

Second Quarter 2020 Investor Presentation, August 6, 2020

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Statement of Caution Under the Private Securities Litigation Reform Act of 1995

This document contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These statements relate to expectations concerning matters that (a) are not historical facts, (b) predict or forecast future events or results, or (c) embody assumptions that may prove to have been inaccurate, including statements relating to the advertising strategies, needs and expectations of brands and agencies, industry and market trends, expectations regarding investment strategies, and the financial targets such as revenue, Adjusted EBITDA and Adjusted EBITDA margins of The Trade Desk, Inc. (the Company). When words such as “believe,” “expect,” “anticipate,” “will”, “outlook” or similar expressions are used, the Company is making forward-looking statements. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable, it cannot give readers any assurance that such expectations will prove correct. These forward-looking statements involve risks, uncertainties and assumptions, including those related to the Company’s limited operating history, which makes it difficult to evaluate the Company’s business and prospects, the market for programmatic advertising developing slower or differently than the Company’s expectations, the demands and expectations of clients and the ability to attract and retain clients. The actual results may differ materially from those anticipated in the forward-looking statements as a result of numerous factors, many of which are beyond the control of the Company. These are disclosed in the Company’s reports filed from time to time with the Securities and Exchange Commission, including its most recent Form 10-K and any subsequent filings on Forms 10-Q or 8-K, available at www.sec.gov. Readers are urged not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company does not intend to update any forward-looking statement contained in this press release to reflect events or circumstances arising after the date hereof.

Included within this presentation are non-GAAP financial measures that supplement the Condensed Consolidated Statements of Operations of the Company prepared under generally accepted accounting principles (GAAP). Reconciliations of GAAP to non-GAAP amounts for the periods presented herein are provided in schedules accompanying this presentation and should be considered together with the Condensed Consolidated Statements of Operations. These non-GAAP measures are not meant as a substitute for GAAP, but are included solely for informational and comparative purposes. The Company's management believes that this information can assist investors in evaluating the Company's operational trends, financial performance, and cash generating capacity. Management believes these non-GAAP measures allow investors to evaluate the Company’s financial performance using some of the same measures as management. However, the non-GAAP financial measures should not be regarded as a replacement for or superior to corresponding, similarly captioned, GAAP measures and may be different from non-GAAP financial measures used by other companies.

Information contained in this presentation concerning the industry and the markets in which the Company operates, including the Company’s general expectations and market position, market opportunity and market size, is based on reports from various third-party sources, assumptions that the Company has made based on information in such reports and the Company’s knowledge of the market for its platform. Although the Company believes such third-party sources to be reliable, the Company has not independently verified the information and cannot guarantee its accuracy and completeness.



What we do

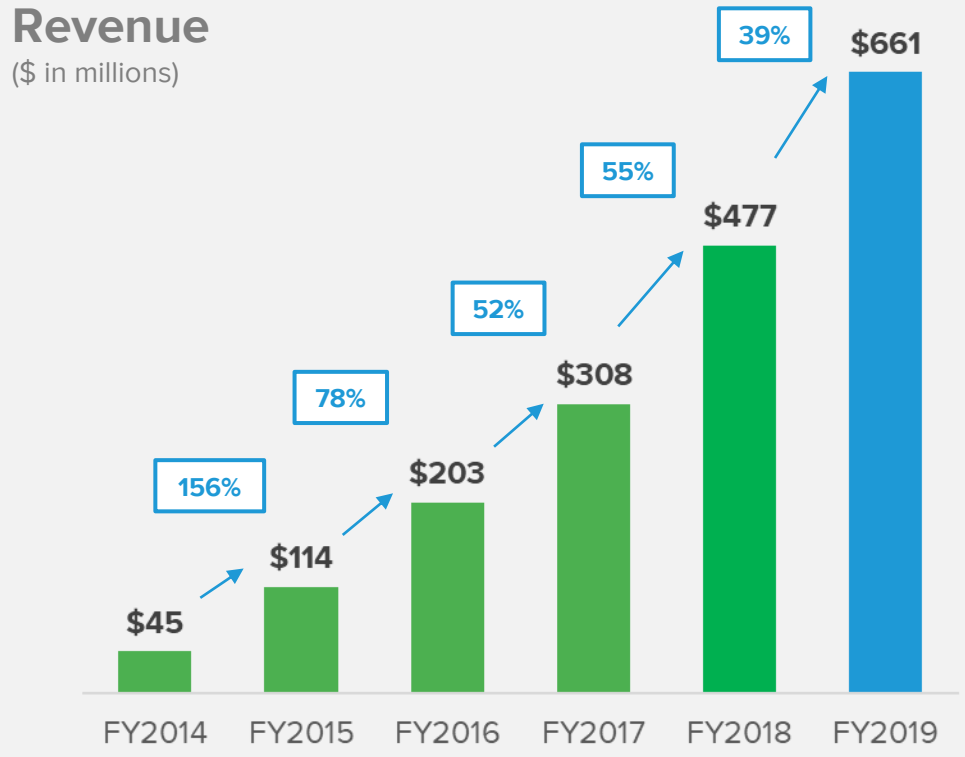
We provide a platform for ad buyers. Most buyers are ad agencies or other technology companies.

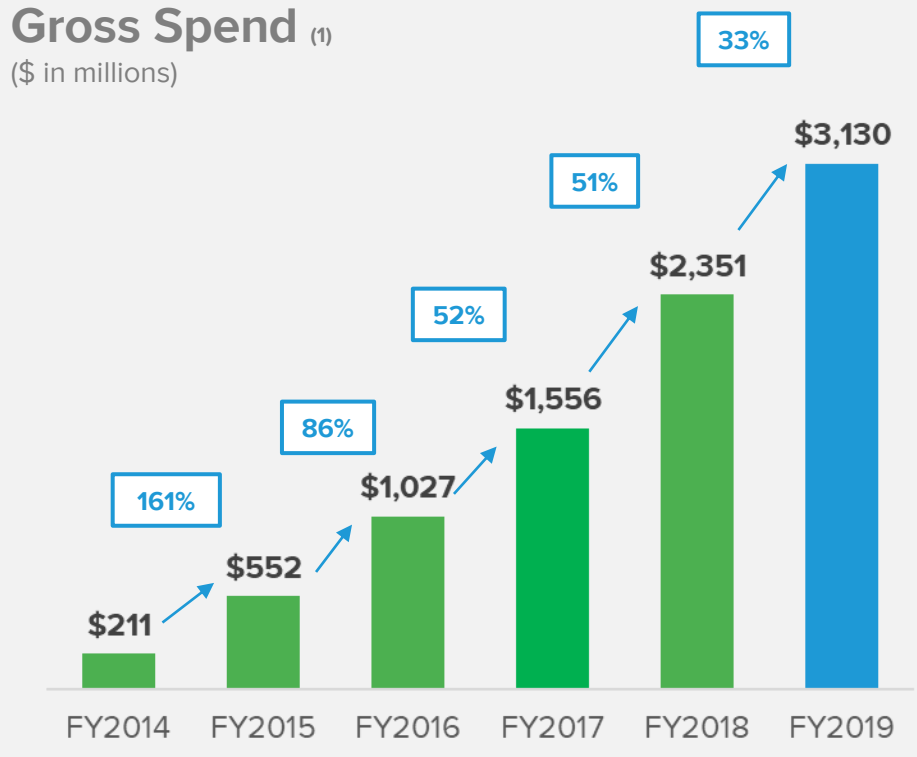
May 2011	$.08 Day*
2012	First $1M Month*
2014	First $1M Day*
2015	First $2M and $3M Day*
2016	First $100M Month*
2017	First $5M Day and $200M Month*
2018	First $10M Day*
2019	**First $1B Quarter***

We've been profitable since 2013.
2015: $114M in Revenue, $16M in Adj. Net Income and $39M in Adj EBITDA.
2016: $203M in Revenue, $35M in Adj. Net Income and $65M in Adj EBITDA
2017: $308M in Revenue, $70M in Adj. Net Income and $95M in Adj. EBITDA
2018: $477M in Revenue, $124M in Adj. Net Income and $159M in Adj. EBITDA
2019: $661M in Revenue, $176M in Adj. Net Income and $214M in Adj. EBITDA

* Total spend on platform
Adjusted Net Income and EBITDA typically excludes items such as depreciation and amortization expense, interest expense, income taxes, stock-based compensation, preferred stock warrant liabilities and follow-on offering costs. Reconciliation for Adjusted Net Income and Adjusted EBITDA can be found in the Company's SEC Filings at www.thetradedesk.com.

theTradeDesk® by the numbers





2009 founded

$661 M 2019 Revenue (2)

$3.13 B 2019 Gross Spend (2)

$176 M 2019 Adjusted Net Income (2)

$214 MM 2019 Adjusted EBITDA (2)

1310 Global employees (2)

(1) Gross Spend, Revenue, Adjusted Net Income and Adjusted EBITDA from Company 10-K and Press Release issued on February 27, 2020. Reconciliations of GAAP to non-GAAP amounts for the periods presented herein are provided in schedules accompanying this presentation.


The most effective advertising is targeted.
Superdry
LEICESTER ARMS
GALLERY OPEN

937	desktop ads
461	mobile
180	facebook ads
33	video/TV ads
7	ads audio
4	search clicks
0	print ads

* Slides 7 and 8 present a hypothetical illustrative example of what an average consumer might experience during an average day and are based upon information from The Trade Desk, public sources, and management estimates.

