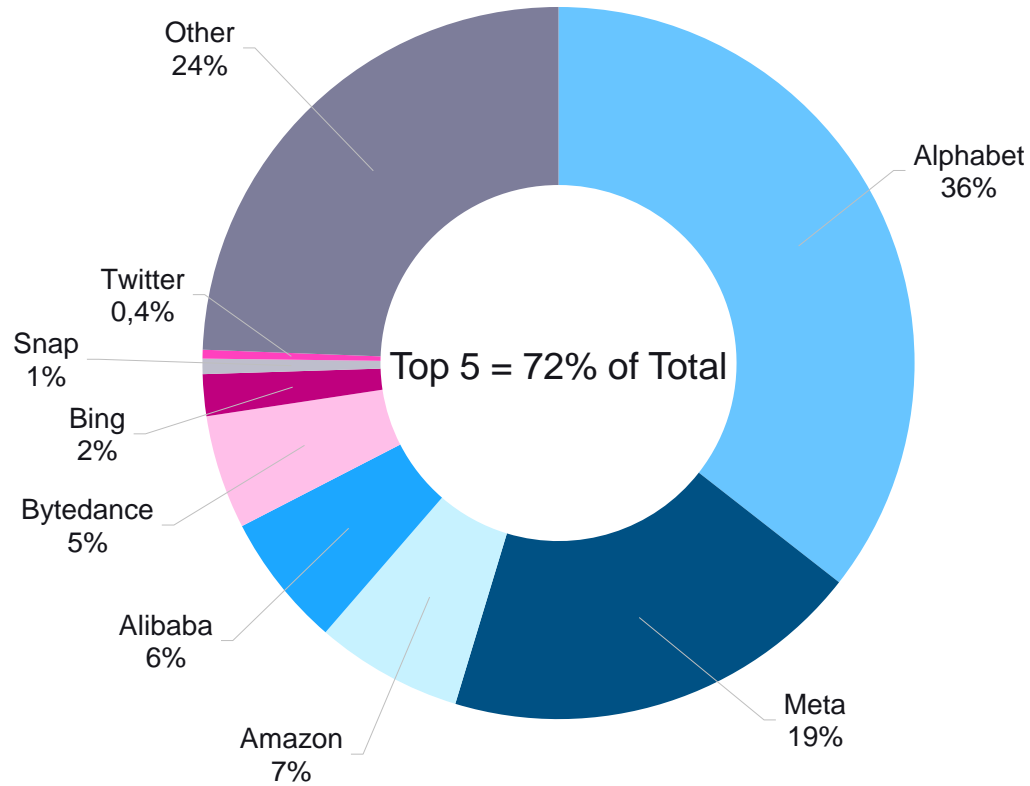


Digital advertising global vs local players

Belgium local ecosystem still owns a high share

Global: shares of digital adspend 2023



Belgium (UMA): breakdown digital adspend H1 2023

