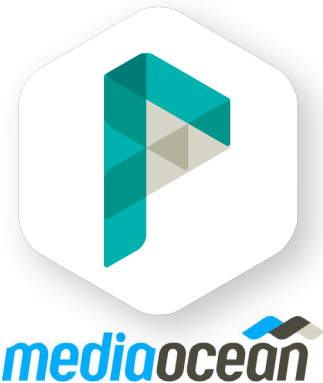
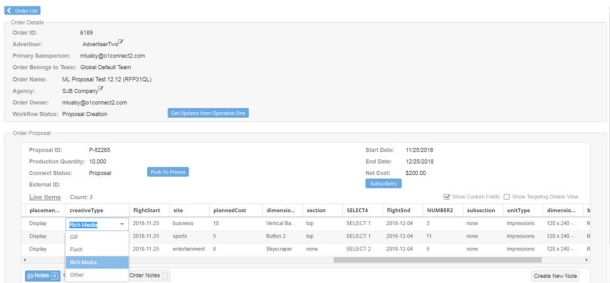




SUPPLY SIDE INTEGRATION MADE EASY

With the Operative.One/Prisma integration, buyers and sellers will be able to transact digital deals electronically for the first time ever, streamlining the RFP negotiation process for both sides of the transaction.



OPERATIVE

BENEFITS AND ADDED VALUE:

- **With the click of a button**, publishers can send their RFP Media Plan responses directly into Prisma for agency review
- Agencies and Publishers can negotiate RFP responses by **sending line-item updates via the software**, keeping a comprehensive audit trail of the negotiation
- Custom Fields from Prisma needed by Publishers for RFP submission are now **automatically synced** between Prisma and Operative.One, removing margin for error from the planning process on both sides
- Communications in **rounds of negotiation are now consolidated into a single view**, ensuring that no changes get missed and reducing the number of revisions required
- **Creation of Insertion Order following the RFP process is now automatic via the EDI**, ensuring accuracy that will improve all downstream processing, including trafficking and billing

We look forward to this integration providing solutions for buyers and sellers to work together to deliver larger scale executions, uninhibited by technological barriers

-Bill Wise, CEO, Mediaocean