CONDÉ NAST INTEGRATES PURCHASE DATA FROM NIELSEN CATALINA SOLUTIONS FOR PURCHASE BASED PROFILING AND OPTIMIZATION

Advertisers can now use Spire to optimize campaigns while in-flight using in-store purchase data from NCS

NEW YORK – December 12, 2017 – Condé Nast today announced that it has licensed product-level purchase data from Nielsen Catalina Solutions (NCS) to enhance audience-based buying capabilities for its CPG, beauty, and OTC advertisers. Condé Nast will be the first company to use this purchase data to predict future consumer behavior.

This relationship enhances Condé Nast's proprietary data and optimization platform, Spire, with the addition of NCS data, allowing advertisers to access standard and custom purchase-based audience segments and optimize campaign tactics such as creative execution or ad placement type based on real-time brand sales trends while a campaign is in flight. Using an automated technology bridge between NCS and Condé Nast's data, Condé Nast will also be able to combine NCS data with it's own first-party and client data for audience profiling.

"Today, advertisers are looking for faster data, without compromising quality. We've been working not only to deliver sales results more quickly, but to also allow our clients to interact with our data in a self-service manner," said Lance Brothers, Chief Revenue Officer, Nielsen Catalina Solutions. "Condé Nast is on the leading edge of using our audience data for ongoing profiling and analytics, and offering advertisers campaign optimization using real-time sales trend data while their campaigns are still running."

Spire launched in 2015 to connect online behavioral data with online and offline purchase data, allowing real-time campaign optimization at a highly personalized level.The addition of NCS data to the Spire platform follows two years of key growth, including the 2015 acquisition of 1010data, the 2017 acquisition of CitizenNet, and data partnerships with Jumpshot, IMS, and Crossix.

"We are excited to work with NCS and offer our partners the ability to utilize product-level purchase data to optimize campaigns in real-time, provide actionable intelligence and drive sales," said Karthic Bala, head of data strategy for Condé Nast. "This combination of data with Spire's unparalleled optimization capabilities further positions Condé Nast as a best-in-class partner for clients."

"The rapid speed of change in consumer's purchasing behavior has created a significant need with regards to the evolution of audience-based buying strategies in contextually brand safe environments," said Craig Kostelic, Chief Business Officer of The Lifestyle Collection at Condé Nast. "We are thrilled to collaborate with NCS on a product that enables a heightened

understanding of purchase behavior in real time to ensure we are maximizing the bottom-line impact of our brand partnerships."

About Condé Nast:
Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company's portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, them, Pitchfork and Backchannel. The company's newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming.

For more information, please visit condenast.com and follow @CondeNast on Twitter.

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