

Press Release

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DELTA PROJECTS

ABC issues EDAA Trust Seal to Delta Projects

Today, Delta Projects has received the EDAA Trust Seal from independent industry Certification Provider ABC, demonstrating their compliance in accordance with the EU Self-Regulatory Programme for Online Behavioural Advertising (OBA).

Earning the Trust Seal is the important last step in the process for Third Parties committed to the self regulatory programme. The Trust Seal demonstrates compliance and inspires trust in the market.

Delta Projects has created a truly unique Campaign Management and Optimization Platform consisting of its' Demand Side Platform (DSP) in combination with the extensive functionality of its' integrated Data Management Platform (DMP). Delta Projects is proud to carry the EDAA Trust Seal, reconfirming its' commitment to provide state-of-art solutions in programmatic buying, at the highest security, trust and privacy levels.

Björn Öström, Head of DSP at Delta Projects comments:

"Data Driven Marketing is a key part of our optimization algorithms. Performance, trust, reliability and solutions based on reality, including reporting and charging real views and clicks, are important fundamentals of our company products and services. Therefore, our EDAA Certification by ABC is a major step to our customers and to us, confirming our compliance as a trusted partner in Data Driven Marketing."

Jan Pitt, Executive Director of Client Services at ABC comments:

“We are delighted to issue the EDAA Trust Seal to Delta Projects having provided them with a robust and independent certification service. Through this certification, Delta Projects have demonstrated both their expertise and commitment to working to industry agreed standards. Independent certification helps to raise standards across the industry and will provide Delta Projects clients greater confidence in their systems and processes.”

ENDS

About Delta Projects

Delta Projects develop smart campaign management solutions for efficient online advertising. Delta Projects "Campaign Management Platform" is based on a Demand Side Platform (DSP) with added IQ and built-in Ad Hosting (Ad Server). The integration to the company-owned Data Management Platform (DMP) serves as base for Delta Projects self-developed behavioral targeting technology and unique way of analyzing data. It is a programmatic buying system with Real-Time-Bidding (RTB) technology closely integrated to all major Ad-Exchanges, Supply Side Platforms (SSP) and its own local media inventory.

Delta Projects "Campaign Management Platform" is a timesaving online tool with functionalities supporting most parts of a traditional media plan; such as planning, buying, optimizing and reporting. Delta Projects' offer also includes training, managed campaign services and personal support.

Delta Projects, founded 2002 in Stockholm, has a long history of introducing new technology to the market. The company has a strong presence in northern Europe with local offices in Sweden, Norway, Denmark, Germany and the Netherlands offering local media-deals and local support. John Lilja is the founder and CEO.

Key tags Delta Projects: Behavioral targeting, RTB – Real Time Bidding. DSP – Demand Side Platform, DMP – Data Management Platform, AdHosting, AdServing, Online display advertising, Online tracking, Custom RTB Solutions

For more information visit www.deltaprojects.com

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About ABC

ABC inspires confidence in the market across the media world by delivering a valued 'stamp of trust'.

ABC underpins the way billions of pounds worth of advertising budgets are traded across the converging media landscape in the UK and beyond. It has two roles:

- To bring the industry together to agree standards that define media measurement and determine best practice.
- To offer independent audit and compliance services, delivering certification which verifies that data and processes meet the industry-agreed Reporting Standards.

ABC is governed by the industry, for the industry. ABC's board consists of advertisers, media agencies, media owners and trade bodies. They represent the differing interests of the media industry and meet regularly to agree new standards and make strategic decisions as to how ABC is run. With Board consensus, ABC has the ability to provide certification for any platform. As advertising platforms develop, ABC continually innovates and evolves to ensure its portfolio of products and services delivers to the media industry's needs.

ABC was established in 1931 and is a founder member of the International Federation of ABC (IFABC), of which ABC CEO, Jerry Wright, is president. Richard Foan, Group Executive Director of Communication & Innovation, ABC, also chairs the IFABC Web Standards Group, which works to deliver global standards and establish digital good practice across the world.

For further information please visit www.abc.org.uk or contact David Cohen or Isabel Napier-Wilson at Eulogy! on +44 (0) 203 077 2000 or email at: abc@eulogy.co.uk