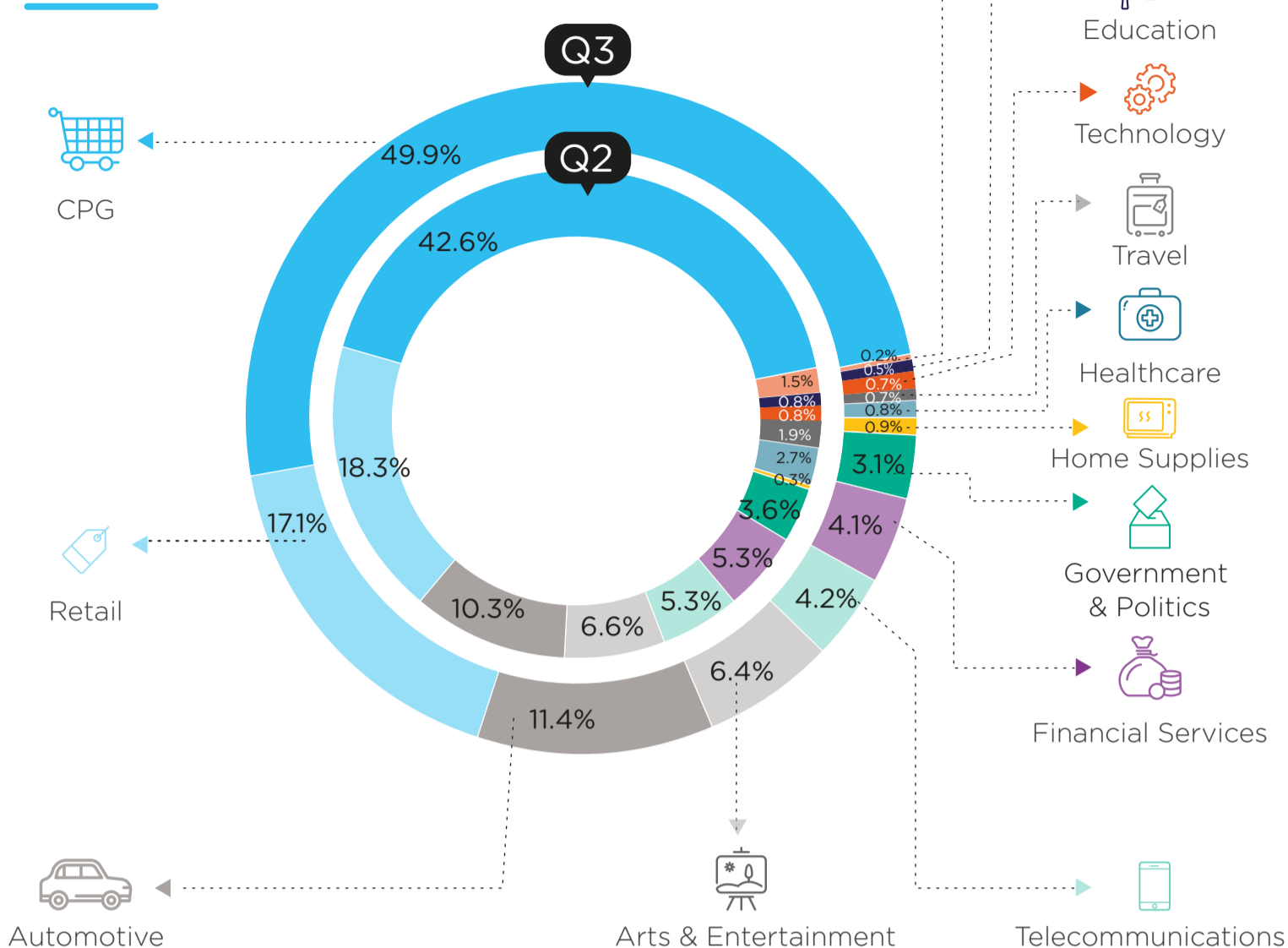


Positive Mobile's Quarterly Index

Top Mobile Video Advertising Categories in Q3 2016



Top Categories



49.9%
CPG Up from 42.6% in Q2



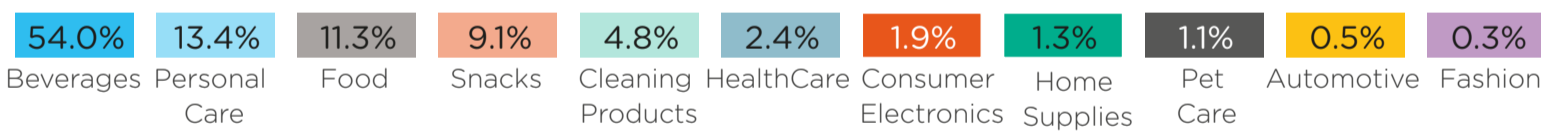
As Mobile Video chases TV, CPG is crossing the mobile video tipping point

"These latest numbers show that we're starting to pull ad dollars from TV from CPG marketers"

Tzahi Stein, CEO & founder, Positive Mobile

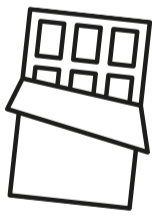
Snacks and Beverages for a Summer Cookout

Top Sub-Categories **CPG**



9.1%

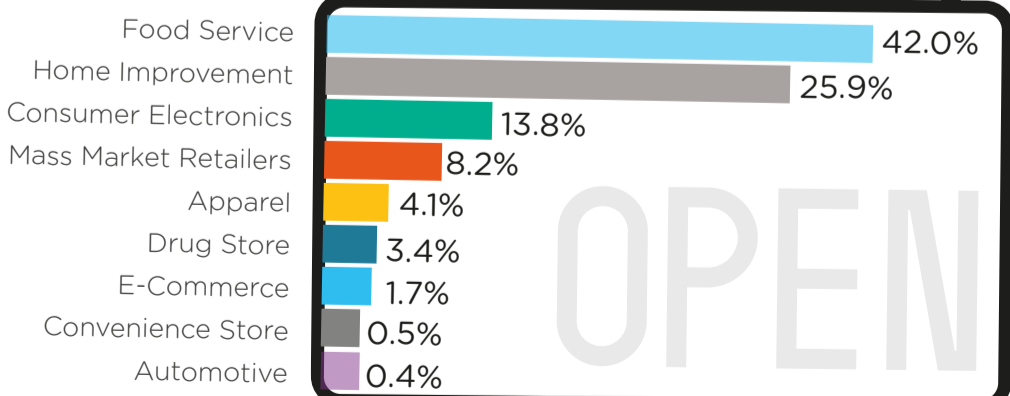
Snacks Increased from 3.8% in Q2



Snacks took a bigger share, as people tend to cook less in the summer

A Major Retail Season for Appliance and Gadget Sellers

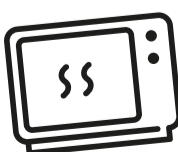
Top Sub-Categories **Retail**



OPEN

Consumer Electronics Up from 7.6% in Q2

13.8%



Moving and back to school season means new appliances and electronic gadgets

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