



FIRST QUARTER 2022

Investor Presentation

 theTradeDesk®

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, brands or other technology companies.

 theTradeDesk

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*
2020	First \$1.5B Quarter*
2021	First \$1B+ Revenue Year

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

2020: \$836M in Revenue, \$336M in Adj. Net Income and \$284M in Adj. EBITDA

2021: \$1,196M in Revenue, \$455.6 in Adj. Net Income and \$502.7 in Adj EBITDA

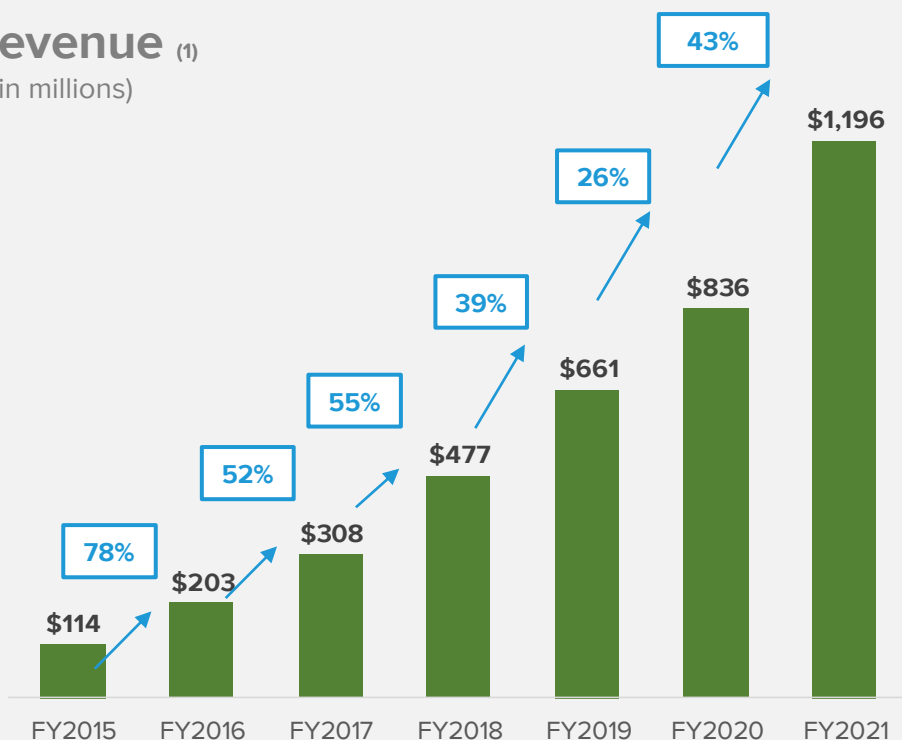
* Total spend on platform

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

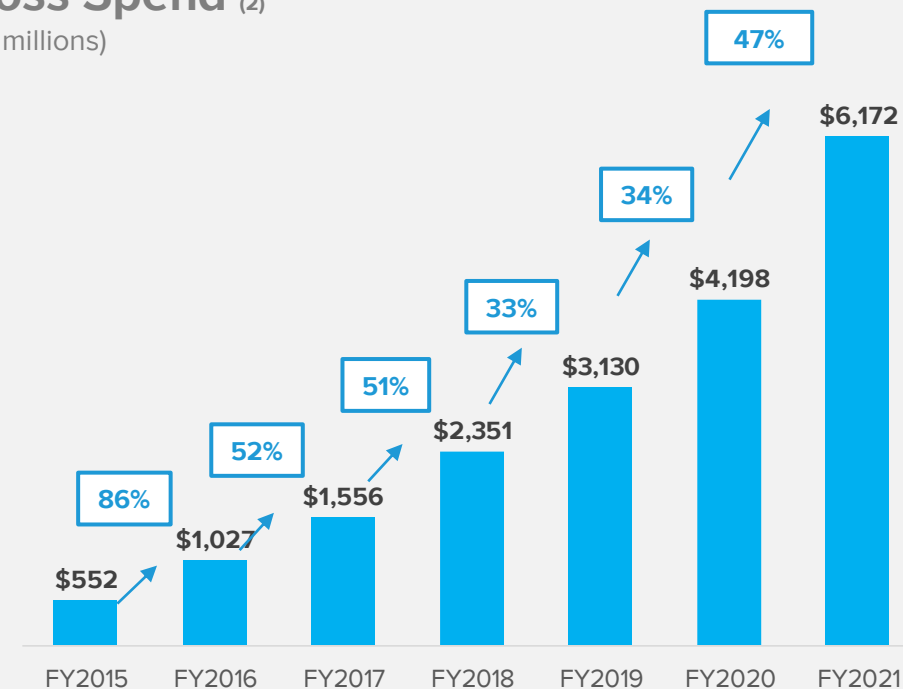
Revenue ⁽¹⁾

(\$ in millions)



Gross Spend ⁽²⁾

(\$ in millions)



2009

founded

\$1,196 MM

2021 Revenue ⁽²⁾

\$6.17 BB

2021 Gross Spend ⁽²⁾

\$456 MM

2021 Adjusted
Net Income ⁽²⁾

\$503 MM

2021 Adjusted
EBITDA ⁽²⁾

2,091

Global
employees ⁽²⁾

The most
effective
advertising is
targeted.



There is a fundamental shift
happening in advertising.

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

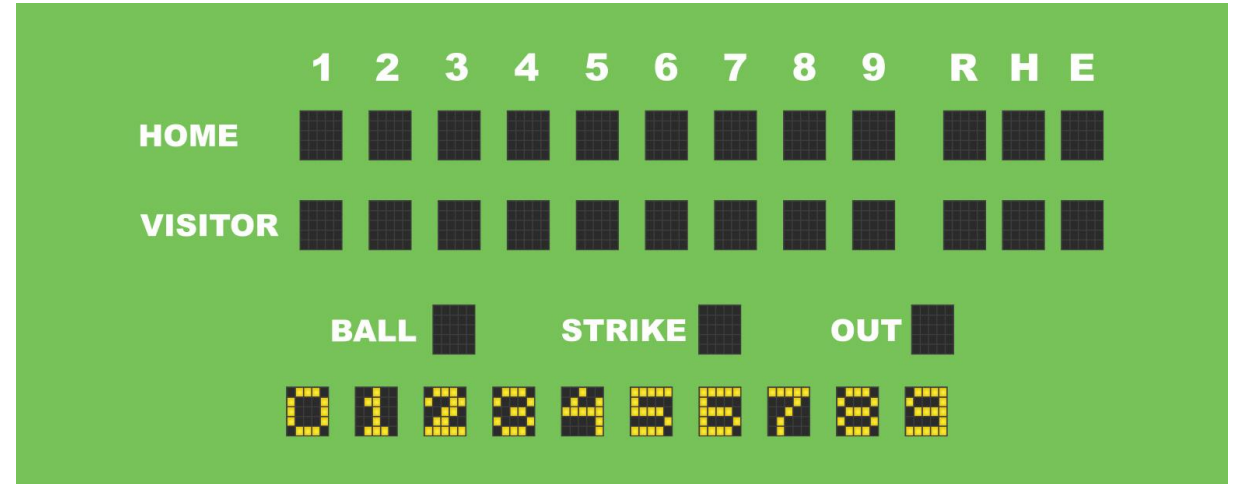
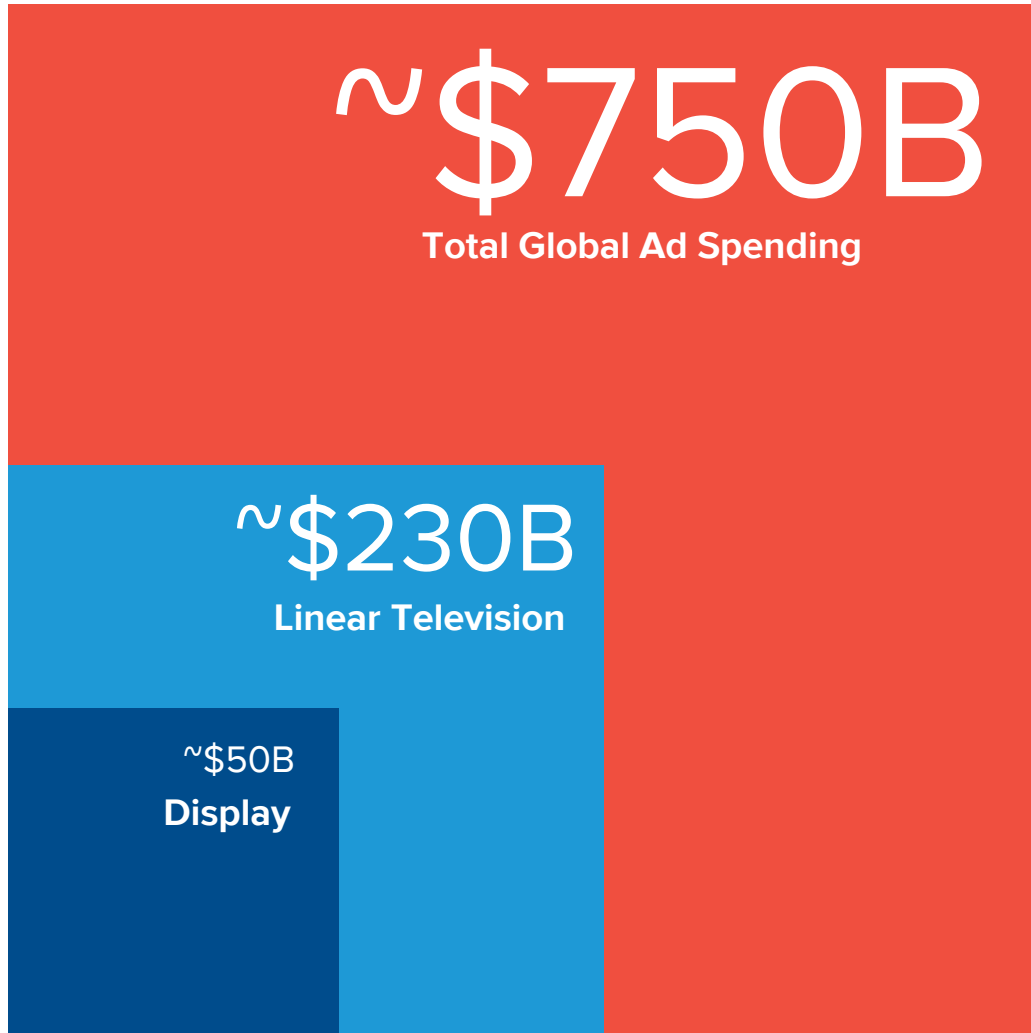
The market.





