Below is an overview of standard political interest segments that are available and may be used by Amobee’s clients to deliver targeted advertising using Amobee’s advertising technology.

<table>
<thead>
<tr>
<th>Political Interest Segment</th>
<th>Other Political Interest Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 Presidential Candidates Supporters</td>
<td>Conservative Executives</td>
</tr>
<tr>
<td>2nd Amendment Supporters</td>
<td>Conservative Freedom</td>
</tr>
<tr>
<td>2nd Amendment/Guns</td>
<td>Conservative-leaning Media Outlets</td>
</tr>
<tr>
<td>Above Average Voter Targets</td>
<td>Conservative-leaning Media Personalities</td>
</tr>
<tr>
<td>Absentee Voter Type Description (e.g. Federal, Military, Permanent, Temporary)</td>
<td>Conservative Lifestyle</td>
</tr>
<tr>
<td>Affluent Voters</td>
<td>Conservative News</td>
</tr>
<tr>
<td>Affordable Care Act Opposition</td>
<td>Conservative Publications</td>
</tr>
<tr>
<td>Affordable Care Act Supporters</td>
<td>Conservative Retiree</td>
</tr>
<tr>
<td>African American Voters</td>
<td>Conservative Values</td>
</tr>
<tr>
<td>Against Foreign Intervention</td>
<td>Conservative Volunteers</td>
</tr>
<tr>
<td>All Other Registered Voters</td>
<td>Conservative Database</td>
</tr>
<tr>
<td>American Politics</td>
<td>Conservatives</td>
</tr>
<tr>
<td>Animal Rights Supporters</td>
<td>Content Voters</td>
</tr>
<tr>
<td>Any Conservative Political Outlook</td>
<td>Core Based Statistical Areas (CBSA)</td>
</tr>
<tr>
<td>Any Group That Tries to Influence Public Policy or Government</td>
<td>Country Conservative</td>
</tr>
<tr>
<td>Any Liberal Political Outlook</td>
<td>Current Affairs &amp; Politics</td>
</tr>
<tr>
<td>Base Voters</td>
<td>DEM High Propensity Voters</td>
</tr>
<tr>
<td>Best Voter Targets</td>
<td>DEM Low Propensity Voters</td>
</tr>
<tr>
<td>Bible Belt Conservative</td>
<td>DEM Mid Propensity Voters</td>
</tr>
<tr>
<td>Boomer Voters</td>
<td>DEM Political Donor</td>
</tr>
<tr>
<td>Buddhist Voters</td>
<td>DEM Primary Voters</td>
</tr>
<tr>
<td>Business, Professional, Labor, Political, and Similar Organizations</td>
<td>Democrat - Persuadable/Soft</td>
</tr>
<tr>
<td>Catholic Voters</td>
<td>Democrat - Yellow Dog</td>
</tr>
<tr>
<td>Caucasian Voters</td>
<td>Democrat and Independent</td>
</tr>
<tr>
<td>Cautious Conservatives</td>
<td>Democrat and Republican</td>
</tr>
<tr>
<td>Charitable Donors, by Political Issue / Causes</td>
<td>Democrat Charity Donor</td>
</tr>
<tr>
<td>Charitable Donors, by Political Party</td>
<td>Democrat Has Children</td>
</tr>
<tr>
<td>Chinese Best Voter Targets</td>
<td>Democrat High Income</td>
</tr>
<tr>
<td>Chinese High Value Voter Targets</td>
<td>Democrat Home Owner</td>
</tr>
<tr>
<td>Chinese Voters - All Above Average Targets</td>
<td>Democrat Investor</td>
</tr>
<tr>
<td>Climate &amp; Environment</td>
<td>Democrat Likely Married</td>
</tr>
<tr>
<td>Climate Change and Global Warming</td>
<td>Democrat Likely Single</td>
</tr>
<tr>
<td>Community Conservatives</td>
<td>Democrat Low Income</td>
</tr>
<tr>
<td>Congressional District</td>
<td>Democrat Mid Income</td>
</tr>
<tr>
<td>Conservative Causes</td>
<td>Democrat Social Conservative</td>
</tr>
<tr>
<td>Conservative Causes Donors</td>
<td>Democrat Sports</td>
</tr>
<tr>
<td>Conservative Democrats</td>
<td>Democrat Voters</td>
</tr>
<tr>
<td>Conservative Donors</td>
<td>Democrat, Republican, and Independent</td>
</tr>
<tr>
<td>Conservative Democrats</td>
<td>Democratic</td>
</tr>
<tr>
<td>Conservative Donors</td>
<td>Democratic Donor</td>
</tr>
<tr>
<td>Conservative Donors</td>
<td>Democratic Party</td>
</tr>
</tbody>
</table>
Democratic Party Affiliation
Democratic Party Associations, by State
Democratic Party Upholders
Democrat-Only Households
Doesn't Vote
Drug Laws and Policy
Early / Absentee Voters
Eastern Orthodox Voters
Economic Conservative
Economic Issues & Policy
Economic Liberal
Education and Social Policy
Education Supporters
Election Day US Eligible Voters
Election Day US Politics Fans
Elections
Elections & Campaigns
Eligible Voters
Environmental Issues
Executive & Legislative Bodies
Extremely Progressive
Fair Workplace and Employment Regulations
Federal Donors
Federal Election Commission - Donors
Female Democratic Supporter
Female Voters
First Time Voters, by Year
Fiscal / Tax Policy
Fiscal Propensity
Fiscally Conservative - Spending & Debt
Fiscally Conservative - Tax
Fiscally Liberal - Spending & Debt
Fiscally Liberal - Tax
Foreign Policy
