

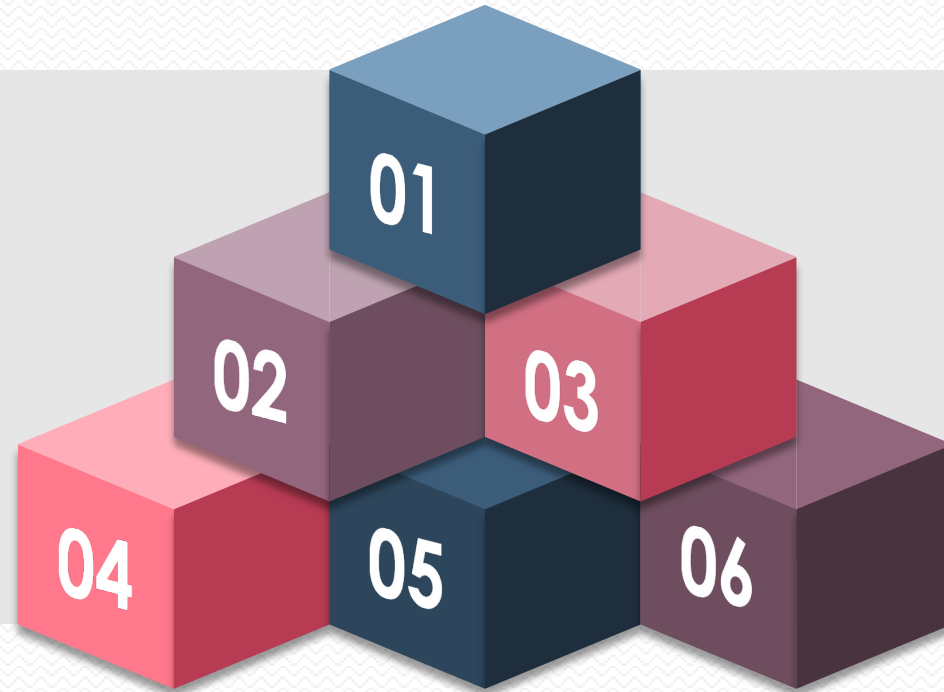


ASIAN MEDIA
G R O U P I N C

Asian Media Group

Overview Kit - 1H 2024

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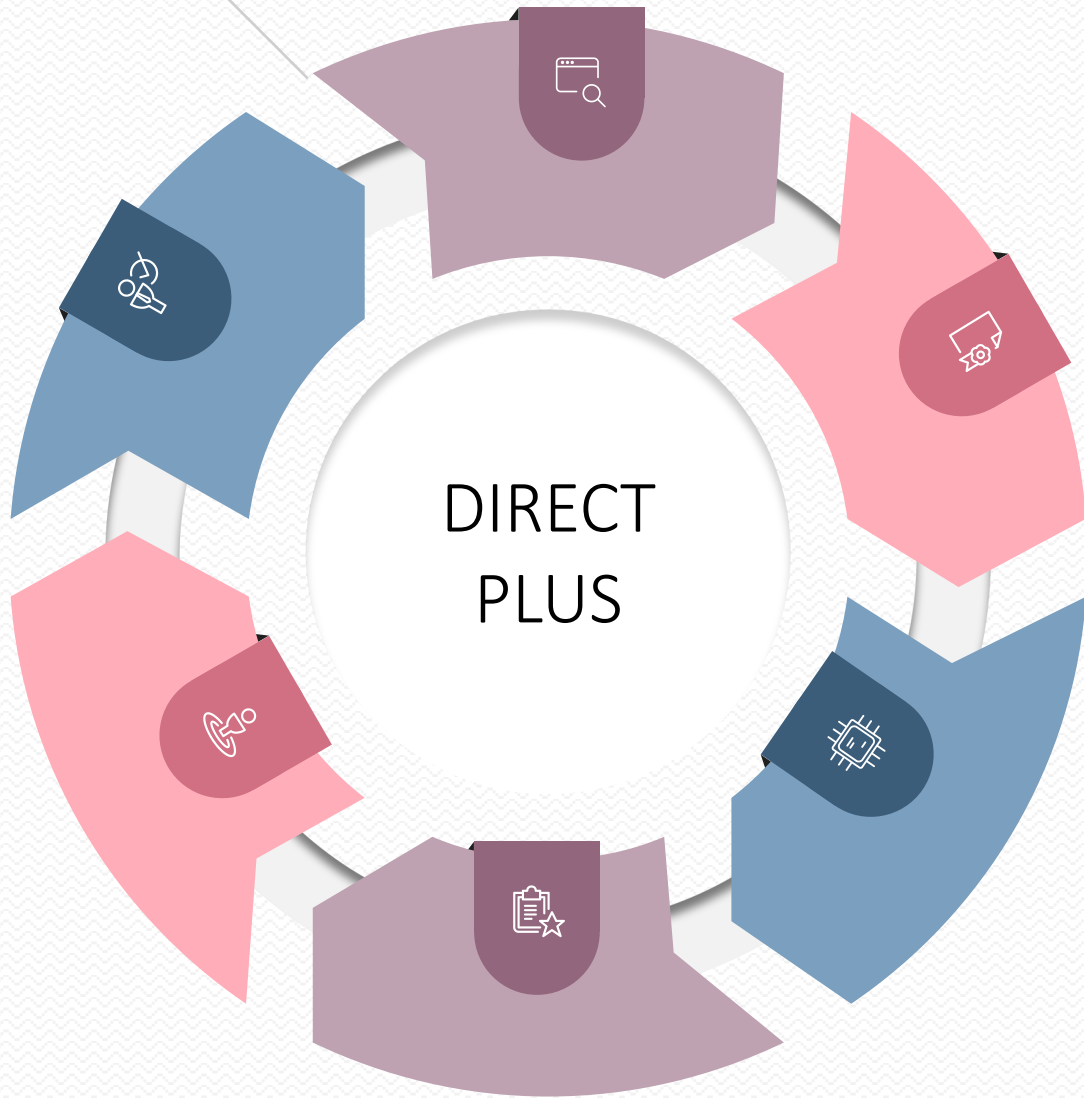
WHO WE ARE

