



kt nasmedia

Integrated Ad Solution nap

Integrated APP·WEB marketing with In-House Technology

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Platform Overview

Platform Features

Platform References

02/ nap Services

dsp

mx

cps

reward

ua

One Brand, Infinite Possibilities

kt nasmedia Integrated Ad Solution **nap**



Single Brand,
Full-Stack AdTech Partner

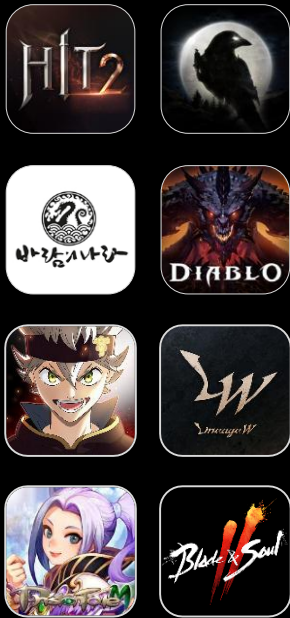
Raw Data Insights,
Precise Targeting at Optimal Cost

Bundle Packages,
Save Costs, Boost Performances

nap References

Extensive experience with leading brands across various categories in domestic & global markets

Game



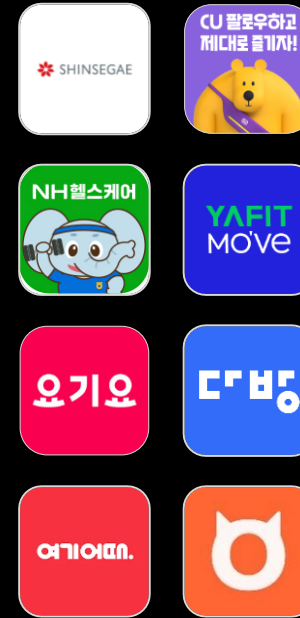
Finance



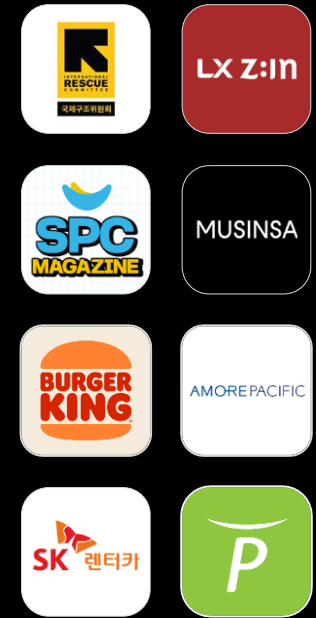
Shopping



Lifestyle



Others



* More references available upon request

ISMS / Global AD Verification

Secure & Brand-Safe Ad Delivery Environment

ISMS Information Security Management System

Definition of ISMS

A government-certified system by KISA ensuring the stability of information and communication networks



Expected Benefits of ISMS

- 1) Enhanced data protection management through comprehensive security framework
- 2) Protection from cyber threats: hacking, service disruptions, data breaches

ISMS-P 연도별 인증서 발급현황

전체 검색

총 1건

인증번호	업체(기관)명	인증범위	유효기간	유지여부
ISMS-KISA-2023-153	(주)나스미디어	나스미디어 온라인 서비스 운영(모바일 광고 플랫폼)	2023-11-01 ~ 2026-10-31	유지

Scope of Certification : Operation of kt.nasmedia's Online Service
(Mobile Ad Platform)



Global AD Verification

Global AD Verification Certification Overview



First in Korea to obtain TAG Brand Safety CERTIFIED

- establishing a global-standard brand-safe ad environment
- * TAG(=Trustworthy Accountability Group) : a non-profit organization established to enhance brand safety, prevent ad fraud, and promote transparency in digital advertising)

NASMEDIA Co. is currently enrolled in the Verified by TAG program and its TAG-ID status is active.

This company has achieved the Brand Safety Certification seal.

- This company achieved the seal:
 - through independent validation by a third-party auditor;
 - meeting requirements in the category of intermediary.
- This seal applies to the company's global operations.
- The seal expires on March 1, 2024.

<https://www.tagtoday.net/registry>

The logo for nap dsp, with 'nap' in red and 'dsp' in white.

Service

Introduction

01/ dsp

02/ mx

03/ cps

04/ reward

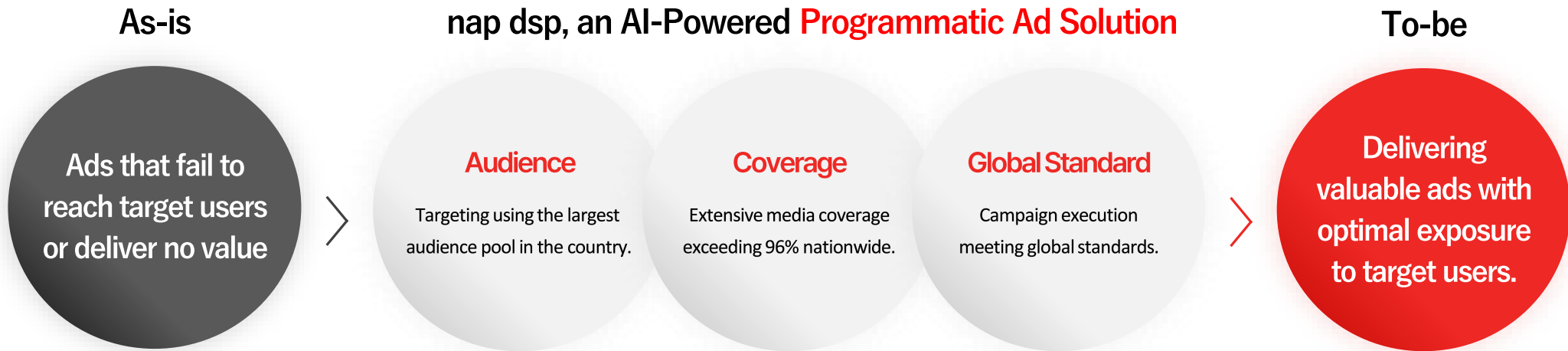
05/ ua

dsp Service

nap dsp : AI-Powered Programmatic Advertising Solution

- We ***patented a technology** based on KT Group's AI that predicts customer behavior and **more than doubles ad conversion rates.**
- We use our own deep learning algorithm to predict which viewers are most likely to convert after seeing an ad. Then, we show ads to them to improve conversion rates.

