



INVESTOR DAY



BLAKE GRAYSON

Chief Financial Officer



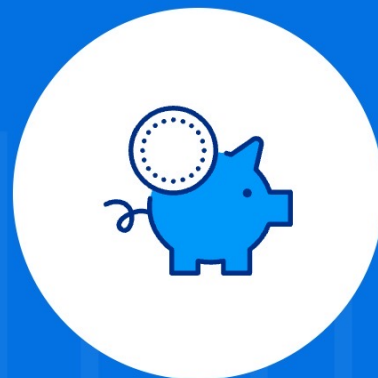
FINANCIAL OVERVIEW



**Growth
& profitability**



Opportunity



**Investments
& leverage**



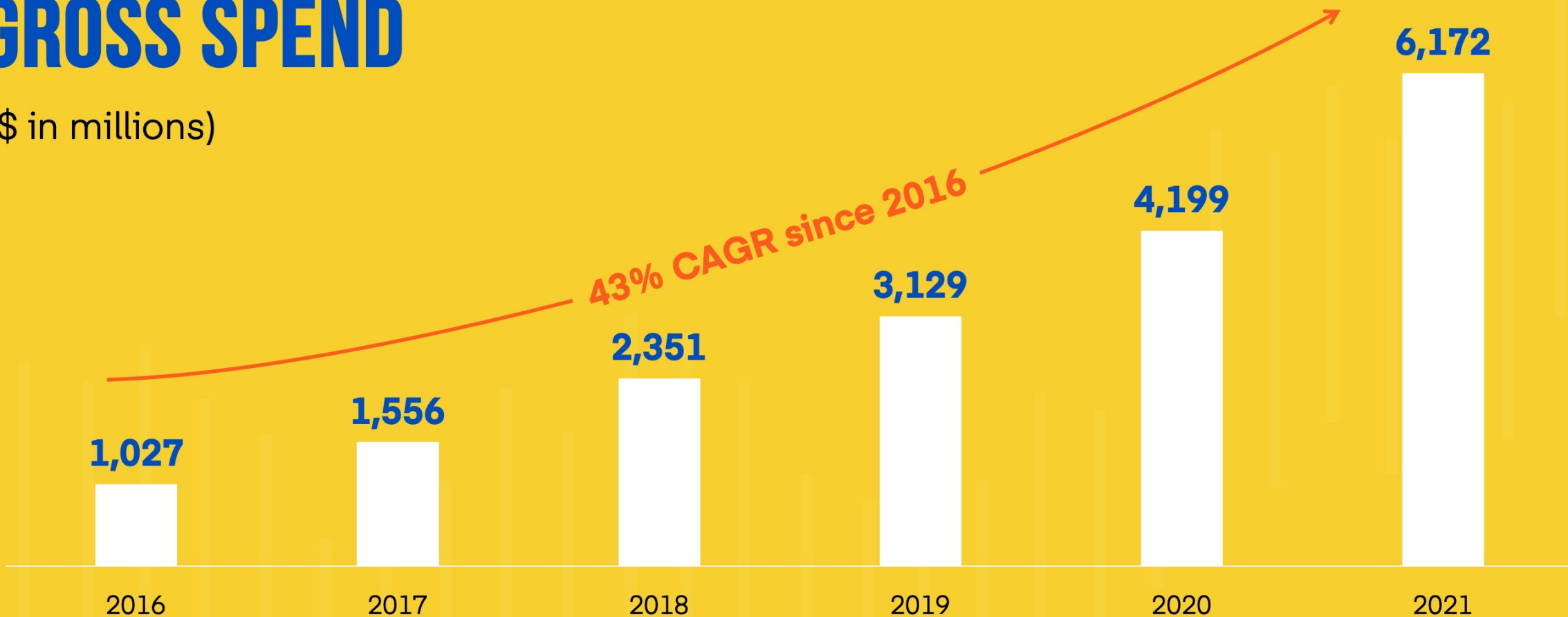
**Capital
management**

GROWTH & PROFITABILITY



THE TRADE DESK GROSS SPEND

(\$ in millions)



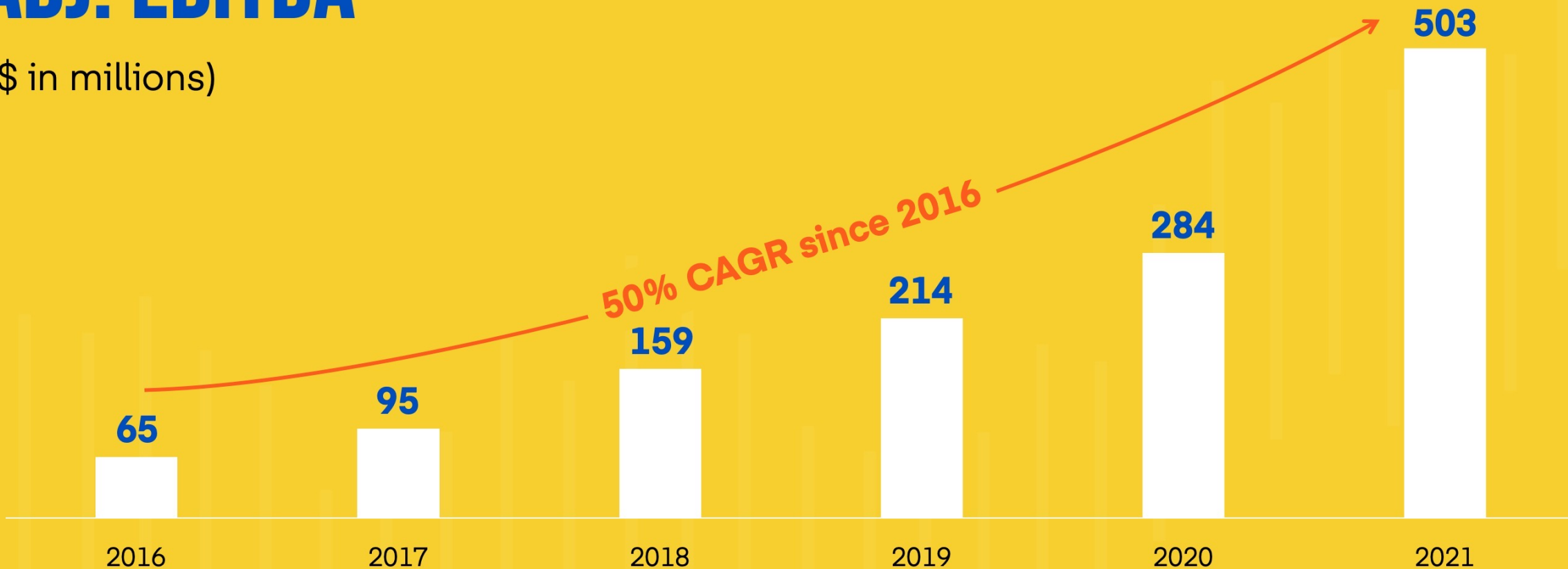
Source: Company Filings

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THE TRADE DESK ADJ. EBITDA

(\$ in millions)



