

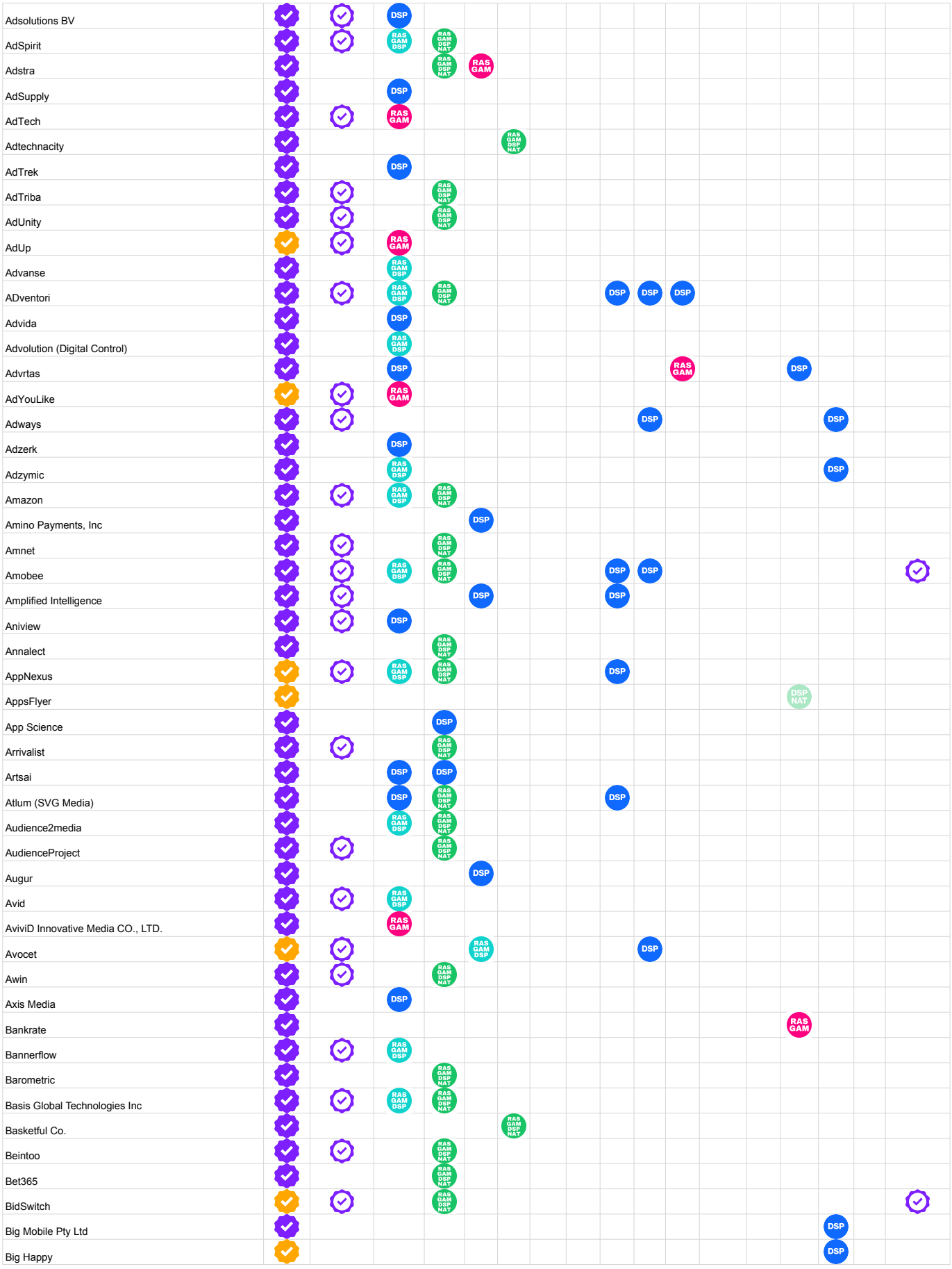
	MSPA Allowlisted		
	Certified Vendor	RAS GAM DSP	Approved on Reserved Ad Server, GAM & DSP
	Certified Vendor with Restrictions	RAS GAM DSP NAT	Approved on Reserved Ad Server, GAM, DSP & Native/Gemini Ad Platforms
	Approved EU Vendor	DSP NAT	Approved on DSP & Native/Gemini Ad Platform
RAS GAM	Approved on Reserved Ad Server Ad Platform and GAM	1V	Approved on One Video (1V) Ad Platform for O&O Publishers
DSP	Approved on DSP Ad Platform	DSP 1V	Approved on DSP & One Video (1V)

