PROGRESS VENTURES

Q4 | 2019

QUARTERLY NEWSLETTER

Dear Friends,

We are pleased to provide you with an update on Progress Ventures reflecting on the fourth quarter of 2019.

Venture Capital Market Update

Q4 brought closure to yet another historic year in the US Venture Capital market. Deal count and overall deal value continued with much of the same momentum carried through the previous year. According to the Pitchbook NVCA Venture Monitor, 2019 saw $136.5B in deal value on 10,777 total deals. 237 of those were so called "mega-deals" with over $100M in invested capital. We continue to see more non-traditional investors, such as major corporations, participating in these rounds.

PwC MoneyTree pins the deal volume for 2019 at the slightly more conservative number of $108B, which still places 2019 in third place all time, behind 2000 and 2018. According to MoneyTree, M&A exits fell slightly from a record 701 in 2018 to an equally impressive 649 in 2019, meanwhile venture-backed IPO activity continued to climb from 86 in 2018 to 90 in 2019.

Looking back at a decade: Venture deal count has grown 2.4x since 2009, and aggregate deal value grew nearly 5x. Ultimately, we are pleased to see much of this momentum continuing strong into 2020 and the new decade.

Progress Ventures Update

Progress Ventures continues to maintain focus on investing specifically in advertising, marketing, and media technologies. During Q4 we saw a number of interesting investment opportunities and further institutionalized our firm. If any opportunities of interest should arise within your network please feel free to share them with the firm.

We thank you for your continued support in our firm and venture fund. Please reach out with any questions, comments, or opportunities.

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4Q2019 ACTIVE PORTFOLIO PROFILES

FUND I

dstillery

MediaMath

FUND II

Localytics

PIXABILITY

SKYWORD

FUND III

capture

IRIS.TV

LISNR

TRUOPTIK

dstillery

Dstillery is a leading custom audience solutions company, empowering brands and their agencies to maximize the value of customer data and transform the way they connect with their audiences. The company's primary product, Custom AI Audiences, is built by just-for-your-brand Custom AI models that deliver the ideal combination of accuracy and scale. Dstillery rescores candidates in and out of audiences every 24 hours, and therefore audiences are always up-to-date and on-target. That's why brands across Retail, CPG, Finance, Luxury, B2B, Telco, Travel, and Tech rely on Dstillery's audience solutions for branding and direct response initiatives to thrive.

For more information, visit: www.dstillery.com.

MICHAEL BEEBE
Dstillery Co-CEO

Michael Beebe originally joined Dstillery as CFO in May of 2017, and became CEO in December of 2017. Prior to joining Dstillery, Michael served as CFO at Booxby. Prior to his career as an executive in the media technology industry, Michael worked in public equities. His roles in the public equity sector include Fund Manager at Mojave Capital Management, a Hedge Fund seeded by Tiger Management, and Analyst positions at Goldman Sachs, Soros Fund Management, Viking Global Investors and Surveyor Capital.

Company Overview

- Founded in 2008
- 115 Full-time employees
- Date of Progress initial investment: January 2008
- Other investors include: Menlo Ventures, US Venture Partners, Venrock, Cava Capital, Contour Venture Partners, Coriolis Ventures
- Notable clients include: AllState, MetLife, Adobe, AT&T, Verizon, Disney, Xerox, Hyundai, NBC, Orbitz, Monster, Sprint, Amex

Recent Press

yahoo! finance   Nov. 20, 2019: Dstillery Wins Quirk's Media's Groundbreaking Research Project Award

ADWEEK   Oct. 4, 2019: Brands Can Avoid Ad Fraud by Understanding Its Ever-Changing Nature

Ai THORITY   Oct. 1, 2019: AiThority Interview with Melinda Han Williams, Chief Data Scientist at Dstillery

MediaMath

MediaMath helps leading global marketers deliver personalized digital advertising across all connected touchpoints. Over 9,500 marketers in 42 countries use our enterprise software every day to launch, analyze and optimize their digital advertising campaigns across mobile, video, audio, social, native, digital out of home and Advanced TV formats. Founded in 2007 as a pioneer in "programmatic" advertising, MediaMath was recognized by Forrester in 2017 as the Leader in the Demand Side Platform category and as a Leader in the Data Management Platform category. MediaMath has offices in 17 cities worldwide and is headquartered in New York City.

For more information, visit: www.mediamath.com.