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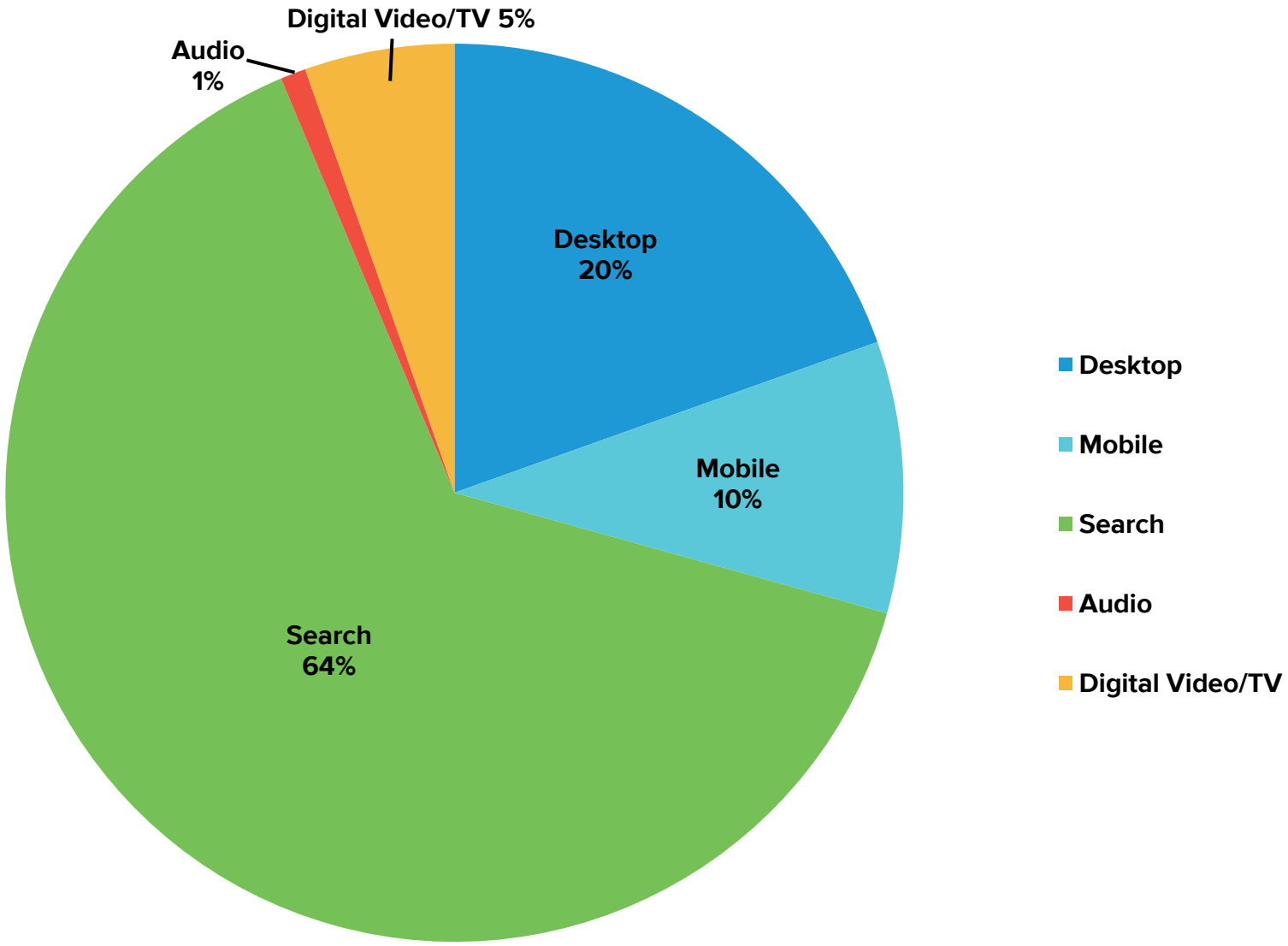
Example: How spend is divided.

Nearly all of the purchase data used was on products she already bought.



* Slides 7 and 8 present a hypothetical illustrative example of what an average consumer might experience during an average day and are based upon information from The Trade Desk, public sources, and management estimates.

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There is a fundamental shift happening in advertising.

And it’s bigger than just a move to digital.

The market.



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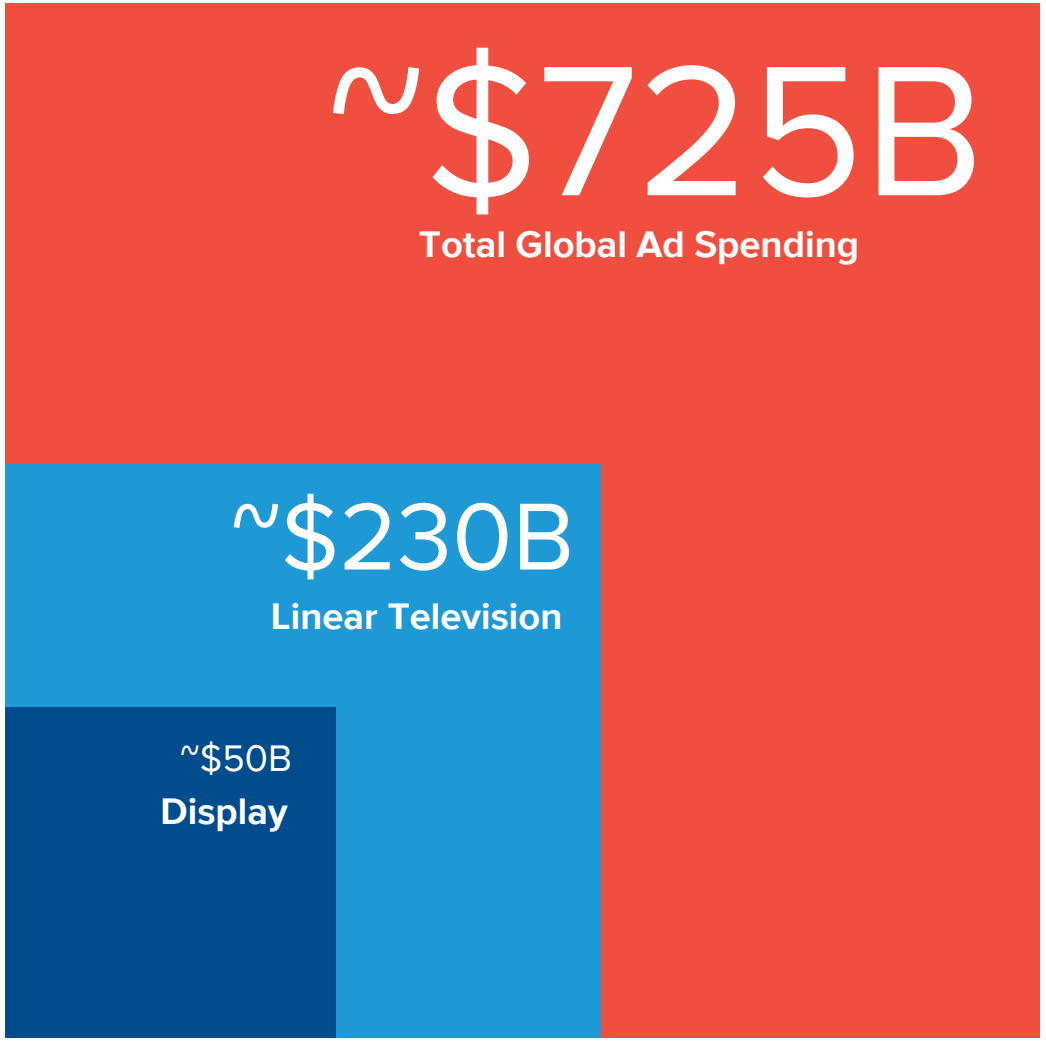
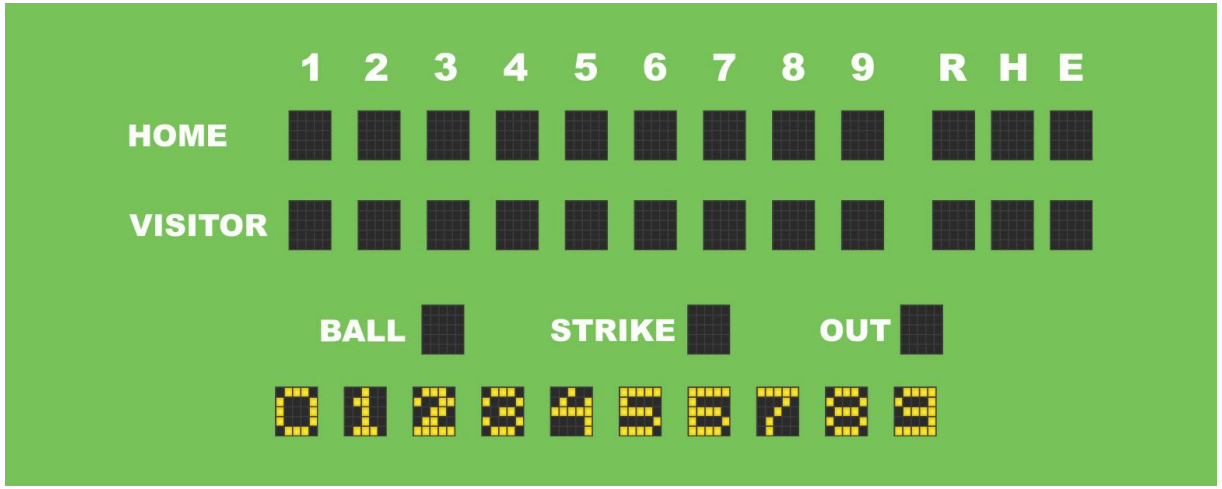
Price discovery enables healthy markets.