100% Asian American owned

Trusted or preferred vendor across top 5 agency holding cos.



- AMG is the longest standing **Asian endemic digital-direct media vendor** in the industry, with **36 years of total niche expertise**, and 19 in digital alone
- Most **scalable Asian endemic media partner**, supporting just over \$2mil in monthly OLV/OTT preroll scale, and over \$4.5mil in display/high impact scale (both US)
- Culture-infused custom content creation and integration capabilities, spanning both editorial and video, with virtually unlimited scale for creation
- Only media vendor with **guaranteed ethnic accuracy** on every impression
- **100% media direct**, 100% transparent. No programmatic or network delivery.



WHAT WE DO


"Direct plus" goes beyond simple direct IO delivery, to optimize towards high performance on every effort, while maintaining 100% ethnic accuracy

The only large-scale vendor to deliver on ethnic accuracy and ethnic specific insights within the Asian audience

Focus on performance and incremental reach in delivering value to our partners

Data-safe methodology that is **100% CCPA compliant** and cookie-free

OUR AUDIENCE



Approximately 75% of Asian Americans 18+ were born overseas, mostly in APAC, greatly affecting differences in culture and media habits

AMG's inventory counts approximately 2.1 billion in premium monthly impressions



The Asian American audience holds \$1.6 trillion in buying power, on par with African American (despite being half the size), demonstrating greater potential per consumer engaged



English-speaking Asian Am are the most likely to access in-language and in-culture Asian endemic media to connect culturally with their heritage



There are over 24 million Asian Americans, with the majority connected to in-culture and/or in-language media online