Price discovery
enables healthy
markets.

We are targeting a massive market

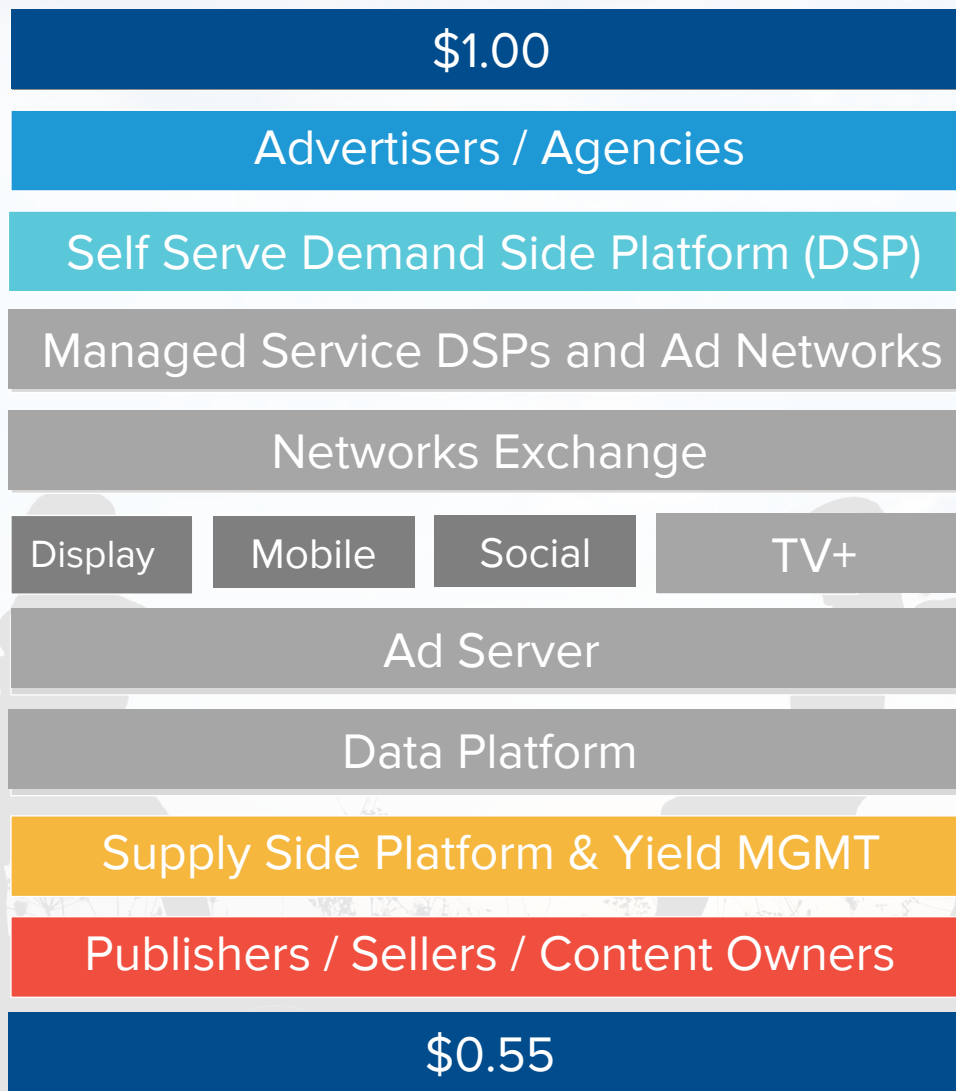


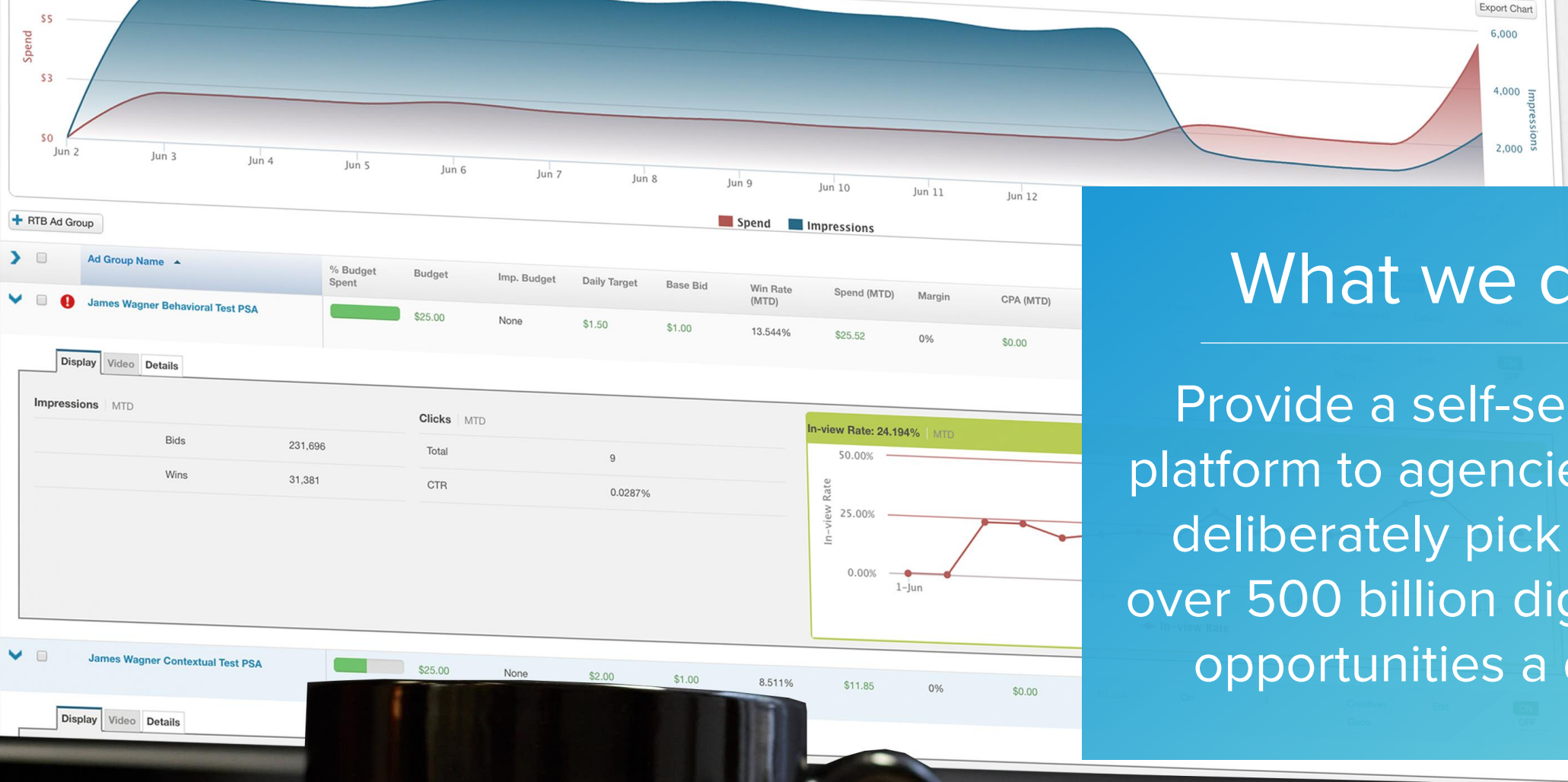
We believe advertising will be transacted digitally.

“ 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

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.

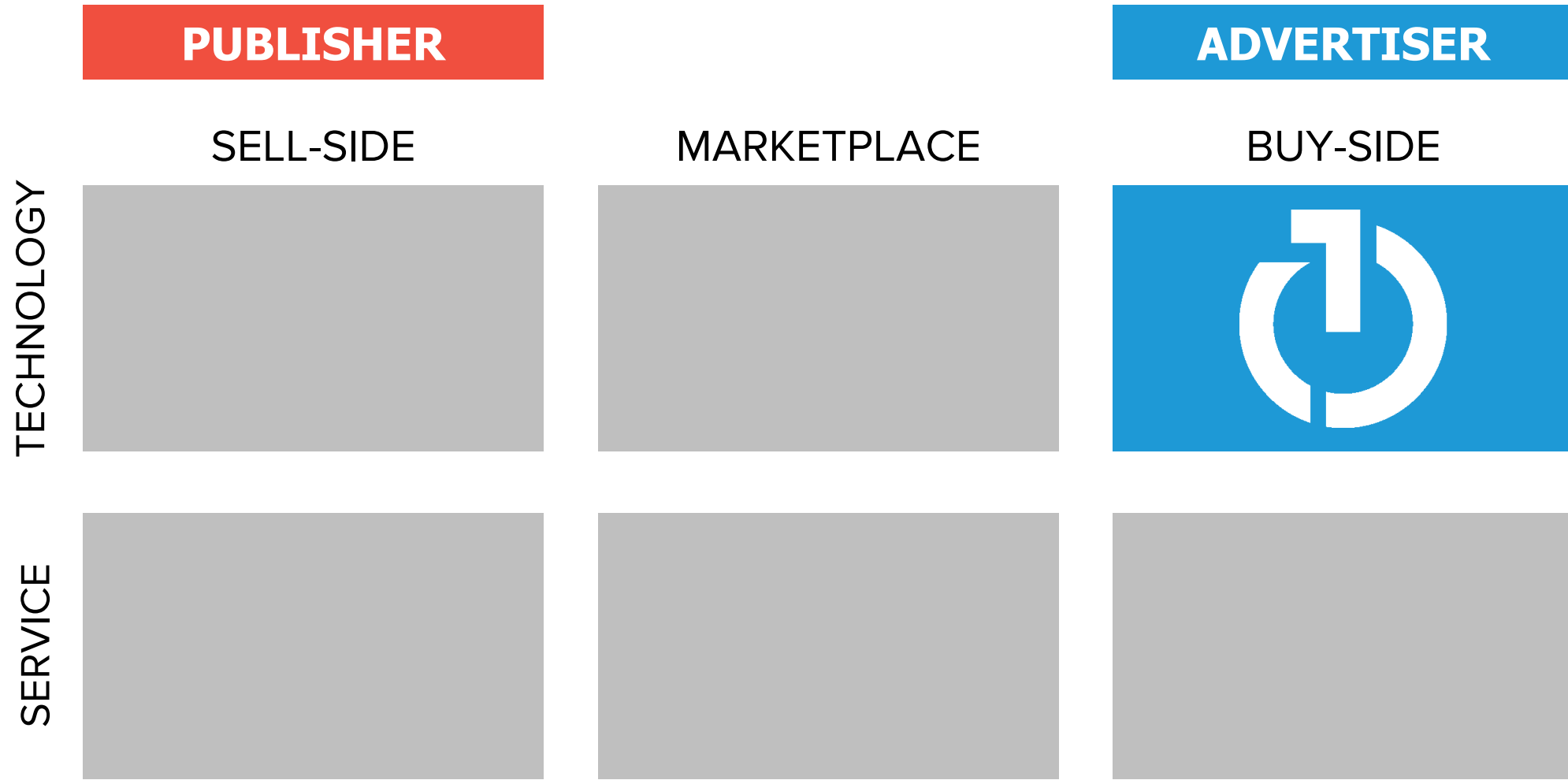