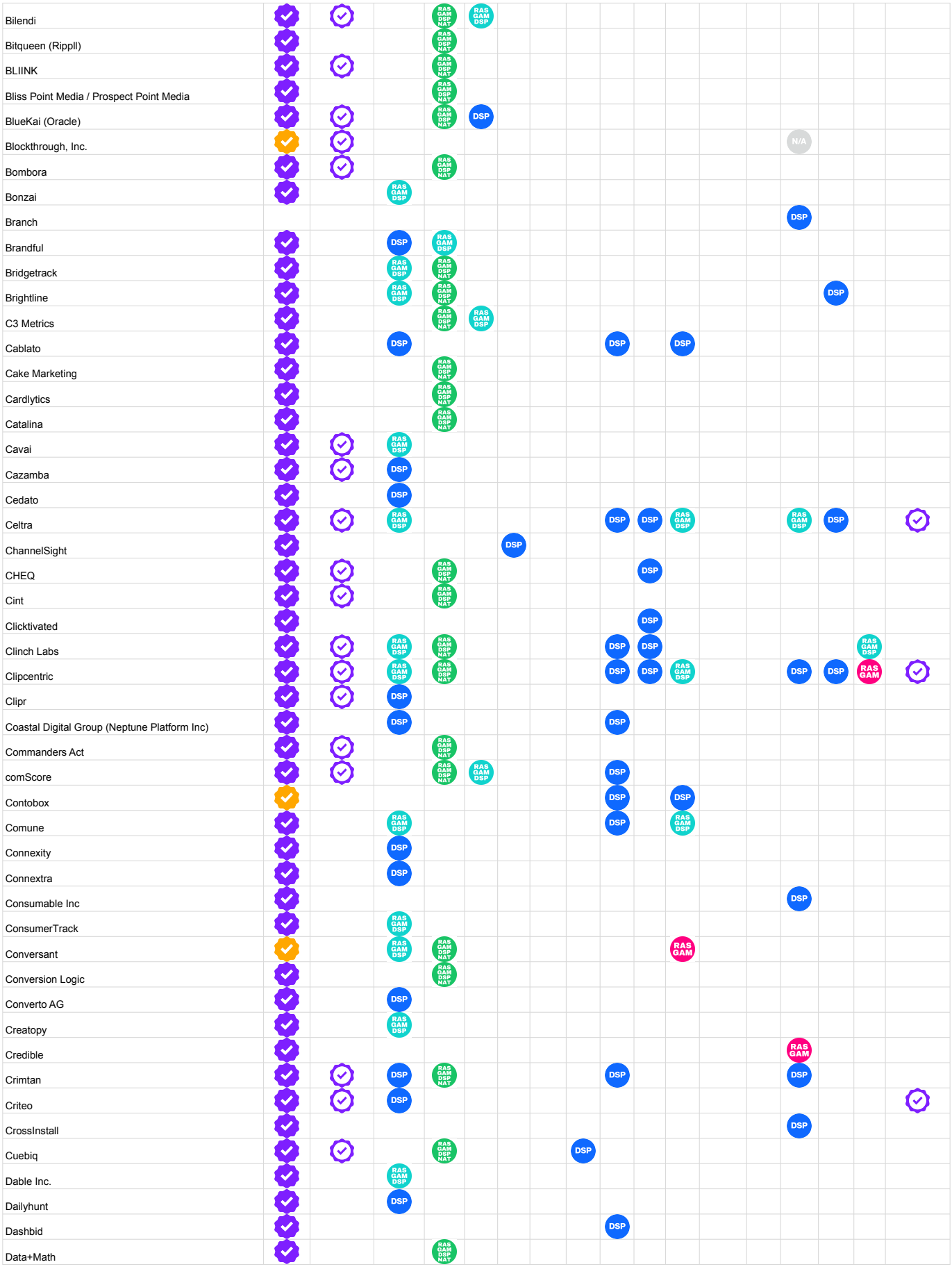
Third Party Vendors

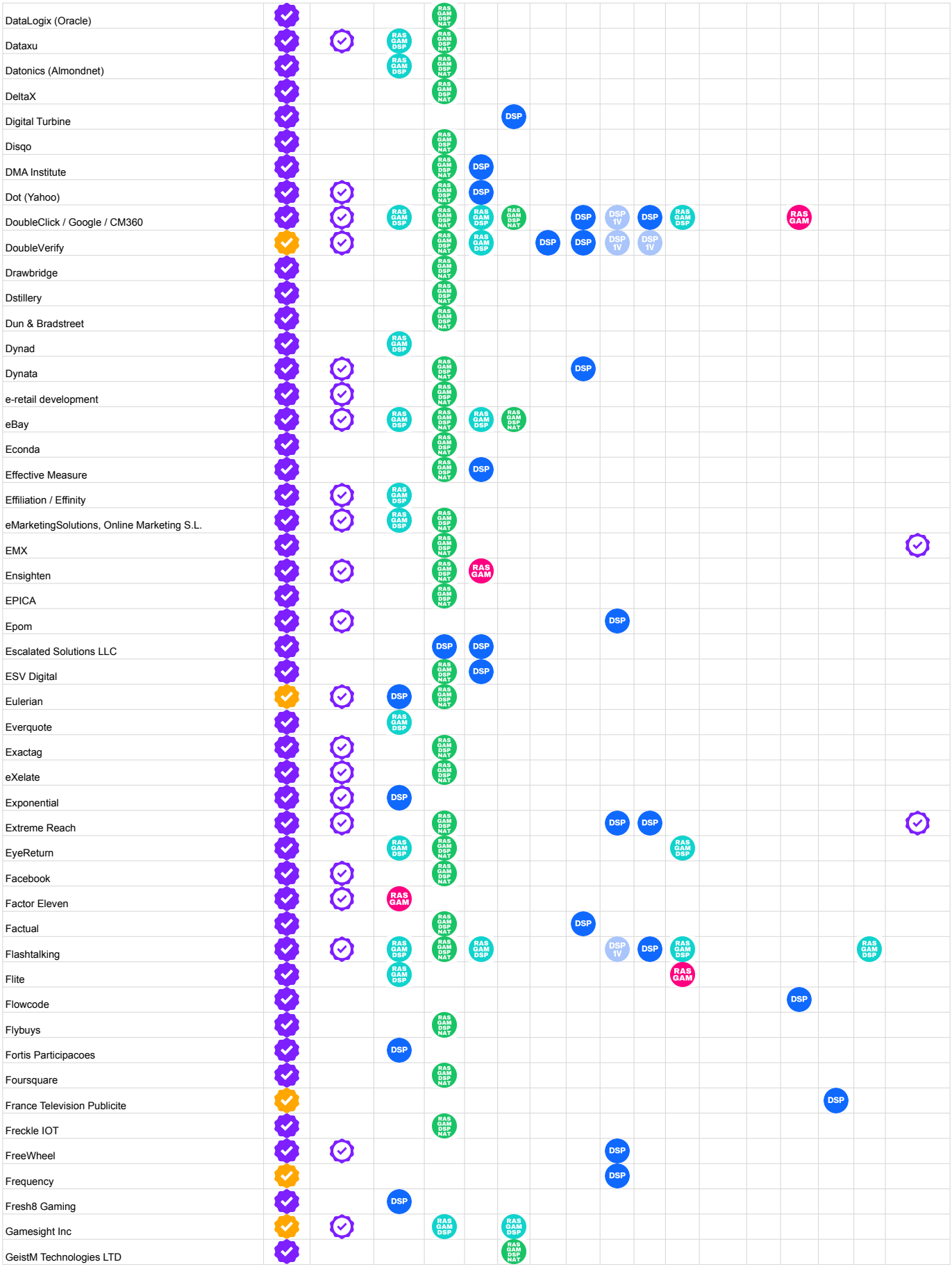
The Certification Program at Yahoo is a series of checks run against all new and updated ad creative technologies prior to their first use as part of a campaign. This process includes business evaluation, technology compatibility testing, completion of our standard legal agreement and updates to our tools and systems that are all required in order to implement, deliver and report against a given creative execution. All third party vendor technologies that have been evaluated by this process are listed here with their current certification status. In addition to certification, all vendors operating at Yahoo in the EU are evaluated against criteria established by our legal and policy teams to determine if they meet the minimum standards required to run against users from the EU that are subject to the GDPR legal framework. Vendors that have been approved are listed in this doc with a checkmark under EU Allowlist. EU/EEA validation is separate and distinct from overall vendor certification and is required to run in the EU region regardless of other approvals.