* Patent Title: Audience Behavior Prediction System and Operation Method Based on the Customer Journey

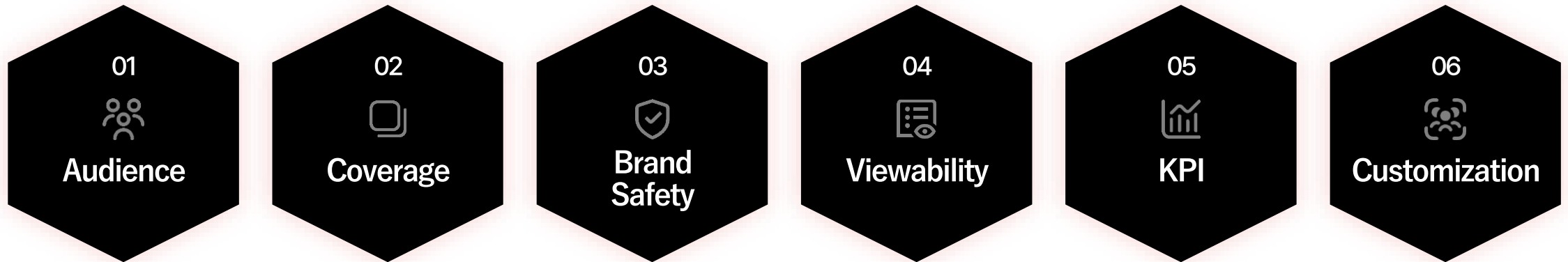


With **nap dsp** , experience the most suitable and refined audience targeting for the domestic market.

dsp Features

Securing target audience coverage using the largest traffic volume in APAC

- A dsp focused on audience-based targeting, including DMP Targeting, Keyword Targeting, Feed-based Retargeting, ADID Targeting and Interest Targeting
- Supports all major ad formats including Banner, Native, Script, Dynamic, Video Ads
- Our own logic for Brand Safety and Viewability, verified by global standards.
- Customized targeting solutions tailored to every advertiser KPI, including Branding, Re-Engagement, UV Growth, ROAS Optimization, and Install-Driven Campaigns.



- Basic Targeting
- DMP Targeting
- Keyword Targeting
- Re-Targeting
- Interesting Targeting

- Largest APAC reach
- Supports all ad formats
- Multi-device exposure

- nap dsp Domain Block
- Global AD Verification
- Certified for TAG Brand Safety

- Rendered Impression

- Branding
- Re-Engagement
- UV
- ROAS
- Install

- Custom targeting proposals
- Flexible negotiation on price, duration, minimum spend, and creative rotation
- Audience Report available

dsp Targeting

Cross-analysis and targeting using the largest domestic integrated DMP with on/offline behavior data

<p>kt nasmedia Ad response data-based</p>	<p>SK planet Lifestyle data-based</p>	<p>TG360 Technologies, Inc. Behavioral data-based</p>	<p>loplat Location data-based</p>	<p>DeepAD L.POINT-L.PAY Payment data-based</p>	<p>Dighty App install data-based</p>	<p>KB AdMarket Financial data-based</p>
<ul style="list-style-type: none"> · Demographic Gender, age, marital status, children, and income level · Geographic Residence, primary location, and visit location targeting · Interests Audience interests, Shopping index, Gaming index · Persona Supports detailed targeting and look-alike audience expansion 	<ul style="list-style-type: none"> · Standard Segments Basic audience groups built from demographic and behavioral information · Segment Plus Additional segments optimized for marketing use and frequently applied in targeting · Custom Segments Offered for precise targeting based on specific conditions, time frames, or frequency. 	<ul style="list-style-type: none"> · Online Behavioral Data <ul style="list-style-type: none"> -Website visit categories -App install & usage categories -ML-based interest categories -Interest keywords -Interest & purchase intent categories · Offline Behavioral Data <ul style="list-style-type: none"> -Interest keywords -Interest & purchase intent categories 	<ul style="list-style-type: none"> · Wi-Fi Fingerprint Method Accurately detects in-store visits and even floor levels across 700,000 stores—more precise than GPS. · Refinement & Segment Conversion -2 billion monthly in-store visit data points -230+ industry categories -1,230+ major brand tags 	<ul style="list-style-type: none"> · Product purchase data Utilizing actual product purchase data and payment infrastructure from various Lotte Group affiliates in retail, finance, culture, and dining · Integrated Online & Offline Data Collecting, classifying, and analyzing the integrated online and offline data of 43 million L.POINT members, along with partner data, for utilization 	<ul style="list-style-type: none"> · Real App Installers Targeting actual app installers using NHN DATA, not prediction-based or lookalike targeting. · App-Based Audience Groups Targeting users who installed industry-relevant apps for precise audience selection. 	<ul style="list-style-type: none"> · Financial Attributes User targeting based on actual financial transactions, categorized by the characteristics of KB Financial Group's products · Non-Financial Attributes Targeting based on taxonomy built from affiliate data, installed apps, campaign history, and digital behavior

▸ As of July 2025, audience targeting using external DMPs is being offered without an extra charge as a promotion. (Normally, a 10% surcharge on ad spend is applied for this billing method.)

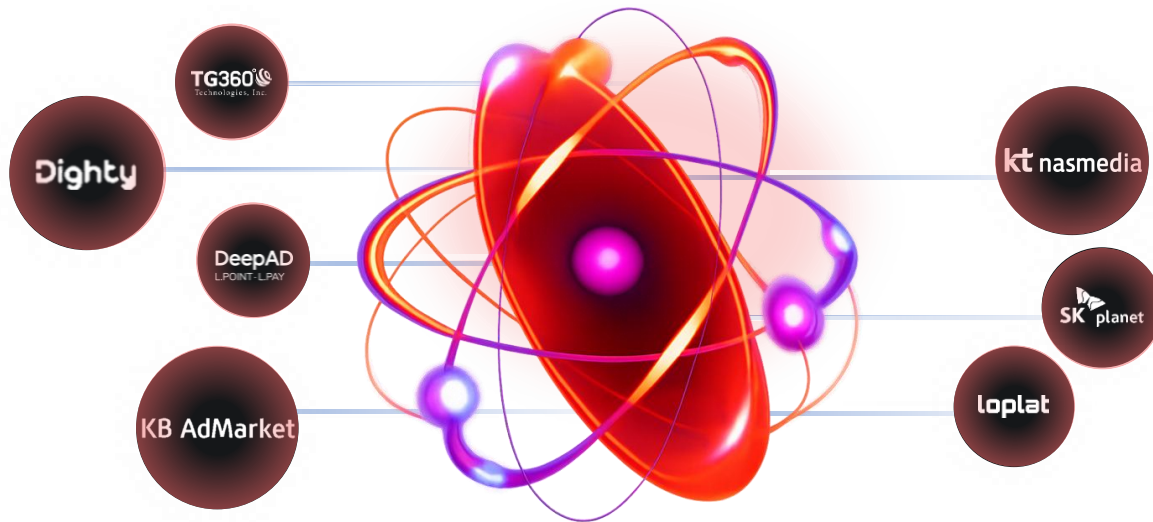
dsp Targeting PLUS

Automatically recommends target scenarios using generative AI to suggest the best audience and run optimized campaigns

Wait Target 추천이제

Internal & external DMP integration for insights

kt nasmedia AI for Customer Data Collection & Expansion



Generative AI Auto Targeting
Input industry, KPI, and audience to get unbiased, ready-to-use target scenarios that optimize reach and performance for your business goals.

