

RESET DIGITAL, INC.

THE PROMISE OF PROGRAMMATIC REALIZED, THE POWER OF COGNITIVE MESSAGING UNLEASHED.

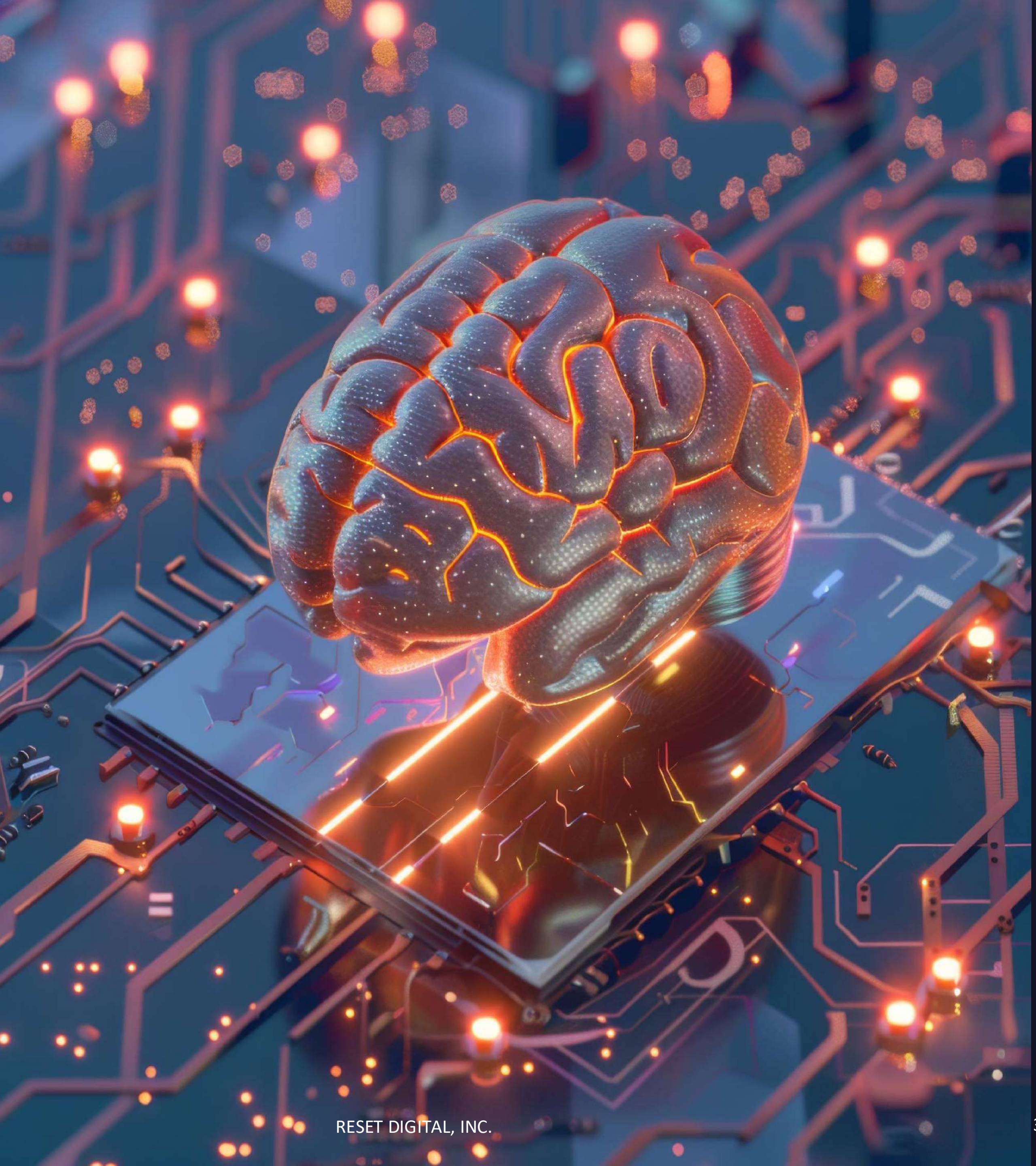


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WHY RESET DIGITAL?

“A PARTNER IN GROWTH AND INNOVATION”

- We help fortune 500 companies and their advertising agencies deliver on their mission of reaching and influencing, any, and all, American communities - and/or cultures at scale; delivering as good or better results than they have in the past with other programmatic platforms.

Key Differentiators:

- ▶ Increase brand preference, recognition and recall..
 - ▶ Increase sales.
 - ▶ Increase emotional connection with consumers.
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OTHER IMPORTANT FACTS

- We have experience:
 - ▶ 2010 — 2012: Founder helped to build the most recognizable programmatic company at the time valued at over a billion dollars.
 - ▶ 2012 — 2018: Founder built and sold the first ever diverse owned programmatic platform in the world.
- Built RESET at the request of past and current ANA chairs: Tony Pace (ex CMO Subway & ANA Board Chair), Marc Pritchard (current Global Brand Officer & ANA Board Chair)
- RESET is the only successful diverse owned programmatic company with its own technology. Everyone else is a “Front” for a non-diverse technology company.