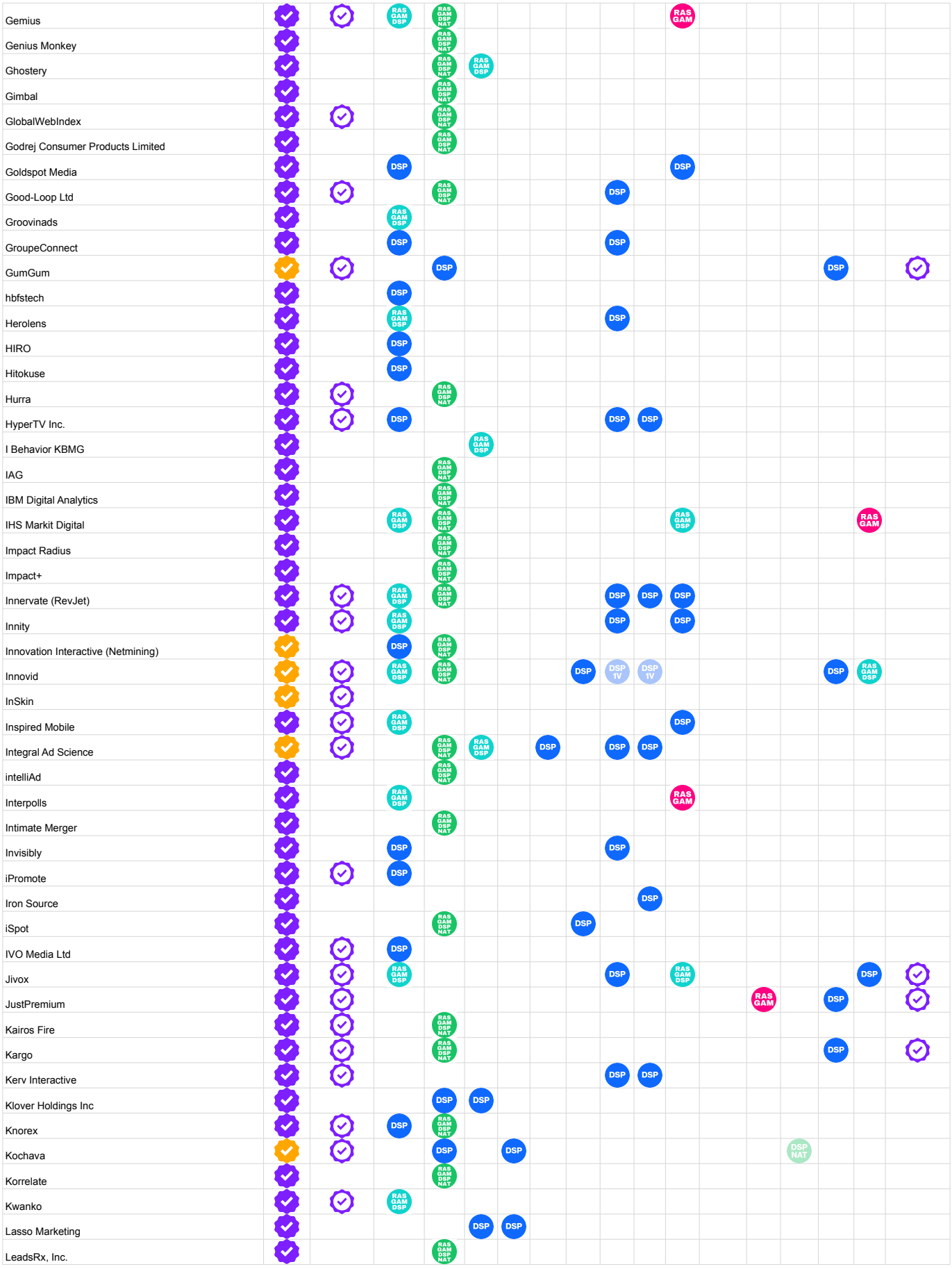
If your preferred partner does not appear on this page, please contact your Yahoo Sales Representative for assistance. **Please Note:** Some publishers have exceptions and do not guarantee the ability to serve all formats and approved technologies. Check with your Yahoo Sales Representative for more details.