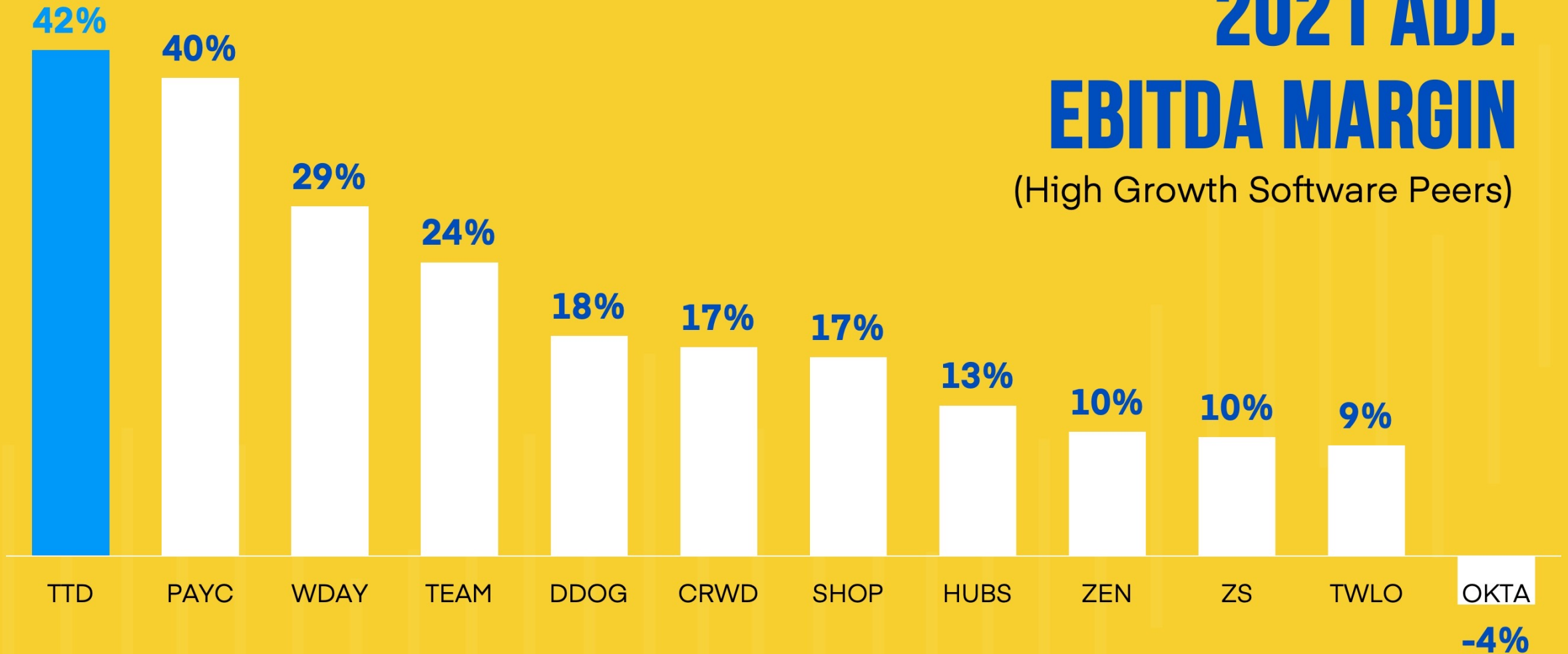
Source: Company Filings

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2021 ADJ. EBITDA MARGIN

(High Growth Software Peers)



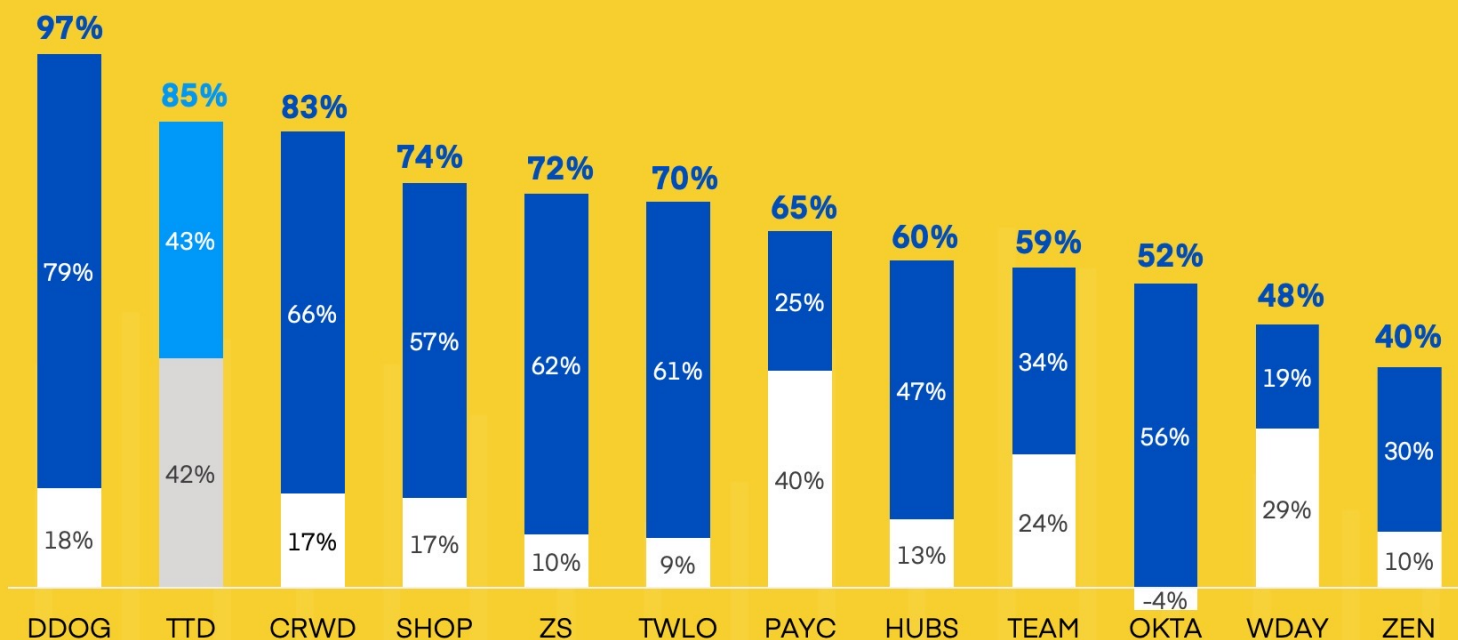
Source: Company Filings, Factset

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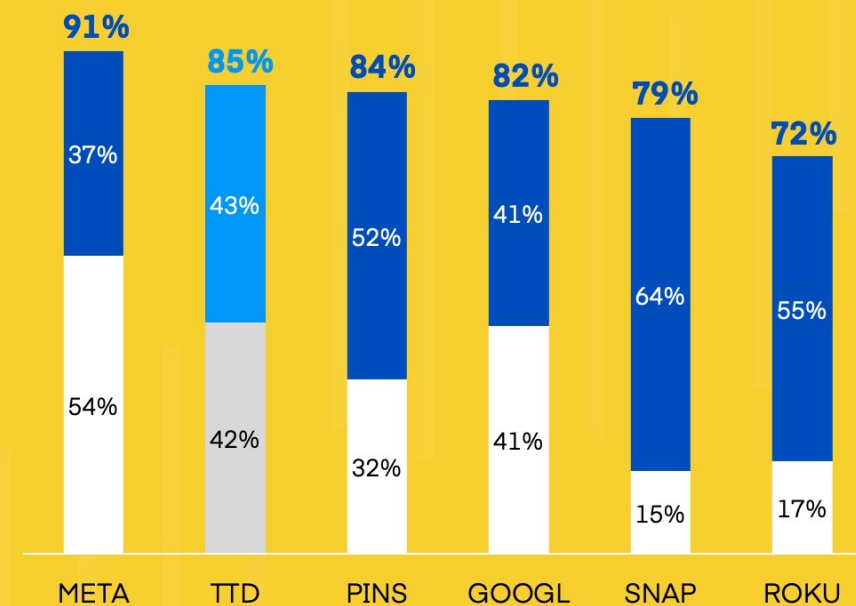
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2021 ADJ. EBITDA MARGIN + REVENUE GROWTH