OUR **DIRECT SCALE**



2.1B MONTHLY
IMPRESSIONS

ON ONLY PRE-VETTED, **100%**
TRANSPARENT ASIAN ENDEMIC MEDIA





HOLDING COMPANIES WE WORK WITH

AMG is a preferred media vendor across most of these partners



INCREMENTAL REACH VIA DIGITAL DIRECT



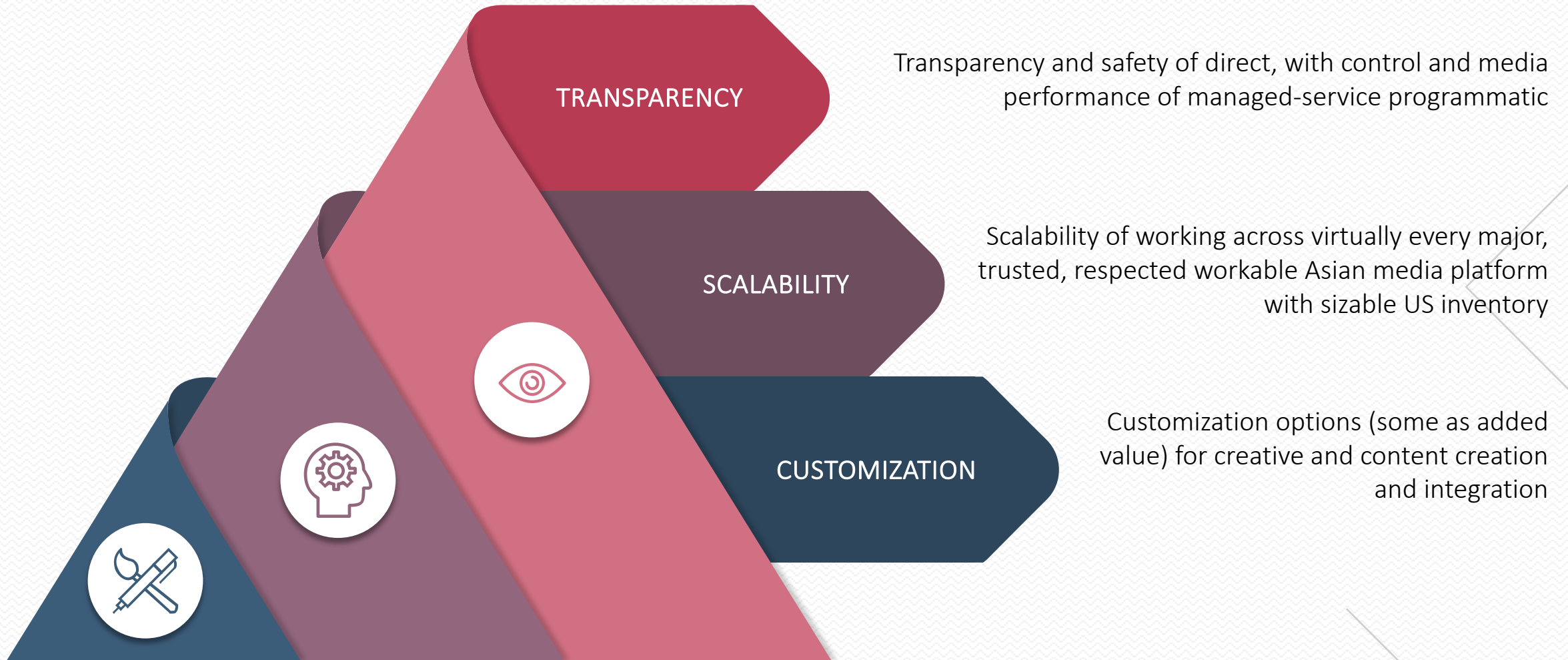
75% of Asian American adults were born overseas, affecting our media habits, what we consume, and how we see advertisers who support the media we connect with



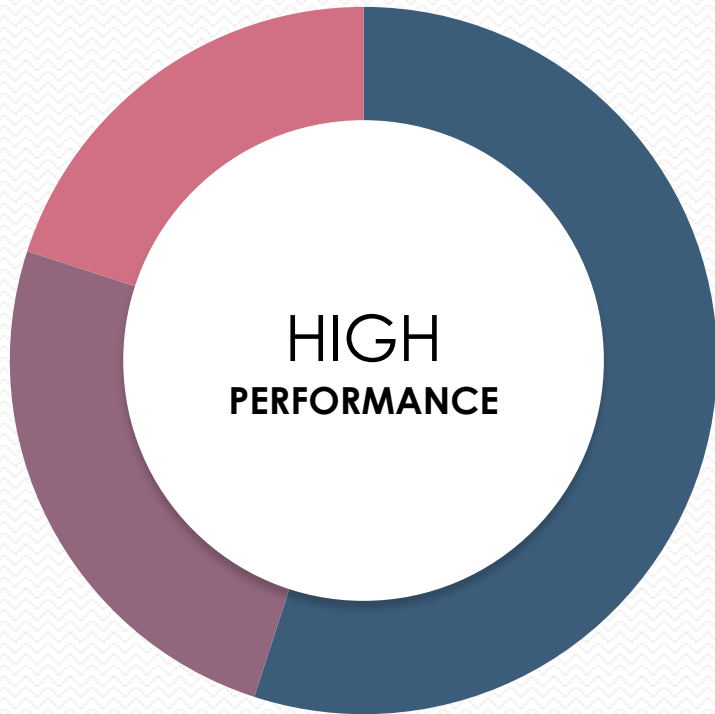
AMG's inventory sources provide large-scale incremental reach into channels not effectively accessed or actioned on with network or programmatic inventory

COMPETITIVE ADVANTAGE

What sets us apart from programmatic or direct:



AMG ADVANTAGE



Consistently a top performer on each of our digital efforts



Compatible with all major 3p studies, monitoring tags



2023 Case Study: Delivered \$4.2 million sales lift on \$400K investment (measured by third party IRI/Circana)



ASIAN MEDIA
GROUP INC

THANK YOU