

# Aleph | Httpool

2022



# Aleph

Aleph is the parent company of Httpool, IMS, Connect Ads, Ad Dynamo, Social Snack, Webcom, and Wise.Blue.



httpool



AD-DYNAMO™



# Media Representation Is Our Core Business

Aleph is recognized as 'the' partner of **the largest digital media platforms** internationally. Exclusive media representation generates **99%** of our revenue.



BRAINLY



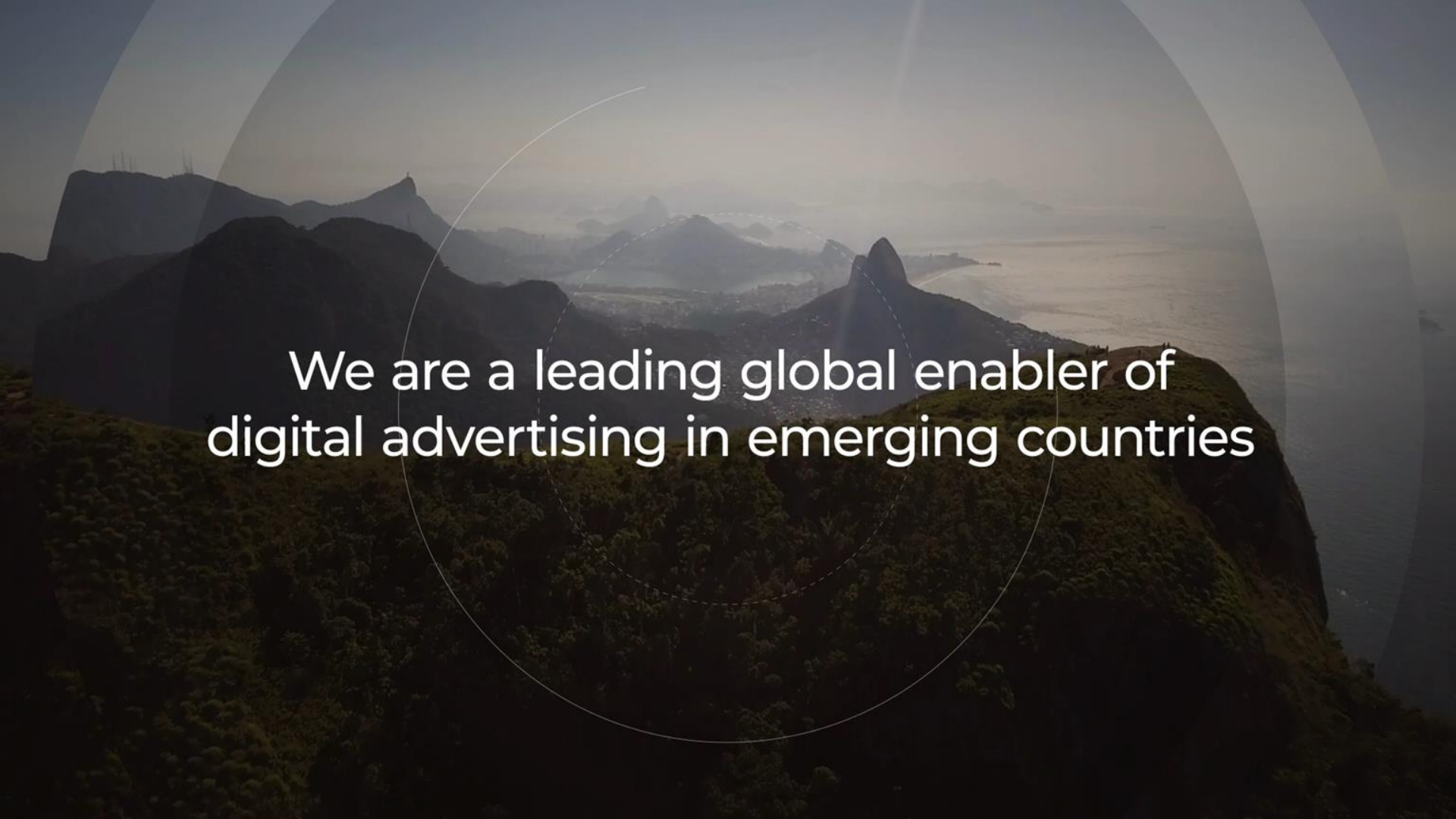