HIGH GROWTH SOFTWARE PEERS



AD FUNDED PEERS

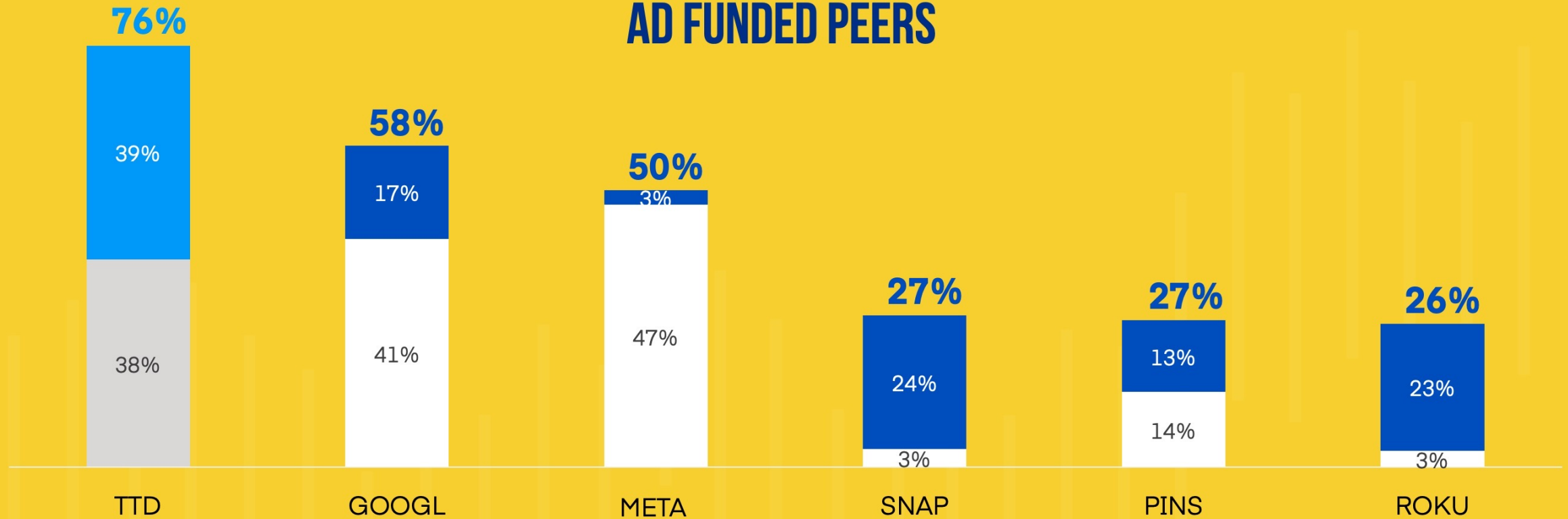


Source: Company Filings, Factset

2021 ADJ. EBITDA MARGIN
 2021 REVENUE GROWTH

1H'22 ADJ. EBITDA MARGIN + REVENUE GROWTH

AD FUNDED PEERS



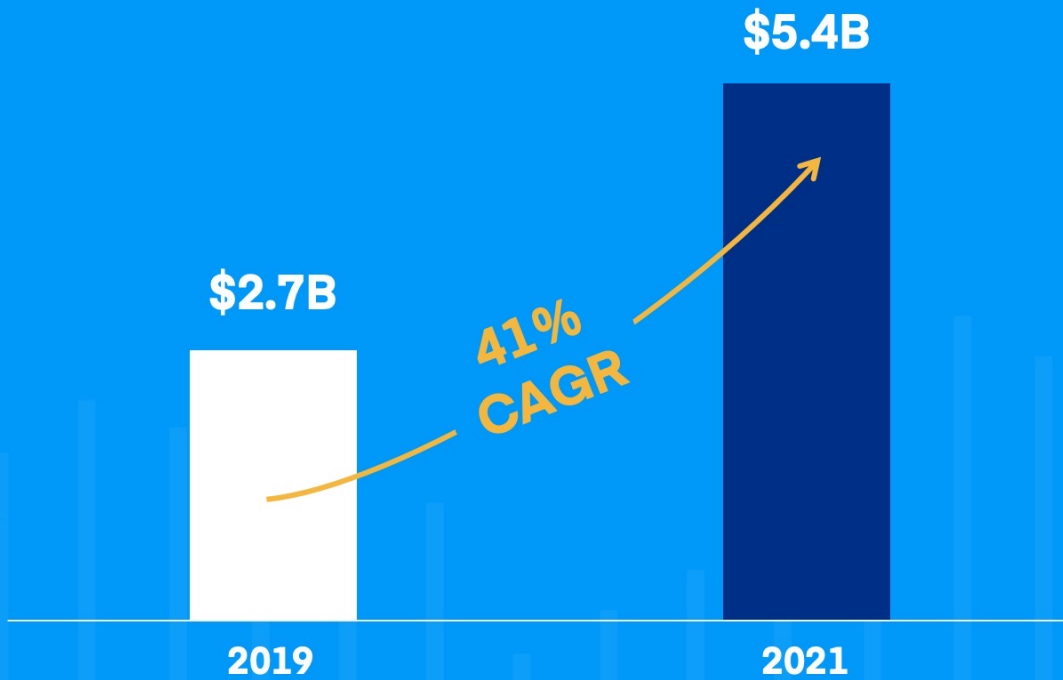
Source: Company Filings, Factset
Note: Numbers may not add due to rounding.