JOE ZAWADZKI
 MediaMath CEO

Joe Zawadzki is the CEO and founder of MediaMath. Joe also serves on the board of the Direct Marketing Association and is a founding partner at MathCapital. Prior to MediaMath, Joe was the President & Founder of Poindexter Systems, which later became [x+1] and was eventually acquired by Rocket Fuel. Joe is a well known thought leader and veteran of the AdTech world, with over 20 years of experience running companies in the sector.

Company Overview

- Founded in 2007
- 750 Full-time employees
- Date of Progress initial investment: March 2008
- Other investors include: QED Investors, Catalyst Investors, Safeguard Scientifics, Spring Lake Equity Partners, Akamai, and Searchlight Capital Partners

Recent Press

Nov. 6, 2019: MediaMath Partners With LiveRamp to Harness the Power of Data for Better Consumer Privacy

Oct. 9, 2019: Partnerships with Adelphic, Amobee, MediaMath and Verizon Media first to power a new phase of growth in out-of-home

Localytics

Localytics is a Boston-based software company offering the most powerful mobile application analytics and engagement platform available, giving publishers of smartphone and tablet apps the tools needed to build more successful and profitable products. Localytics gives brands the data, intelligence and marketing channels to deliver a meaningful, personal customer experience. Localytics help brands discover and deliver exactly what their customers are passionate about, and integrate those insights and experiences across other channels to deliver a digital customer experience that resonates. The platform is used in more than 37,000 apps on more than 2.7 billion devices.

For more information, visit: www.localytics.com.

JUDE MCCOLGAN
Localytics CEO

Jude McColgan is the CEO of Localytics. He joined the company in June of 2017. Prior to Localytics, Jude served as President of Avast Software, and Managing Director at Sisu Ventures. Prior to Avast and Sisu, Jude held senior management roles at Nuance Communications, TomTom, Oracle, and The Sheridan Group.

Company Overview

- Founded in 2008
- 90 Full-time employees
- Date of Progress initial investment: May 2011
- Other investors include: Sapphire Ventures, Polaris Partners, Top Tier Capital Partners, Launchpad Venture Group, and Techstars
- Notable clients include: ESPN, Meredith, NewsCorp, IBM, Microsoft, Amazon, Weather.com, and Bose

Recent Press

Inc. Dec. 21, 2019: 22 Simple Daily Habits That Separate High Achievers From Everyone Else

ClickZ Marketing Technology Transformation — Dec. 11, 2019: Retail apps must engage further to keep pace during the holiday shopping season

Localytics Oct. 31, 2019: Localytics CEO Jude McColgan Selected to Participate in Digital Marketing Summit

PIXABILITY

Pixability is a video advertising software company that uses data science to optimize campaigns across YouTube, Facebook, Instagram, and Connected TV. Pixability's solution is a leading platform for advertisers looking to reach consumers through streaming video. The company's industry-leading optimization and insights solutions are independently verified by the YouTube Measurement Program, the Facebook Marketing Partner Program, Oracle Data Cloud's Moat Measurement, as well as IAS and DoubleVerify.

For more information, visit: www.pixability.com.

DAVID GEORGE
Pixability CEO

David George is the CEO of Pixability. David joined the company in March of 2018 with a long and successful track record of leadership in the technology sector. He brings a depth of experience in SaaS, AdTech, Global Sales & Marketing, and M&A to the table at Pixability. Prior to joining the company, David held senior leadership positions at Facebook, Celtra, KickApps, Maven Networks, eBay, and NetGenesis.

Company Overview

- Founded in 2008
- 81 Full-time employees
- Date of Progress initial investment: March 2013
- Other investors include: PJC, Jump Capital, Edison Partners, Quad, Launchpad Venture Group, and Walnut Venture Associates
- Notable clients: Google, Swarovski, Chanel, Mindshare, Media Networks Inc., Intuit, Netflix, Omnicom Group, Puma, Estée Lauder, Walgreens, AKQA, Zipcar, Gillette, and Saatchi & Saatchi

Recent Press

VENTUREFIZZ Dec. 13 2019: Talent on the Move

PIXABILITY Dec. 11, 2019: Pixability Names New CTO and SVP/Product, Adds Two Top Industry Executives to Advisory Board

B2B GROWTH Dec. 7, 2019: 6 Ways to Increase Traffic to Your YouTube Channel (Podcast)

SKYWORD

Skyword is a platform built to help content marketers optimize their campaigns. Skyword's content creation platform enables brands and media companies to acquire and engage customers by efficiently producing quality, brand-aligned content that precisely matches the information people seek. The Skyword authoring management platform provides comprehensive demand forecasting, writer management, article performance analytics, and optimization functions.