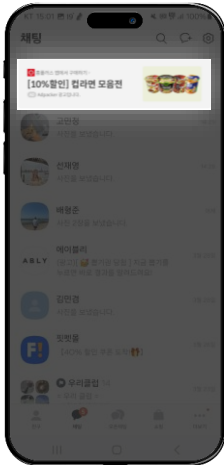
AI-Powered Native Ad Copy
Automatically creates ad copy based on text in native ad images and auto-rolls customized assets tailored to each placement.

Audience Report v2 with Target Recommendations
Generative AI enhances audience reports for advertisers spending over 20M KRW/month by analyzing advertiser data, commerce activity, and campaign responses to recommend target audiences.

dsp DA

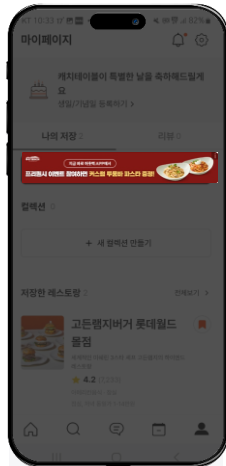
Supports various formats like Display Banners, Native Ads, Script Ads, and Dynamic Ads to maximize coverage

Kakao Bizboard



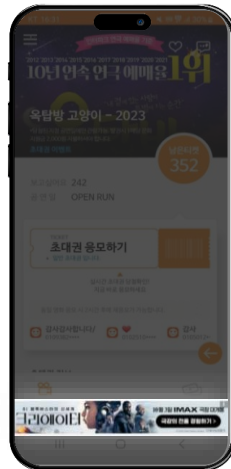
- Fixed CPC or Fixed CPM billing
- Mobile only

CATCH TABLE



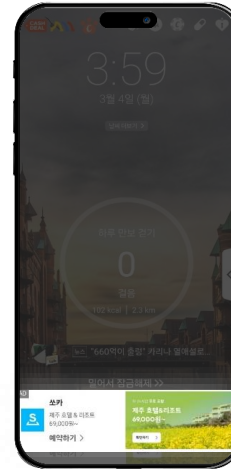
- Fixed CPC or Fixed CPM billing
- Mobile only

Display Banner



- Fixed CPC or fixed CPM billing
- All devices supported (*CPM billing only for PC)

Native Banner



- Fixed CPC or Fixed CPM billing
- Mobile only

Script Banner



- Fixed CPC or Fixed CPM billing
- Mobile only

Dynamic Banner



- Fixed CPC or Fixed CPM billing
- Mobile only

dsp Video

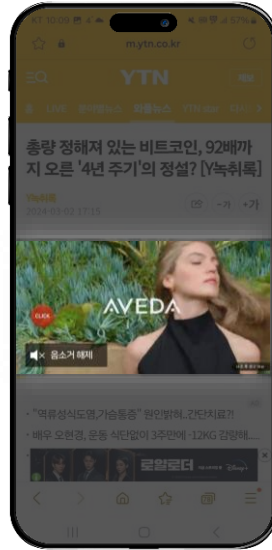
Supports various formats like Basic, Bumper, CTV, and End Cards to maximize coverage

BASIC



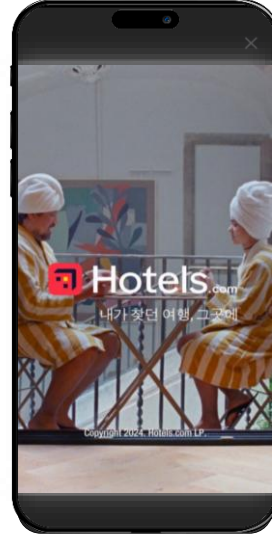
- Fixed CPVC, CPV, or CPM billing
- Horizontal & vertical support

BUMPER



- Fixed CPM billing
- Horizontal & vertical support

END CARD



- Basic or Bumper available
- Horizontal & vertical support
- Shown after video to drive clicks

CTV



- Fixed CPV or Fixed CPM billing
- Horizontal only
- Video with sound only

The logo for nap mx, with 'nap' in red and 'mx' in black.

Service

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05/ ua

nap mx Overview


Korea's only platform with simultaneous ad inventory from, NAVER(NAM) · Kakao· Google(MCM)
 A single SDK integration secures Korea's largest ad network demand in one link.

Point 1 Extensive ad network with leading DSPs

1 **Integrated premium network SDK mediation**
 Korea's first integrated SDK featuring NAVER, Google, Kakao, and other premium networks

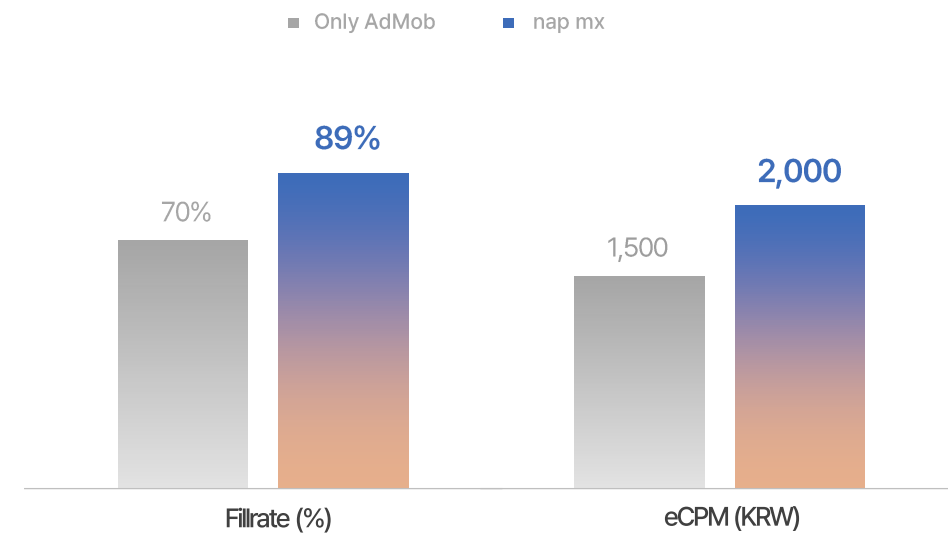


2 **Premium direct-ad campaigns by KT nasmedia**
 Brand Safety -based execution history with global advertisers
 Big & Global DSP integration combined with KT nasmedia's in-house inventory delivers premium ads