1H'22 ADJ. EBITDA MARGIN

1H'22 REVENUE GROWTH

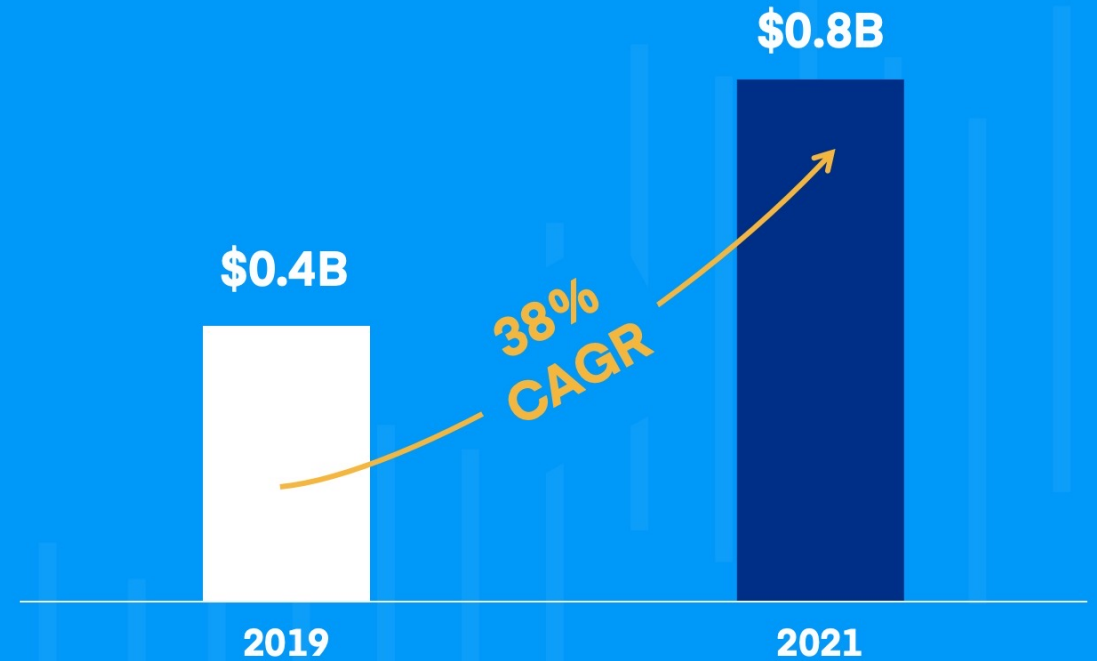
NORTH AMERICA

Gross Spend



INTERNATIONAL

Gross Spend

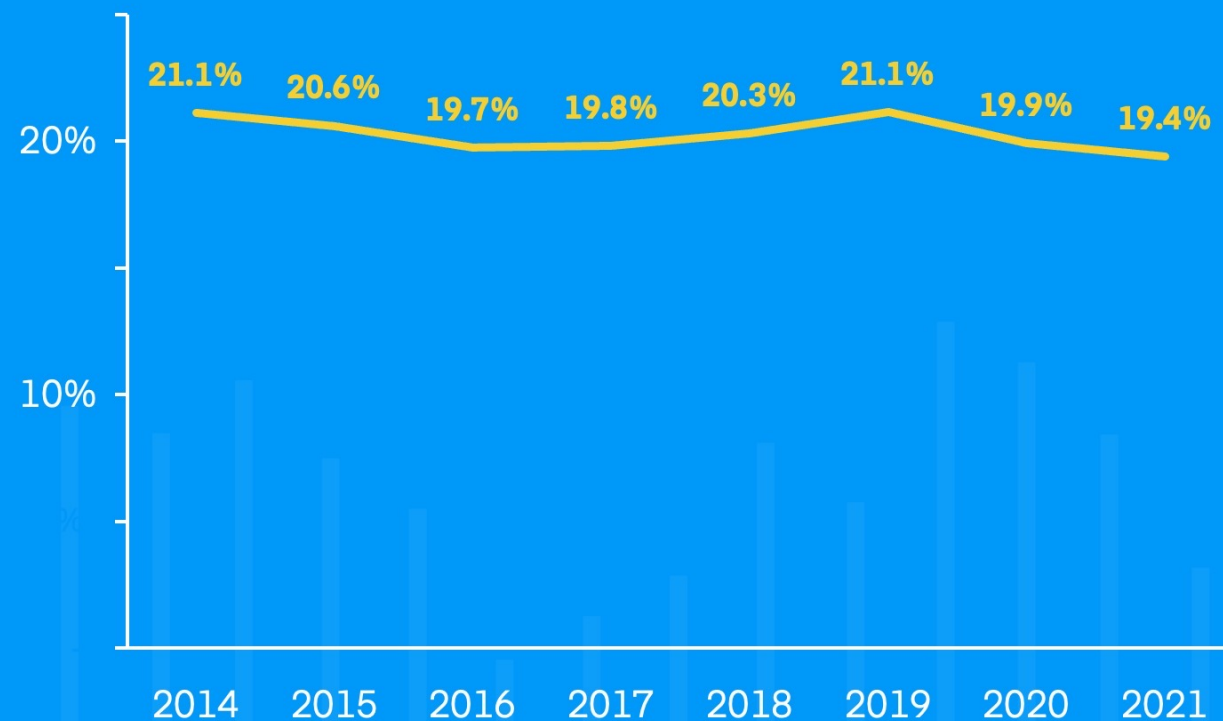


Source: The Trade Desk

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TAKE RATE

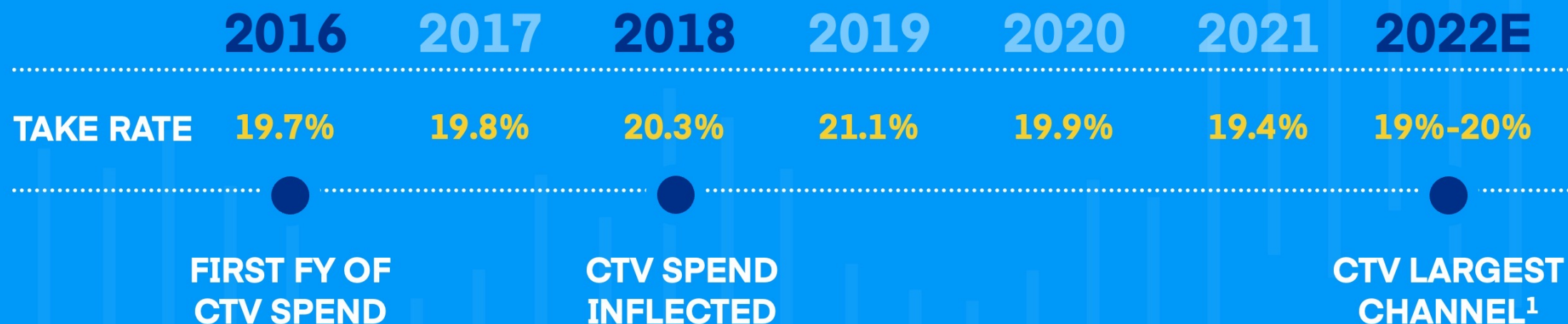


~20%

RANGE OVER THE LAST 8 YEARS

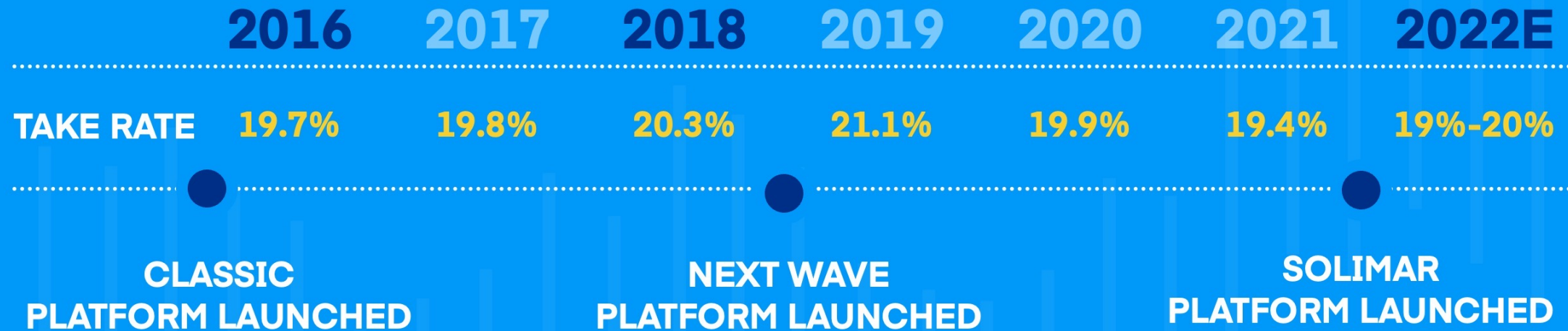
Source: Company Filings. Take Rate defined as revenue divided by gross spend

TAKE RATE RESILIENT AS CTV RAMPS UP...



