conclusion considering the objective findings and evidences presented as result of the application of the specific procedures defined. Therefore, we assume no responsibility for any change or deviation from the procedures described below.

Below is a description of the procedures agreed with Infinia Management:

- **Infinia has developed a proprietary SDK, which, when installed in the applications of the Publishers is able to collect information to complete profiles. The audit has been performed on Android version 2.6 and iOS version 2.6.0. The software design process has as quality objective to minimize the impact on devices performance.**
 - It is verified that the software can be configured to require end user consent, in line with current privacy legislation (GDPR). Data processing is not performed on users who have denied consent, nor on those who have exercised the right to be forgotten.
 - It is proved how the Infinia SDK can be configured to send information about the device and its location with an average interval of five minutes.
- It is evidenced that Infinia has a **volume of data with a total of 237,461,275 unique profiles on March 12th, 2019, showing a stable development over time on the volume of profiles.**
 - The table below shows the countries with the highest number of registered profiles:

Country		Number of profiles
Brazil	BR	71,543,575
Mexico	MX	58,019,769
Spain	ES	29,758,202
Argentina	AR	23,445,527
Colombia	CO	17,771,431
United States	US	16,498,026
Chile	CL	10,707,971
Peru	PE	7,969,795

- It is verified that a profile in the Infinia database consists of as a minimum: one **unique advertising identifier, age, gender, socio-economic status, and the country to which it belongs.** The total volume of profiles is built from the data input from the SDK installed in the Publishers' apps and third parties.

In addition, it is noted that, within the volume of data validated, the profiles may have information relating to: home place (informed in 94.65% of the profiles), work place, vital area, language, psychographic profile (based on user interest according to IAB categorization).

- There is a **continuous updating process with the objective of improving the quality of the profiles.** This process has a weekly review cycle in which the profiles are generated and updated with the information collected in the last 90 days.



- A **model of locations for the Out Of Home Advertising environment** has been generated under the platform called OMNIA, which aims to predict the audience of a given geographical location through a set of profiles and their locations.
 - There is a trained algorithm capable of calculating the type of audience and its inflow at a given point of an urban area.
 - This algorithm predicts daily the number of users at a geographical location through a sampling of profiles with the aim of estimating the behavior of the population from a period of 15 or 30 days.

Clarifications:

As result of the review procedures by PwC to Infinia described above, it is considered that the evidences provided by the contracting party are adequate and reasonable to verify the accuracy of the Agreed Upon Procedures, baring in mind the following:

- The criteria currently defined by Infinia are based on the current situation.
- No liability will be accepted against any third party that may have access to the report.
- In order to avoid any misinterpretation, by information excess or omission, of the conclusions reached, the report may only be distributed in its entirety. Infinia Mobile is not authorized to make extracts, summaries or references to the results if access to the report is not provided under the conditions indicated above, i.e. in full and complete form.
- The PwC logo cannot be used, except with written authorization from PwC, outside the Agreed Upon Procedures report once it have been provided to Infinia Mobile.

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