Point 2 Optimal ad ops via proprietary mediation

1 **Higher Fillrate, eCPM guaranteed vs. competitors**



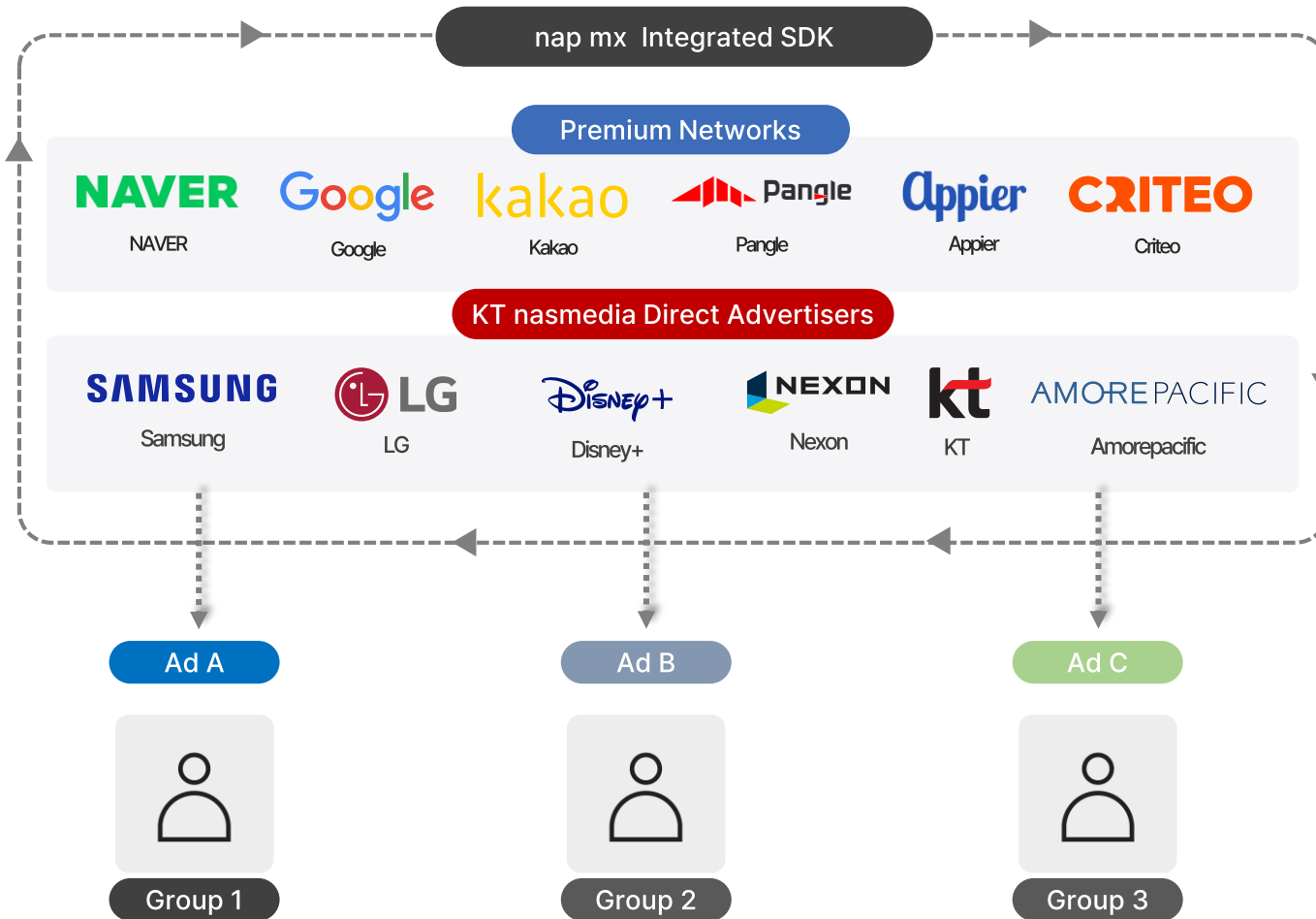
Metric	Only AdMob	nap mx
Fillrate (%)	70%	89%
eCPM (KRW)	1,500	2,000

* on, off is an internal feature requiring a separate request.

nap mx

nap mx's Operations Know-How

nap mx uses proprietary technology to enhance publisher value and revenue.
Experience efficient ad ops and revenue optimization with our proprietary mediation capabilities.



1 User segment-based ad delivery

2 Open Bidding + Waterfall mediation

A hybrid waterfall mediation system combining Google Ad Manager Open Bidding with our proprietary waterfall technology

3 Maximized ad revenue

AD Format & Size

Full Stack Service supports all devices and all ad formats.