We create room for
their proprietary advantage.

We are an enabler, not a disruptor.



MIND THE GAP

We align agencies and their brands.



We are omnichannel.

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



We buy advertising and data.

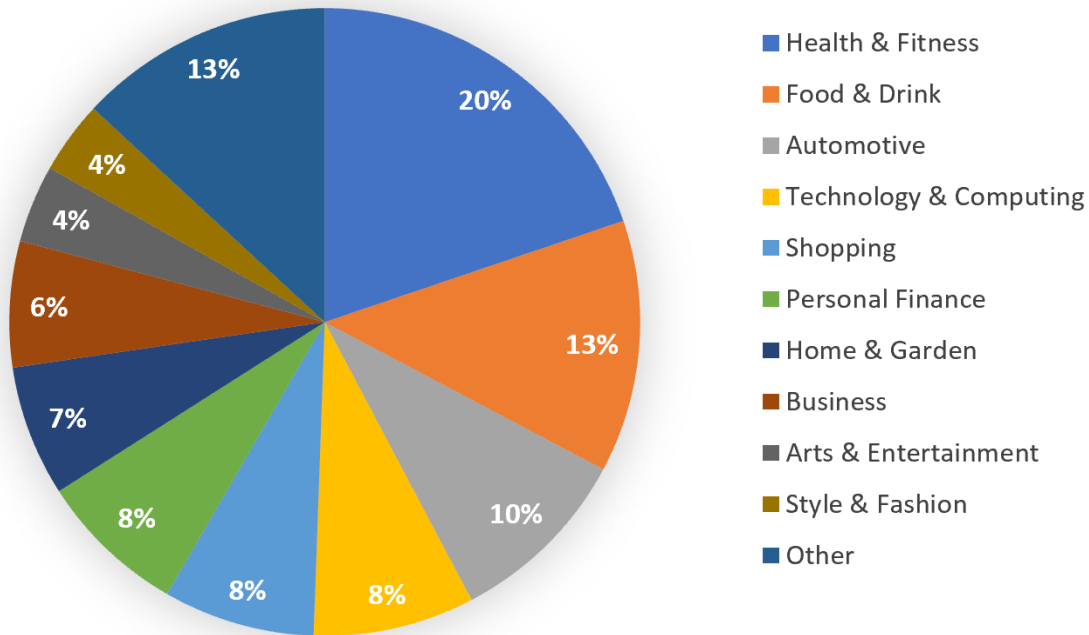
We power some of the
largest brands in the world...



