



STOCKHOLDER STEWARDSHIP MEETINGS

January 2024

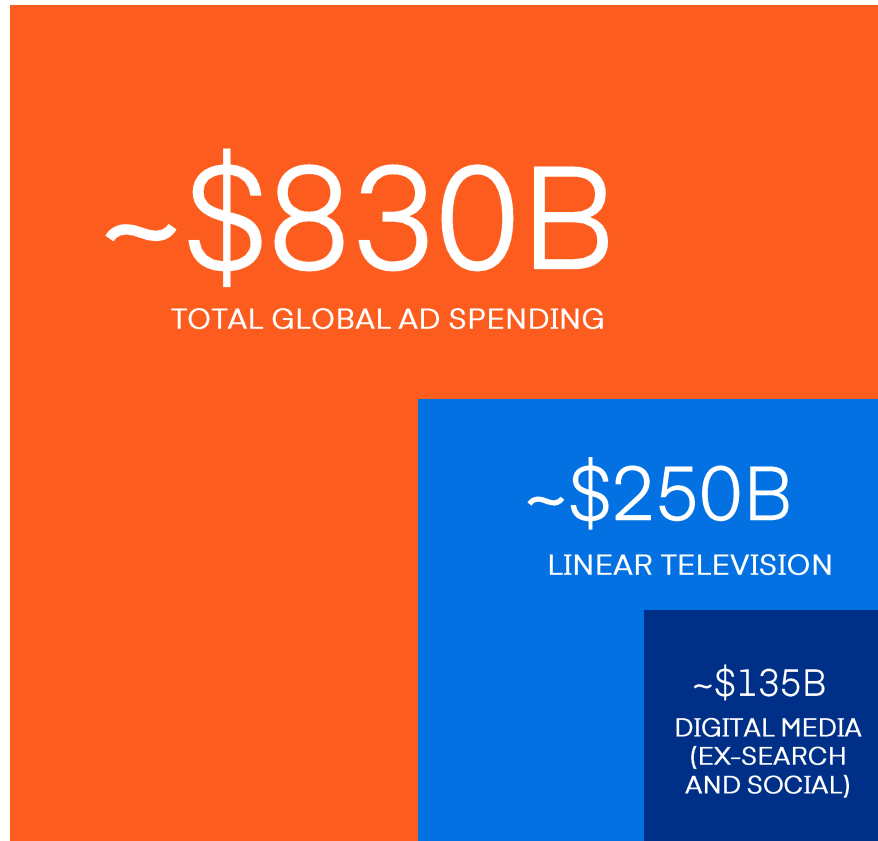


The Trade Desk

Our platform empowers ad buyers to make data-driven decisions when selecting the impressions they buy, the content they support and the channels they use to most effectively reach their target audiences; importantly, without compromising consumer privacy.

Most ad buyers are ad agencies, brands or other technology companies.

We are targeting a massive TAM



Source: Magna Global, Estimated 2023 Global Ad Spending and Company Reports.

// **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

The Trade Desk by the Numbers

% Growth

52%

55%

39%

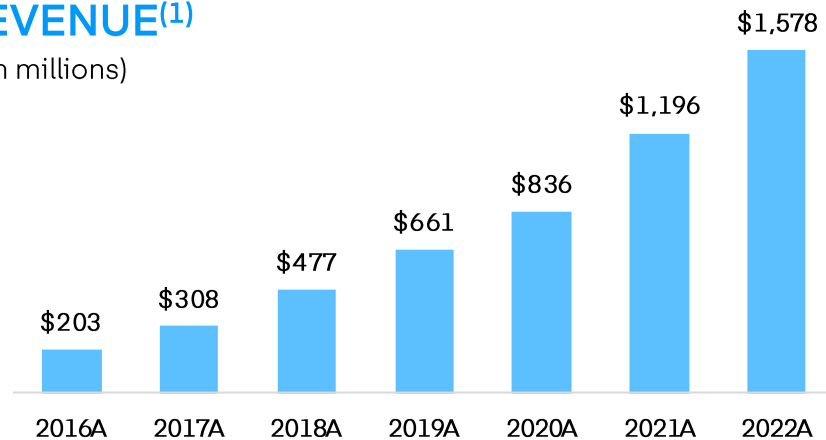
26%

43%

32%

REVENUE⁽¹⁾

(\$ in millions)



% Margin

32%

31%

33%

32%

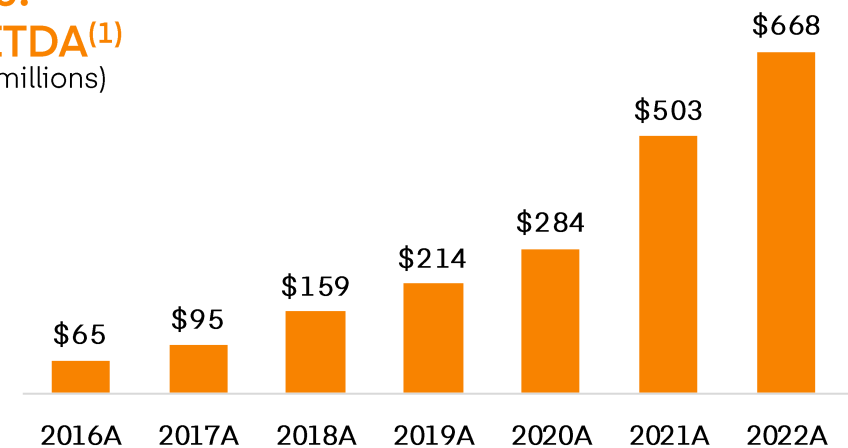
34%

42%

42%

ADJ. EBITDA⁽¹⁾

(\$ in millions)