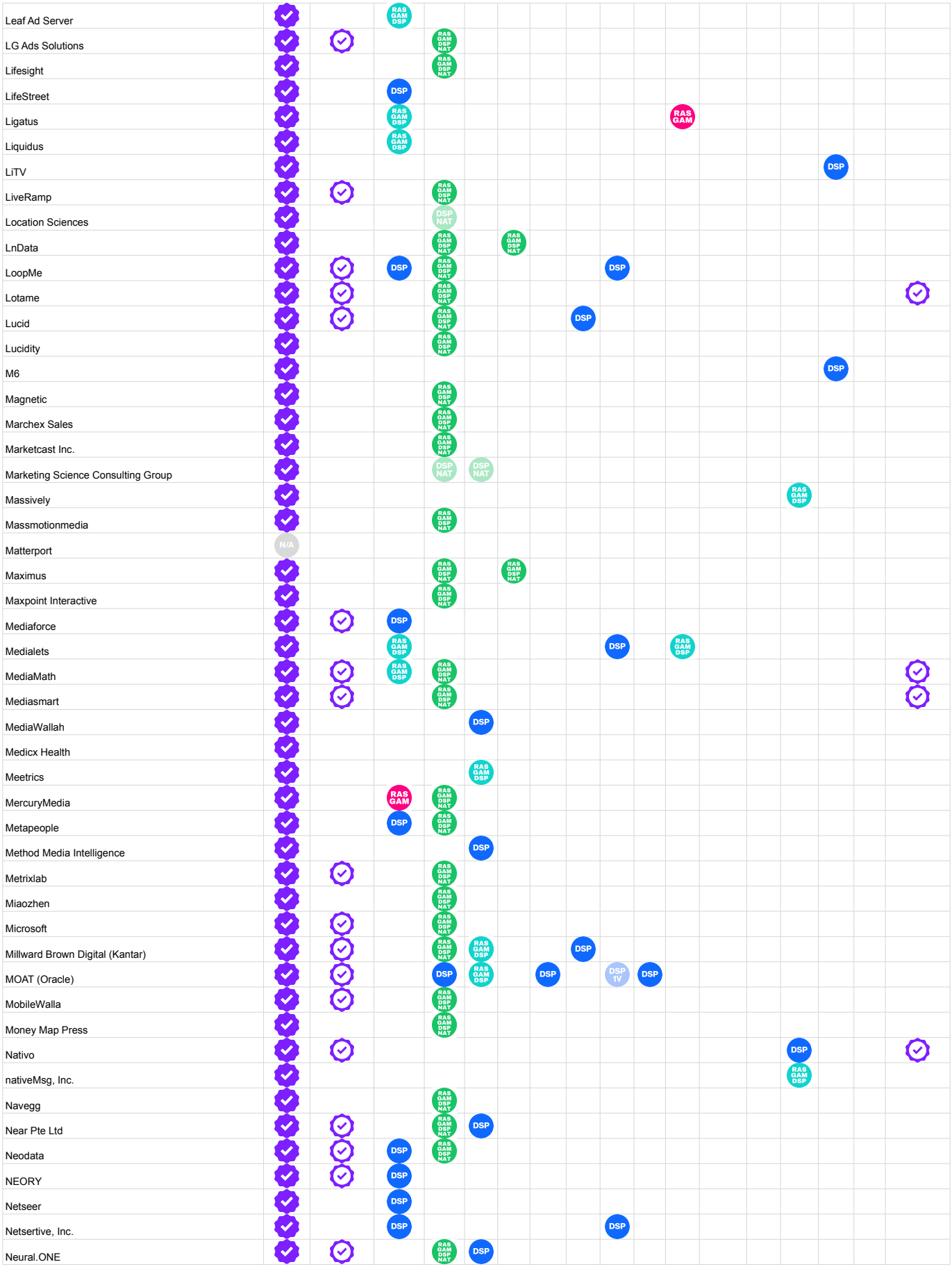
VENDOR	CERT STATUS	EU ALLOWLIST	INBANNER	TRACKING					VIDEO		RICH MEDIA						MSPA ALLOWLIST
				1x1	JS	CLICK	BLOCKING	SSAI 1x1	VAST	VPAID	EXP	RESP BILLBOARD	RESP SKIN	CUSTOM	HIGH IMPACT	DCO	
1000mercis (Numberly)	✓	✓		RAS GAM DSP NAT													
90Degree	✓		DSP														
A Million Ads	✓	✓							DSP								
A.Mob	✓	✓		RAS GAM DSP NAT													
AAX LLC	✓		RAS GAM DSP														
ACTV8me	✓	✓				RAS GAM DSP NAT											
Acxiom	✓	✓		DSP													
Ad2iction	✓		RAS GAM DSP														
Ad3plus	✓		DSP														
ad4mat	✓	✓	DSP														
ad6media	✓	✓	DSP														
Adacado	✓	✓	RAS GAM DSP	RAS GAM DSP NAT													
Adara Media	✓	✓		RAS GAM DSP NAT													
AdBlade	✓			RAS GAM DSP NAT													
AdButler	✓		RAS GAM DSP	RAS GAM DSP NAT					DSP								
AdCentric	✓		RAS GAM								RAS GAM						
AdClear	✓			RAS GAM DSP NAT													
Addroid	✓		RAS GAM	RAS GAM DSP NAT													
AddThis (Oracle)	✓			RAS GAM DSP NAT													
Adelaide Lift	✓	✓		DSP NAT	RAS GAM DSP												
Adelphic	✓		DSP														
Adform	✓	✓	RAS GAM DSP	RAS GAM DSP NAT					DSP	DSP	RAS GAM DSP		RAS GAM	DSP			
AdGear	✓	✓	RAS GAM DSP	RAS GAM DSP NAT							RAS GAM						✓
Adimo	✓	✓	RAS GAM DSP														
Adition	✓	✓	RAS GAM DSP	RAS GAM DSP NAT		RAS GAM DSP NAT			DSP								
Adjust	✓													DSP NAT			
Adkernel	✓	✓				RAS GAM DSP NAT											
Adledge	✓			RAS GAM DSP NAT	RAS GAM DSP												
Adloox	✓	✓		RAS GAM DSP NAT	RAS GAM DSP				DSP	DSP							
Adludio	✓	✓													DSP		
Adman	✓	✓		RAS GAM DSP NAT						DSP	RAS GAM						
Admetrics	✓	✓		RAS GAM DSP NAT	DSP				DSP	DSP							
Adnami Aps	✓	✓													DSP		
Adnuntius	✓	✓	DSP							DSP							
Adobe	✓	✓	RAS GAM DSP	RAS GAM DSP NAT												RAS GAM	
AdPredictive	✓			RAS GAM DSP NAT													