For more information, visit: www.skyword.com.

TIM KOUBEK
Skyword CEO

Tim Koubek is the CEO of Skyword. Tim became CEO of the company in July of 2019, after serving as COO for his first year with the company. Tim joined Skyword in the company's acquisition of TrackMaven, the Washington, DC based content marketing startup. Tim served as President of TrackMaven for 4 years before the acquisition. Prior to TrackMaven, Tim held senior sales positions at Contact Solutions, BMC Software, and RealOps.

Company Overview

- Founded in 2004
- 301 Full-time employees
- Date of Progress initial investment: November 2010
- Other investors include: Rho Ventures, Cox Media Group, Hearst Ventures, Pilot House Associates
- Notable clients: Google, Swarovski, Chanel, Mindshare, Media Networks Inc., Intuit, Netflix, Omnicom Group, Puma, Estée Lauder, Walgreens, AKQA, Zipcar, Gillette, and Saatchi & Saatchi

Recent Press

Nov. 10, 2019: Image Link Building: How to Use Visual Content to Earn More Links

Capture provides integrated Marketing Technology and services to admissions and recruitment offices in the higher education industry. Capture's unique Marketing Technology stack allows colleges and universities to target candidates more effectively thus increasing marketing spend ROI and enrollment yield. Capture Behavioral Engagement (CBE) is the first marketing automation software created specifically for higher education. CBE allows admissions and recruitment professionals to track, analyze and report on visitors' real-time site behavior, giving them the ability to better communicate the right message at the most relevant time. Capture represents a verticalized MarTech solution in a large underserved market.

For more information, visit: capturehighered.com.

STEVE HUEY
Capture CEO

Steven Huey is the co-founder and CEO of Capture Higher Ed. Steve lead the company's spin out from The Learning House, where he was previously COO for five years, in 2012. Prior to Capture & The Learning House Steve held senior positions in Product Management and M&A at CMGI, EarthLink, and Engage Inc. Steve began his career at Chiquita Brands and Deloitte. He holds an MBA from Emory University's Goizueta Business School.

Company Overview

- Founded in 2012
- 80 Full-time employees
- Date of Progress initial investment: May 2019
- Other investors include: Yearling Management, Patoka Capital, & Lunsford Capital
- Notable clients include: University of South Carolina, University of Tennessee, The University of Kansas, Suffolk University, Colby College

Recent Press

Oct. 2, 2019: These two Kentucky companies were selected to join the Endeavor network

IRIS.TV

IRIS.TV provides solutions for personalizing video content distribution including a recommendation engine to increase engagement, views per session, and monetization of continuous linear experiences. The company manages, targets, analyzes, and monetizes content for publishers, advertisers, and content owners. The company's proprietary artificial intelligence and video serving platform helps publishers keep viewers engaged with their native content.

For more information, visit: www.iris.tv.

FIELD GARTHWAITE
IRIS.TV CEO & Co-Founder

Field Garthwaite is CEO and Co-Founder of IRIS.TV. Prior to IRIS.TV Field was a co-founder of Jukebox TV, the product from which IRIS.TV evolved. Jukebox TV was the first suggestions engine built specifically for streaming video. Prior to IRIS.TV and Jukebox TV, Field held positions at Rubicon Project, PBS, and Universal Pictures.

Company Overview

- Founded in 2012
- 30 Full-time employees
- Date of Progress initial investment: May 2015
- Other investors include: BDMI, Plug & Play Tech Center, Sierra Wasatch Capital, MathCapital, Stage Venture Partners
- Notable clients include: IBM Watson, CBS Television, Discovery, Time, News Corp Australia, Tribune Publishing, NFL, Playboy, Hearst Corporation, Huffington Post

Recent Press

Dec. 18, 2019: IRIS.TV Introduces Oracle Data Cloud into its Contextual Ad Targeting for Video Solution

Dec. 17, 2019: Iris.TV Contextual System Quickly Gaining Adoption

LISNR

LISNR is a near field communications protocol that utilizes inaudible audio beacon technology. Recently, the company has started implementing their unique soundwave technology as a payment protocol. LISNR powers transactions across the customer journey for retailers and restaurants globally with the most advanced Ultrasonic Data Platform. Enterprise-scale customers use this solution to create secure & frictionless moments for consumers around the world. The company has positioned itself as the leader in the nascent data-over-audio sector.