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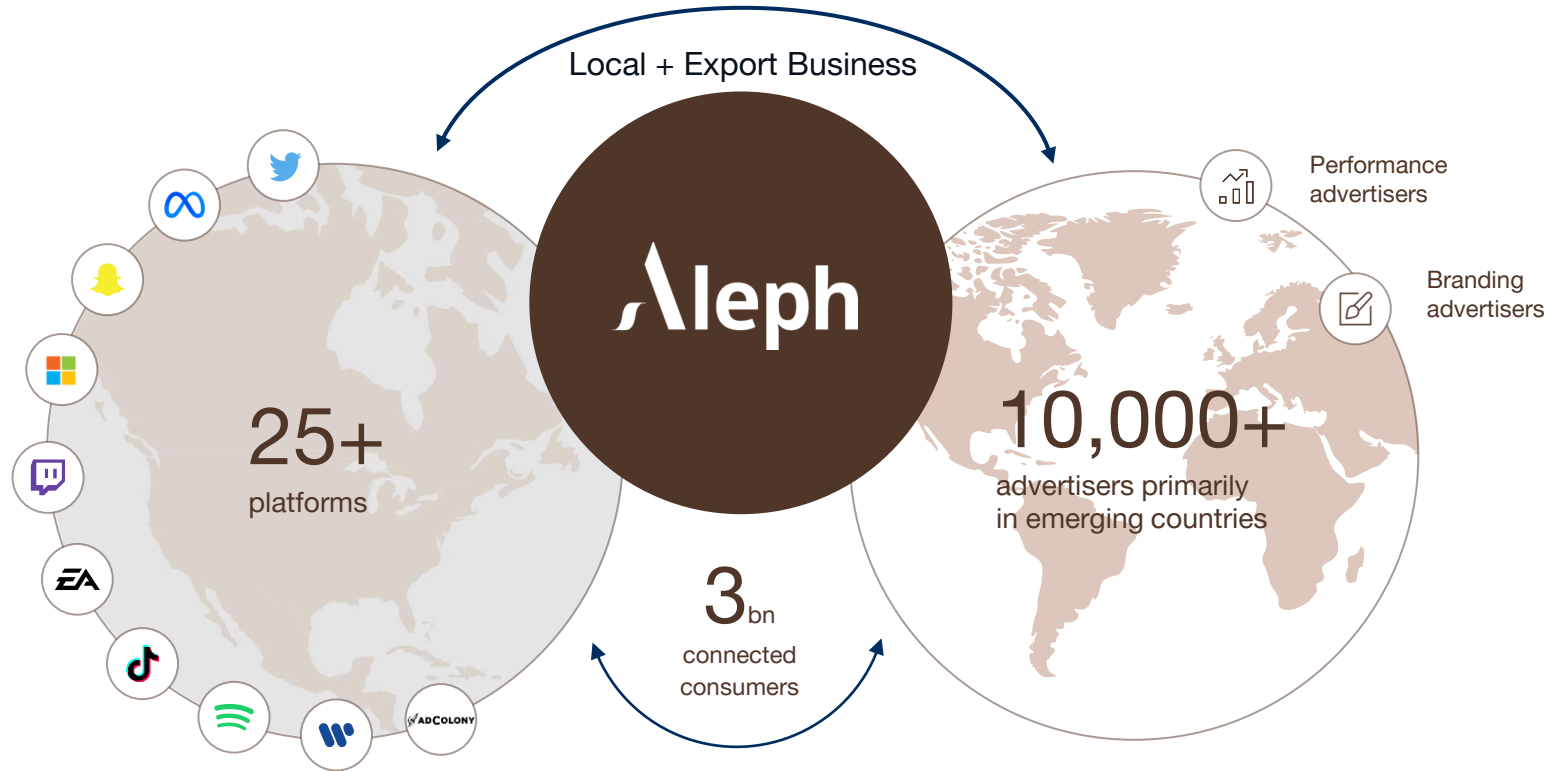
Engageya

adswizz

An aerial photograph of Rio de Janeiro, Brazil, showing the city nestled between steep, forested mountains and a large bay. The scene is captured in a hazy, atmospheric light. Overlaid on the image is a large, semi-transparent target graphic consisting of a solid outer circle and a dashed inner circle, centered on the city. The text is positioned within the target area.