¹Through Q2 2022 Video spend was a low-40's percent share of the business. CTV makes up the majority of video

...WHILE WE CONTINUE TO ADD MORE VALUE THAN WE EXTRACT



Source: Company Filings

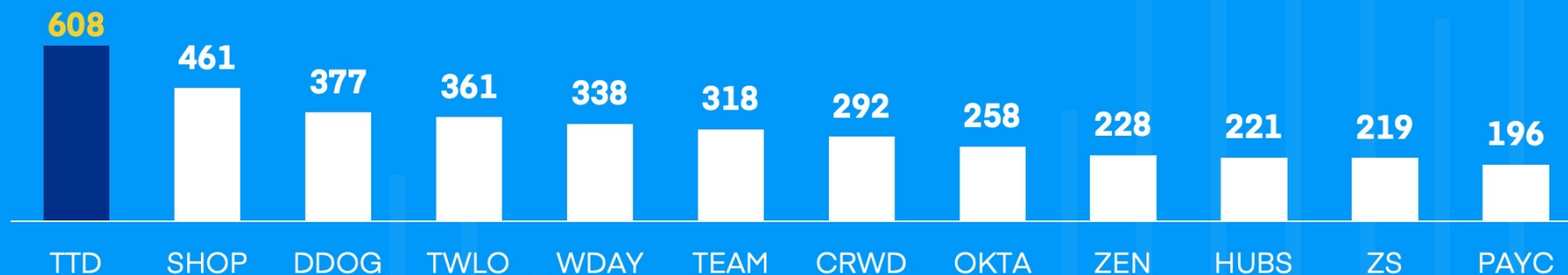
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BEST IN CLASS REVENUE AND PROFITABILITY PER EMPLOYEE

(\$ in thousands)

2021 REVENUE PER EMPLOYEE



2021 ADJ. EBITDA PER EMPLOYEE



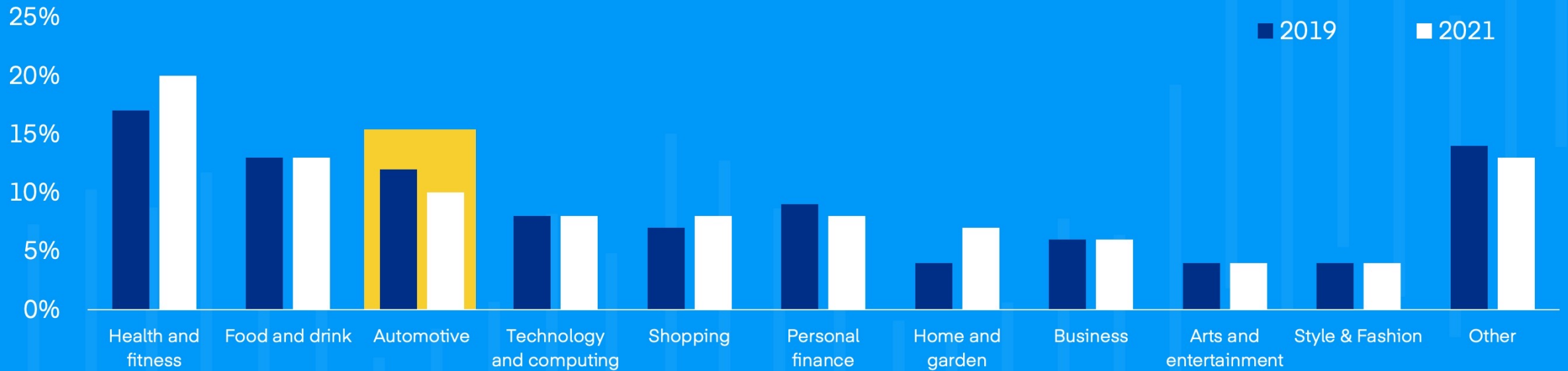
Source: Company Filings, Factset

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DIVERSIFICATION ACROSS VERTICALS

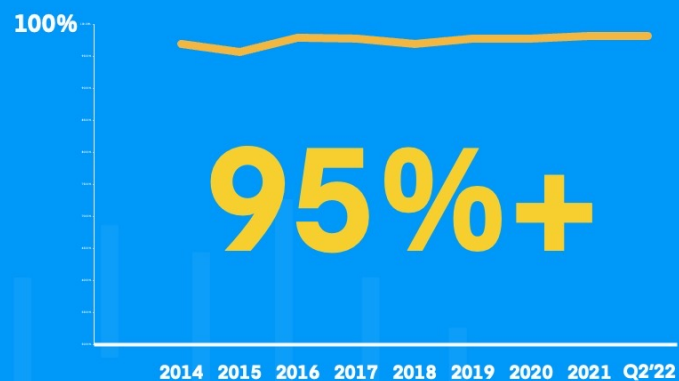
TTD % OF GROSS SPEND BY INDUSTRY



Source: Company Filings

Other verticals representing above 1% of spend in either 2019 or 2021 include family & parenting, travel, hobbies & interests, education, pets, sports, government and politics, real estate.

RETENTION RATE



CUSTOMERS



1,000+

ADVERTISERS



50,000+

Source: As of June 30, 2022, The Trade Desk.

JOINT BUSINESS PLANS CONTINUE TO INCREASE AS A % OF SPEND

20%+
2022 YTD

12%
2021

Source: As of August 31, 2022, The Trade Desk

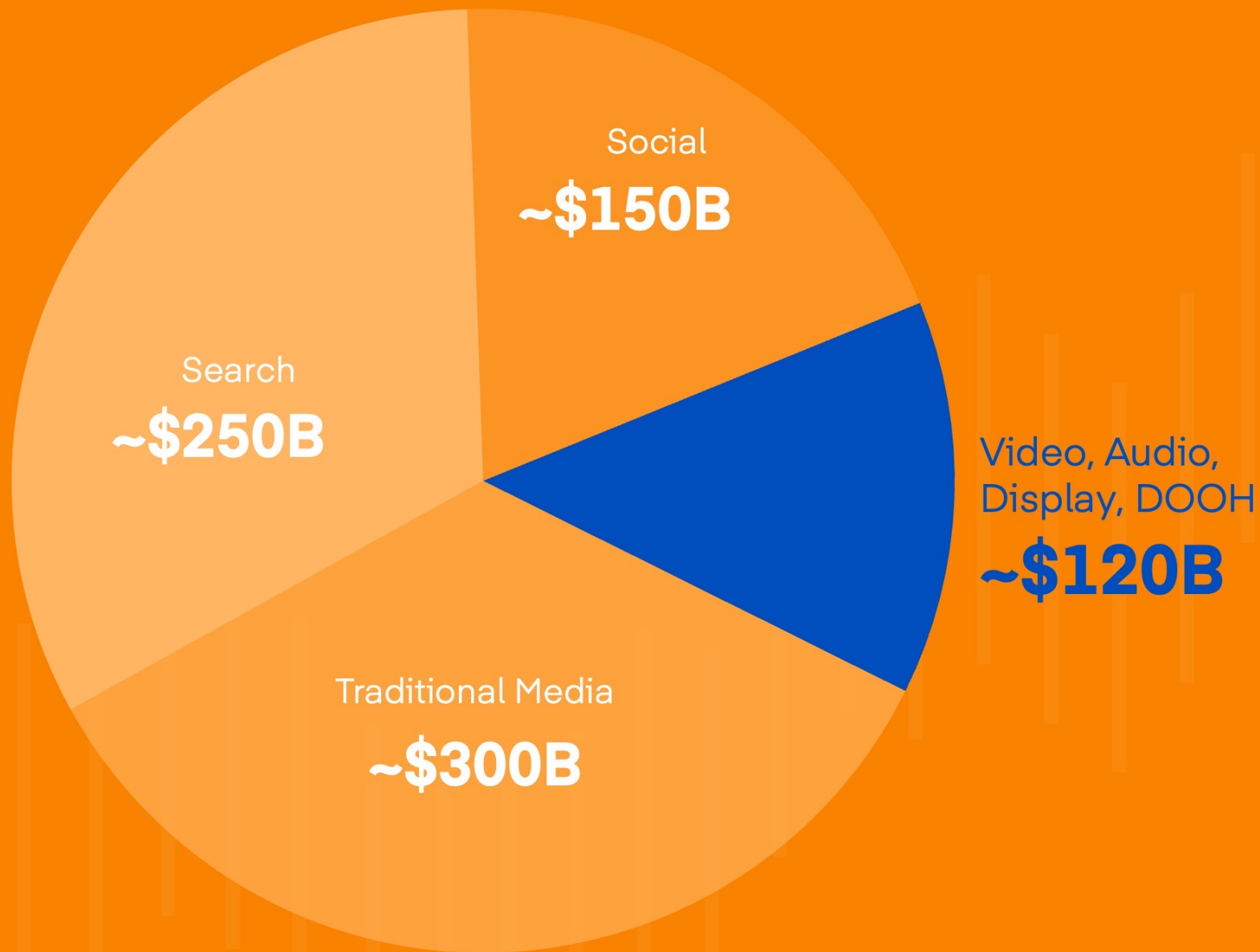
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THE OPPORTUNITY