For more information, visit: www.lisnr.com.

ERIC ALLEN
LISNR CEO

Eric Allen is the CEO at LISNR. Eric joined the company as President in 2015, and assumed the role of CEO in 2018, when co-founder Rodney Williams became Chief Commercial Officer. Prior to LISNR Eric held senior roles at Gracenote, Sony, Gravity Mobile, and Retailigence Corp. Eric started his career as a software developer after earning a degree in Computer Science from the University of California, Berkeley and has co-founded and advised a variety of early stage companies in the media and financial technology sectors.

Company Overview

- Founded in 2012
- 50 Full-time employees
- Date of Progress initial investment: May 2014
- Other investors include: Intel, Jump Capital, Mercury Fund, R/GA, and Synchrony Financial.
- Notable clients include: Jaguar, Land Rover, Ticketmaster, and Visa

Recent Press

CNBC Nov. 5, 2019: Visa makes strategic investment in LISNR, a start-up that wants to rival technology used by Apple Pay

PYMNTS.com Nov. 5, 2019: How Donuts, Delivery And Sound Could Change C-Store Retail

PYMNTS.com Oct. 1, 2019: EMV's Delay Has Been The Convenience Store's Innovation Gain

TRU OPTIK

Tru Optik powers over-the-top (OTT)/connected TV (CTV) advertising, enabling brands and media companies to target specific audiences efficiently at scale, as well as to measure and evaluate the performance of OTT campaigns. The Company's OTT Marketing Cloud and its measurement, validation, and attribution solutions are built specifically to leverage the power of OTT, working across hardware and publishers. Credited with leading the way to standardizing the OTT ad sector, Tru Optik is the preferred partner for many of the world's largest media companies, brands, and agencies. The Company is also a founding member of privacy.tv , ensuring that consumers have options when it comes to OTT/CTV advertising targeting.

For more information, visit: www.truoptik.com.

ANDRE SWANSTON
Tru Optik CEO

Andre is the CEO of Tru Optik, where he leads the company's business development, product innovation and marketing efforts. He is a proven leader with a wide range of experience in marketing and finance. He was a preeminent producer of special events and concerts in the northeast United States, and has worked with some of the largest millennial-facing brands and entertainers in the world. Prior to Tru Optik, Andre led the Media and Entertainment division at a boutique investment bank in NYC, and served as a VP of Investments at JP Morgan Chase. He is a graduate of UConn.

Company Overview

- Founded in 2013
- 41 Full-time employees
- Date of Progress initial investment: September 2015
- Other investors include: TransUnion, Connecticut Innovations, Greenwich Venture Capital Advisors, and Arab Angel
- Notable clients: AOL, Lotame, Food Network, Travel Channel, HGTV, Dish Network, Sony Pictures

Recent Press

TRU OPTIK — Dec. 10, 2019: Tru Optik Enters Partnership with JamLoop to Enhance OTT Campaign Audience Targeting Capabilities

TRU OPTIK — Dec. 2, 2019: Tru Optik and Anzu.io Announce Multi-Year Exclusive Agreement to Bring Audience-Based Targeting to In-Game Advertising

Beet.TV — Oct. 10, 2019: Tru Optik's New Privacy.tv Brings Privacy Control To OTT Ads: CEO Swanston

TRU OPTIK — Oct. 10, 2019: Tru Optik to Launch Free Privacy.TV Solution to Solve for Lack of Consumer Privacy Coordination Across Connected TV Advertising

PROGRESS VENTURES INVESTMENTS

FUND I | Seed investments in Ad-tech Ecosystem Pioneers (2008-2010)

Crunched
ACQUIRED

dstillery

IAS Integral Ad Science
ACQUIRED

MediaMath

FUND II | Seed/Series A investments in next-gen Digital Ad Ecosystem (2010-2014)

everyscreen media
ACQUIRED

Localytics

PIXABILITY

qualia
ACQUIRED

Simpli.fi
ACQUIRED

SKYWORD

TRUST METRICS

FUND III | Series A investments in Emerging Digital Marketing Technologies (2014-2019)

cravelabs

IRIS.TV

LISNR

massive
ACQUIRED

TRUOPTIK

capture

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