Banner

Mobile

PC



Native

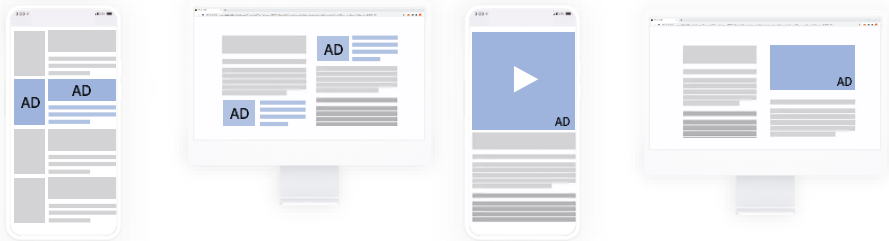
Video

Mobile

PC

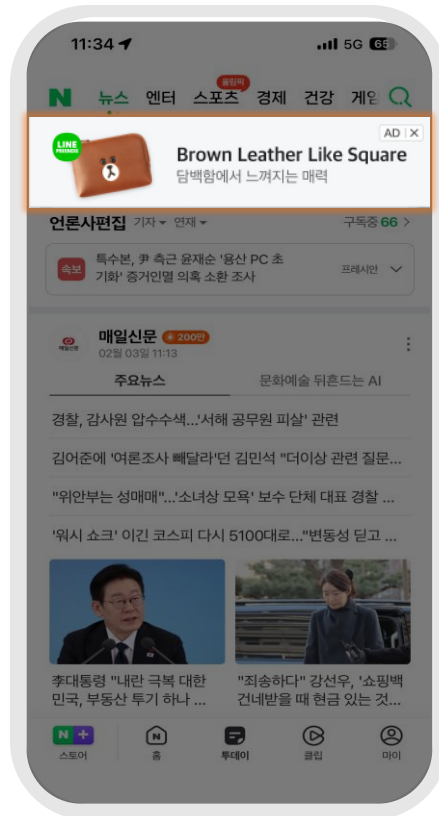
Mobile

PC

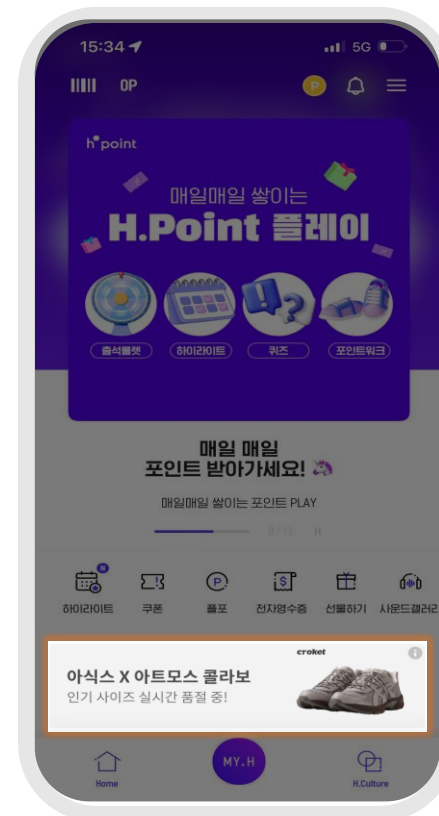


**Mobile App Native: Asset can be flexibly resized to any Size

Naver (NAM)



Kakao (Adfit)



Google Reward video



The logo for nap cps, with 'nap' in red and 'cps' in black.

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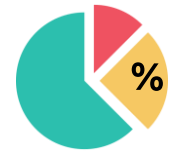
05/ ua

cps Service


AI-powered cps Service to Increase Advertisers' Sales Revenue


What is CPS? Cost per Sales model shares a fixed percentage (%) of the purchase amount(GMV) generated by users who clicked on ads

The spend is calculated at a pre-agreed percentage(%) of all revenue generated from nap cps ads and it guarantees a **stable ROAS and high ROI.**




 **Open-market commerce reference**

nap cps advertised for the likes of Coupang, Gmarket for as long as 3 consecutive years 

 **Proprietary AI targeting**

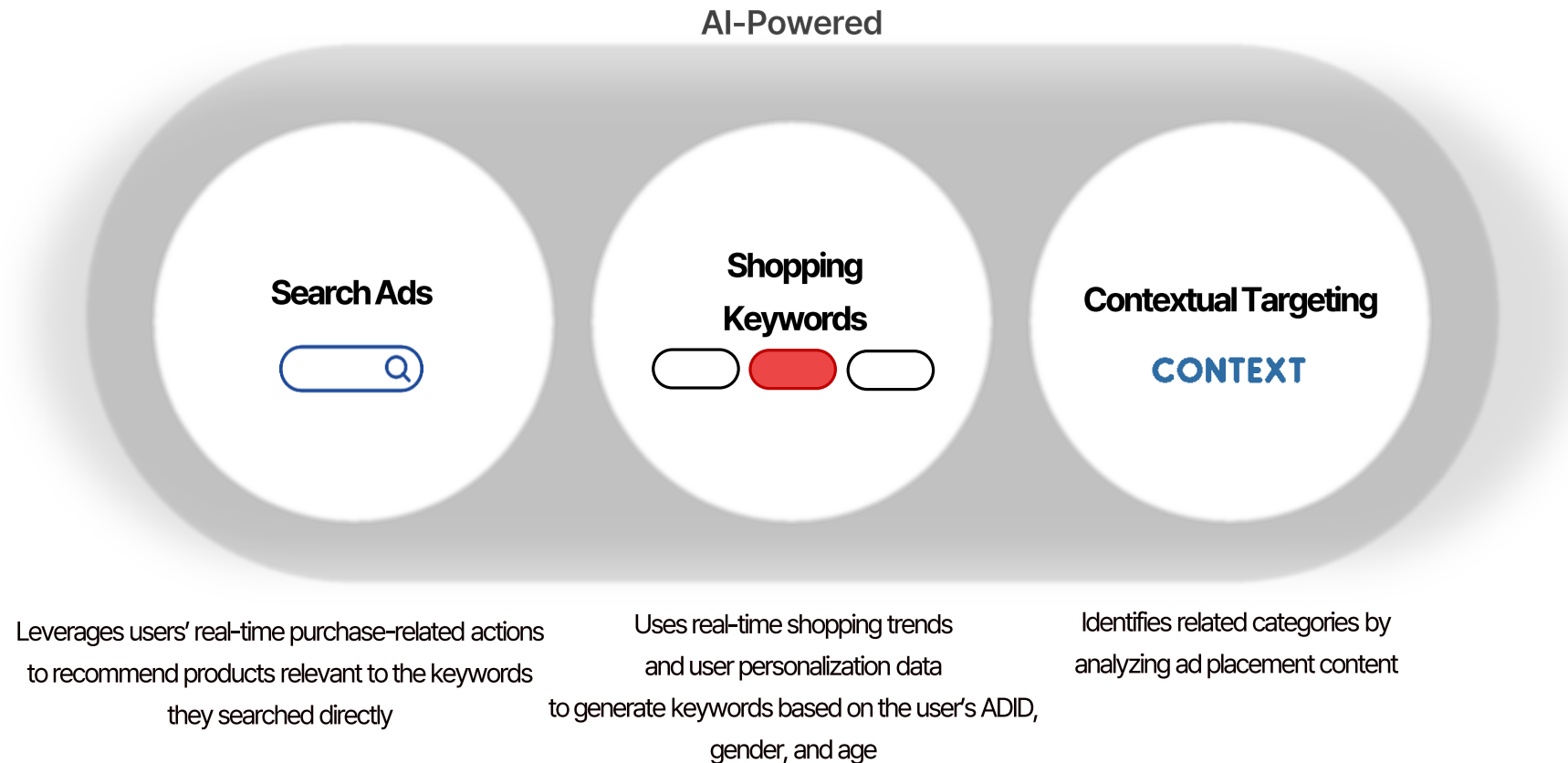
Proprietary AI algorithms combined with KT Nasmedia DMP allow for enhanced user targeting and predicts products users will most likely purchase

