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>Interest Segment</th>
<th>Match</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 Presidential Candidates Supporters</td>
<td>Catholic Voters</td>
</tr>
<tr>
<td>2nd Amendment Supporters</td>
<td>Caucasian Democratic Voters</td>
</tr>
<tr>
<td>2nd Amendment/Guns</td>
<td>Caucasian Independent Voters</td>
</tr>
<tr>
<td>Above Average Voter Targets</td>
<td>Caucasian Republican Voters</td>
</tr>
<tr>
<td>Absentee Voter Type Description (e.g. Federal, Military, Permanent, Temporary)</td>
<td>Caucasian Voters</td>
</tr>
<tr>
<td>Affluent Voters</td>
<td>Cautious Conservatives</td>
</tr>
<tr>
<td>Affluent Democrat Seniors</td>
<td>Charitable Donors, by Political Issue / Causes</td>
</tr>
<tr>
<td>Affluent Early Boomer Independents</td>
<td>Charitable Donors, by Political Party</td>
</tr>
<tr>
<td>Affluent Early Boomer Republicans</td>
<td>Chinese Best Voter Targets</td>
</tr>
<tr>
<td>Affluent GenX Independents</td>
<td>Chinese High Value Voter Targets</td>
</tr>
<tr>
<td>Affluent GenX Republicans</td>
<td>Chinese Voters - All Above Average Targets</td>
</tr>
<tr>
<td>Affluent Independent Seniors</td>
<td>Climate &amp; Environment</td>
</tr>
<tr>
<td>Affluent Late Boomer Independents</td>
<td>Climate Change and Global Warming</td>
</tr>
<tr>
<td>Affluent Late Boomer Republicans</td>
<td>Community Conservatives</td>
</tr>
<tr>
<td>Affluent Millennial Independents</td>
<td>Congressional District</td>
</tr>
<tr>
<td>Affluent Millennial Republicans</td>
<td>Conservative Causes</td>
</tr>
<tr>
<td>Affluent Republican Seniors</td>
<td>Conservative Causes Donors</td>
</tr>
<tr>
<td>Affordable Care Act Opposition</td>
<td>Conservative Democrats</td>
</tr>
<tr>
<td>Affordable Care Act Supporters</td>
<td>Conservative Donors</td>
</tr>
<tr>
<td>African American Voters</td>
<td>Conservative Executives</td>
</tr>
<tr>
<td>Against Foreign Intervention</td>
<td>Conservative Freedom</td>
</tr>
<tr>
<td>All Other Registered Voters</td>
<td>Conservative Household Donor</td>
</tr>
<tr>
<td>American Politics</td>
<td>Conservative-leaning Media Outlets</td>
</tr>
<tr>
<td>Animal Rights Supporters</td>
<td>Conservative-leaning Media Personalities</td>
</tr>
<tr>
<td>Anti Choice Donor</td>
<td>Conservative Lifestyle</td>
</tr>
<tr>
<td>Any Conservative Political Outlook</td>
<td>Conservative News</td>
</tr>
<tr>
<td>Any Group That Tries to Influence Public Policy or Government</td>
<td>Conservative Organization Donor</td>
</tr>
<tr>
<td>Any Liberal Political Outlook</td>
<td>Conservative Publications</td>
</tr>
<tr>
<td>Asian Democratic Voters</td>
<td>Conservative Retiree</td>
</tr>
<tr>
<td>Asian Independent Voters</td>
<td>Conservative Repeat Donor</td>
</tr>
<tr>
<td>Asian Republican Voters</td>
<td>Conservative Values</td>
</tr>
<tr>
<td>Asian Voters</td>
<td>Conservative Volunteers</td>
</tr>
<tr>
<td>Base Voters</td>
<td>Conservative Women/Men</td>
</tr>
<tr>
<td>Best Voter Targets</td>
<td>Conservative_Database</td>
</tr>
<tr>
<td>Bible Belt Conservative</td>
<td>Conservatives</td>
</tr>
<tr>
<td>Black Lives Matter Supporters</td>
<td>Content Voters</td>
</tr>
<tr>
<td>Boomer Voters</td>
<td>Cord Cutter Democrat/Republican</td>
</tr>
<tr>
<td>Buddhist Voters</td>
<td>Core Based Statistical Areas (CBSA)</td>
</tr>
<tr>