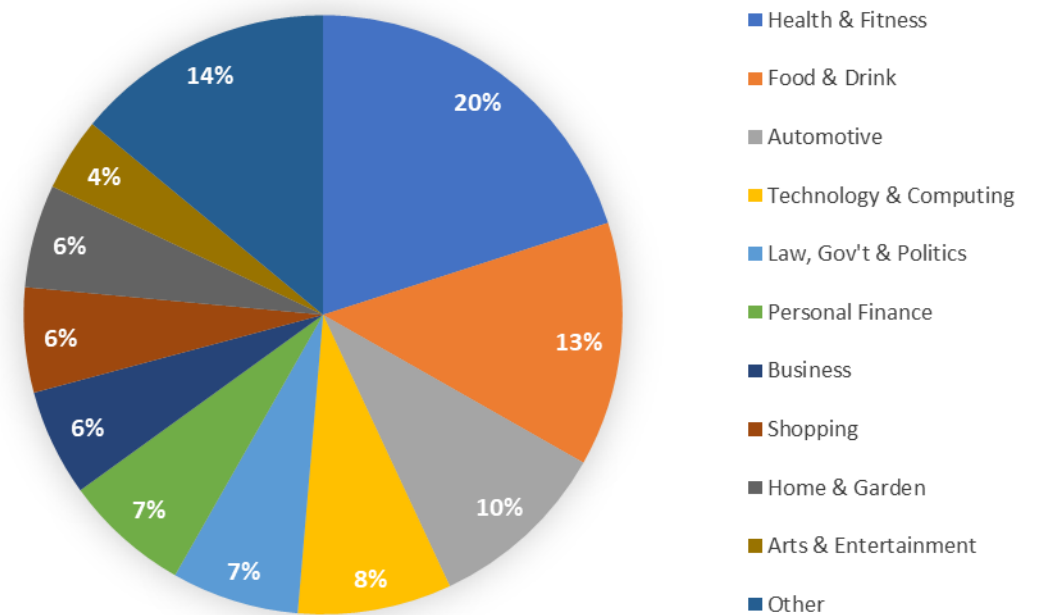
...through their agencies and
digital solutions companies.

Diversified Across All Major Verticals

2021 Spend by Industry



2020 Spend by Industry



In 2020, Others above 1% of spend includes Style & Fashion, Family & Parenting, Travel, Hobbies & Interests, Education, Pets, Sports
In 2019, Others above 1% of spend includes Travel, Education, Family & Parenting, Sports, Hobbies & Interests, Pets, Careers, Government & Politics,, Real Estate

The Trade Desk is global.



We buy the whole internet.



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

An overhead, black and white photograph of a group of people sitting around a large wooden table. The people are seen from above, with their heads and shoulders visible. They are engaged in various activities: one person is using a laptop, another is holding a smartphone, and others are looking down at the table or their devices. The table has a natural wood grain. Two semi-transparent blue rectangular boxes are overlaid on the image, containing white text.

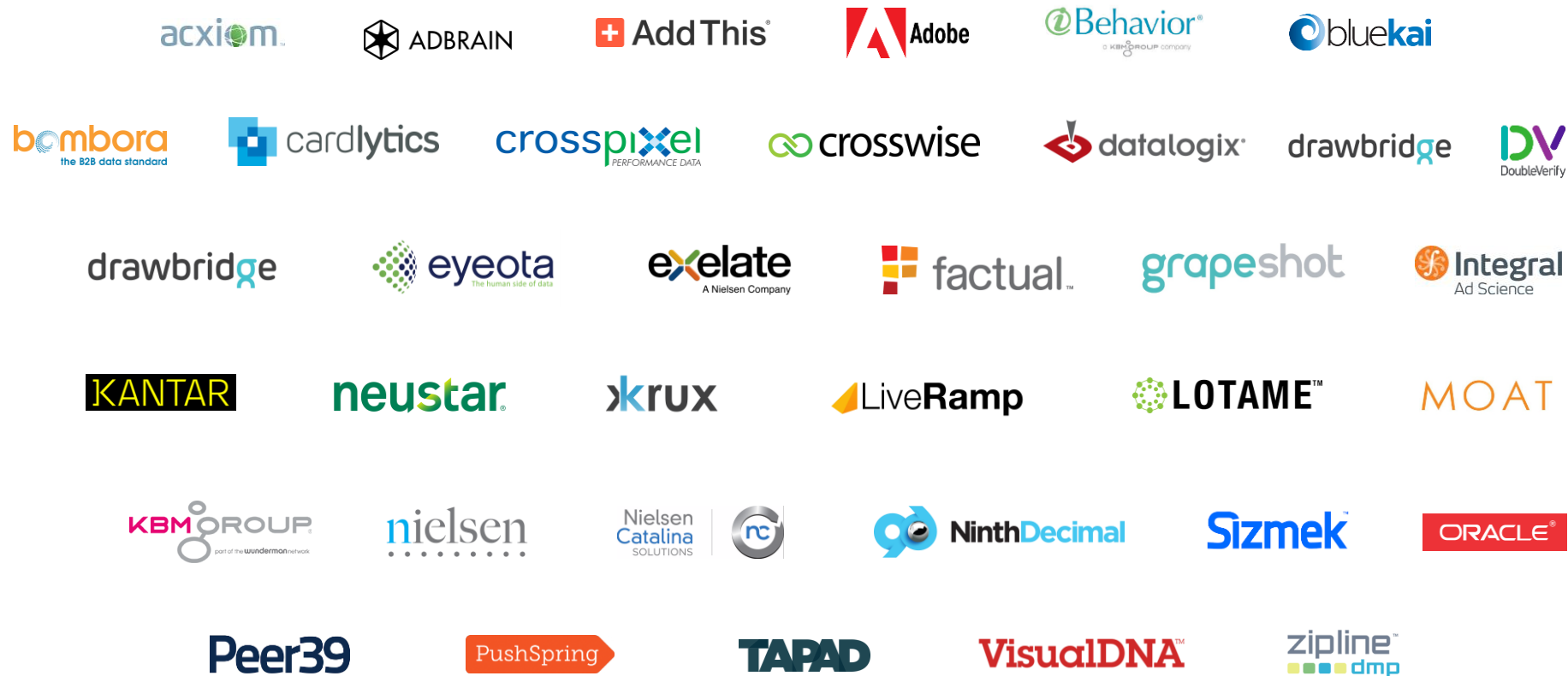
Agencies (and their
brands) need a
technology partner
to trust with their
data.

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.