Frequent General Election Voters
Frequent General Election Voters - Democrat
Frequent General Election Voters - Republican
Gen X Voters
Giving For Green Democrat
GOP High Propensity Voters
GOP Low Propensity Voters
GOP Mid Propensity Voters
GOP Political Donor
GOP Primary Voters
GOP Voted

Government
Government & Politics
Government (Congress, Federal Agencies, Presidential)
Government Industry
Governors
Greek Orthodox Voters
Green Party
Green Libertarians
Green Traditionalists
Gun Control Supporters
Gun Owners
Head of Household by Party Affiliation, Ideology, Political Contributions
High Dollar Donors - Democrat
High Dollar Donors - Republican
High Dollar Federal Donors - Democrat
High Dollar Federal Donors - Republican
High Dollar State Donors - Democrat
High Dollar State Donors - Republican
High Propensity Voters
High Value Voter Targets
Hindu Voters
Hispanic/Latin American Voters
Honest and Open Government
Household by Party Affiliation, Ideology, Political Contributions
Human Rights
Human Rights and Liberties
Immigration Policy and Border Issues
Independent Donor
Independent High Propensity Voters
Independent Low Propensity Voters
Independent Mid Propensity Voters
Independent Party
Independent Social Conservative
Independent Voters
Independent/Other
Inferred Democrat
Inferred Independent/Other
Inferred Non-Registered
Inferred Republican
Informed But Unregistered
International Politics, Economics and Communication
Islamic Voters
Jewish Voters
Known Democrat
Known Independent/Other
Known Republican
Law, Government and Politics
Lean Democrat
Lean Republican
Leans left
Leans right
Left Out Democrats
Legalizing Marijuana
LGBT Donors and Supporters
Liberal Affinity TV News
Liberal Causes Donors
Liberal Executives
Liberal-leaning Media Outlets
Liberal-leaning Media Personalities
Liberal Party
Liberal Professional
Libertarian Party
Libertarians
Lifestyle - Conservative Political
Lifestyle - Liberal Political
Lifestyle - Voter Indicator
Likely Pro Choice
Likely Pro Life
Likely Supportive of Same Sex Marriage
Likely Supportive of Traditional Marriage
Likely Undecided Voters
Likely Voter
Likely Voter Low Turnout
Likely Voter Target
Lobbyists / Advocacy
Local, State & Federal “Get Out the Vote”
Campaigns
Lutheran Voters
Made a Political Contribution
Male Voters
Marketing Research and Public Opinion Polling
Marriage Equality Opposition
Marriage Equality Supporters
Media Critics and Watchdogs
Mid Propensity Voters
Middle Class Voters
Middle Income Political Donor
Middle of the Road Political Outlook
Mid-Term General Election Voters by Party
Affiliation
Mid-Term Primary Election Voters by Party
Affiliation
Mild Republicans
Millennial Latino Voters
Millennial Voters
Moderate Voters
Moderate/Independent
Moderate_dem_likely_voters
Newly Registered Voters
News - Political - Talk
News & Politics
News & Politics Enthusiast
News and Political Topics
Newshound
No Vote
Non Persuadable Voters
Non-College White Male Voters
Non-Conservative News
Non-Partisan
Not Registered to Vote
Obamacare Voter Propensity
Older Conservative
Older Progressive Thinkers
On-the-Fence Liberals
Opinion and Commentary
Opinion Elites
Opinion Leaders
Opinion Research Responders
Opportunity Seeking Democrat
Oppose Obamacare Voters
Partisanship (US)
Past Candidate Supporters
Past General Election Voter
Past Likely Voter
Past Primary Voter
Policy & Culture
Policy Management
Policy Studies
Political - Democrat
Political - Independent
Political - Republican
Political & Current Events Books
Political & Social Concerns
Political Attitudes, Interests & Opinions
Political Affiliation
Political Affiliation by Party (e.g. Democrat, Republican, Green, Independent)
Political Causes
Political Debate TV Viewers
Political Documentaries
Political Donors / Contributions by Party Affiliation
Political Enthusiasts
Political Event
Political Executive
Political Humor
Political Ideology
Political Influentials
Political Issue Most Important
Political Issues
Political Junkies
Political Lifestyle
Political Movies & Documentaries
Political News Consumers
Political Opinion Polling
Political Organizations
Political Organizations Industry Decision Makers
Political Persona
Political Polls and Surveys
Political Science and Economics
Political Science, Law & Criminal Justice
Political Talk Shows
Political Viewing on TV
Political views
Political Views - Democrat
Political Views - Republican
Political: Affluent Conservatives
Political: Affluent Liberals
Political: Affluent Politically Active
Political_DemocraticTerms