We are targeting a massive market





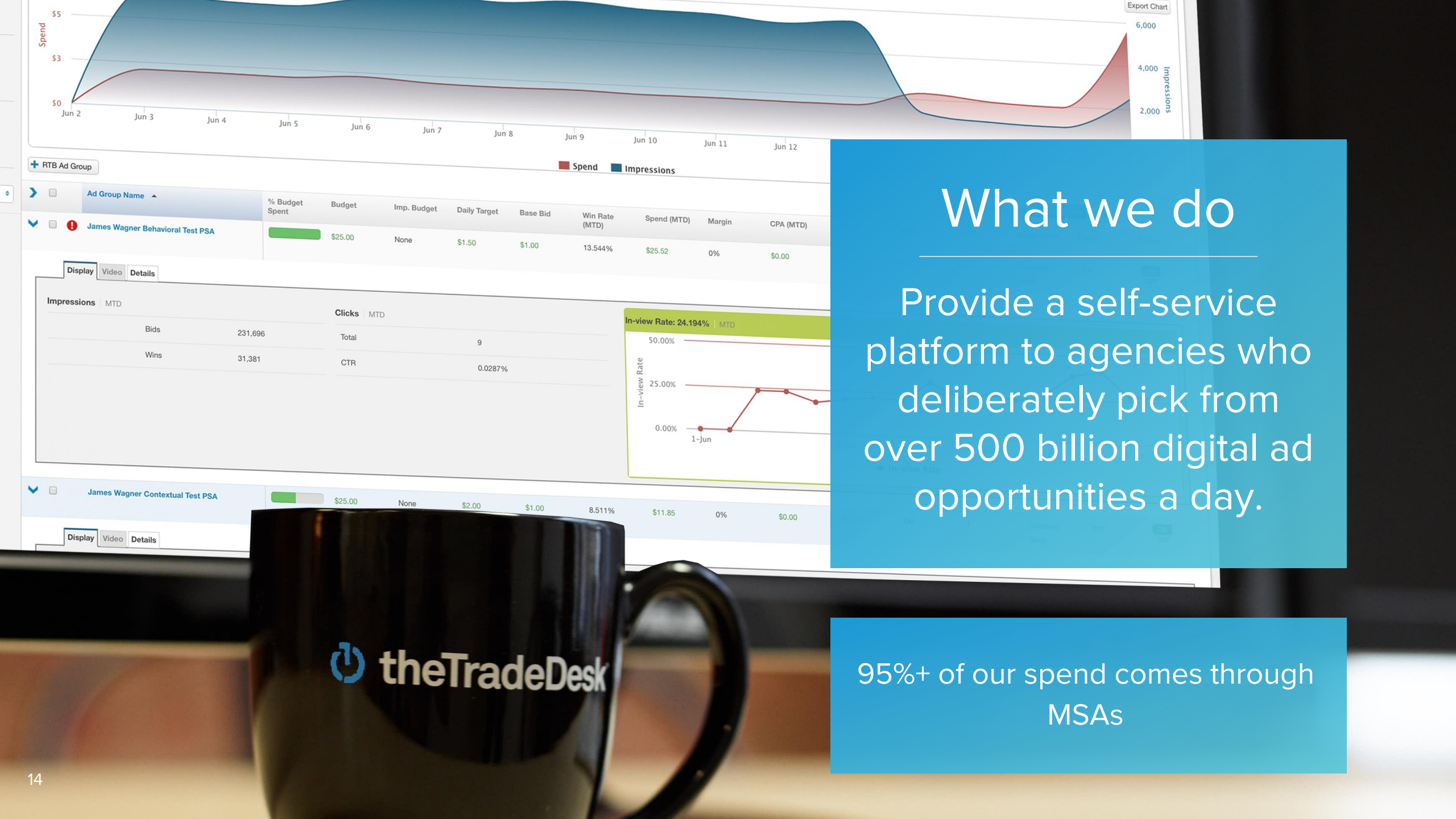
We believe advertising will be transacted digitally.

> "The future of all media is digital and programmatic… eventually all media will be digital and it will be transacted by machines."
>
> - *CEO of a Global Media Investment Management Group*

Source: IDC, Estimated 2019 Global Ad Spending

The pie is getting bigger while waste is being pushed out.





What we do

Provide a self-service platform to agencies who deliberately pick from over 500 billion digital ad opportunities a day.

95%+ of our spend comes through MSAs



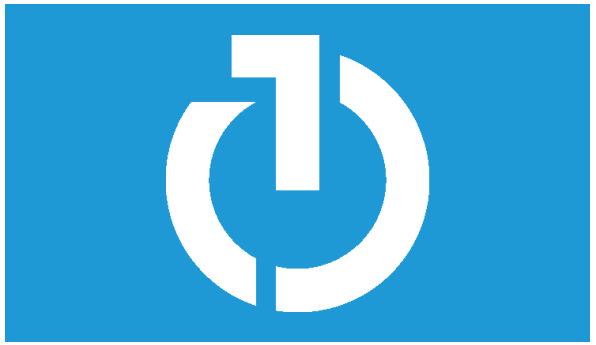
We provide agencies a

SOFTWARE PLATFORM.

We create room for
their proprietary advantage.

We are an enabler, not a disruptor.

We align agencies and their brands.

	PUBLISHER		ADVERTISER
	SELL-SIDE	MARKETPLACE	BUY-SIDE
TECHNOLOGY			
SERVICE			

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We are omnichannel.

CTV, mobile, video, audio, display, social, native.



We buy advertising and data.

We power some of the
largest brands in the world...



...through their agencies and
digital solutions companies.

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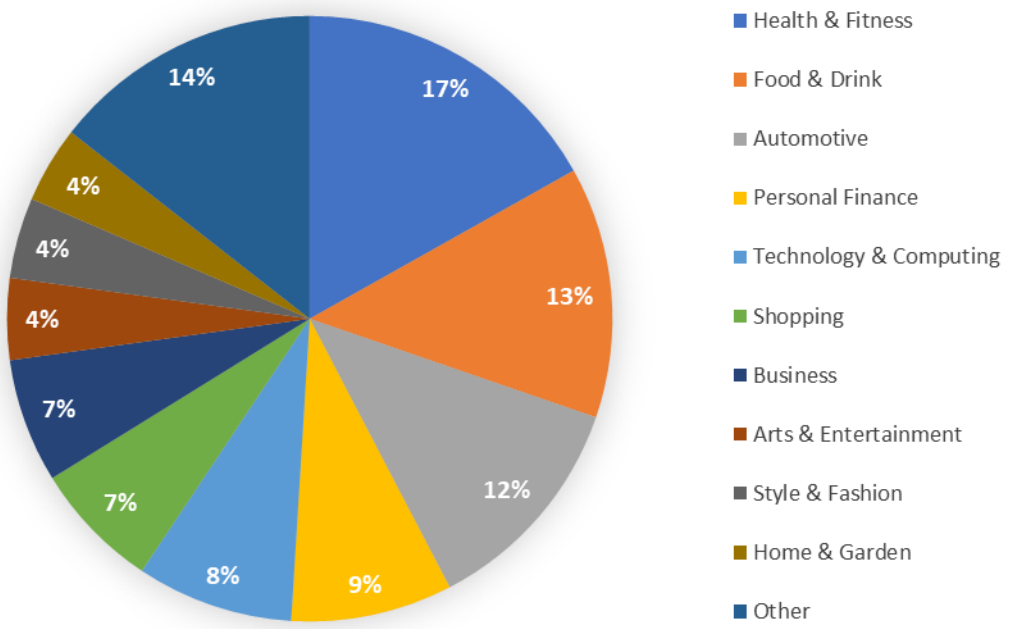
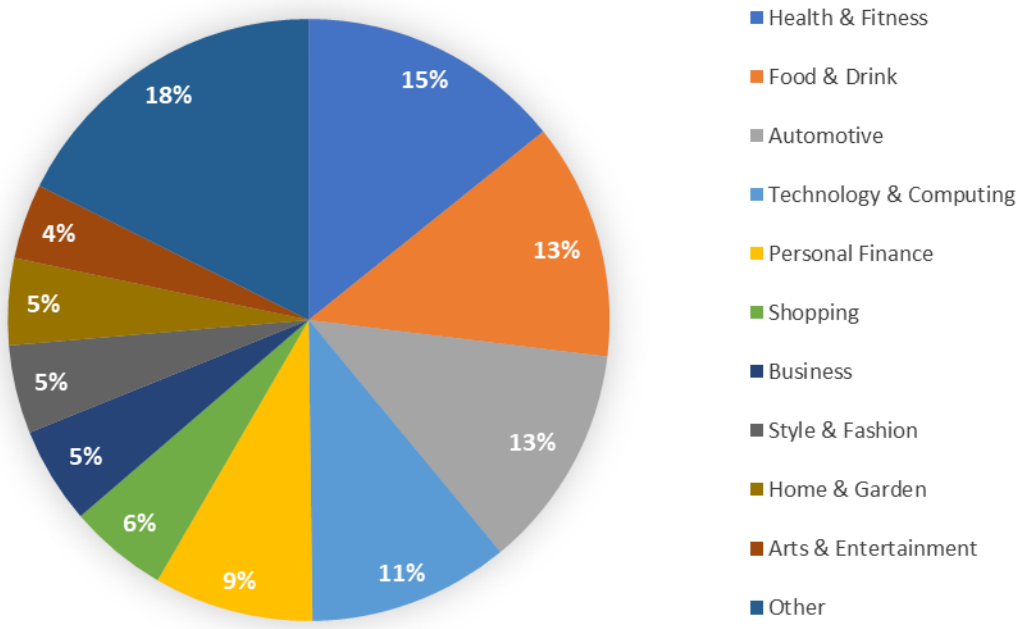
Diversified Across All Major Verticals