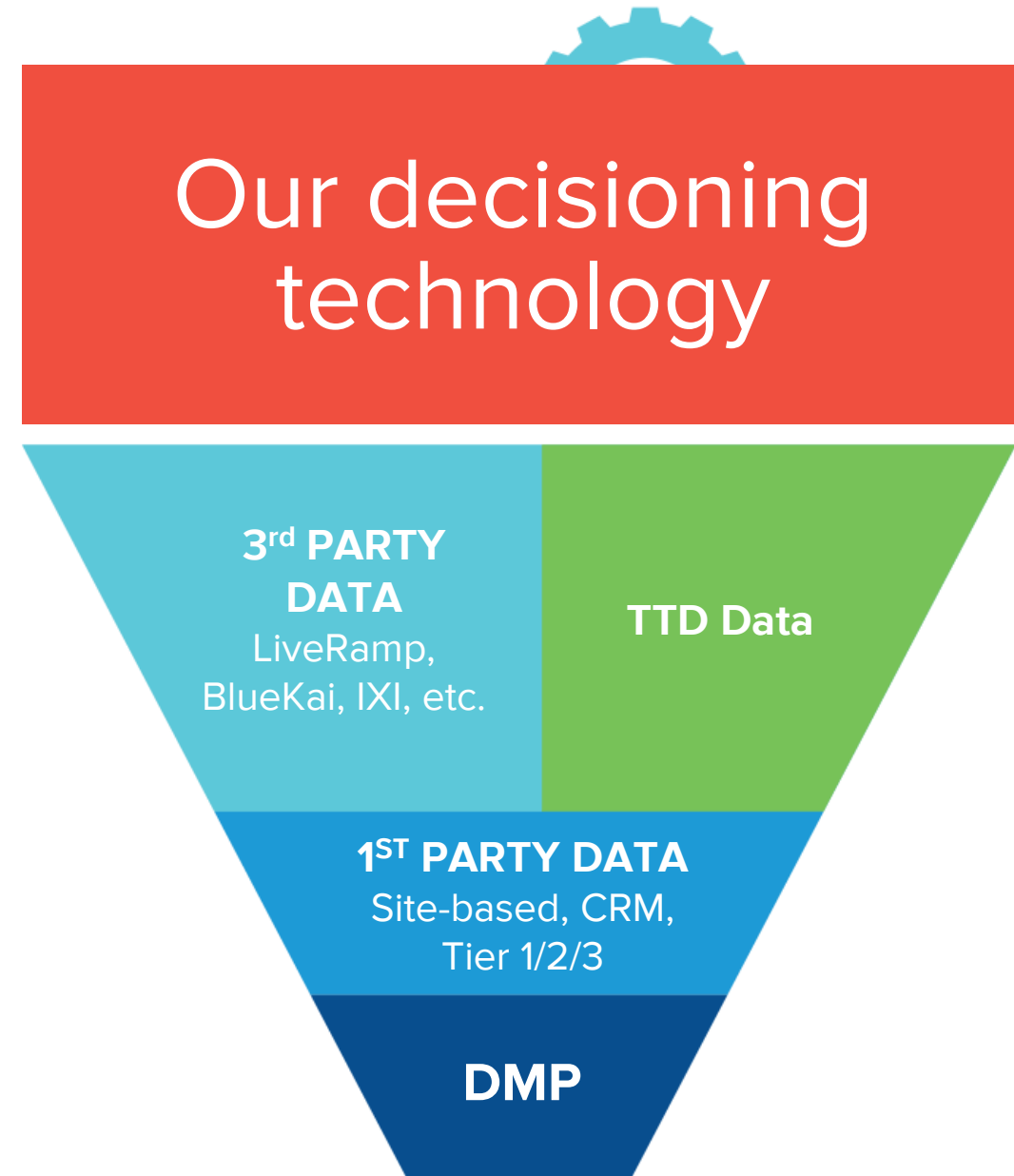
We focus on being the best partner for our data providers.



Our technology.

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

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

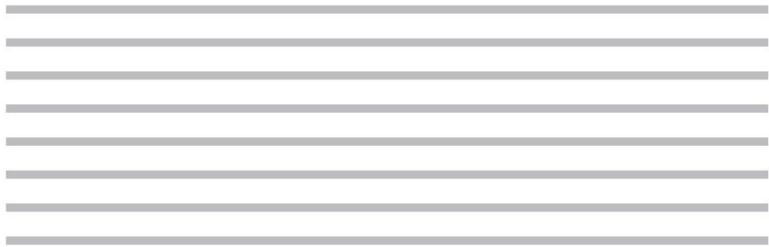




Expressiveness is central to our technological advantage.

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

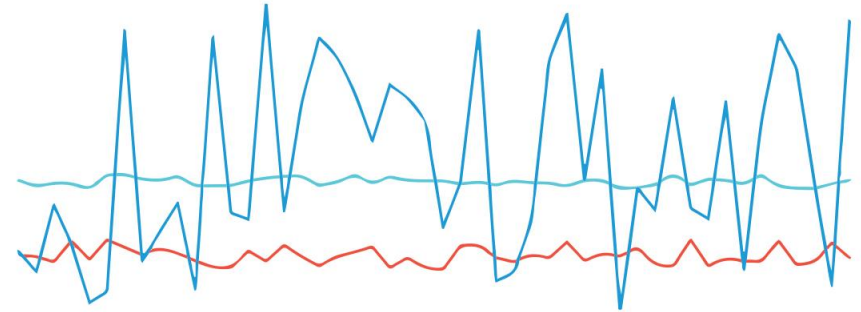
LINE ITEMS



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



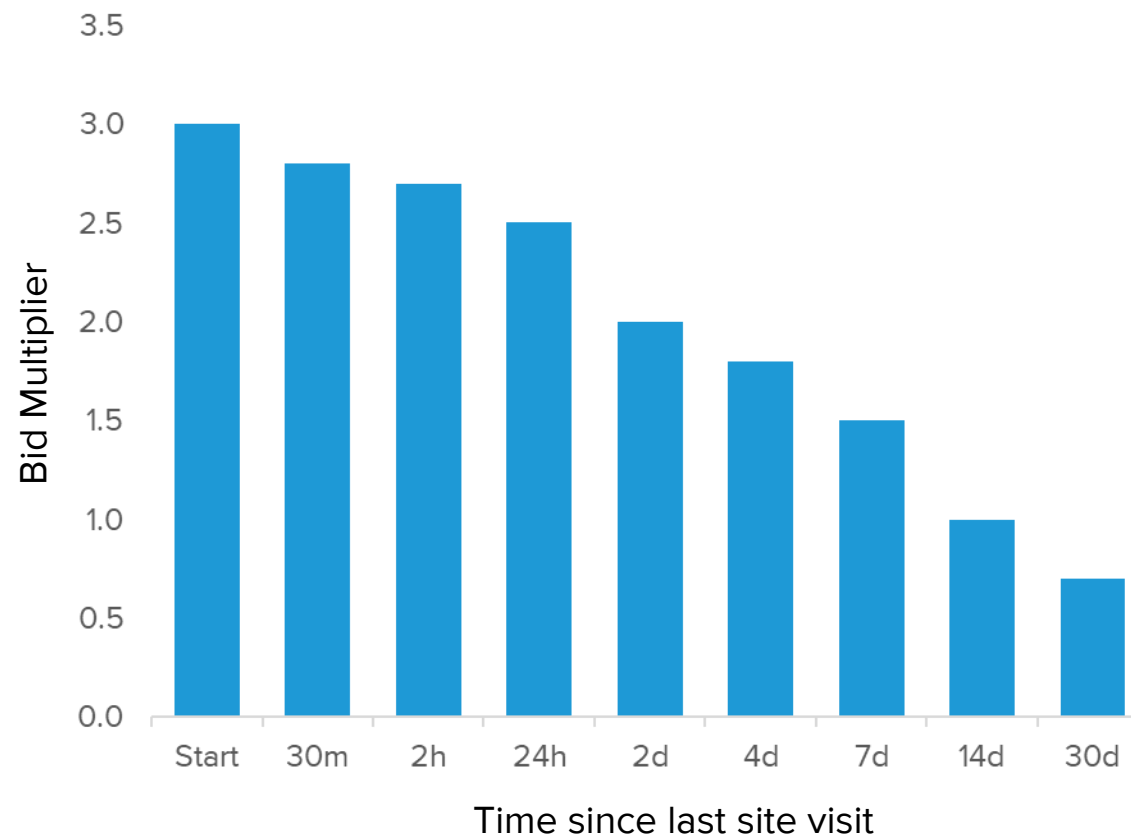
The image shows a laptop screen displaying a complex advertising reporting interface. The interface is divided into two main sections. The top section is a large table with columns for Site, Deal ID, Impressions Bid On, Impressions Won, Win Rate, Cost in USD, Avg Bid, eCPM, and Clicks. It lists various deals and their performance metrics. The bottom section is a smaller table with columns for 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, and CTR. It provides a summary of the data, including a Grand Total row.

