



AI-powered Programmatic Ad Mediation

AUTOMATED SOLUTION THAT DRAMATICALLY
INCREASE MOBILE AD REVENUES



WHAT WE DO

Help mobile app developers and publishers earn a fair share of mobile ad revenue



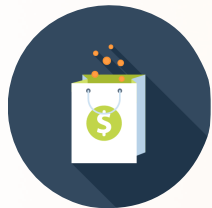
PAIN POINTS WE SOLVE



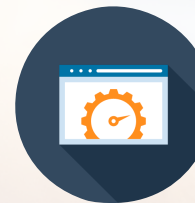
Manual ad revenue optimization takes a lot of human resources and is time consuming. We automate this process very efficiently.



Manual optimization cannot be real-time (millions of constantly changing critical data points). Our machine learning programmatic solution instantly solves this issue.



With all the complexity of the industry, developers spend a lot of their time figuring out ad monetization technology, tactics, implementation, etc. By taking care of all ad monetization needs and providing significant revenue increase, Peak solution allows Pubs and Devs to focus solely on their product.



Publishers who have not chosen a mediation partner yet, deal with additional accounting, transparency and compatibility issues. We solve pricing transparency, providing better revenue share terms, simple accounting by providing one dashboard and single payment, and compatibility issue is solved by a single SDK we provide. Our payouts are instant vs. industry standard Net 30/60 terms.



WHY MEDIATION IS A GOLDMINE OPPORTUNITY

\$100b+ market, 100% annual growth for the past several years

Market needs consolidation through mediation platforms, current fragmentation is too complex: too many ad networks, RTBs, niche platforms in different regions to work with

Solving a serious pricing transparency issue

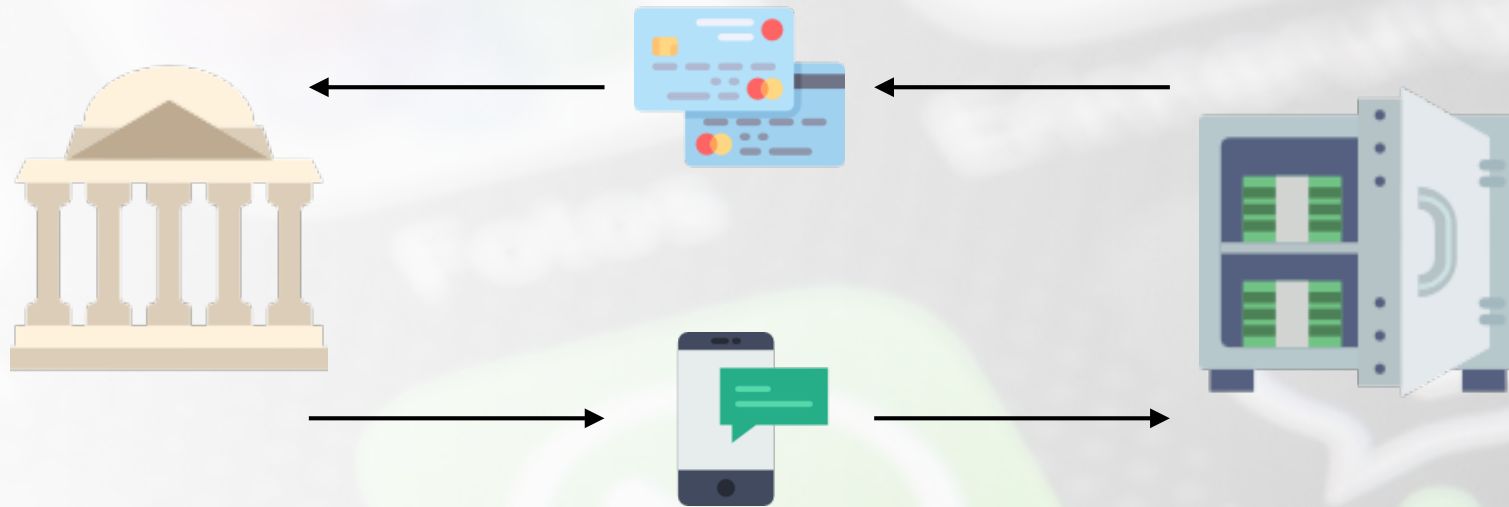
All programmatic mediation platforms control less than 1% of the market, huge growth potential

All Devs/Pubs will see ad revenue increase when switching from ad network to mediation. All pubs get fair terms regardless of their size.





WE ADVOCATE FOR FAIR MOBILE AD MARKET



Advertisers pour billions of dollars in User Acquisition and video views, most of the cash goes to Ad Networks that keep up to 70% of the revenue, whereas App Devs/Pubs only get 30%, best case 50% of the revenue share.

Peak Mediation, uses AI and programmatic algorithms to get the best paying bids on the market for each ad impression, increasing revenue.

Peak Mediation is a high volume supply side partner (one account for all Devs/Pubs). That gives Peak an opportunity to negotiate better revenue share deals with Ad Networks, in some cases up to 10%/90%



COMPANY SNAPSHOT

Service Provided to app Devs/Pubs monetizing on mobile ads:



Ubisoft
~\$8M/month in ad
revenue



Ketchapp
~\$10M/month in ad
revenue



ZeptoLab
~\$5M/month in ad
revenue



BitMango
~\$5M/month in ad
revenue



ZiMAD
~\$1M/month in ad
revenue

Some of our partners:



acquired by Twitter
for \$350m



valued at over \$2b



valued at over \$2b



BUSINESS MODEL

Tailored approach to each individual client

We pass all revenues to our clients, and charge a humble commission based on our performance:

No fee or small fee (**<5%**) if we couldn't increase revenues by much (**<50%**)

If we increase client's revenue by **50%+** we charge **5-10%** success fee



WHERE WE STAND



Over \$1M and two years invested in development



Cost-efficient structure outsourcing development in Eastern Europe



Just launched: 30k/mo in revenue, 50k/mo revenue committed, signed trial agreement with Ubisoft



WHO WE ARE



Egor Lavrov, CEO

Egor Lavrov is a serial entrepreneur since the age of 16

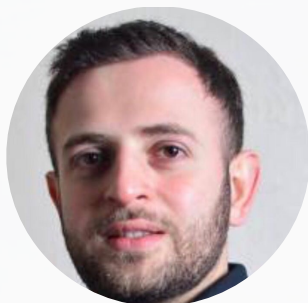
- First multi-million exit at the age of 17
- Founder of 4 companies, including mobile app development, publishing and ad tech
- One of the pioneers of RuNet (Russian Internet)



Jordan Satok, CTO

Jordan Satok is a serial entrepreneur since the age of 17

- Dropped out of college to start AppHero, a personalized app recommendation platform, which was acquired by Fuse Powered
- As Director of Ad Tech, Grew Fuse Powered business to over \$100m revenue
- Over 7 years of experience in ad tech space



David Kalustov, CRO

- Managed sales department at the highest volume Mercedes Benz dealership in the Northern California.
- Helped to grow annual sales volume by 12% while adding extra 20% to revenue.
- Passionate for IT sales and substantial experienced in a field.
- More than 9 years of sales and customers relations experience.
- Recently helped to manage Peak Mediation sales office in Moscow.



WHAT WE WANT

\$3m Series A. \$10m Pre

Our ideal investor:

1. Shares our passion to fair and transparent adtech market
2. Has synergistic businesses in portfolio
3. Has a large network of connections in the mobile app industry
4. Believes in two-sided markets

Reach us:

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Questions?

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