2019 Spend by Industry



2018 Spend by Industry



In 2019, Other includes Government & Politics, Education, Family & Parenting, Sports, Hobbies & Interests, Pets, Careers, Real Estate, Science, Society, and News
In 2018, Other includes Travel, Family & Parenting, Government & Politics, Education, Hobbies & Interests, Sports, Pets, Real Estate, Careers, Science, Society, News, and Religion & Spirituality

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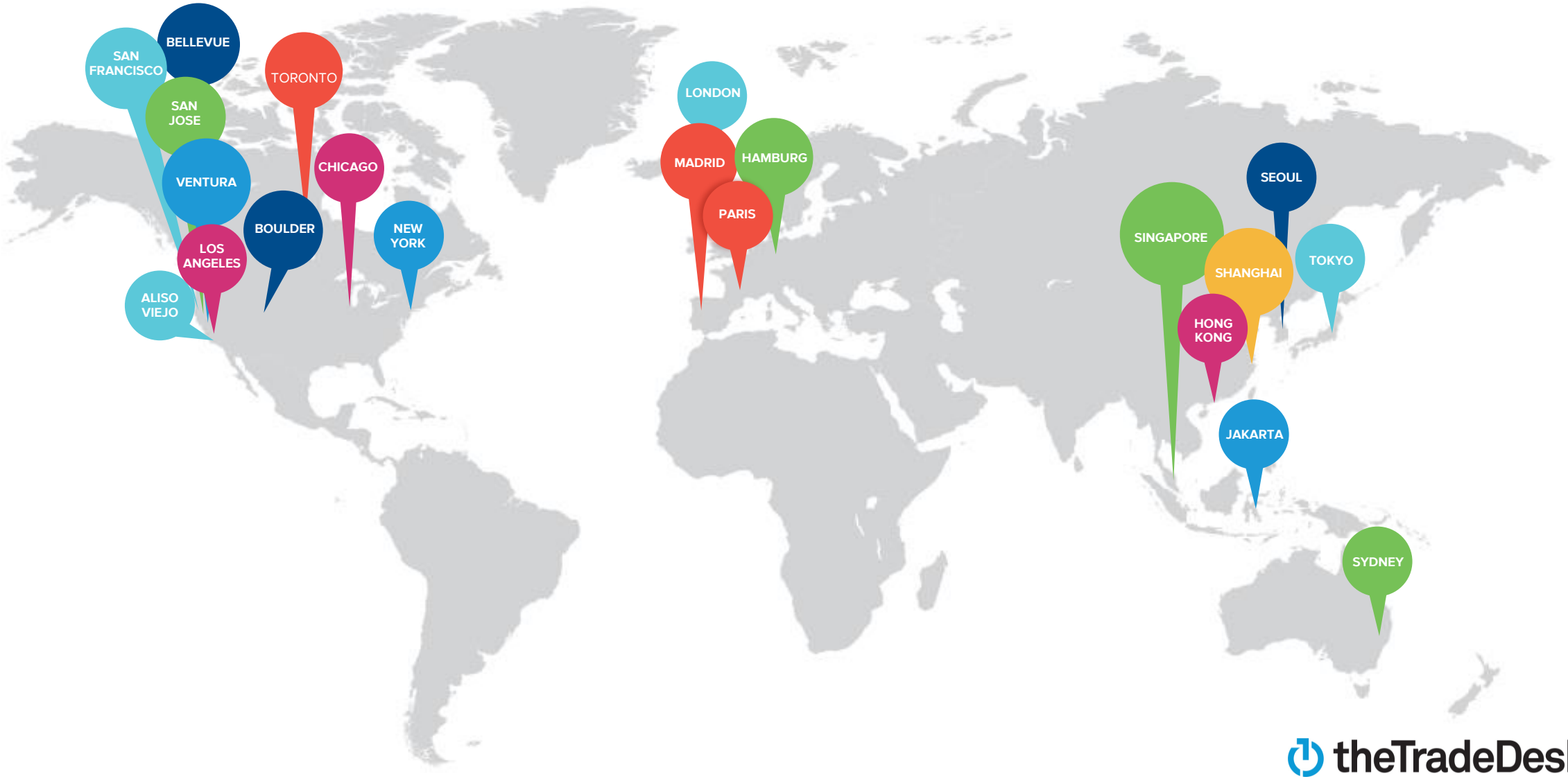
The Trade Desk is global.



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We buy the whole internet.



Even media that isn't digital will be transacted digitally, using the internet.



Agencies (and their brands) need a technology partner to trust with their data.

We need to access their data to help them.

We are the alternative to the conflicted platform providers.

We buy data to make better decisions.

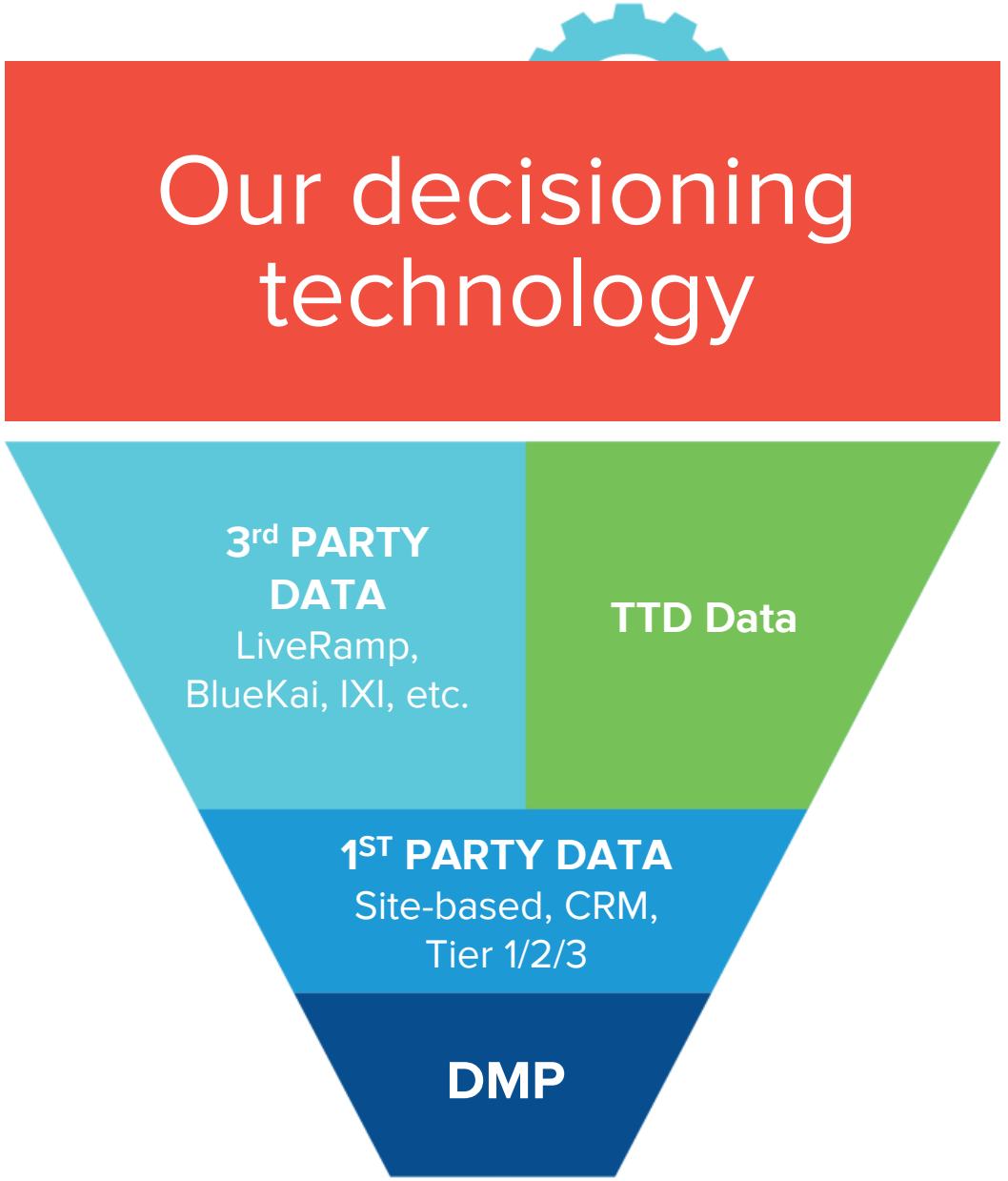
We focus on being the best partner for our data providers.



