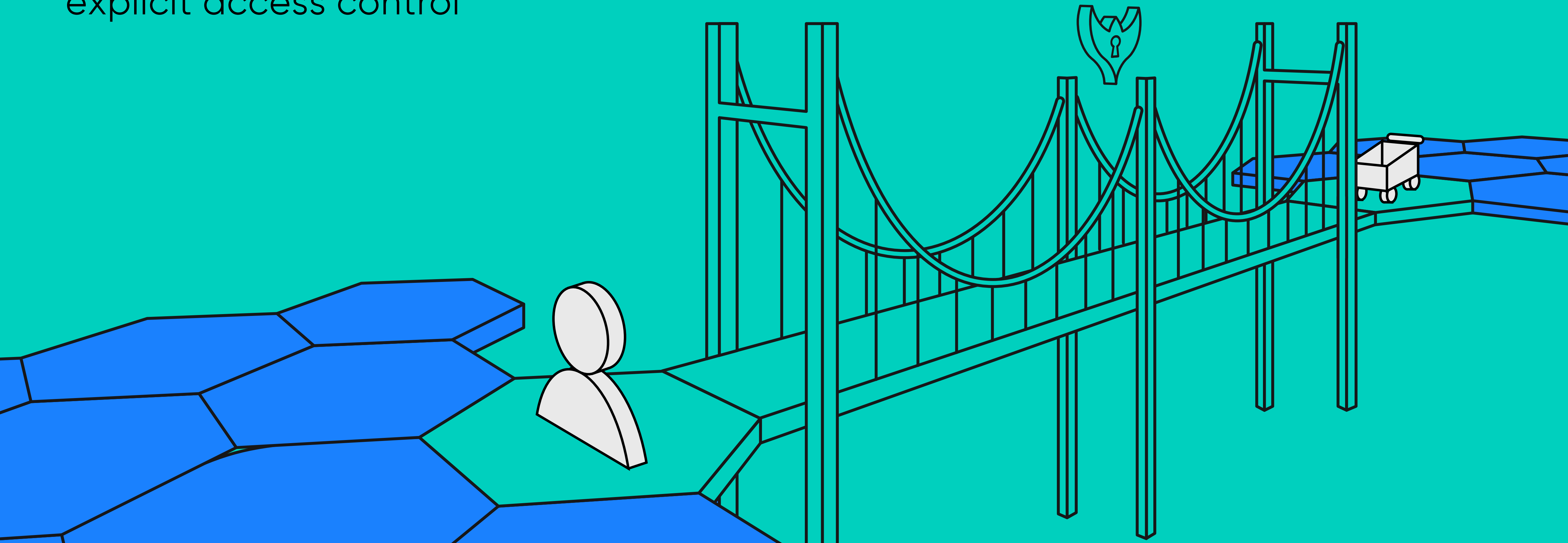


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# myGaru Onion ID

All-terrain ID with  
cryptographic protection and  
explicit access control

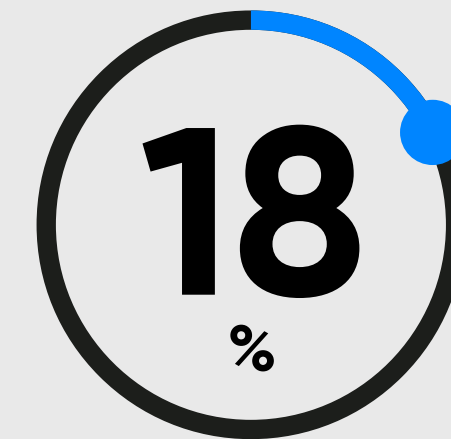


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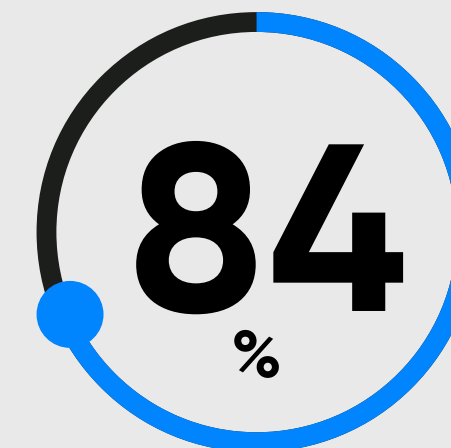
## Programmatic advertising

Programmatic is the process of automatically buying and selling advertising space, where Publishers provide ad inventory to Advertisers.