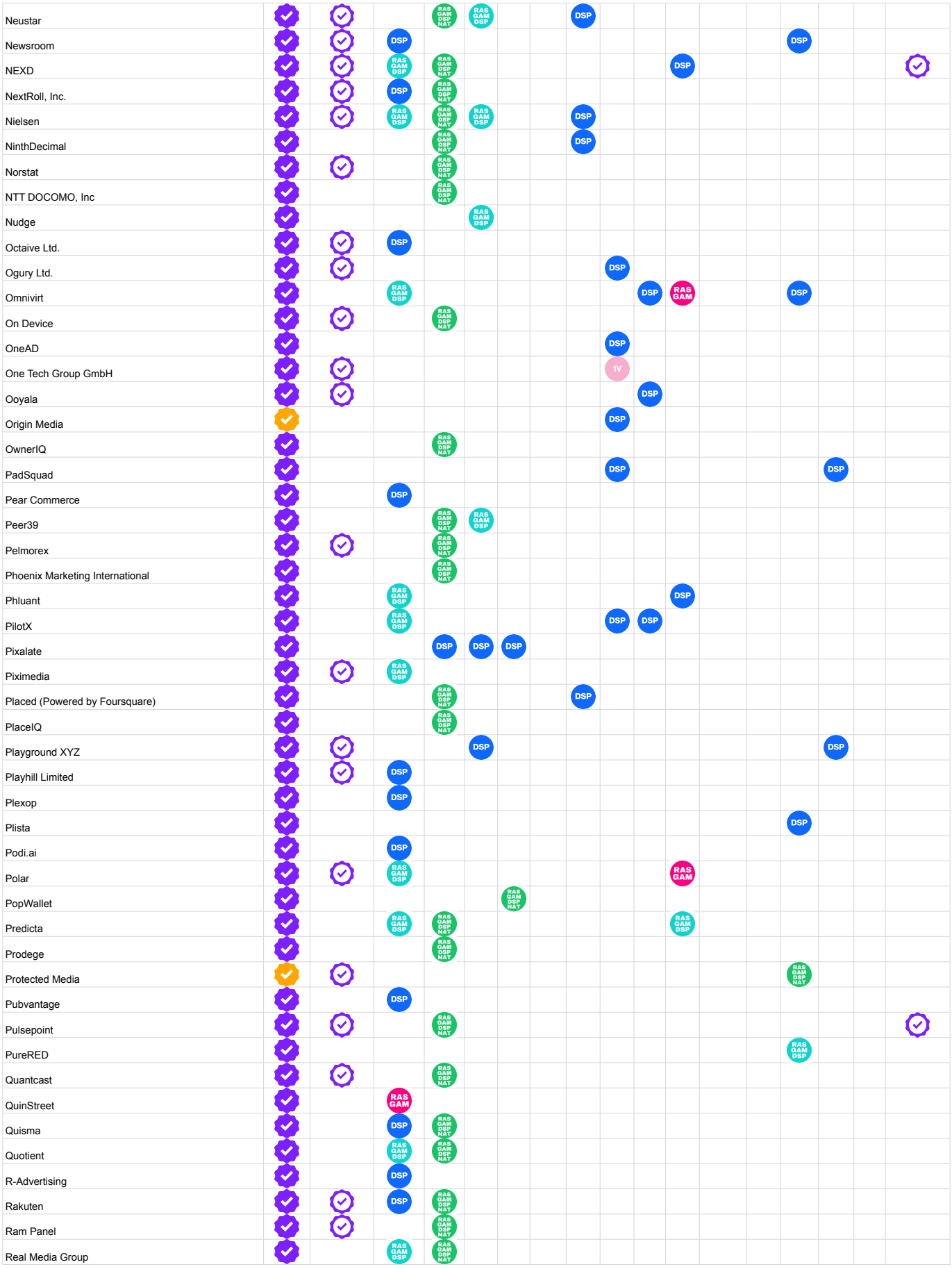

Adsolutions BV
AdSpirit
Adstra
AdSupply
AdTech
Adtechnacity
AdTrek
AdTriba
AdUnity
AdUp
Advanse
ADventori
Advida
Advolution (Digital Control)
Advrtas
AdYouLike
Adways
Adzerk
Adzymic
Amazon
Amino Payments, Inc
Amnet
Amobee
Amplified Intelligence
Aniview
Annalect
AppNexus
AppsFlyer
App Science
Arrivalist
Artsai
Atlum (SVG Media)
Audience2media
AudienceProject
Augur
Avid
AviviD Innovative Media CO., LTD.
Avocet
Awin
Axis Media
Bankrate
Bannerflow
Barometric
Basis Global Technologies Inc
Basketful Co.
Beintoo
Bet365
BidSwitch
Big Mobile Pty Ltd
Big Happy
DSP
RAS GAM DSP NAT
RAS GAM
DSP NAT