Our technology.

We built a data management platform first. (data warehouse)

The buyer with the most data can make the most intelligent bid.

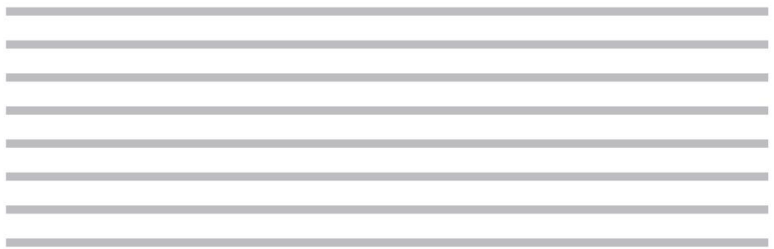




Expressiveness is central to our technological advantage.

We're Built Differently Than Everyone Else in the Industry.

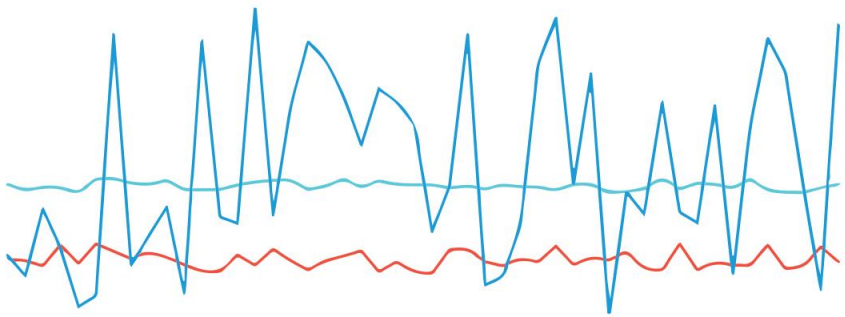
LINE ITEMS



Limits reporting granularity, optimization options and ability to activate data.

VS.

BID FACTORS

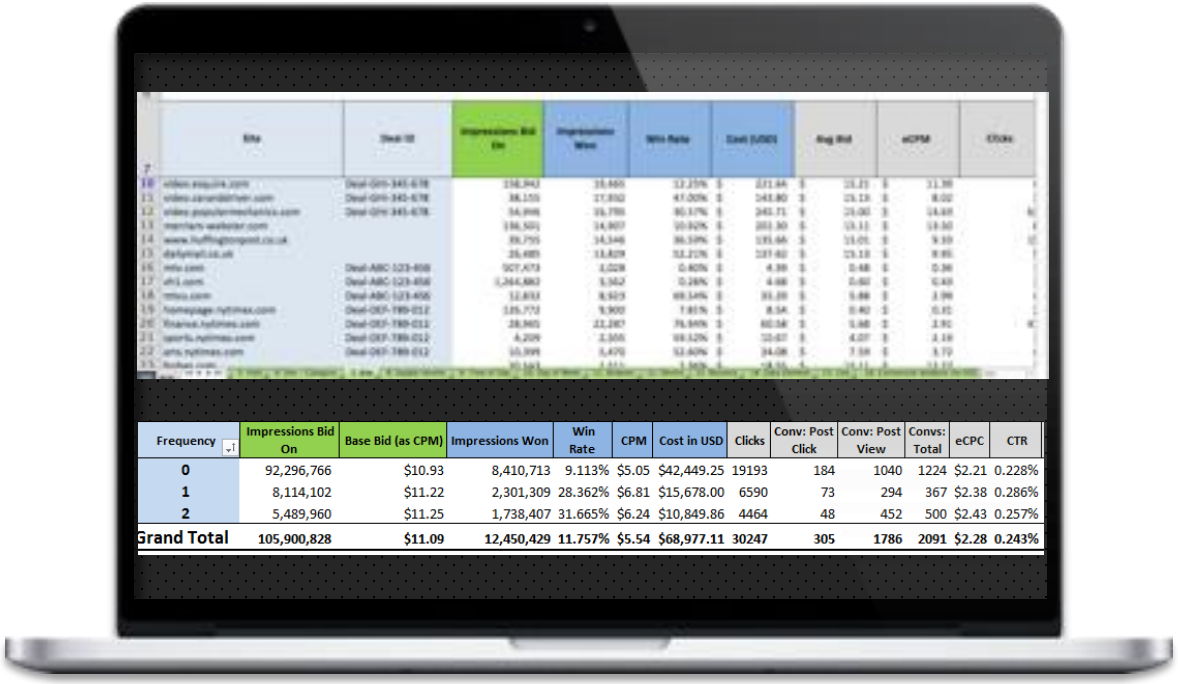


The only structure that allows for expressiveness and fine grain reporting.

Goal: The most transparent and most detailed reporting.