We are a leading global enabler of  
digital advertising in emerging countries

# We are a crucial link connecting all players in the digital ecosystem



Note: "Digital ecosystem" means the global network of stakeholders, including but not limited to digital media platforms, performance and branding advertisers of all sizes, advertising agencies, and consumers, involved in the creation, procurement, management, delivery and consumption of digital advertising.

# Our Footprint



## Americas

USA (MIAMI)	GUATEMALA	HONDURAS
MÉXICO	BOLIVIA	NICARAGUA
ARGENTINA	BRAZIL	EL SALVADOR
COLOMBIA	URUGUAY	PUERTO RICO
CHILE	PANAMA	DOMINICAN REP
ECUADOR	COSTA RICA	PARAGUAY

## Europe

AUSTRIA	CZECH REPUBLIC	RUSSIA
SPAIN	MACEDONIA	UKRAINE
ITALY	GREECE	BELORUSSIA
PORTUGAL	CROATIA	KAZAKHSTAN
SWEDEN	ROMANIA	TADZHIKISTAN
FINLAND	SLOVENIA	UZBEKISTAN
LITHUANIA	SLOVAKIA	
LATVIA	SERBIA	
ESTONIA	BULGARIA	
POLAND	SWITZERLAND	
HUNGARY	DENMARK	
	NORWAY	