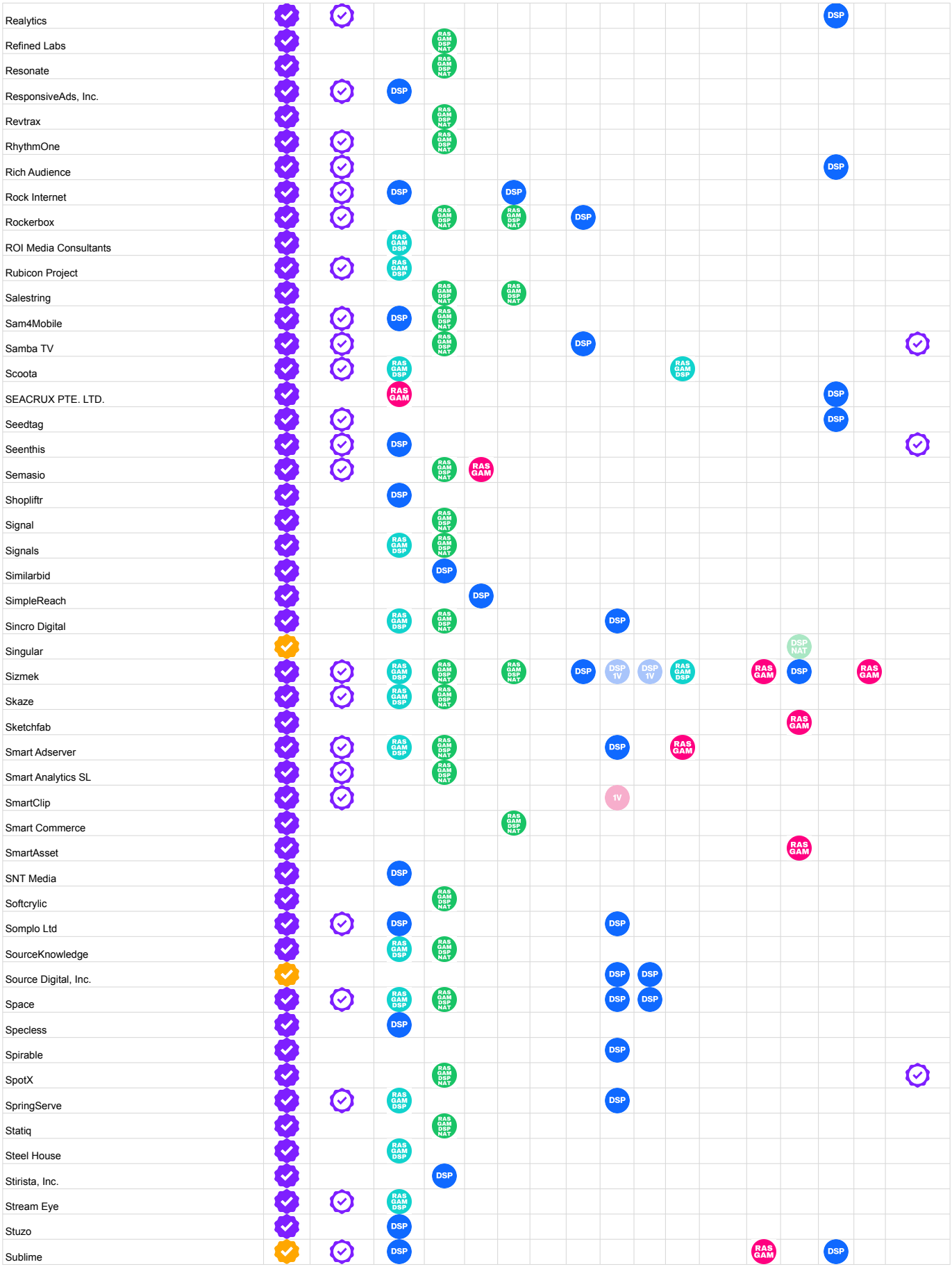

Bilendi
Bitqueen (Rippll)
BLIINK
Bliss Point Media / Prospect Point Media
BlueKai (Oracle)
Blockthrough, Inc.
Bombora
Bonzai
Branch
Brandful
Bridgetrack
Brightline
C3 Metrics
Cablato
Cake Marketing
Cardlytics
Catalina
Cavai
Cazamba
Cedato
Celtra
ChannelSight
CHEQ
Cint
Clicktivated
Clinch Labs
Clipcentric
Clipr
Coastal Digital Group (Neptune Platform Inc)
Commanders Act
comScore
Contobox
Comune
Connexity
Connextra
Consumable Inc
ConsumerTrack
Conversant
Conversion Logic
Converto AG
Creatopy
Credible
Crimtan
Criteo
CrossInstall
Cuebiq
Dable Inc.
Dailyhunt
Dashbid
Data+Math
RAS
GAM
DSP
NAT
N/A

