

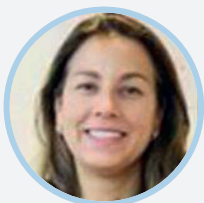
BUSINESSES IN ADVERTISING: NEW OPPORTUNITIES, DATA AND PERFORMANCE

Success in this new world of advertising will depend on data and proof of performance for customers. Crossing audience and consumer engagement data with content and advertising campaigns, where, how and when engagement takes place, insights, recommendations and optimization will be generated that will equip advertisers so that they can obtain better performance in campaigns and, consequently, greater return about your media investment. Performance table is an example of how this can occur.

Introduction and Moderation: Clarissa Gaiatto – Director of AI & Data | Digital Transformation | Media & Payments - Deloitte

PALESTRANTES:

- **Arthur Rebeque - Data Intelligence Manager - Globo**
- **Bruno Moreli - Performance Manager - Globo**



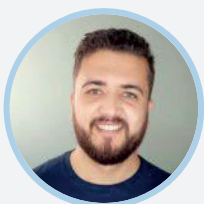
Clarissa Gaiatto – Director of AI & Data | Digital Transformation | Media & Payments - Deloitte

Clarissa Gaiatto, has been in the market for 25 years, has been in the roles of executive, entrepreneur, and is currently a consultant at Deloitte in AI&Data.

She has worked in media and payments companies such as Visa, Terra, Turner, América Online and Grupo WPP, passing through agencies, vehicles and advertisers. She currently leads digital transformation projects connecting and developing solutions with cutting-edge data and technologies.

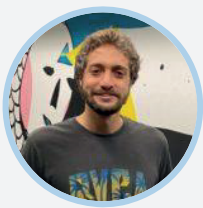
She believes in the power of the Cloud and collaboration to innovate and generate more value for organizations.

She holds a degree in Advertising, a degree in Business from FGV and extensions from ESPM and Stanford University.



Arthur Rebeque - Data Intelligence Manager - Globo

More than 12 years of experience in technology. He leads the Data Intelligence team at Globo and is passionate about solving problems using technological solutions. Specialist in behavioral studies for large brands and portals, with experience in data intelligence companies such as Predicta and Tail.



Bruno Moreli - Performance Manager - Globo

Graduated in Advertising from Cásper Libero, he has more than 10 years of experience in the advertising market, working for large agencies in São Paulo. 4 years ago he joined Globo, with the challenge of supporting the construction of the Performance team. Today he is one of the Area Managers, leading his team's performance in the management of digital and linear TV campaigns.