Simplified User Interface

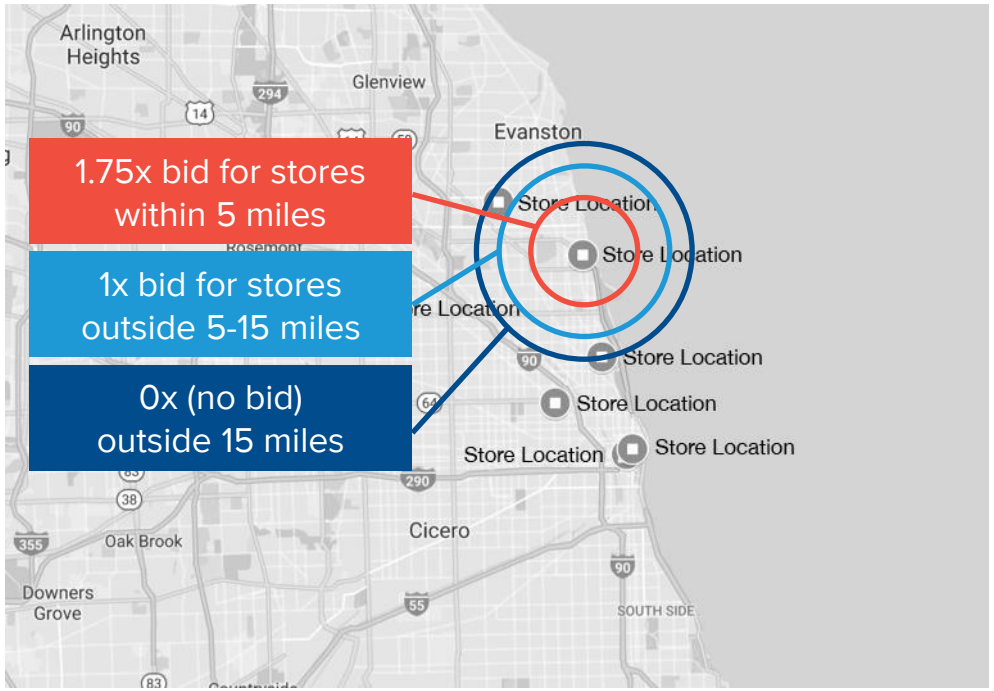
"expressiveness" at work

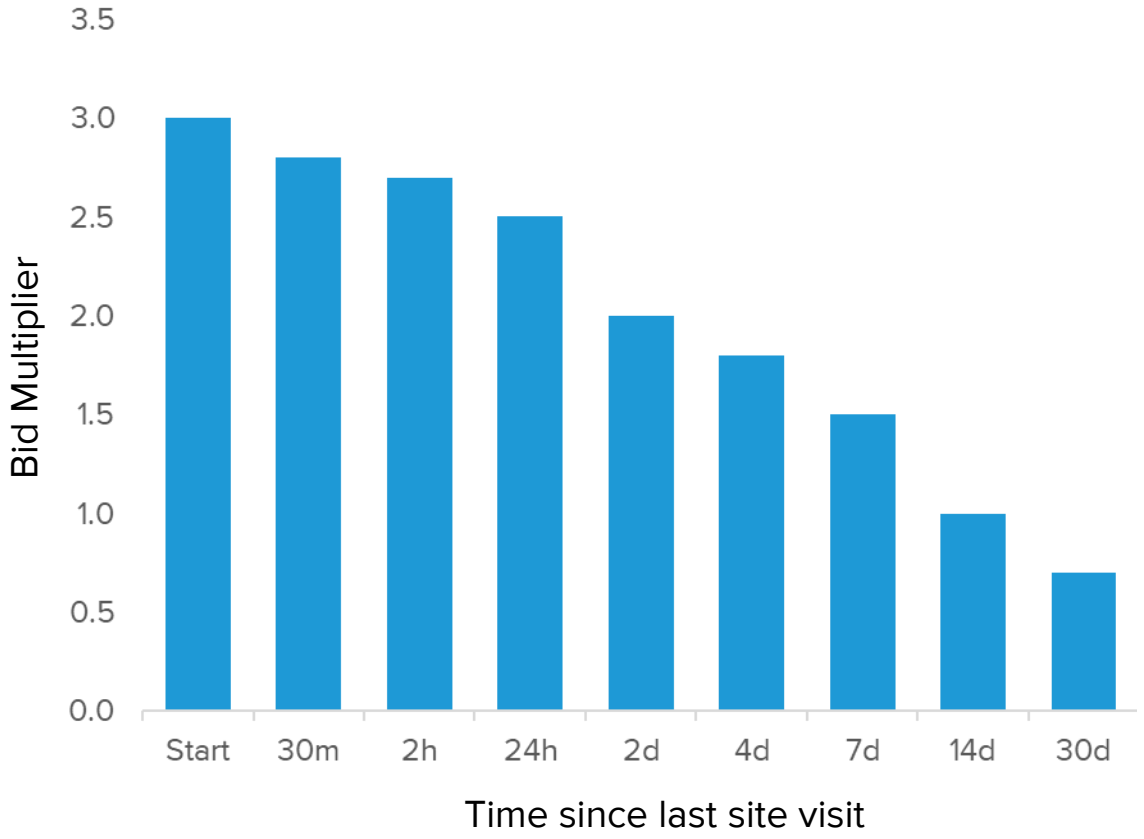


Frequency	Impressions Bid On	Base Bid (as CPM)	Impressions Won	Win Rate	CPM	Cost in USD	Clicks	Conv: Post Click	Conv: Post View	Convs: Total	eCPC	CTR
0	92,296,766	$10.93	8,410,713	9.113%	$5.05	$42,449.25	19193	184	1040	1224	$2.21	0.228%
1	8,114,102	$11.22	2,301,309	28.362%	$6.81	$15,678.00	6590	73	294	367	$2.38	0.286%
2	5,489,960	$11.25	1,738,407	31.665%	$6.24	$10,849.86	4464	48	452	500	$2.43	0.257%
Grand Total	**105,900,828**	**$11.09**	**12,450,429**	**11.757%**	**$5.54**	**$68,977.11**	**30247**	**305**	**1786**	**2091**	**$2.28**	**0.243%**

Transparent Reporting

TTD + Agency reduced client's booking costs by half.

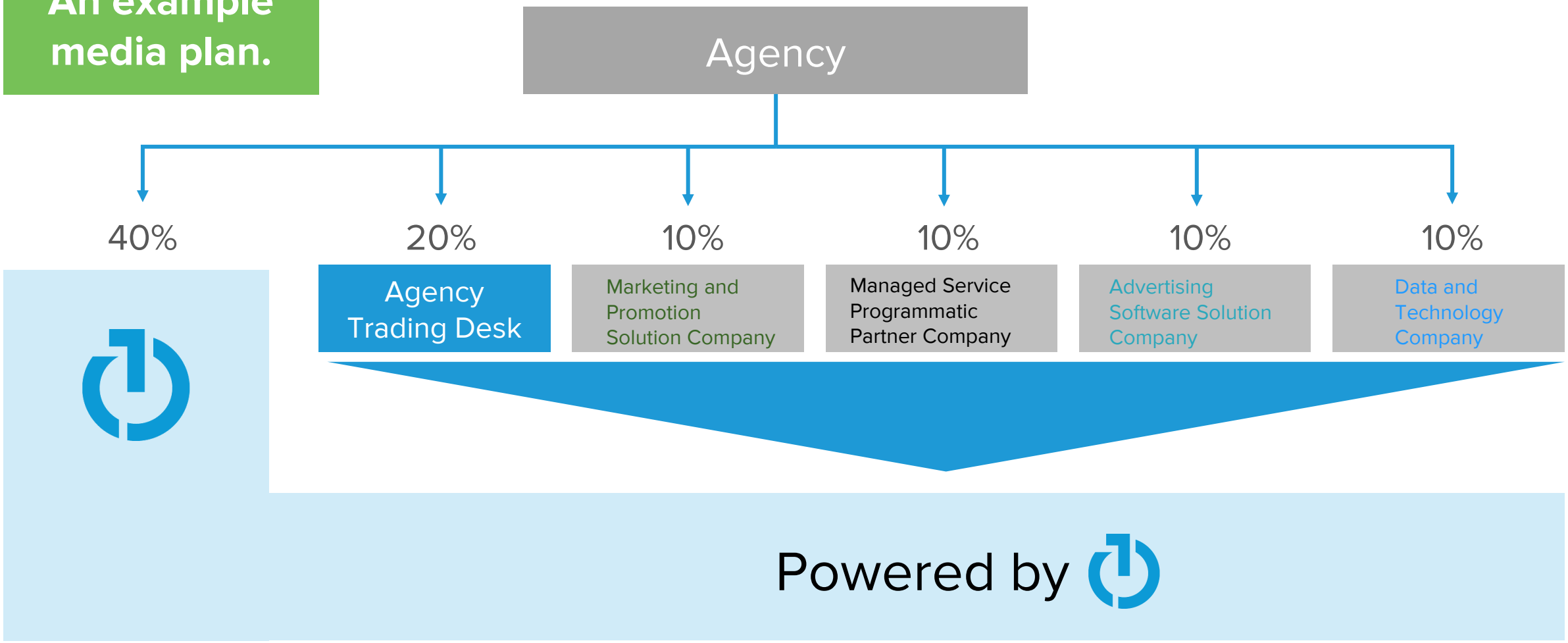




Expressiveness = 15,360 Bid Permutations

Our platform approach wins more of the budget.

An example media plan.



Illustrative Example

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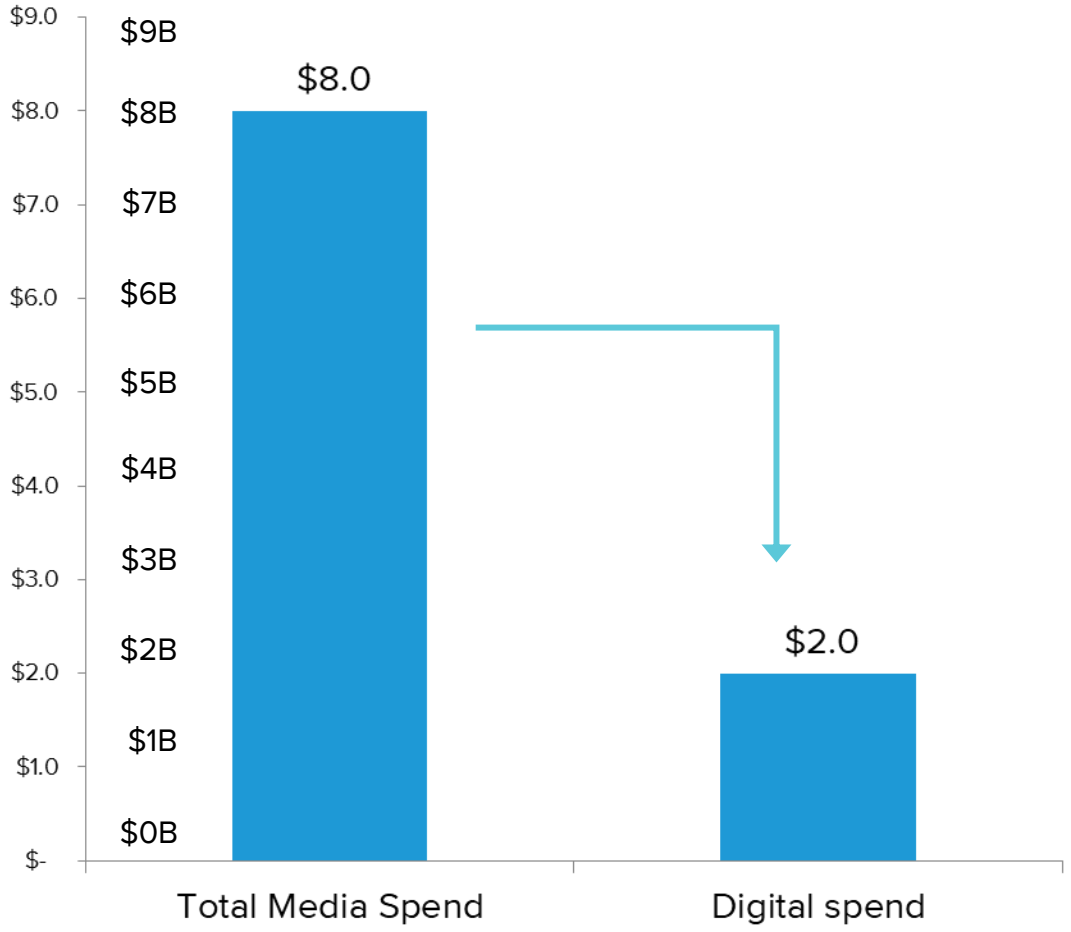
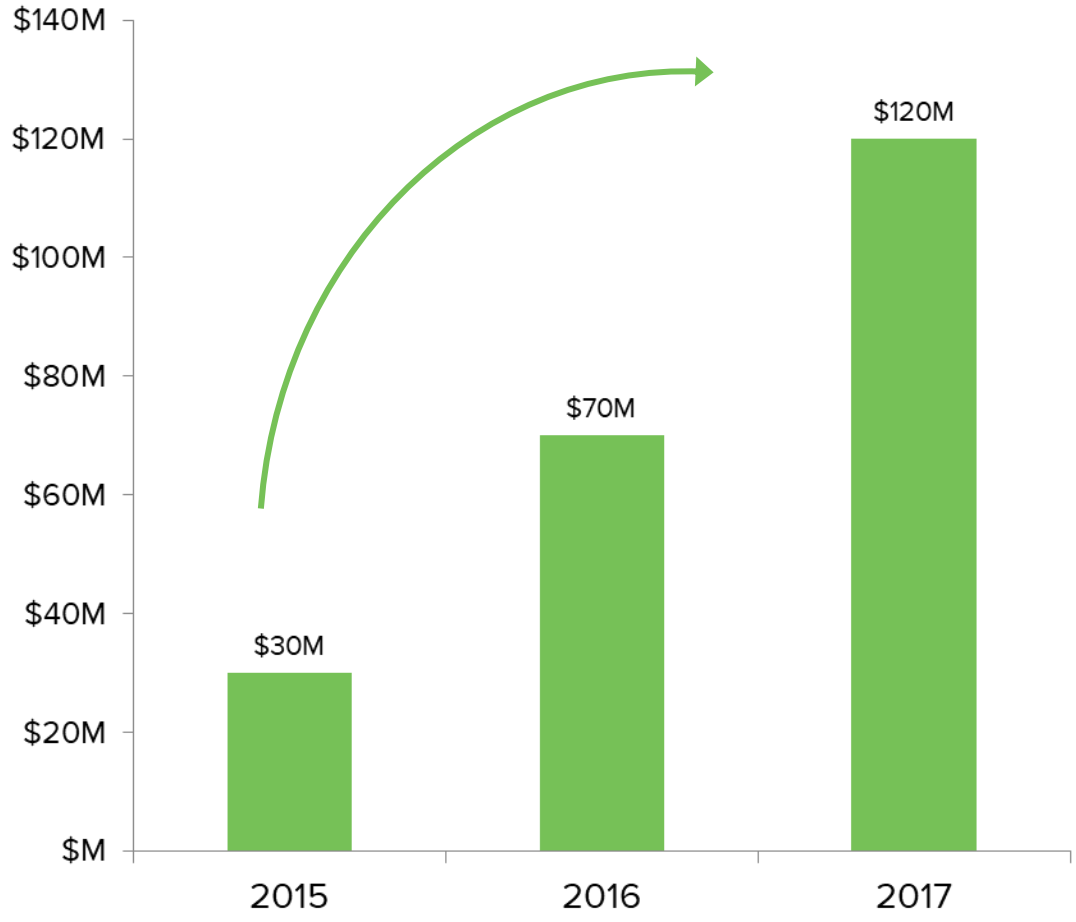
Large brands have just started in programmatic.