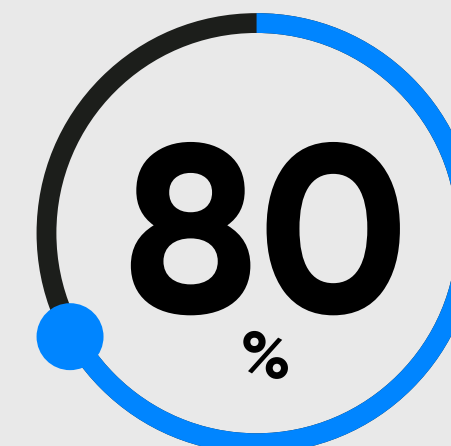
**\$500bn.**  
Market size



Y2Y programmatic ad spend growth.



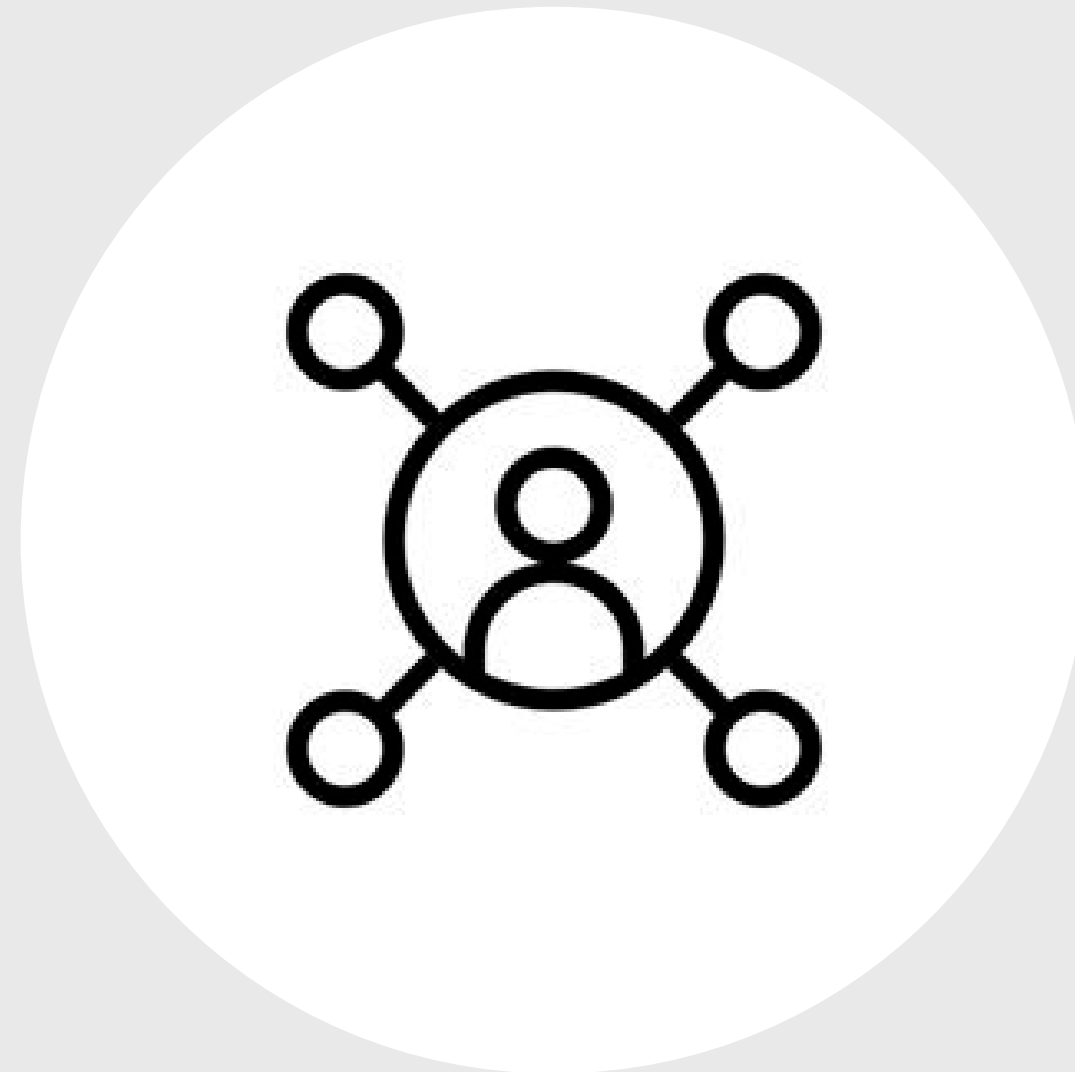
share of programmatic from digital advertising.



market share (excl. China) controlled by Alphabet, Meta and Amazon.