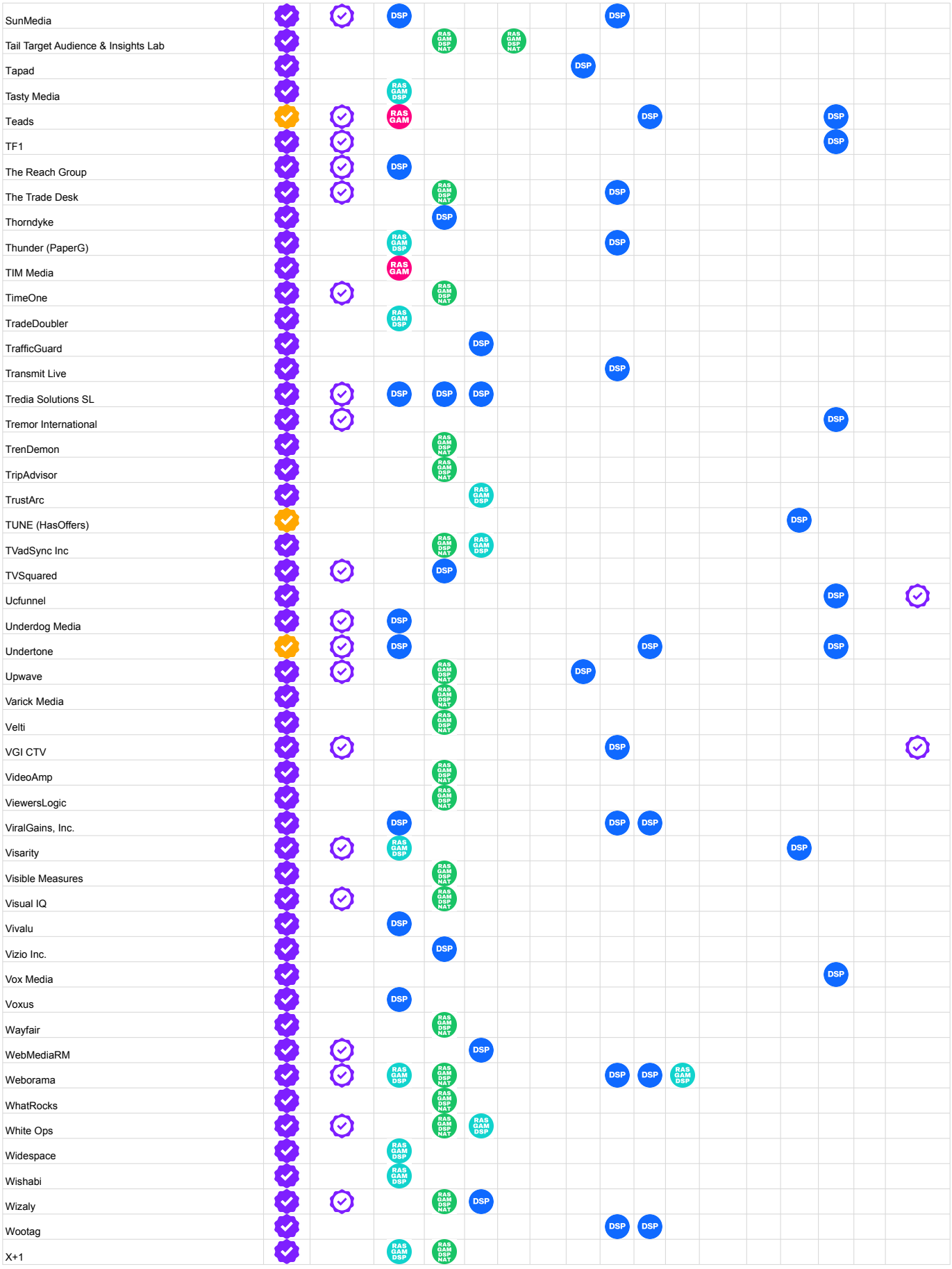

DataLogix (Oracle)
Dataxu
Datonics (Almondnet)
DeltaX
Digital Turbine
Disqo
DMA Institute
Dot (Yahoo)
DoubleClick / Google / CM360
DoubleVerify
Drawbridge
Dstillery
Dun & Bradstreet
Dynad
Dynata
e-retail development
eBay
Econda
Effective Measure
Effiliation / Effinity
eMarketingSolutions, Online Marketing S.L.
EMX
Ensighten
EPICA
Epom
Escalated Solutions LLC
ESV Digital
Eulerian
Everquote
Exactag
eXelate
Exponential
Extreme Reach
EyeReturn
Facebook
Factor Eleven
Factual
Flashtalking
Flite
Flowcode
Flybuys
Fortis Participacoes
Foursquare
France Television Publicite
Freckle IOT
FreeWheel
Frequency
Fresh8 Gaming
Gamesight Inc
GeistM Technologies LTD