<td>Business, Professional, Labor, Political, and Similar Organizations</td>
<td>Country Conservative</td>
</tr>
<tr>
<td>Campaigns and Elections</td>
<td>Country Specific Trade Policies: For/Against</td>
</tr>
<tr>
<td></td>
<td>Current Affairs &amp; Politics</td>
</tr>
<tr>
<td></td>
<td>Dangerously Radical</td>
</tr>
</tbody>
</table>
Governors
Greek Orthodox Voters
Green Party
Green Libertarians
Green Traditionalists
Gun Control Supporters
Gun Owners
Head of Household by Party Affiliation, Ideology, Political Contributions
Healthcare and Drug Policy
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/Latino American Voters
Hispanic Swing Voters
Hispanic Voters by Party
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 General Election Voters
Independent High Propensity Voters
Independent Low Propensity Voters
Independent Mid Propensity Voters
Independent Party
Independent Primary Voters
Independent Social Conservative
Independent Voters
Independent Voters - Loyalists
Independent Voters Highly Likely
Independent Voters Likely
Independent Voters Unlikely
Independent/Other
Inferred Democrat
Inferred Independent/Other
Inferred Non-Registered
Inferred Republican
Informed But Unregistered
International Politics, Economics and Communication
Interest in a Congressional race
Interest in a Senate race
Islamic Voters
Issues & Causes: Against the Muslim Ban
Issues & Causes: Against Voter Fraud
Issues & Causes: Gun Laws/End Gun Violence
Issues & Causes: Opioid Crisis
Issues & Causes: Pharma
Jewish Voters
Known Democrat
Known Independent/Other
Known Republican
Labor Donor
Latino Democratic Voters
Latino Voters
Law, Government and Politics
Lean Democrat
Lean Republican
Leans left
Leans right
Left Leaning Independents
Left Leaning Republicans
Left Out Democrats
Legalizing Marijuana
LGBT Donors and Supporters
Liberal Affinity TV News
Liberal Causes Donors
Liberal Executives
Liberal Household Donor
Liberal-leaning Media Outlets
Liberal-leaning Media Personalities
Liberal Party
Liberal Professional
Liberal Repeat Donor
Libertarian Party
Libertarians
Lifestyle - Conservative Political
Lifestyle - Liberal Political
Lifestyle - Voter Indicator
Likely Primary Voters, by State
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
Likely Voters Highly Likely
Likely Voters Likely
Likely Voters Unlikely
Lobbyists / Advocacy
Local, State & Federal “Get Out the Vote” Campaigns
Local Election: Voter Propensity
Lutheran Voters
Made a Political Contribution
Male Voters
Marijuana Supporters
Marketing Research and Public Opinion Polling
Marriage Equality Opposition
Marriage Equality Supporters
Media Critics and Watchdogs
Me Too Supporters
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
Minimum Wage Supporters
Moderate Voters
Moderate/Independent
Moderate_dem_likely_voters
Mormon Voters
Multi-Candidate Donor
Multi-Org Donor
Native American Voters
Newly Registered Voters
News - Political - Talk
News & Politics

News & Politics Enthusiast
News & Politics - Magazine Buyers
News and Political Topics
Newshound
No Vote
Non Persuadable Voters
Non-College Female Unaffiliated 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 Presidential Primary |Voted Democrat
Past Presidential Primary |Voted Republican
Past Primary Election Voter
Past Primary Voter
Police / Fire Donor
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