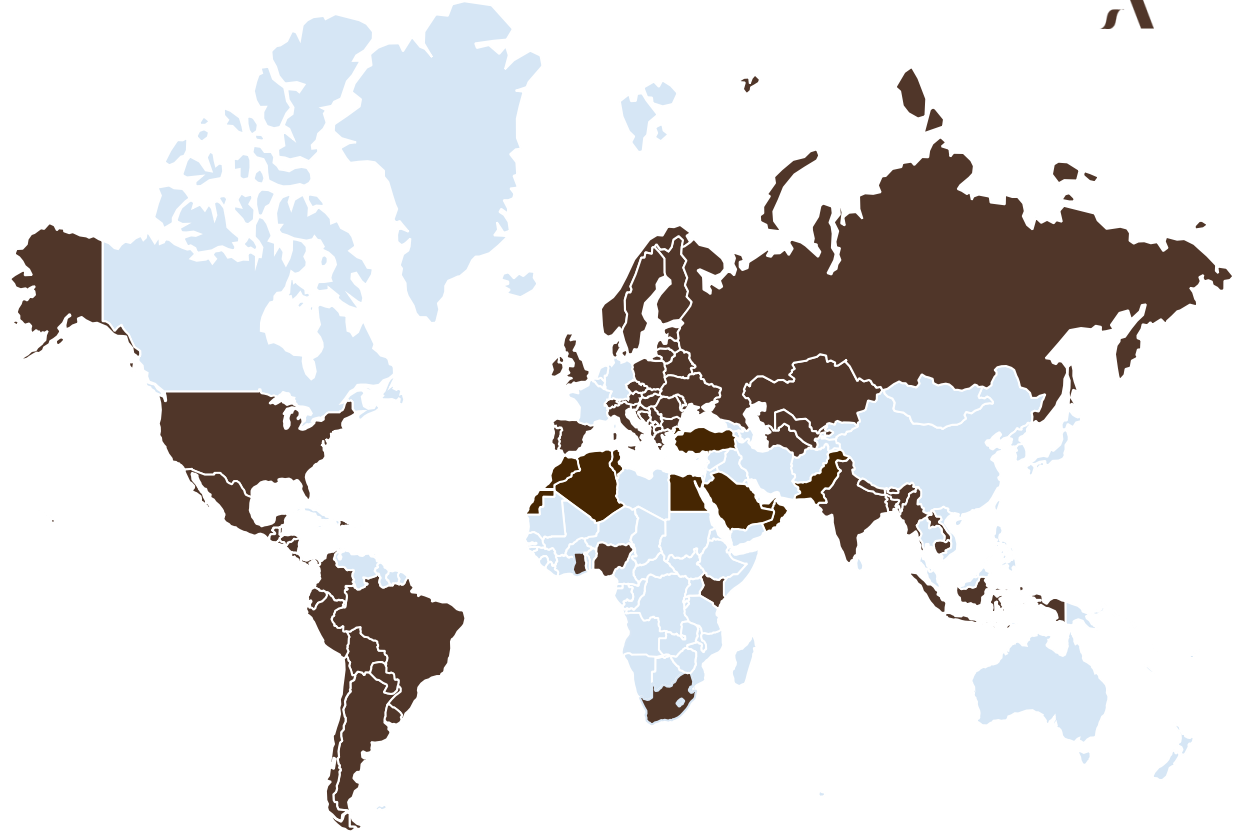
## Asia

INDIA	TAIWAN	LAOS
PAKISTAN	SINGAPORE	HONGKONG
BANGLADESH	THAILAND	PAKISTAN
MYANMAR	PHILIPPINES	TURKEY
INDONESIA	VIETNAM	SRI LANKA
NEPAL	MALAYSIA	
CAMBODIA	MONGOLIA	

## Africa

EGYPT	UAE
MOROCCO	SAUDI ARABIA
NIGERIA	QATAR
SOUTH AFRICA	
KENYA	

## Middle East



90+  
Countries  
Covered

52  
Local  
offices

25+  
Media  
Platforms

1.200+  
Employees

# Core services



**Strategy** Development

**Education** and Best Practices

**Troubleshooting** - accounts, ads, technical

**Business Integrity** - knowledge base, ads policy, monitoring, reporting

**Marketing Technology Enabled Services** – proprietary solutions and leading global third-party tools and methodologies accelerating growth

BRIEF & GOALS	BI & STRATEGY	CREATIVE	TECH AND DATA	EXECUTION	MEASUREMENT	OTHER
REQUEST BRIEF DEBRIEF GOALS KPIs	AUDIT RESEARCH INSIGHTS BENCHMARKS AUDIENCE STRATEGY PLAN	IDEAS CONCEPTS SKETCHES PRODUCTION AUTOMATION LOCALISATION	ACCOUNTS TOOLS TRACKING ANALYTICS AUTOMATION	CAMPAIGNS AUDIENCE TACTICS TRACKING OPTIMISATION BUSINESS INTEGRITY	KPI TRACKING ANALYSIS INSIGHTS REPORTING MODELING ATTRIBUTION	CHANNEL SUPPORT COMMUNITY SUPPORT TRAININGS BEST PRACTICE

**What Makes Us Unique?**





# Representation Model Highlights



## COMPLEMENTARY FOOTPRINT

Aleph's footprint in emerging markets allows partners to focus on their core markets and avoid smaller, fragmented, and challenging regions.

## SEAMLESS PARTNERSHIP

Aleph acts as a true extension of partners' organization (Sales, Marketing, Research, Tech, Education, Finance).

## THE ALEPH WAY

Professional, committed, proactive and knowledgeable. Unrivalled capability of bridging the gap between Silicon Valley and emerging markets.



## PAYMENT SOLUTION

Solving local operational complexities related to billing in local currencies (FX, defaults, withholding taxes, working capital, and central bank compliance).



## COMPLIANCE AND TECHNICAL STANDARDS

Fully compliant with local rules, regulations, and laws. Compliant with IT, travel, and office security policies. Fully transparent cooperation and strict anti-bribery policy.



## TAX BENEFITS

Working with Aleph, partners avoid permanent establishment and achieve significant tax savings.