Site	Deal ID	Impressions Bid On	Impressions Won	Win Rate	Cost in USD	Avg Bid	eCPM	Clicks
video.scoop24.com	Deal-000-345-678	116,941	35,665	30.57%	\$ 371.44	\$ 3.19	\$ 11.38	
video.scoop24.com	Deal-000-345-678	38,155	17,892	47.00%	\$ 243.80	\$ 2.18	\$ 8.02	
video.scoop24.com	Deal-000-345-678	34,898	16,786	48.13%	\$ 243.71	\$ 2.00	\$ 8.88	
memphistelecom.com		34,501	14,807	43.21%	\$ 201.50	\$ 1.11	\$ 9.80	
www.huffingtonpost.co.uk		33,755	14,346	42.50%	\$ 181.66	\$ 1.01	\$ 9.39	
deftymail.co.uk		26,888	13,829	51.43%	\$ 181.60	\$ 1.19	\$ 9.80	
mlb.com	Deal-ABC-123-456	927,878	1,028	0.11%	\$ 4.88	\$ 0.48	\$ 0.36	
mlb.com	Deal-ABC-123-456	1,245,882	1,362	0.11%	\$ 4.88	\$ 0.40	\$ 0.40	
mlb.com	Deal-ABC-123-456	12,813	8,523	66.54%	\$ 31.89	\$ 3.88	\$ 3.98	
homepage.nytimes.com	Deal-DEF-789-012	125,773	9,900	7.87%	\$ 8.54	\$ 0.40	\$ 0.40	
homepage.nytimes.com	Deal-DEF-789-012	28,965	22,387	77.32%	\$ 60.54	\$ 3.48	\$ 3.92	
sports.nytimes.com	Deal-DEF-789-012	4,208	3,366	79.99%	\$ 22.67	\$ 4.07	\$ 4.18	
sports.nytimes.com	Deal-DEF-789-012	10,998	3,470	31.64%	\$ 34.08	\$ 3.08	\$ 3.70	
nytimes.com		70,187	7,111	10.13%	\$ 18.15	\$ 1.11	\$ 3.17	

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

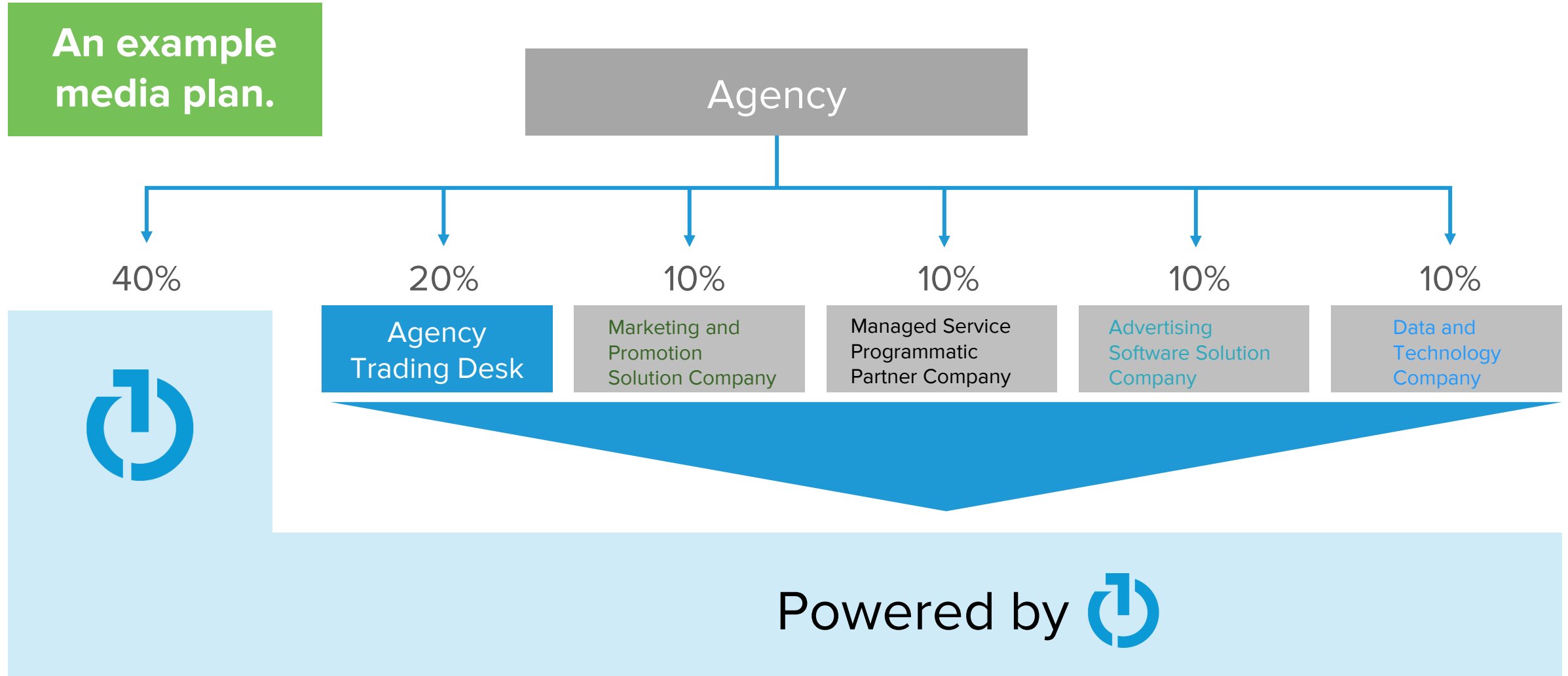
TTD + Agency reduced client's booking costs by half.



Expressiveness = 15,360 Bid Permutations

Our platform approach wins more of the budget.

An example
media plan.



Unified iD_{2.0}

The what and why...

Collaborating with industry organizations to operate UID2 for the open internet

Built an open-sourced technology to convert email address to anonymized IDs

Dedicated internal resources to build the technology

Believe the open internet must continue to thrive

UID2 is non-proprietary and available to advertisers, publishers, DSPs, SSPs, SSOs, CDPs, CMPs, identity provider and data and measurement providers that are in compliance with a code of conduct.

Significant Growth Drivers



CTV and TTD

1.

The convergence of the internet and television

A person with short brown hair, wearing a light blue t-shirt, is lying on their back on a light-colored surface. Their hands are clasped behind their head. In the background, a large television screen displays a blurred image of four people standing in a row. The scene is brightly lit, suggesting an indoor setting.

The future of TV is ad funded.