Political_RepublicanTerms
PoliticalDonors_Conservative
PoliticalDonors_Liberal
Politically Conservative
Politically Liberal
Politics
Politics - Political Views - Independent
Politics - Political Views - Leans left
Politics - Political Views - Leans right
Politics - U.S. Congressional Districts
Politics - U.S. Senate Districts
Politics & Elections
Politics & Society
Politics and Public Affairs
Politics and Social Issues
Politics Enthusiasts
Politics Fans
Politics General
Politics Product Buyer
Politics/Public Affairs
President
Presidential
Presidential Caucus Attendee(s), by Party
Presidential Election Voters Only
Presidential General Election Voters - Democrat
Presidential General Election Voters - Republican
Presidential Primary Election Voters - Democrat
Presidential Primary Election Voters - Republican
PRESIDENTIAL YEAR ONLY VOTERS
Presidential Year Only, General Voters (US)
Primary Voters
Pro Choice
Pro Choice Supporters
Pro Foreign Intervention
Pro Life
Pro Life Protection
Pro Life Supporters
Pro Obamacare Voters
Professional Democrat
Progressive Thinkers
Propensity - Politically Conservative
Propensity - Politically Liberal
Public Administration
Public Broadcasting
Public Policy
Pundits & Commentary
Reducing Crime
Reducing crime and maintaining law and order
Reducing Illegal Immigration
Reducing Taxes
Reducing unemployment
Registered Constitution Party (Restricted to Political Use)
Registered Democrat
Registered Democrat (Restricted to Political Use)
Registered Independent
Registered Independent (Restricted to Political Use)
Registered Libertarian (Restricted to Political Use)
Registered Republican
Registered Republican (Restricted to Political Use)
Registered to Vote
Registered Voters, by location
Religious, Grantmaking, Civic, Professional, and Similar Organizations
Reluctant Republicans
Rep Hard and Weak Voters
Republican
Republican - Hardcore
Republican - Persuadable/Soft
Republican and Independent
Republican Causes
Republican Charity Donor
Republican Donor
Republican Has Children
Republican High Income
Republican Home Owner
Republican Investor
Republican Likely Married
Republican Likely Single
Republican Low Income
Republican Mid Income
Republican Party
Republican Party Affiliation
Republican Party Associations, by State
Republican Party Upholders
Republican Social Conservative
Republican Sports
Republican Voter
Republican_RegisteredVoters
Republican-Only Households
Senate Candidates, by Election Year and State
SENATEDISTRICTS_REGISTEREDVOTERS
Senior Voters
Single Parent Voters
Single Voters
Single White Female Voters
Small Biz Conservatives
Social Conservative
Social Issues and Advocacy
Social Liberal
Social Positions
Social Progressives
Social_LibertarianDonors
Socially Conservative
Socially Liberal
Socially Moderate
Society & Politics
Sociodemographic
Somewhat Conservative Political Outlook
Somewhat Conservative/Leaning Republican
Somewhat Liberal Political Outlook
Somewhat Liberal/Leaning Democrat
Split Households, by Political Party
State Donors
Steadfast Conservative
Strategies Republicans
Strong Democrat
Strong Republican
Super Democrats
Supreme Court
Swing Democratic Voters
Swing Republican Voters
Swing State Voter
Swing Voters
Swing Voters - Off-Year Elections
Swing Voters - Presidential Elections
Swing Voted
TargetDistricts_LikelyGenVoter
Tax Reform Supporters
Third Party Voters
Ticket Splitter
Traditional Republican
True Conservatives
Two Party Preferred
U.S. Congressional Districts
U.S. Political
U.S. Senate Districts
Ultra Conservatives
Unconnected & Unregistered
Undecided / Undeclared Voters
Undecided on Obamacare Voters
Uninvolved Conservatives
Unlikely Voter Targets
UNREGISTERED CONSERVATIVE
Unregistered Conservative Prospects
US Presidential Primary Debates
Very Conservative Political Outlook
Very Conservative/Hard Republican
Very Liberal Political Outlook
Very Liberal/Hard Democrat
Vote History
Vote_Frequency_Primary
VotedEarly
Voter Data
Voter Ethnicity
Voter Indicator
Voter Marital Status
Voter Propensity
Voter Registration Status
Voter Segment
Voter Values
VoterFile
Voters by Congressional District
Voters by Demographic
Voters by Occupation
Voters by Voting History
Voters with Children
Voters with Grandchildren
Voters50PLUS
Voters-All
Votes in Primary Election
Voting Activity
Voting Behavior
Voting Propensity
War and Conflicts
Women Swing Voters
Working Class Voters
World Affairs
World News
Written or Called any Politician at the State, Local, or National Level
Young Republican