THE OPEN INTERNET IS HUGE AND GETTING BIGGER



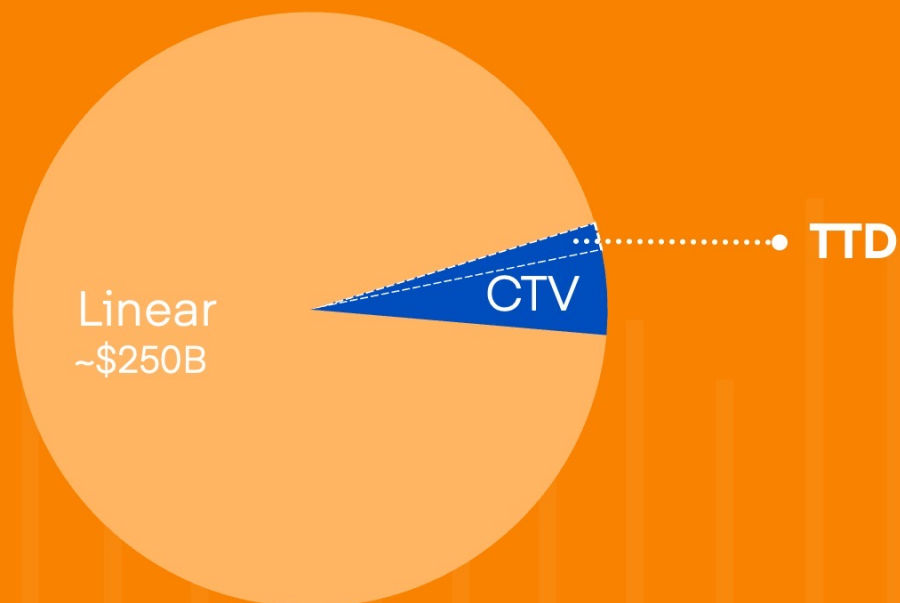
Source: Magna 2022 Global Ad Spend Forecast, The Trade Desk Estimates

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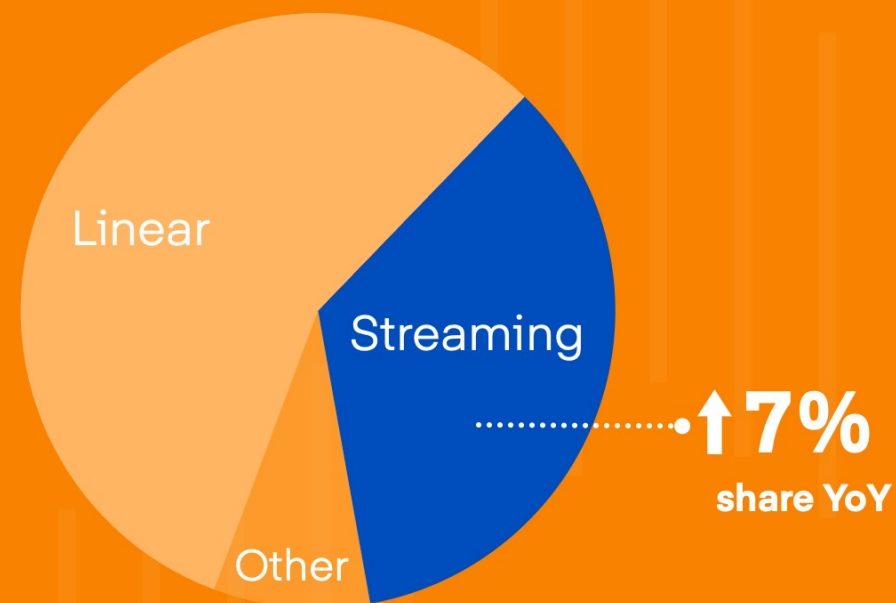
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THE SHIFT TO CTV IS JUST GETTING STARTED