~\$830bn
Total Global
Ad Spend (TAM)⁽²⁾

2009
Founded

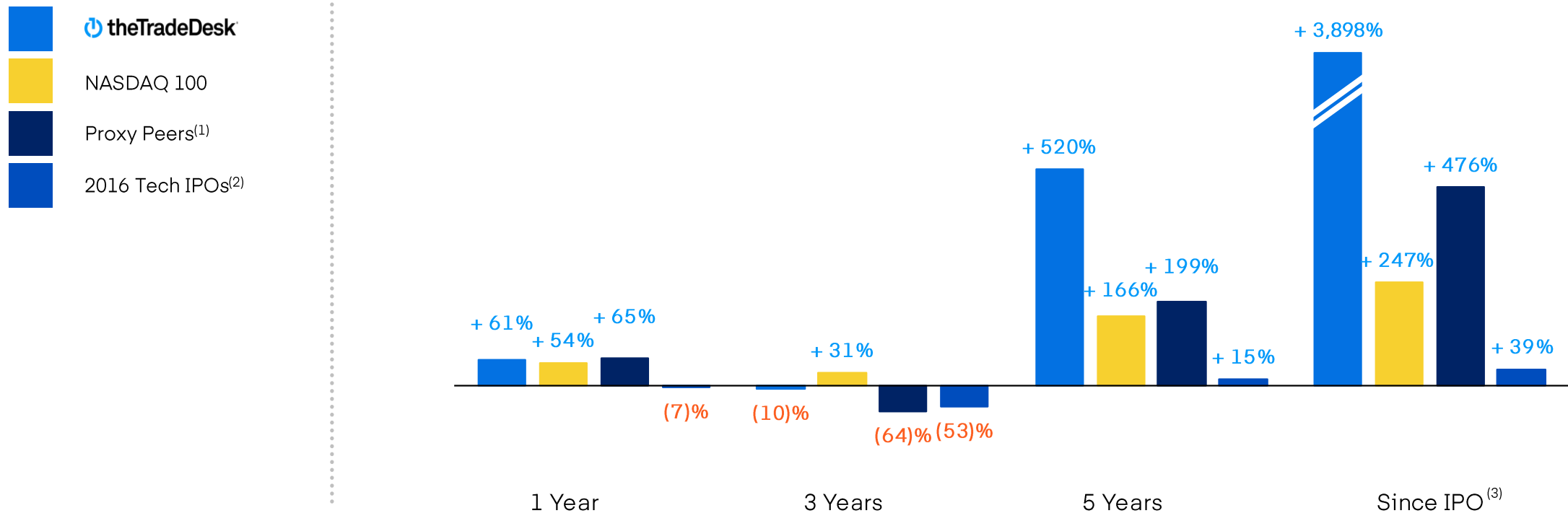
2016
IPO

2,770+
Employees

(1) Company reports, SEC Filings

(2) Magna Global, estimated 2023 global ad spending.

Benchmarked Total Shareholder Returns



Source: FactSet as of December 31, 2023.

(1) Proxy peers reflects current public companies, including CRWD, DDOG, DOCU, HUBS, OKTA, PINS, RNG, ROKU, SHOP, SNAP, TWLO, ZM, and ZS

(2) 2016 Tech IPO peers include Technology companies with a current market capitalization greater than \$100mm as of December 31, 2023.

(3) TTD first started trading on Nasdaq on September 21, 2016. 2016 Tech IPOs occurring after TTD are priced based on each respective IPO date.

Meeting agenda

Board Decision Framework

Company Vision

- Committed to making digital advertising better. The future of the open internet depends on it
- TTD strives to be the top independent alternative to tech giants
 - Advertisers need options beyond walled gardens
- Vision and Agility → Proven Competitive Advantage



Board's Decision Framework

- Balance short- and long-term considerations for the benefit of our stockholders
- Board commitment to increasing interactions with stockholders
- Align pay with performance to retain and motivate executive officers

Throughout its history, The Trade Desk has demonstrated its commitment to long-term stockholder value creation by investing ahead of key technology transitions.

2021 CEO Performance Option

Goal	Current Status			
<ul style="list-style-type: none">Proactively align executive incentives with long-term value creation	Stock Price Achievement	Premium to Stock Price	Vested?	In the Money?
	Vesting Condition	at Grant Date		
	\$90	+ 32%	✓	✗
	\$115	+ 68%	✗	✗
	\$145	+ 112%	✗	✗
	\$185	+ 171%	✗	✗
	\$225	+ 229%	✗	✗
	\$260	+ 281%	✗	✗
	\$300	+ 339%	✗	✗
	\$340	+ 398%	✗	✗
	Stock Price (Grant Date): \$68.29			
Mechanism				
<ul style="list-style-type: none">100% Performance-basedUltra long-term (10 years)“Stretch” vesting hurdles – designed to be a win for stockholders				

Sustainability

Goal	Approach	Current Status
<ul style="list-style-type: none">Communicate the company’s strategy as it relates to sustainability	<ul style="list-style-type: none">Create a baseline for energy emissionsIncrease transparency in regard to social and diversity initiativesHighlight strategy and achievements in areas of governance	<ul style="list-style-type: none">Deepen engagement with stakeholders to help broaden perspectives and hear diverse opinions

Corporate Governance — Board Composition and Dual Class Structure

Goal	Structure	Current Status
<ul style="list-style-type: none">• Transparently maintain strict adherence to corporate governance standards• Focus on shareholder returns by enabling operational agility and flexibility in a very competitive and constantly evolving marketplace	<ul style="list-style-type: none">• Created lead independent director role• Strong board composition; added expertise / increased diversity• One director (or two depending on board size) is elected by the Class A stockholders• Extended dual class structure (2020) through MFW process	<ul style="list-style-type: none">• Feedback always welcome and encouraged

Thank you 😊