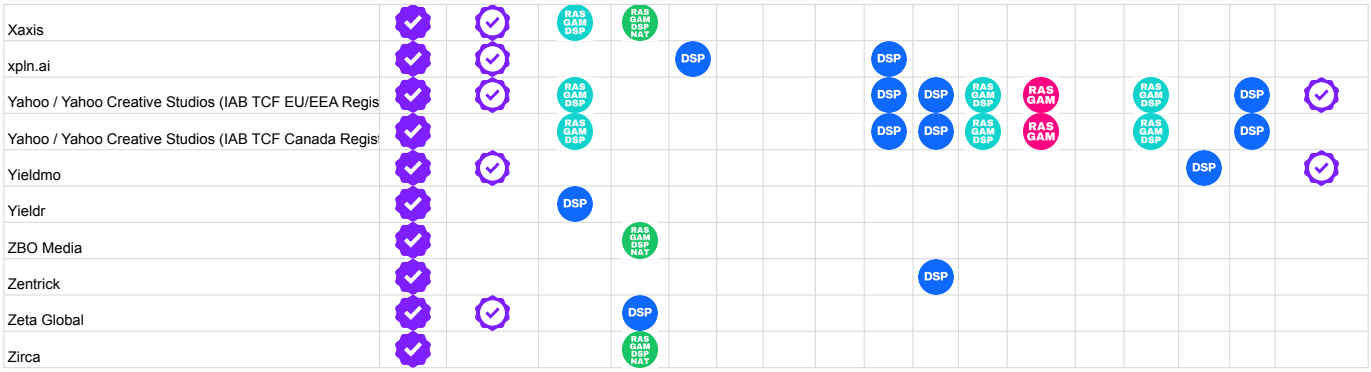

Gemius
Genius Monkey
Ghostery
Gimbal
GlobalWebIndex
Godrej Consumer Products Limited
Goldspot Media
Good-Loop Ltd
Groovinads
GroupeConnect
GumGum
hbfstech
Herolens
HIRO
Hitokuse
Hurra
HyperTV Inc.
I Behavior KBMG
IAG
IBM Digital Analytics
IHS Markit Digital
Impact Radius
Impact+
Innervate (RevJet)
Innity
Innovation Interactive (Netmining)
Innovid
InSkin
Inspired Mobile
Integral Ad Science
intelliAd
Interpolls
Intimate Merger
Invisibly
iPromote
Iron Source
iSpot
IVO Media Ltd
Jivox
JustPremium
Kairos Fire
Kargo
Kerv Interactive
Klover Holdings Inc
Knorex
Kochava
Korrelate
Kwanko
Lasso Marketing
LeadsRx, Inc.


Leaf Ad Server
LG Ads Solutions
Lifesight
LifeStreet
Ligatus
Liquidus
LiTV
LiveRamp
Location Sciences
LnData
LoopMe
Lotame
Lucid
Lucidity
M6
Magnetic
Marchex Sales
Marketcast Inc.
Marketing Science Consulting Group
Massively
Massmotionmedia
Matterport
Maximus
Maxpoint Interactive
Mediaforce
Medialets
MediaMath
Mediasmart
MediaWallah
Medicx Health
Meetrics
MercuryMedia
Metapeople
Method Media Intelligence
Metrixlab
Miaozhen
Microsoft
Millward Brown Digital (Kantar)
MOAT (Oracle)
MobileWalla
Money Map Press
Nativo
nativeMsg, Inc.
Navegg
Near Pte Ltd
Neodata
NEORY
Netseer
Netsertive, Inc.
Neural.ONE
N/A
RAS
GAM
DSP
NAT
DSP
1V


Neustar
Newsroom
NEXD
NextRoll, Inc.
Nielsen
NinthDecimal
Norstat
NTT DOCOMO, Inc
Nudge
Octaive Ltd.
Ogury Ltd.
Omnivirt
On Device
OneAD
One Tech Group GmbH
Ooyala
Origin Media
OwnerIQ
PadSquad
Pear Commerce
Peer39
Pelmorex
Phoenix Marketing International
Phluant
PilotX
Pixalate
Piximedia
Placed (Powered by Foursquare)
PlaceIQ
Playground XYZ
Playhill Limited
Plexop
Plista
Podi.ai
Polar
PopWallet
Predicta
Prodege
Protected Media
Pubvantage
Pulsepoint
PureRED
Quantcast
QuinStreet
Quisma
Quotient
R-Advertising
Rakuten
Ram Panel
Real Media Group


Realytics
Refined Labs
Resonate
ResponsiveAds, Inc.
Revtrax
RhythmOne
Rich Audience
Rock Internet
Rockerbox
ROI Media Consultants
Rubicon Project
Salestring
Sam4Mobile
Samba TV
Scoota
SEACRUX PTE. LTD.
Seedtag
Seenthis
Semasio
Shopliftr
Signal
Signals
Similarbid
SimpleReach
Sincro Digital
Singular
Sizmek
Skaze
Sketchfab
Smart Adserver
Smart Analytics SL
SmartClip
Smart Commerce
SmartAsset
SNT Media
Softcrylic
Somplo Ltd
SourceKnowledge
Source Digital, Inc.
Space
Specless
Spirable
SpotX
SpringServe
Statiq
Steel House
Stirista, Inc.
Stream Eye
Stuzo
Sublime


SunMedia
Tail Target Audience & Insights Lab
Tapad
Tasty Media
Teads
TF1
The Reach Group
The Trade Desk
Thorndyke
Thunder (PaperG)
TIM Media
TimeOne
TradeDoubler
TrafficGuard
Transmit Live
Tredia Solutions SL
Tremor International
TrenDemon
TripAdvisor
TrustArc
TUNE (HasOffers)
TVadSync Inc
TVSquared
Ucfunnel
Underdog Media
Undertone
Upwave
Varick Media
Velti
VGI CTV
VideoAmp
ViewersLogic
ViralGains, Inc.
Visarity
Visible Measures
Visual IQ
Vivalu
Vizio Inc.
Vox Media
Voxus
Wayfair
WebMediaRM
Weborama
WhatRocks
White Ops
Widespace
Wishabi
Wizaly
Wootag
X+1
DSP
RAS
GAM
NAT


Xaxis
RAS GAM DSP
RAS GAM DSP NAT
xpln.ai
DSP
Yahoo / Yahoo Creative Studios (IAB TCF EU/EEA Regis
RAS GAM DSP
RAS GAM
Yahoo / Yahoo Creative Studios (IAB TCF Canada Regis
Yieldmo
Yieldr
ZBO Media
Zentrick
Zeta Global
Zirca