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

Our story in CTV is resonating

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

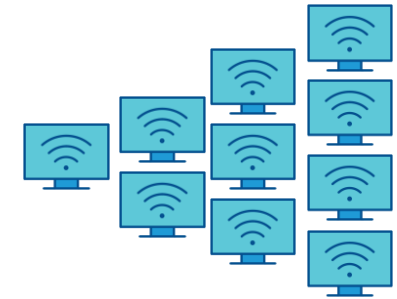


Our reach in the US is

HUGE



~90 million
households



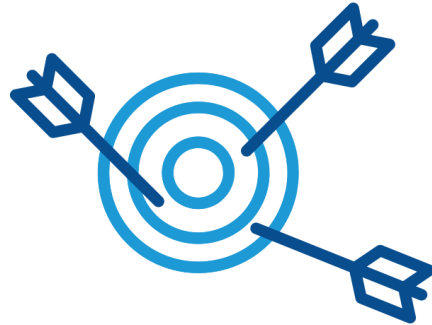
120+ million
CTV devices

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

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

Connected TV Measurement

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

TV & Cross-Platform Metrics and Reporting

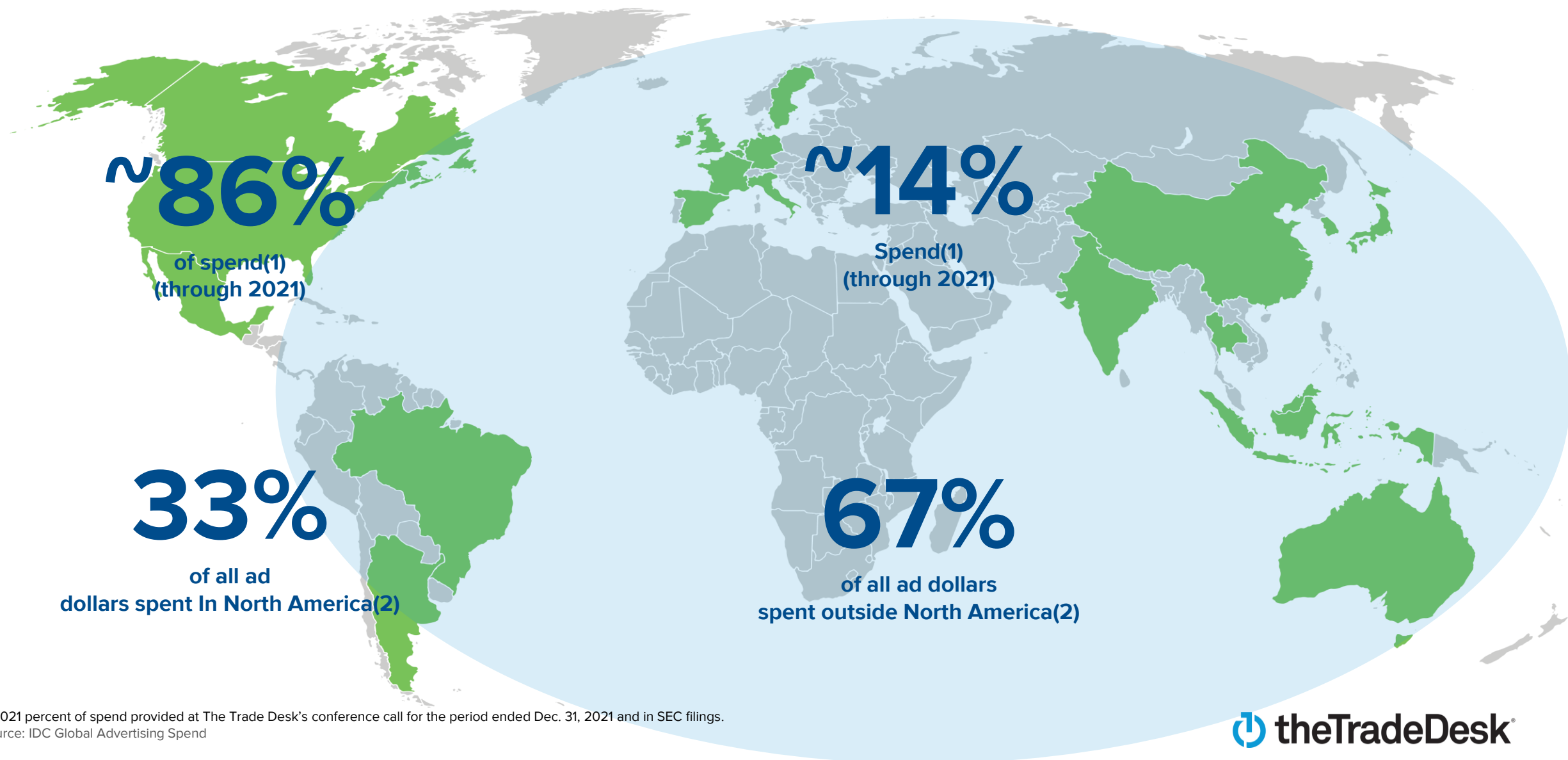
Key Reporting Metrics Include:

- 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

Growth Outside North America


2.

Top 20 Worldwide Advertising Markets



1: FY2021 percent of spend provided at The Trade Desk's conference call for the period ended Dec. 31, 2021 and in SEC filings.

2: Source: IDC Global Advertising Spend

A photograph of three young people, two men and one woman, laughing and looking at a smartphone held by one of the men. They are outdoors on a city street with blurred buildings and other people in the background. A dark semi-transparent box is overlaid on the bottom right of the image, containing white text.

Non NA grew from 6.5% to 14% of our
business from 2015 to 2021

Shopper Marketing

3.



**Walmart
Connects
With TTD**

**Part of Walmart Initiative to expand
Media Business**

**Enables brands to power ad campaigns
with shopper audiences**

**Ability to measure the impact of in-store
and online sales**

**TTD focus on expanding retail data
marketplaces**

**Worldwide, shopper marketing budgets
estimated at over \$200b**

Our focus for the future...



1. Connected TV
2. Global expansion
3. Shopper marketing
4. 2021 Platform Update: “Solimar”
5. Unified iD 2.0
6. Supply Path Optimization

Objective, Independent, Transparent



How Do We Manage Our Business?

- Focus on culture
- Customer Retention
- Spend Growth
- Efficiency

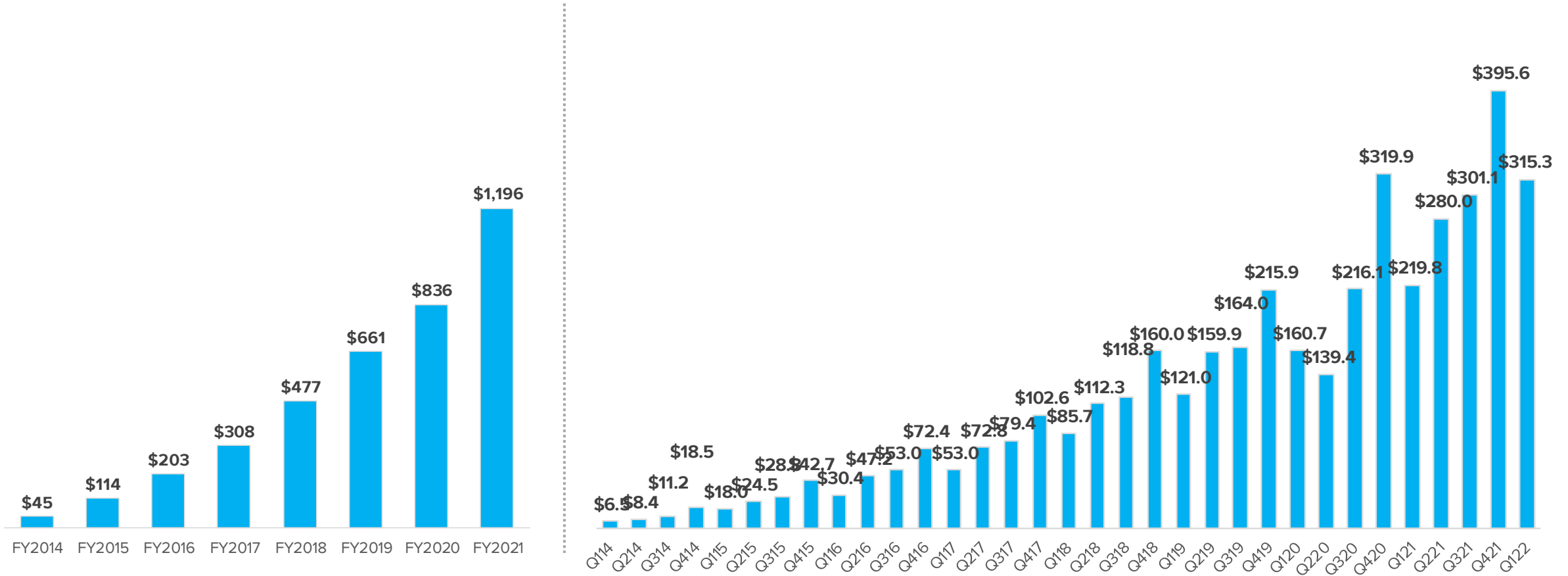
Strong financial model.