TV ADVERTISING SPEND¹



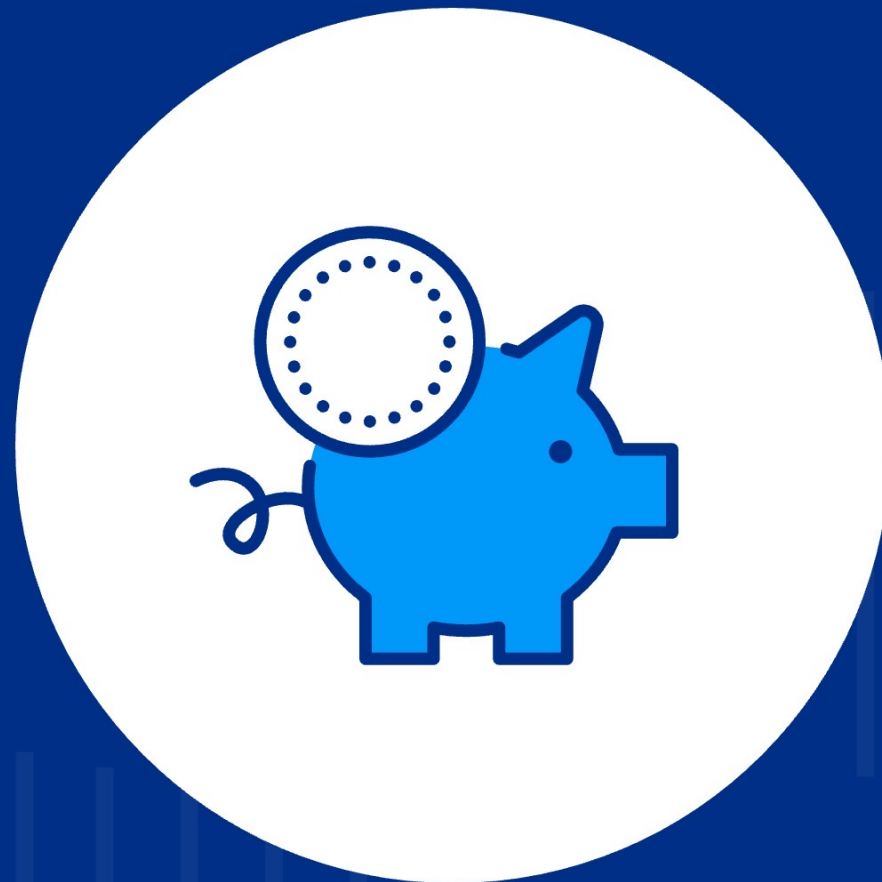
TV VIEWING HOURS²



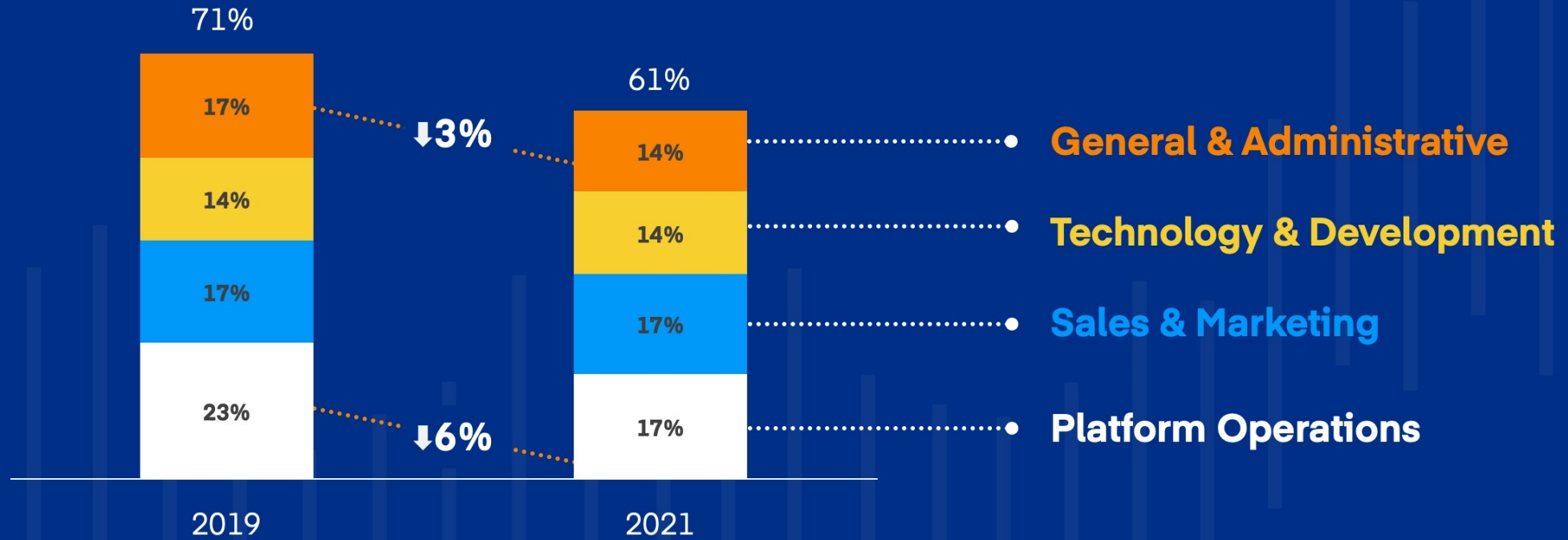
¹GroupM 2022 TV Forecast and Magna Global Ad Spend Forecast, June 2022, The Trade Desk Estimates

²Nielsen August 2022 TV Usage. Linear defined as Cable plus Broadcast. Other defined as unmeasured sources, gaming, set top boxes, etc.

INVESTMENTS & LEVERAGE



OPERATING EXPENSES EX-SBC AS % OF REVENUE



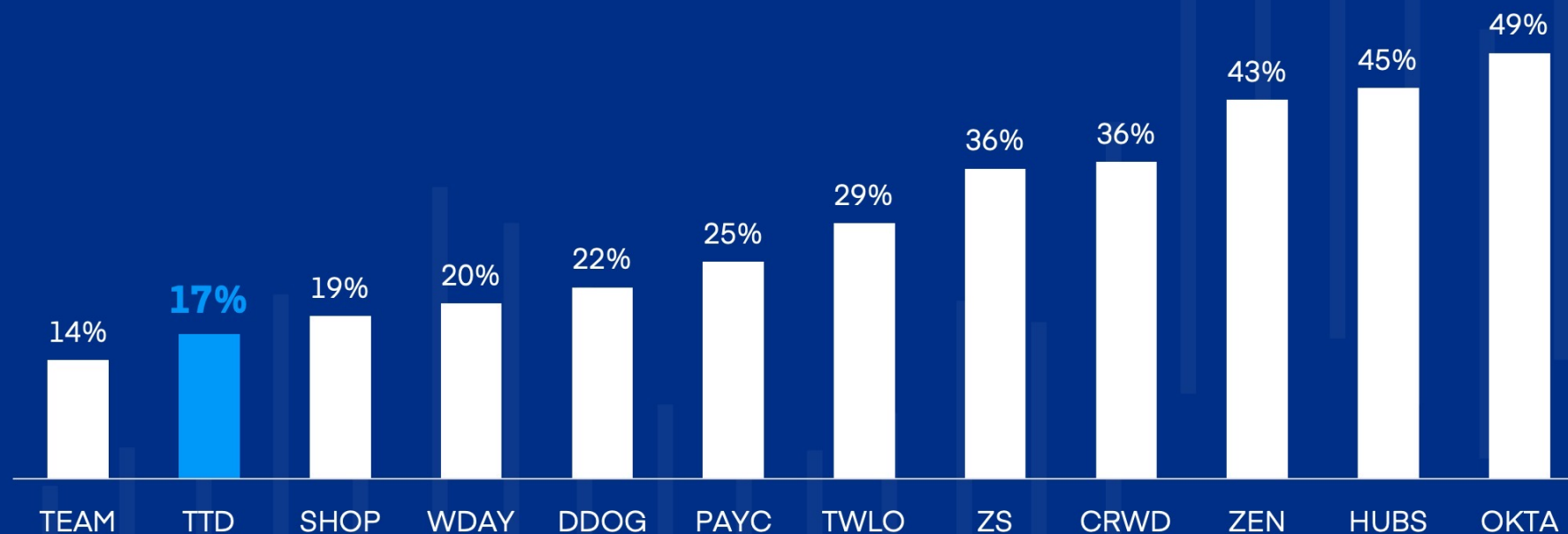
Source: Company Filings and Press Releases
Exclusion of Stock-based-compensation (SBC) is a non-GAAP metric

EFFICIENT GO—TO—MARKET STRATEGY

2021 SALES & MARKETING EXPENSE

(% of revenue, excl. stock-based compensation)

