

## CHEQ FAQ

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### What is the company's background?

**CHEQ** is a cybersecurity company operating in the ad-verification space. The company is the pioneer of Autonomous Brand Safety, utilizing military grade AI to evolve ad-verification from reactive solutions to proactive and automated prevention.

CHEQ was founded by a group of cybersecurity experts, graduates of Israel's elite military intelligence unit - 8200. Today, the company holds offices in New-York, Tokyo and Tel-Aviv while expanding operations globally through licensed resellers in London, Dubai, Hong-Kong, Melbourne and Mexico City. CHEQ is a Battery Ventures portfolio company, with additional investors including IPE Ventures, ACW Grey and Dentsu. The company's various boards include notable members such as David Sable (Global CEO @ Y&R), Alan Boehme (Global CTO @ P&G), Laurie Depaulo (EVP @ Coca-Cola US), Damian Marano (EVP @ Coca-Cola US), Amir Guy (CEO @ ACW Grey) and Joseph Mendelbaum (Former CEO @ Perion). CHEQ's leadership is spearheaded by founder and CEO Guy Tytunovich, a former military intelligence officer in the IDF. Tytunovich is joined by Chairman Ehud Levy (Co-Founder of Taptica), CTO Asaf Botovsky (Former military intelligence Data Scientist and Researcher), CSO Daniel Avital (Former Lead Strategist at ACW Grey) and CFO Udi Mendelovitz.

### What are your accreditations / certifications?

**CHEQ** is a certified vendor across all Google platforms, a member of the IAB Tech Lab and a TAG (Trustworthy Accountability Group) registered company. The company is currently under process with the MRC (Media Rating Council) for measurement, brand-safety and ad-fraud (GIVT/SIVT) accreditations.

### What does the platform do?

**CHEQ** prevents digital ads from appearing alongside negative content, being served to non-human traffic or being placed in un-viewable page locations. Whenever an impression is in violation (non-human, non-brand-safe, non-viewable) the impression is blocked from being served and the advertiser's spend is protected.

### Does the solution support all formats?

**CHEQ** supports display and video across both direct and programmatic buying, on desktop, mobile-web and in-app.

### How does CHEQ differ from ad-verification platforms?

Ad-Verification vendors provide measurement and reporting tools to retroactively monitor ad-fraud, brand-safety violations and viewability metrics. **CHEQ** differs in that it is not about providing clients with a damage report, but rather proactively prevents the damage before it occurs, using its proprietary Real-Time-Prevention capabilities.

### What is the difference between prevention and "pre-bid"?

Some ad-verification vendors are offering "pre-bid" solutions to their clients. This is not to be confused with Real-Time-Prevention. Pre-bid solutions are essentially reliant on scraping, cataloguing and indexing in order to provide the client with a filtered ad inventory. The problem is that these techniques are extremely in-accurate and essentially expose the advertiser to poorly filtered, un-safe inventory. **CHEQ's** Real-Time-Prevention, is not about indexing or filtering inventory, but rather checking every single impression in real-time (under 30 milliseconds) using advanced NLP (Natural Language Processing) and cyber-fraud modules to determine whether the specific impression is valid/safe/viewable.

### How does the solution actually work?

Every one of our client's impression goes through our system and is inspected by our brand-safety and cyber-fraud modules. **For brand-safety** – Using advanced NLP algorithms, we analyze all the content and meta-data on the page to determine **(a)** General Negativity (topics which are considered generally negative, i.e. murder, rape, terror etc...) **(b)** Category Negativity (topics which are considered negative

per the client's category, i.e. plane-crash for airline clients) and **(c) Brand Negativity** (topics which are considered negative per the client's specific brand guidelines, i.e. Diabetes for Dunkin' Donuts). For **fraud prevention** – Using proprietary cyber-detection modules, we analyze behavioral anomalies and data discrepancies at both user and network level, looking at over 700 hundred parameters to ensure complete coverage. Simultaneously, we deploy multiple honeypots (bot-traps) as an additional measure to ensure no fake users get past our system.

### **As a prevention platform, do you still offer reporting?**

**CHEQ** provides clients with a rich, granular and fully-transparent reporting suite with a vast array of metrics. The reporting is generated in real-time, providing an in-depth view of all blocked traffic, fraud-types, page URL's and many other unique metrics. We provide clients with unprecedented access to blocking data and URLs, enabling them to examine our work and ensure full transparency.

### **What is your pricing model?**

**CHEQ's** model is based on a SaaS agreement with a fixed, minimum monthly guarantee derived from a client's pre-assessed volume of traffic. Pricing can only be disclosed subject to signing our NDA.

### **Can we setup a Test?**

**CHEQ** offers an easy-to-setup pilot/test for PoC purposes. A test usually lasts between 10-14 days, during which the client enjoys a real-time, live dashboard, showing the exact amount of invalid/un-safe traffic blocked, and the amount of money saved. At the end of the test, a detailed report is provided, as well as additional data for the client's review.