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

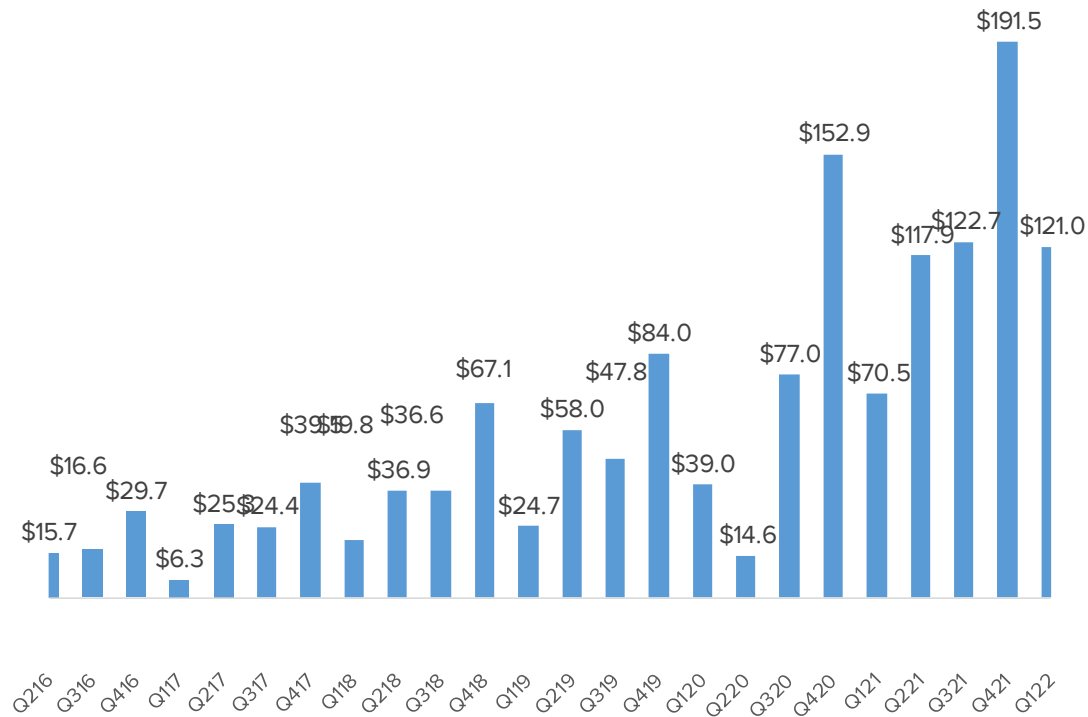
Robust revenue growth...

Revenue⁽¹⁾
(\$ in millions)

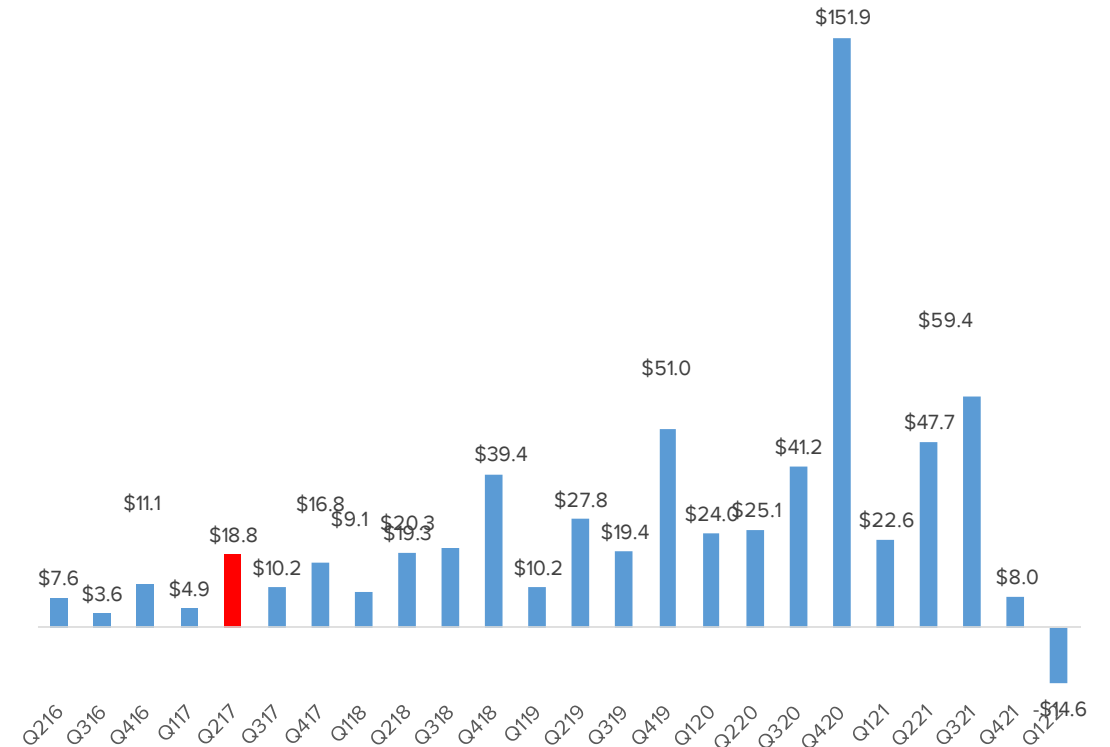


...delivering substantial profitability

Adj. EBITDA (\$ in millions)



GAAP Net Income (\$ in millions)



Investment highlights.

1. Q1 revenue grew 43% y/y
 - CTV spend very robust. Fastest growing channel
2. 95%+ of our spend coming through MSAs and is relatively predictable.
3. We're self-service omnichannel (all decisioned digital).
4. Our tech is measurably better at decisioning.
5. We have a massive TAM only getting bigger.
6. We align our interests with our customer (buy-side only, not network).
7. We've been GAAP profitable since 2013.

TTD is an investment in the whole internet.

Q1 2022 GAAP Financial Information

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

	Three Months Ended March 31,	
	2022	2021
Revenue	\$ 315,323	\$ 219,811
Operating expenses (1):		
Platform operations	63,890	50,500
Sales and marketing	70,688	55,764
Technology and development	71,999	53,918
General and administrative	125,799	51,845
Total operating expenses	332,376	212,027
Income (loss) from operations	(17,053)	7,784
Total other expense (income), net	281	(308)
Income (loss) before income taxes	(17,334)	8,092
Benefit from income taxes	(2,736)	(14,550)
Net income (loss)	\$ (14,598)	\$ 22,642
Earnings (loss) per share:		
Basic	\$ (0.03)	\$ 0.05
Diluted	\$ (0.03)	\$ 0.05
Weighted-average shares outstanding:		
Basic	484,190	472,816
Diluted	484,190	497,916

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

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

	Three Months Ended March 31,	
	2022	2021
Platform operations	\$ 5,950	\$ 5,015
Sales and marketing	16,525	13,684
Technology and development	22,393	16,094
General and administrative (1)	80,027	17,561
Total	\$ 124,895	\$ 52,354

(1) Stock-based compensation for the three months ended March 31, 2022 included \$66 million expense related to a long-term CEO performance grant in G&A.

Supplemental Non-GAAP Information

Non-GAAP Financial Metrics

(Amounts in thousands, except per share amounts)

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

	Three Months Ended March 31,	
	2022	2021
Net income (loss)	\$ (14,598)	\$ 22,642
Add back:		
Depreciation and amortization	12,350	10,011
Stock-based compensation	124,895	52,354
Interest expense, net	1,076	45
Benefit from income taxes	(2,736)	(14,550)
Adjusted EBITDA	<u>\$ 120,987</u>	<u>\$ 70,502</u>

	Three Months Ended March 31,	
	2022	2021
GAAP net income (loss)	\$ (14,598)	\$ 22,642
Add back (deduct):		
Stock-based compensation expense	124,895	52,354
Adjustment for income taxes	(5,635)	(5,007)
Non-GAAP net income	<u>\$ 104,662</u>	<u>\$ 69,989</u>
GAAP diluted earnings (loss) per share	<u>\$ (0.03)</u>	<u>\$ 0.05</u>
GAAP Weighted average shares outstanding—diluted	<u>484,190</u>	<u>497,916</u>
Non-GAAP diluted earnings per share	<u>\$ 0.21</u>	<u>\$ 0.14</u>
Non-GAAP Weighted average shares used in computing Non-GAAP earnings per share, diluted (1)	<u>499,801</u>	<u>497,916</u>

(1) Includes an additional 15.6 million of dilutive securities for the three months ended March 31, 2022, which are excluded from GAAP diluted weighted average shares outstanding due to the Company's net loss position for the three months ended March 31, 2022.