 **Curates tailored media mix that meets clients' KPIs**

nap cps buys all types of traffic ranging from CPC,CPCV, CPP,cps to boost UV and GMV

cps Targeting Model

#Proprietary targeting model designed to maximize purchase conversions



cps Product: Content-Based

Diverse types of ad campaigns designed to drive purchases

Drives traffic and conversions by analyzing user purchase patterns and serving highly relevant products

Leverage 1st-party data to deliver more accurate and personalized ads

Recommended Products/Keywords



Stamp



Contextual Targeting



Lowest Price Alerts



cps Product: Banner-Based

DA Banner



Event Page



Custom landing URLs provided such as home, special promotion, or specific product pages

Banners tailored to the tone of the advertiser and media
Bridge pages for special events can also be supported

Offer banner customization based on user-preferred product categories



nap reward
Service

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reward Service

Achieve your KPIs with AI-based reward ads

Direct Participation

- ✓ Engage participation by direct exposure of campaigns from various medias
- ✓ Audience Targeting based on user information and participation history
- ✓ User Targeting by campaigns estimated for high participation rate



Participation encouragement through reward

Advertisements recognized as events through user-friendly UI

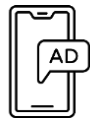
Selective / Active Participation

- ✓ User selection and decision for participation
- ✓ Active participation to achieve rewards
- ✓ Higher participation than normal ads due to reward provision

reward Features

#Data-driven campaign optimization

Suggested Ad Products



We propose the most suitable campaign types based on past ad data to effectively meet advertiser needs and accelerate KPI achievement.

Using Nasmedia Data



We leverage years of user engagement data to run precise audience targeting and maximize ad participation.

Advanced Data Analysis



By analyzing user behavior patterns in detail, we optimize campaign performance, increase retention, and secure high-quality users.

Types of reward

Provision of various campaign types for KPI achievement

Impression-Based

CPM/CPCV

From impressions to clicks and visits
Campaign types categorized by user entry point

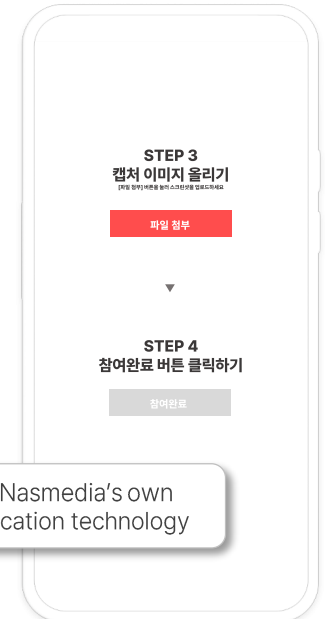
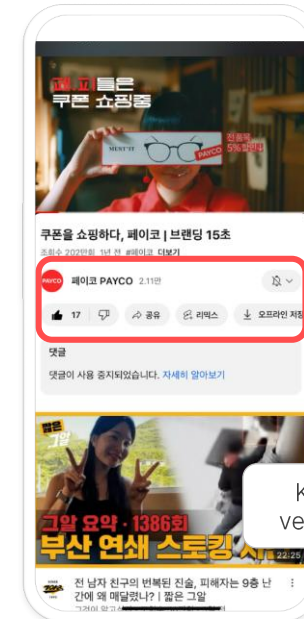
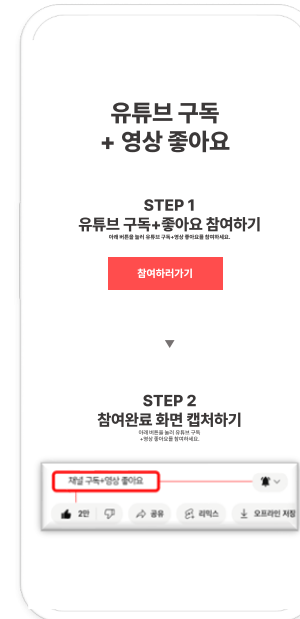
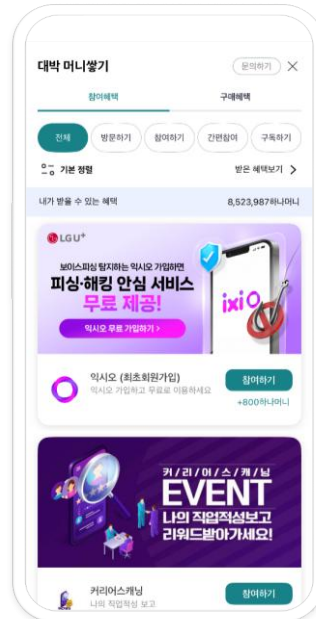
Action-Based

