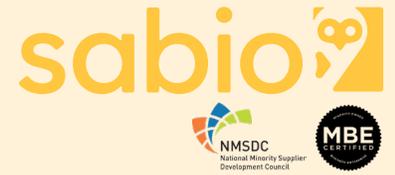


SABIO'S INTEGRATED APPROACH TO CULTURALLY DIVERSE AUDIENCES



U.S. STREAMERS ARE INCREASINGLY BECOMING CULTURALLY DIVERSE

According to the 2020 US Census, non-white population accounted for 42.2% of the entire US population. These audiences continue to grow as our younger generations are more diverse than older generations. The shift in diversity can be observed in the streaming space as well. According to App Science (2022), diverse audiences are much more likely to stream than the general market, as streaming can provide more personalized and unique experiences that align better with their background.

OUR REACH TO CULTURALLY DIVERSE AUDIENCES

10.2MM
HISPANIC

7.4MM
AFRICAN AMERICAN

3.3MM
ASIAN AMERICAN

3.1MM
LGBTQ+

SABIO'S DIVERSE AUDIENCE TARGETING

Our unique audience targeting is powered by privacy-compliant mobile and CTV device signals, based on user's app ecosystem, device language settings, contextual alignment and device location.

HISPANIC SPANISH DOMINANT	HISPANIC ENGLISH DOMINANT	ASIAN AMERICAN	AFRICAN AMERICAN	LGBTQ+

CONTEXTUAL ALIGNMENT ACROSS CULTURALLY DIVERSE AND MINORITY-OWNED PUBLISHERS

We partner with culturally diverse and minority-owned publishers to support authenticity for diverse voices, culture and creativity. We partner with Hispanic, African American, Asian American, LGBTQ+ and minority-owned publishers. Below are some of our Hispanic publishers.

--	--	--	--

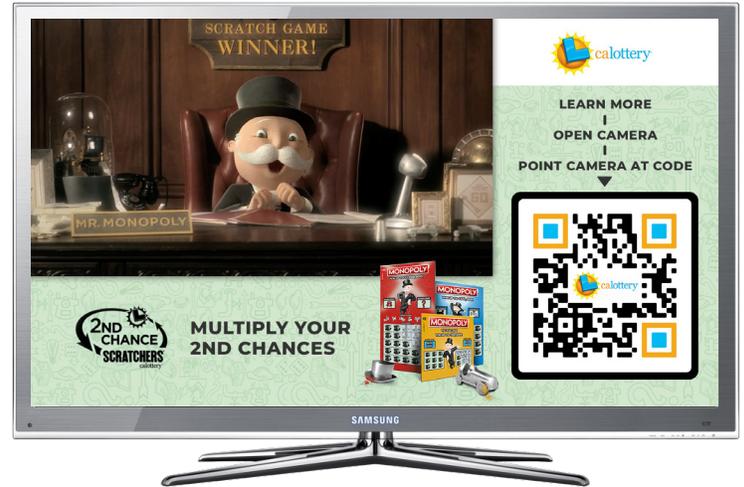
SABIO'S INTEGRATED APPROACH TO CULTURALLY DIVERSE AUDIENCES

sabio



▶ CUSTOM CREATIVE

Utilize interactive elements and QR codes to engage English and non-English speaking consumers on CTV and mobile devices. *Ability to add sub-titles



▶ HOW BRANDS USE SABIO AS A MINORITY-OWNED PARTNER



SUPPORT INCLUSIVE INVESTMENT

Industry-wide, brands and agency holding companies continue to focus on inclusive media investment.



CERTIFIED MINORITY OWNERSHIP

As a company, our core foundation is rooted in diversity and inclusion. Sabio was founded with the goal of accurately reaching minority audiences.



CUT COST

Digital campaign investment will meet diversity spend requirements and can potentially qualify for federal and state tax incentives and rebates.

ABOUT SABIO

Sabio is a CTV platform, helping brands reach the right audience, on the right device, at the right time. Privacy-compliant mobile app data allows us to identify and reach consumers more effectively on CTV devices across 55MM Validated Households.

To learn more, contact sales@sabio.inc or visit www.sabio.inc