



2018 In Review



In January we successfully navigated our clients through the **Google Better Ads initiative**.

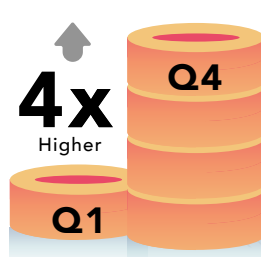
As **interstitials were removed** we transitioned to other, **less invasive**, ad formats **without any significant impact** on revenues.



&



Onboarded this year



As a result, Quarter 4 revenue was **4x higher** than Quarter 1

In 2018 we introduced **several new ad formats**...



Most recently we launched our **100% fill InImage solution**, which has proved a **great success in Q4**.

We continue to hear from non-GRV publishers who experienced a revenue drop **as a result of GDPR**. Excepting the few days following GDPR implementation, **we saw little impact**.



We are preparing for **GDPR changes in 2019** with it being widely accepted that enforcement by privacy agencies will bring further changes¹

Through the year we successfully onboarded **7 new ad vendors** and we continue to appraise the market to maximise revenue. We have **2 new vendors in our pipeline** for Q1 2019.



Our client side script received **several major updates** through the year.

We made it **platform agnostic**, enabling us to pull in ad bids from more diverse sources, we **deployed our GDPR consent framework** and continually **improved performance**.

Our backend also received a **major update** in the Autumn...



We better **optimised it for mobile devices** and improved the **performance of the reporting**.

¹ <https://thenextweb.com/eu/2018/12/27/gdprs-impact-was-too-soft-in-2018-but-next-year-will-be-different/>

Looking Forward to 2019

Market Preview

Q1 is always a tough period of the year so it's important to be prepared for the January drop.

Q4 2018 has been particularly strong though so there is some hope that Q1 might not be as bad previous years - even with the headwinds of Brexit ever-present.

Company reorganisation and product naming in Q1 with new publisher opportunities

Through Q1 we will be formally renaming the company GRV Media and consolidating our services. We will be relaunching our advertising services under a new product name.

Wordpress Management Tools

Most of our client websites use Wordpress and in Q1 we expect to launch our Wordpress plugin.

This plugin will ease the management of our ad tools from within the Wordpress backend whether controlling where to place ads, management of ads.txt or placement of videos.

Continue to develop video product with plans for a full launch in Q2

Through the second half of 2018 we have been developing our video product. We expect to be able to go to market with a formal offering in Q2 2019.

Video revenue in particular has been strong in Q4 and we continue to ramp up monetisation in advance of launch.