

APPNEXUS NAMED A SELL AND DEMAND SIDE PLATFORM LEADER BY INDEPENDENT RESEARCH FIRM

*AppNexus (of Evaluated Vendors) Only Independent Company Included in
Both Buy and Sell-Side Reports, Ranked Highest in Strategy for
Sell-Side Platform*

NEW YORK – January 3, 2012– AppNexus, the world leader in real-time advertising technology, announced today that a January 2012 Forrester Research, Inc. report titled, “The Forrester Wave™: Sell-Side Platforms, Q1 2012,” has recognized AppNexus as a market Leader overall, including a top ranking in corporate and product strategy. This distinction follows the release of the December 2011 report: “The Forrester Wave™: Demand-Side Platforms, Q4 2011,” in which AppNexus was also noted as a market Leader. AppNexus was one of only two companies – and the only independent company -- ranked by Forrester on both the buy and sell sides.

Overall, the report concluded that AppNexus and one other vendor “led the pack.” Forrester spotlights “AppNexus [as] a Leader because of its product’s deep flexibility and extensibility, and its ambitious vision for how publishers will purchase and utilize ad technology.”

Brian O’Kelley, CEO of AppNexus said, “As the only independent company evaluated for both buy and sell side capabilities, we appreciate Forrester’s recognition. At AppNexus we are focused on solving the most challenging technology problems for our clients, who are the real power users of online advertising. The way in which we have delivered scale and best-in-class yield management to Microsoft Ad Exchange is a great example of this commitment. We will continue to deliver innovative technology solutions to the market, such as the AppNexus App Marketplace, which is a critical part of our overall strategy to simplify the advertising ecosystem.”

Vendors in the report were evaluated based on 34 criteria across three categories: Current Offering (technology and service capabilities), Strategy (market vision, corporate strategy), and Market Presence (clients, employees, financial viability).

The following excerpts from the report highlight AppNexus’ core strengths and benefits to sell-side clients:

- “AppNexus stands out from the pack with its unique approach to enabling publisher monetization. Rather than providing publishers with an out-of-the-box marketplace, AppNexus provides infrastructure and buy-side technical integrations that enable publishers to create their own market for inventory.”
- “AppNexus can also be the primary ad server.”
- “AppNexus is ideally suited for large publishers that need to manage complex monetization.”
- “Publishers [which] prefer to manually manage yield optimization or use their own optimization technology that can better take into account publisher-specific factors like strength of individual advertiser relationships and seasonality of direct sales results...should turn to a highly flexible vendor like AppNexus.”

The December 2011 report: “The Forrester Wave™: Demand-Side Platforms, Q4 2011” highlighted AppNexus as “a pioneer and industry leader in RTB technology, built on its own cloud-based infrastructure and featuring the highest queries per second (QPS) of the group.” Additionally, AppNexus was called out for having the highest monthly platform volume of all evaluated vendors with 26B impressions. In that report, Forrester says of AppNexus, “It is laser focused on creating – and driving adoption of – best-of-breed RTB infrastructure across the buy and sell sides of the display ecosystem.”

About AppNexus

AppNexus is the world leader in real-time advertising technology, serving the largest and most innovative buyers and sellers of online advertising, including Microsoft Advertising Exchange, Collective and Technorati Media. Led by the pioneers of the Web's original ad exchanges at Yahoo!'s Right Media and Google's DoubleClick, AppNexus offers the industry's most advanced technology platform that empowers companies to build, manage and optimize their entire online advertising businesses. Based in New York City, AppNexus is backed by an outstanding group of investors including Microsoft, Venrock, Kodiak Venture Partners, First Round Capital, Marc Andreessen, Ben Horowitz and Ron Conway. For more information, visit www.appnexus.com.

#