Large advertiser total media spend (2017)



Large advertiser **programmatic** media spend (2015-2017)



Source: The Trade Desk estimates for a large multi-national advertiser



The future of TV is ad funded.

The cost of no ads is too great for most consumers.

(Cable costs are according to the Leichtman Research Group, Inc.).

Our story in CTV is resonating

You are missing
out on a core audience if
you're only buying
broadcast TV.





Source: The Trade Desk estimated reach in the US for the full year 2020E from Q12020 conference call script May 7, 2020

Our reach in the US is HUGE



80+ million
households



120+ million
CTV devices

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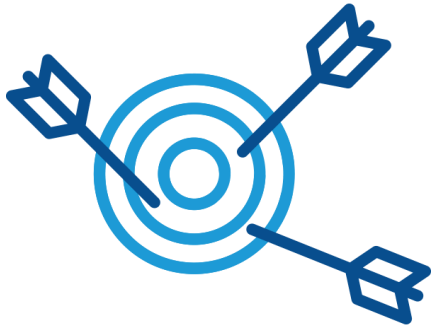
Decisioning improves TV buying

Traditional TV Buying

$10 CPM



Targeting is limited to DMA, schedule and dayparts

Connected TV buying

$20 CPM



1:1 targeting of valuable customers & their households in real time

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Connected TV Measurement

Measure and analyze the impact of your Connected TV campaigns to inform future strategies.

TV & Cross-Platform Metrics and Reporting

Key Reporting Metrics Include:

- Report across video screens (OTT, desktop, mobile)
- Attribution across devices
- Impressions Delivered
- Reach and Frequency
- Video Completion Rates
- Audience Reporting
- Nielsen GRPs / DAR
- Sales lift driven by CTV

The view into our future.



1. Connected TV
2. Global expansion
3. Expand the use of our APIs with more technology-centric companies.
4. Launched new User-Experience, Planning tools and AI in 2018 – The Next Wave

Continue to provide a platform where buyers can objectively and precisely buy ads.

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How Do We Manage Our Business?

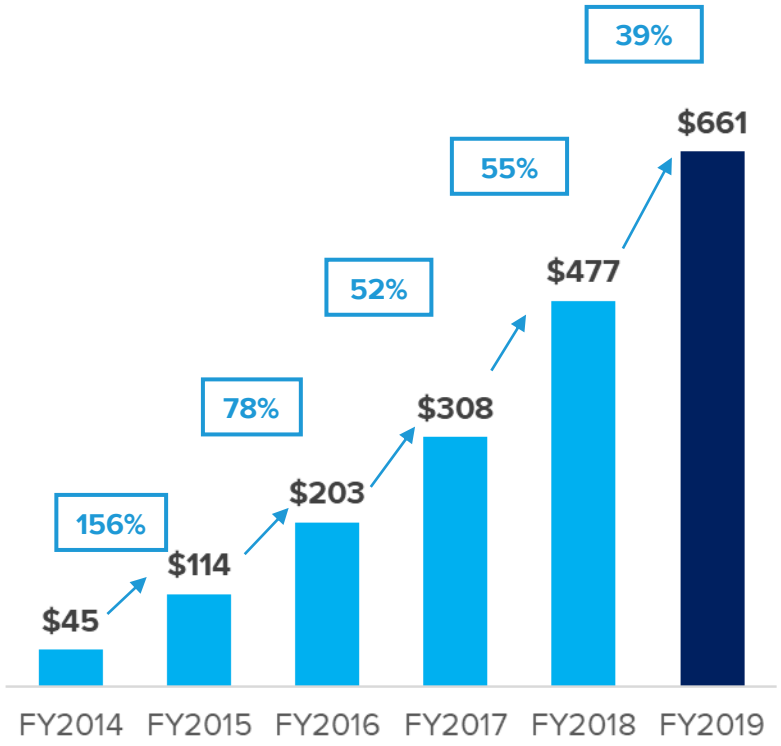
- Client Retention
- Spend Growth
- Diversification
- Efficiency

Strong financial model.



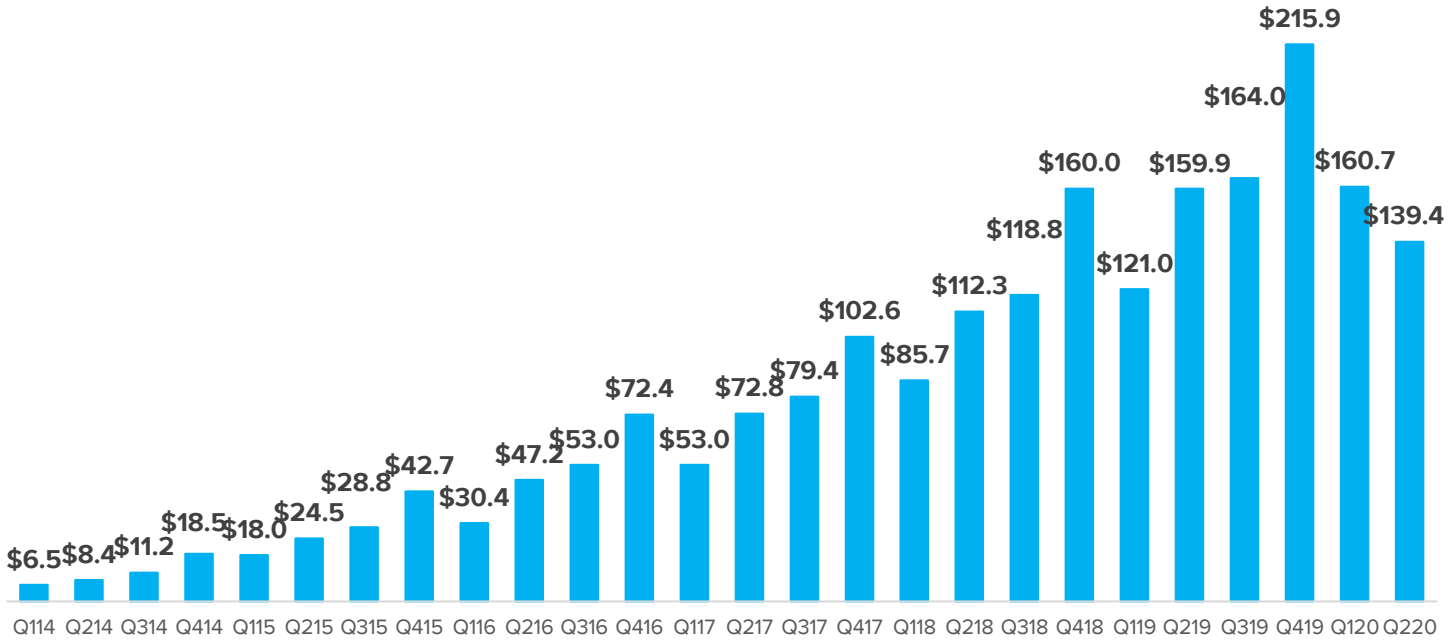
- Exceptional **top line growth**
- **MSA-based** model with **ongoing, established** customer relationships
- **Self-serve** software model drives strong **operating leverage**
- Proven **profitability**

Robust revenue growth...