HIGH GROWTH SOFTWARE PEERS



Source: Company Filings and Press Releases, Factset



**LONG-TERM
TARGET**

ADJUSTED EBITDA AT 40%

...while driving profitable growth and continuing to gain share

Source: Company 2019 Investor Day, March 4, 2019

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CAPITAL MANAGEMENT



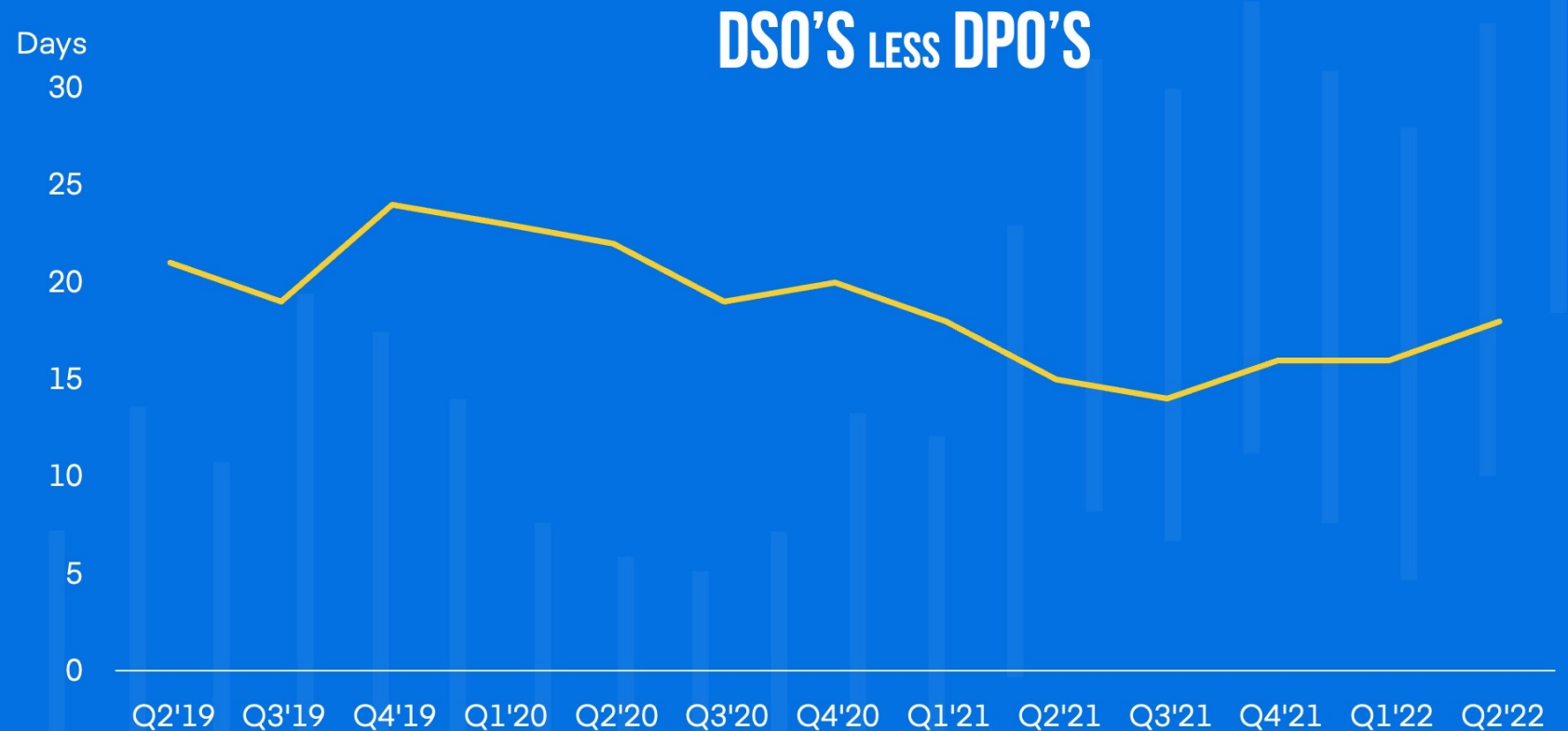
WORKING CAPITAL EFFICIENCY

WORKING CAPITAL MANAGEMENT (AP and AR)

- Concentrated effort in mid-2020 to improve collection and payables processes
- Managed payment terms for customers

Source: Company Filings

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TTM FCF

(\$ in thousands)

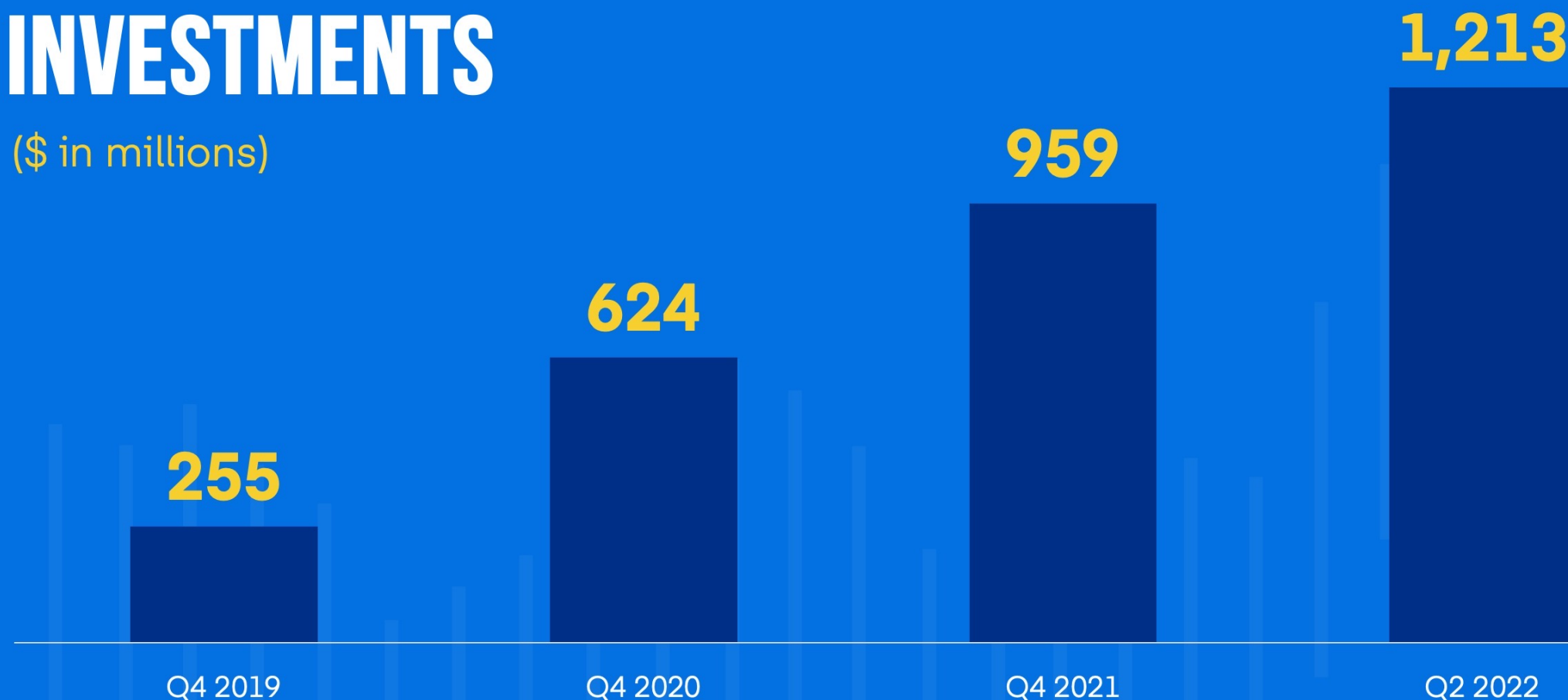


Source: Company Filings

Trailing-twelve-month free cash flow (TTM FCF) is a non-GAAP metric and is defined as net cash from operating activities minus purchases of property and equipment (capex) and capitalized software development costs

NET CASH & SHORT-TERM INVESTMENTS

(\$ in millions)



Source: Company Filings.

Note: No debt on the balance sheet as of Q2 2022

INVESTOR DAY 2022

OPTIONS FOR CAPITAL ALLOCATION



Invest in business
& working capital



M&A



Share
repurchase



Dividend



THANK YOU

BLAKE GRAYSON, CFO