CPI/CPE/CPA

From app installs to in-app actions
Supports a wide range of advertiser KPIs

CPSNS

SNS subscription,
Drive high conversion rates in a short period of time

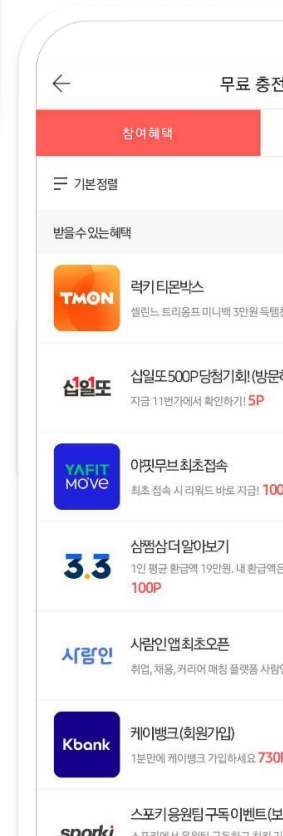
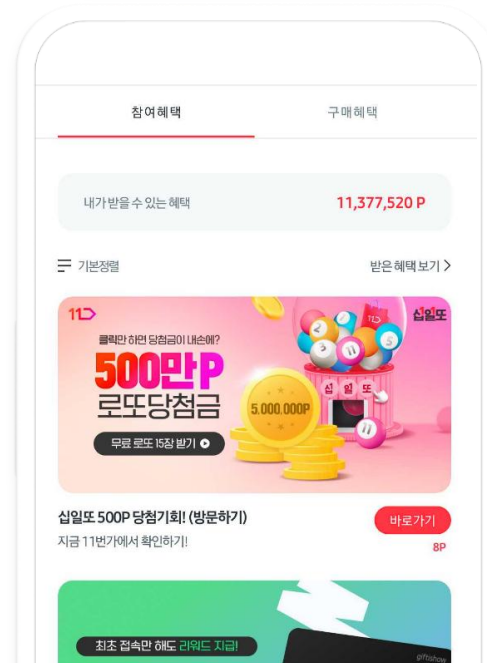
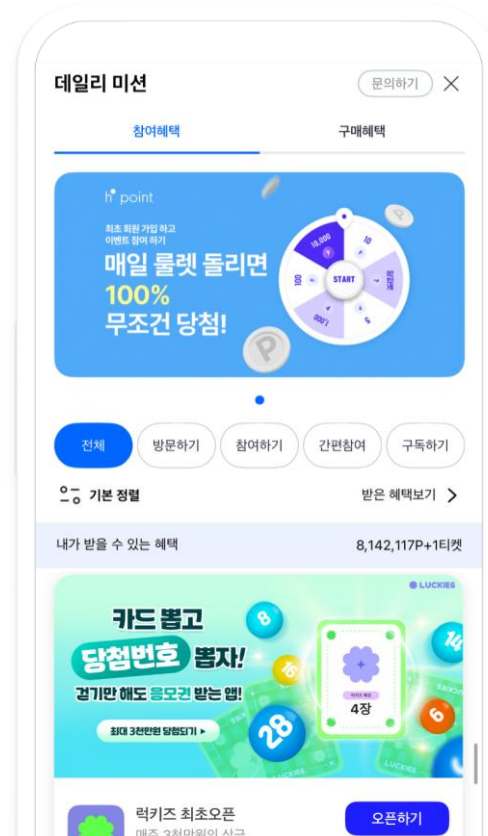
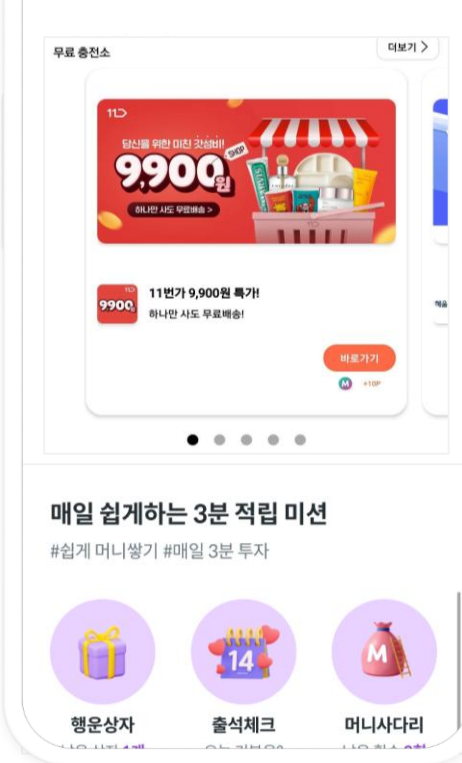
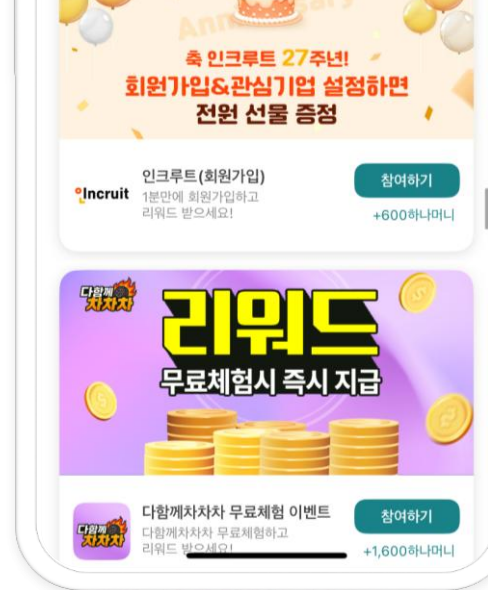


KT Nasmedia's own verification technology

nap reward

User-Friendly Ads with Optimized Offerwall UI/UX

- Carousel** Lower entry barriers to increase user participation
- List** Expand the range of ads shown to users
- Native** Maximize users' brand experience through ads
- Point View** Show available rewards at the top or bottom of the offerwall



The logo for nap ua, with 'nap' in red and 'ua' in white.

Service

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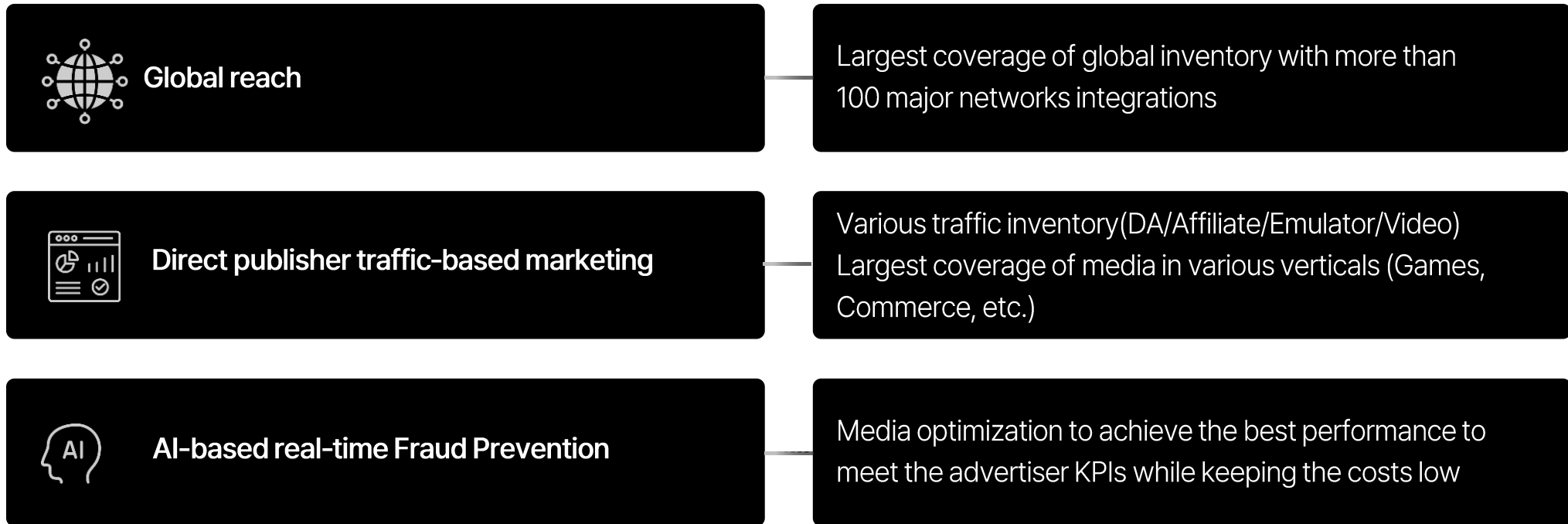
05/ ua