Revenue[1]

($ in millions)



(1) Source TTD SEC Filings

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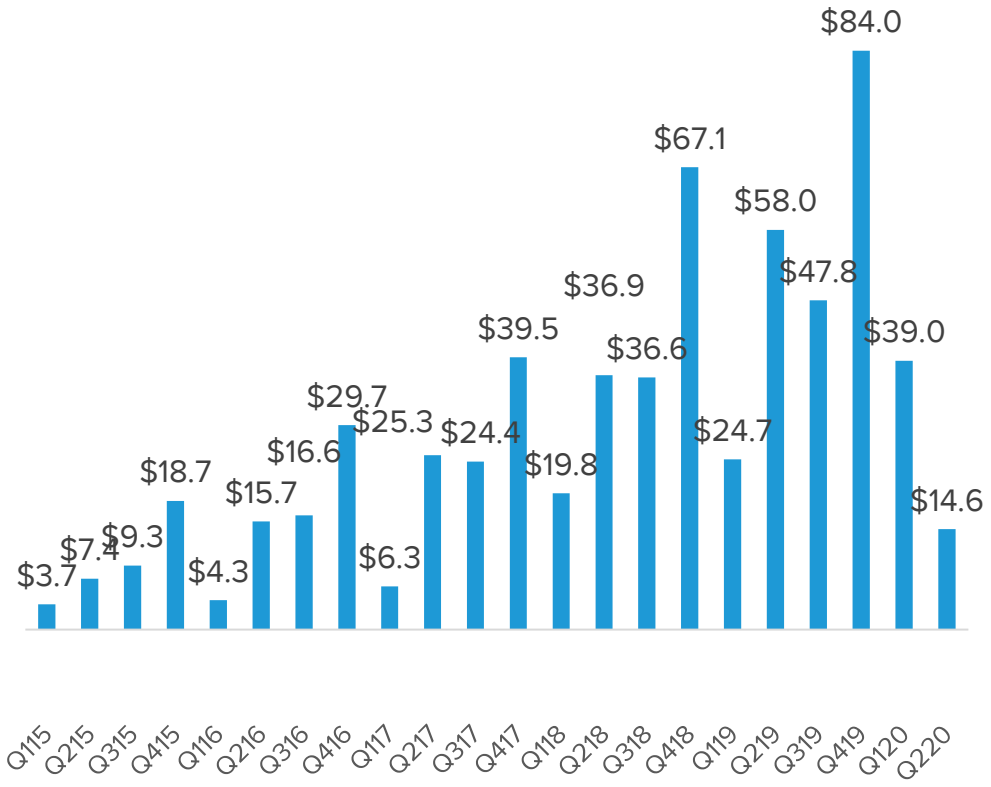
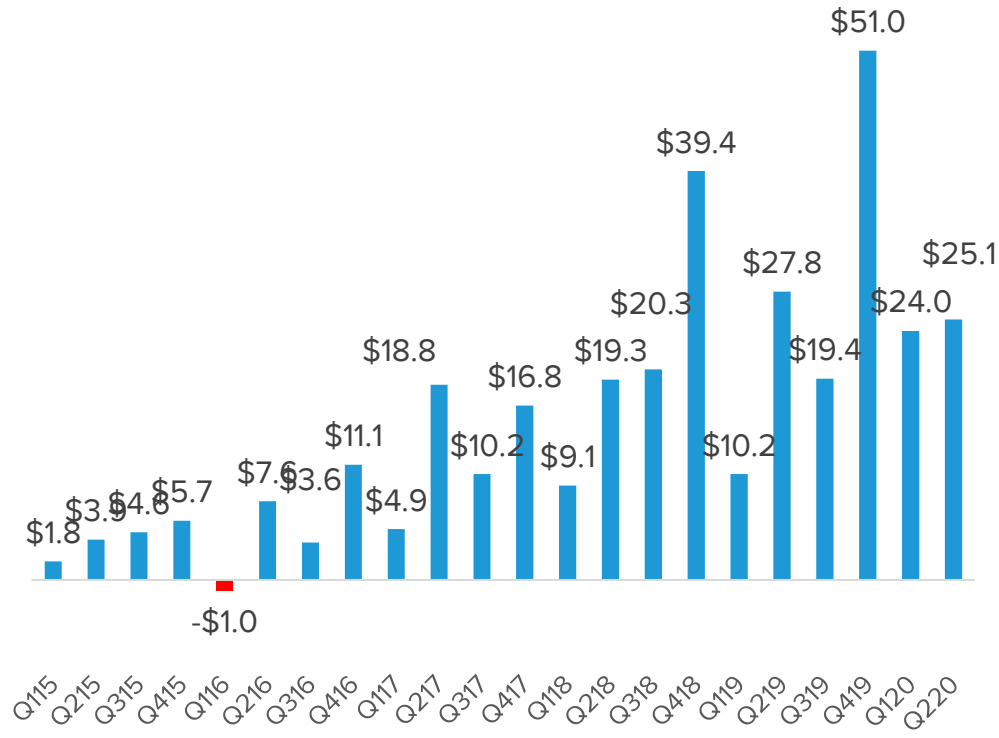
...delivering substantial profitability

Adj. EBITDA ($ in millions)



GAAP Net Income ($ in millions)



Source: Company Filings. Adjusted EBITDA excludes depreciation and amortization expense, interest expense, income taxes, stock-based compensation and preferred stock warrant liabilities. Reconciliations of GAAP to non-GAAP amounts for the periods presented herein are provided in schedules accompanying this presentation.

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Investment highlights.

1. Q2 impacted by Covid-19 Pandemic – decline 12.9% y/y
2. CTV grew 40% y/y in Q2
3. We anticipate the Q3 CTV growth rate will at least double the growth rate of Q2
4. 95%+ of our spend coming through MSAs and is relatively predictable.
5. We're self-service omnichannel (all decisioned digital).
6. Our tech is measurably better at decisioning.
7. We have a massive TAM.
8. We align our interests with our customer (buy-side only, not network).
9. We've been profitable since 2013.

TTD is an investment in the whole internet.

Q2 FY2020 GAAP Financial Information

THE TRADE DESK, INC.
CONSOLIDATED STATEMENTS OF INCOME
(Amounts in thousands, except per share amounts)
(Unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2020	2019	2020	2019
Revenue	$ 139,355	$ 159,924	$ 300,015	$ 280,911
Operating expenses (1):				
Platform operations	42,133	35,330	82,341	68,981
Sales and marketing	37,071	31,072	71,365	53,809
Technology and development	40,058	29,452	76,852	54,764
General and administrative	35,865	32,121	74,463	65,738
Total operating expenses	155,127	127,975	305,021	243,292
(Loss) income from operations	(15,772)	31,949	(5,006)	37,619
Total other expense (income), net	194	(1,420)	611	(1,087)
(Loss) income before income taxes	(15,966)	33,369	(5,617)	38,706
Provision for (benefit from) income taxes	(41,077)	5,569	(54,785)	755
Net income	$ 25,111	$ 27,800	$ 49,168	$ 37,951
Earnings per share:				
Basic	$ 0.54	$ 0.63	$ 1.07	$ 0.86
Diluted	$ 0.52	$ 0.58	$ 1.01	$ 0.80
Weighted average shares outstanding:				
Basic	46,136	44,404	45,818	44,157
Diluted	48,654	47,828	48,484	47,573

(1) Includes stock-based compensation expense as follows:

STOCK-BASED COMPENSATION EXPENSE
(Amounts in thousands)
(Unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2020	2019	2020	2019
Platform operations	$ 2,358	$ 1,331	$ 3,820	$ 2,387
Sales and marketing	6,319	4,831	11,633	8,058
Technology and development	7,844	6,497	16,434	11,433
General and administrative	7,413	8,398	15,012	15,048
Total	$ 23,934	$ 21,057	$ 46,899	$ 36,926

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Supplemental Non-GAAP Information

Non-GAAP Financial Metrics
(Amounts in thousands, except per share amounts)

The following tables show the Company's GAAP financial metrics reconciled to non-GAAP financial metrics included in this presentation.

	Three Months Ended June 30,		Six Months Ended June 30,	
	2020	2019	2020	2019
Net income	$ 25,111	$ 27,800	$ 49,168	$ 37,951
Add back:				
Depreciation and amortization	6,783	4,821	13,260	9,277
Stock-based compensation	23,934	21,057	46,899	36,926
Interest expense (income), net	104	(1,286)	(988)	(2,283)
Credit loss expense on available-for-sale securities	(262)	—	13	—
Provision for (benefit from) income taxes	(41,077)	5,569	(54,785)	755
Adjusted EBITDA	$ 14,593	$ 57,961	$ 53,567	$ 82,626

	Three Months Ended June 30,		Six Months Ended June 30,	
	2020	2019	2020	2019
GAAP net income	$ 25,111	$ 27,800	$ 49,168	$ 37,951
Add back (deduct):				
Stock-based compensation expense	23,934	21,057	46,899	36,926
Adjustment for income taxes	(4,248)	(3,291)	(7,901)	(6,208)
Non-GAAP net income	$ 44,797	$ 45,566	$ 88,166	$ 68,669
GAAP diluted EPS	$ 0.52	$ 0.58	$ 1.01	$ 0.80
Non-GAAP diluted EPS	$ 0.92	$ 0.95	$ 1.82	$ 1.44
Weighted average shares outstanding—diluted	48,654	47,828	48,484	47,573

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