WHY NOW? “FUTURE-PROOF SOLUTIONS”

- Results matter more now than they ever did and the world is moving away from their emotional responses to George Floyd and Brianna Taylor. This means everyone we’ve encountered is being held accountable for real measurable results. As far as we know, RESET is the only company delivering results as good or in most cases better results than our competition.
 - Emotional connection to consumers has become exponentially more important due to the polarization and felt isolation of various cultures across America. RESET is the only company with an emotional scoring system built to help marketers understand and connect with people; delivering consistent predictable and measurable success.
 - Everyone wants something that makes life easier. While RESET can’t help people with their personal lives, our clients enjoy knowing that their marketing will deliver consistently without fail while supporting all types of publishers big and small.
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A TRUE END-TO-END PLATFORM

“SEAMLESS SOLUTIONS, MAXIMUM EFFICIENCY”

- Reset delivers an end-to-end advertising solution; delivering unparalleled efficiency in digital ad campaigns. From media planning to execution, data management, optimization, and reporting, RESET provides seamless integration that drives results.
 - RESET is built with scalability in mind, delivering omnichannel capabilities (CTV, OLV, Mobile, Display, and Audio) and fully integrated measurement tools to track and optimize performance in real time.
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OUR COMPETITIVE ADVANTAGE

- Simplified operations with a single platform.
- Scalability and adaptability for agency needs, delivering faster time-to-market and better ROI.



THE LARGEST INCLUSIVE MARKETPLACE

“EXPANDING REACH, DRIVING AUTHENTICITY”

- RESET has built the only and largest Supply-Side Platform (SSP) of mid and long tail publishers in the world; including the largest collection of historically and currently disadvantaged businesses. RESET offers unrivaled access to underrepresented audiences, empowering brands to connect authentically with multicultural consumers.
 - Our marketplace includes minority-owned, minority-targeted, and mainstream inclusive publishers, creating a unique ecosystem that taps into a rapidly growing demographic with higher levels of engagement and loyalty.
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OUR COMPETITIVE ADVANTAGE

- Exclusive access to premium, high-impact inventory. Exclusive partnerships with diverse networks such as NABOB and NNPA.
- Unmatched diversity targeting that aligns with the increasing demand for inclusivity in advertising.



UNMATCHED CONTEXTUAL INTELLIGENCE

“PRECISION TARGETING FOR OPTIMAL RESULTS”

- RESET leads the industry with the most advanced contextual tool in existence, designed to maximize relevance and engagement in a privacy-first world. Our contextual targeting goes beyond keywords and categories; it deeply influences intent while measuring emotions.
 - With the increasing demand for cookieless targeting, our tool offers a competitive edge by delivering hyper-relevant ads without relying on third-party data.
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OUR COMPETITIVE ADVANTAGE

- Advanced empathetic AI and machine learning algorithms provide precise emotion-based targeting.
- Contextual intelligence that understands how emotions drive consumer sentiment and content relevance across all formats (video, display, CTV, and Audio).

In today's rapidly evolving digital landscape, brands need more than just reach—they need relevance, connection, and innovation to drive meaningful influence. Reset Digital stands at the forefront of this transformation, offering a market-leading end-to-end platform, the industry's largest inclusive marketplace of publishers, and the most advanced contextual targeting tool available. Our unique combination of cutting-edge technology, inclusivity-driven strategy, and seamless execution empowers brands to connect with all audiences at scale, while delivering unparalleled performance and measurable impact. Let us show you how Reset Digital has redefined the future of advertising.

● Global beverage company leveraged Reset's end-to-end platform to target an inclusive audience while driving engagement and conversions

✓ 600% Lift in Sales
✓ 200% Increase Foot Traffic

● Global CPG company selects Reset's to become its diverse programmatic platform of choice to reach inclusive audiences authentically

✓ 45% Lift in Brand Affinity
✓ Measurable increase in Marketshare

● Global Telecommunications company selects Reset to reach diverse communities nationally by leveraging the largest diverse marketplace in the world.

✓ Over 2X ROAS
✓ Over 100M Impressions Delivered

● Major Agency Holdco partners with Reset to reach inclusive audiences across it's entire portfolio of brands — leveraging Reset's entire platform to spend with diverse owned media companies while targeting the audiences they serve.

✓ Over 31% of inclusive audience reached on average.
✓ Average 10% Earned Value delivered on each campaign

WE'RE READY TO GO!



Charles Cantu
CEO & Founder
Reset Digital, Inc.
New York, NY 10017
charles@resetdigital.co