non-reward Service

AI-powered non-reward service to Acquire users while achieving all-round performance.

What is NCPI/NCPA? A pricing model that charges per user acquired through ad-driven conversions

Effectively drives actions aligned with advertiser KPIs, such as app installs and user sign-ups.

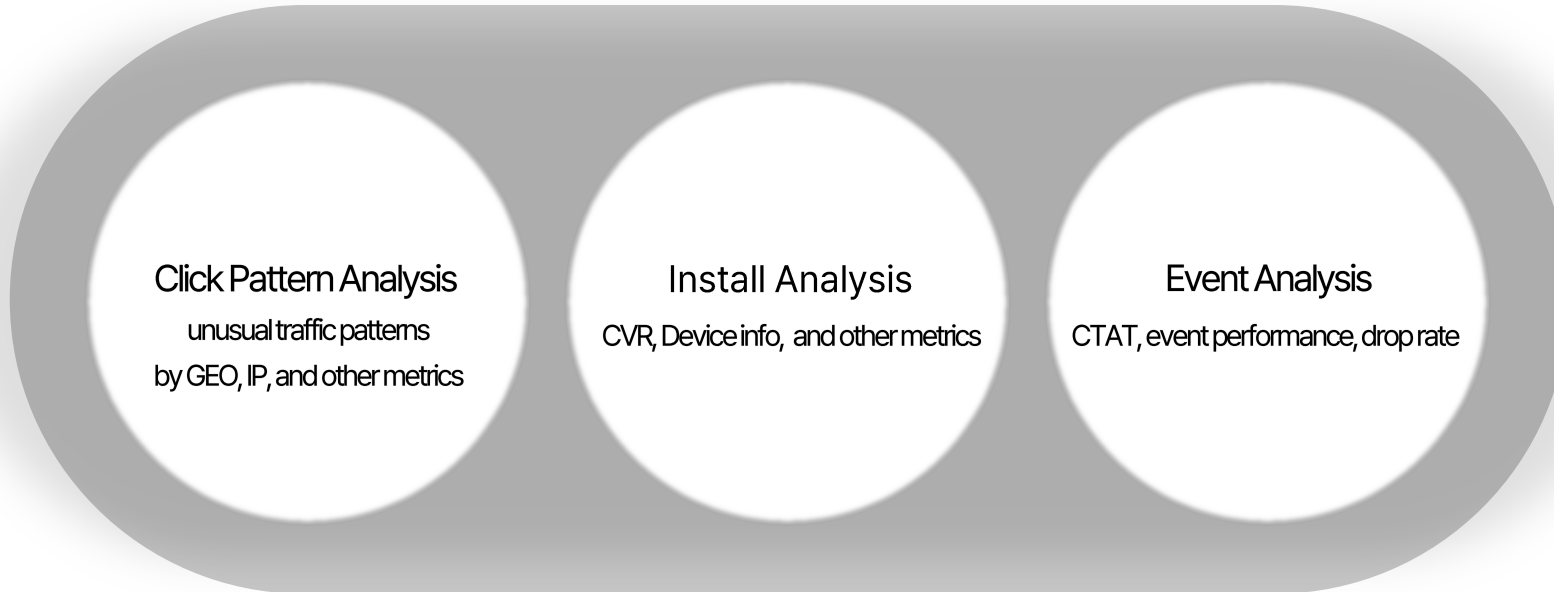


non-reward Features

Provides the best optimization based on client's KPI

AI-Powered Fraud Filtering

Automated Optimization



Click Pattern Analysis
unusual traffic patterns
by GEO, IP, and other metrics

Install Analysis
CVR, Device info, and other metrics

Event Analysis
CTAT, event performance, drop rate

Manual Optimization

Control traffic at the campaign level using
click caps and daily caps

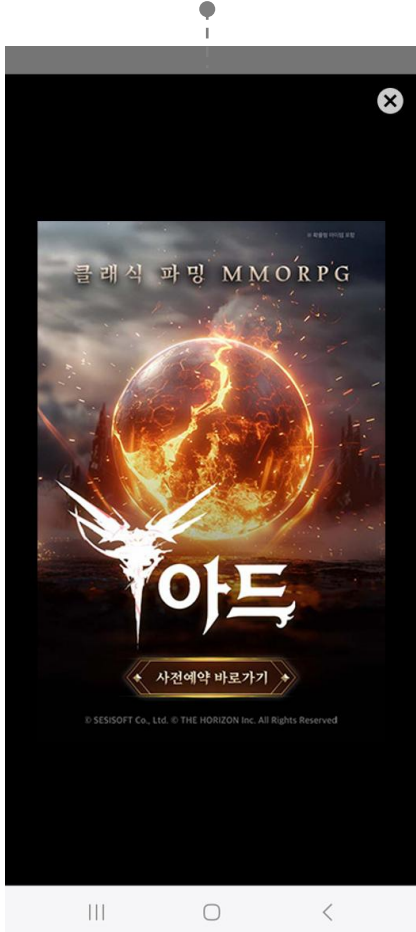
Optimize based on CVR
for each sub-publisher

Review post-campaign deductions based on
suspected fraud data

Only installs from verified clean traffic are billed.

non-reward Products

Pre-Registration



NCPI (Install)



NCPA (Action)



From web pre-registration to app launch campaigns,
Simplified campaign management and billing with nap's all-in-one solution

Web: nap provides scripts
App: Supports MMP integration

Up to 5 creatives can be rotated (*individual creative tracking is not supported),
and both banner and video creatives are supported

Optimization can be tailored to specific post-conversion events,
if provided



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