Tagging

Third Party Ad Serving/Dynamic Creative Optimization
Google Campaign Manager, Flashtalking, Extreme Reach, Choreograph, and Innovid are the Kroger Private Marketplace (PMP) approved Third Party Ad Servers. Upon request, KPM will consider use of other Third Party Ad Servers. Approval of using other providers will be in KPM's sole and absolute discretion.

Third Party Verification Tagging
KPM currently accepts Moat, IAS and Double Verify tags. Upon request, KPM will consider use of other Third Party Verification Partners. Approval of using other providers will be in KPM's sole and absolute discretion.

Third Party Measurement Partners
Nielsen DAR, Milward Brown, Grapeshot, Placed, Crossix, IQVIA, Upwave, and Data+Math. Upon request, KPM will consider use of other Third Party Measurement Partners. Approval of using other providers will be in KPM's sole and absolute discretion.

<u>Reports</u>

Timing; Delivery
KPM may make available certain Ad campaign performance related information via an electronic portal or through other mediums ("Reports"). KPM makes no guarantees as to the timeliness or cadence of Reports, and Client shall direct questions or concerns relating to the timing of Reports directly to the Ad Tech/Supply Side Platform with whom it has a direct relationship with.

Availability of Reports; Confidentiality
Reports made available via a designated electronic portal shall be accessible for up to 13 months from the date the Report is first made available.

Reports are the Confidential Information of KPM and subject to the confidentiality obligations in the applicable agreement with KPM.

Reports

Changes to Reports; Accuracy
The information contained in Reports may include immaterial inaccuracies including typographical errors.

Minor changes to Reports may be made at any time and changes which relate to or affect the substance, accuracy or validity of Reports shall be discussed with Client and modified where appropriate.