## User identification is the key

The ability to identify internet users across the Web is the crucial element of programmatic advertising.



### Remarketing

Businesses (e.g. e-commerce) need instruments to communicate with consumers who visit their online services.

### Targeting

Businesses (e.g. FMCG) strive to communicate with relevant audiences to maximise the value of served ads.

### Frequency cap

Advertisers need to limit the frequency of shown ads to every specific user in a way to spend more efficiently.

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## Disruption of traditional IDs

The current programmatic landscape is based on static identifiers not aligned with up-to-date privacy requirements.



### **Third-party cookies**

Already blocked in Safari and Firefox browsers. Google Chrome will ban third-party cookies by the end of 2024.

### **Mobile device IDs**

Uncontrolled sharing of IDFA was blocked in iOS and resulted in a significant in-app ad revenue decline.

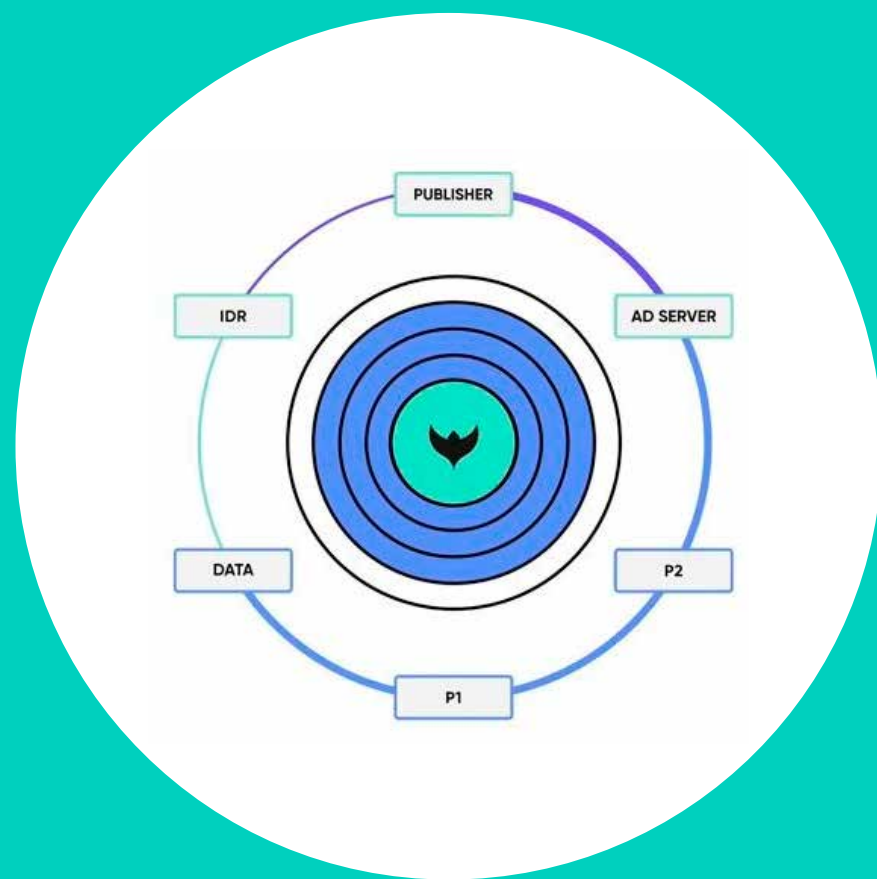
### **Probabilistic IDs**

Based on privacy concerns, browsers permanently eliminate the scope of available data signals.

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# myGaru Onion ID

All-terrain dynamic ID with controlled trajectory, cross-network roaming and cryptographic protection from reverse engineering.



## Network engineering

Onion ID can be easily integrated into mobile or cable operators' infrastructure. It works in passive mode and doesn't impact operator service even in the case of failure.

## Cybersecurity

Onion ID passes a predefined sequence of authorised participants to decrypt their own unique ID. The parties also generate a chain of cross-signed logs to analyse unauthorised redirects.

## AdTech

Being independent of third-party cookies, mobile OS and user authentication, Onion ID is adapted for Prebid and easily accessible by authorised AdTech players.

# Onion ID revenue flow

Organic integration into the existing programmatic landscape simplifies access to advertisers and stimulates scale.

1

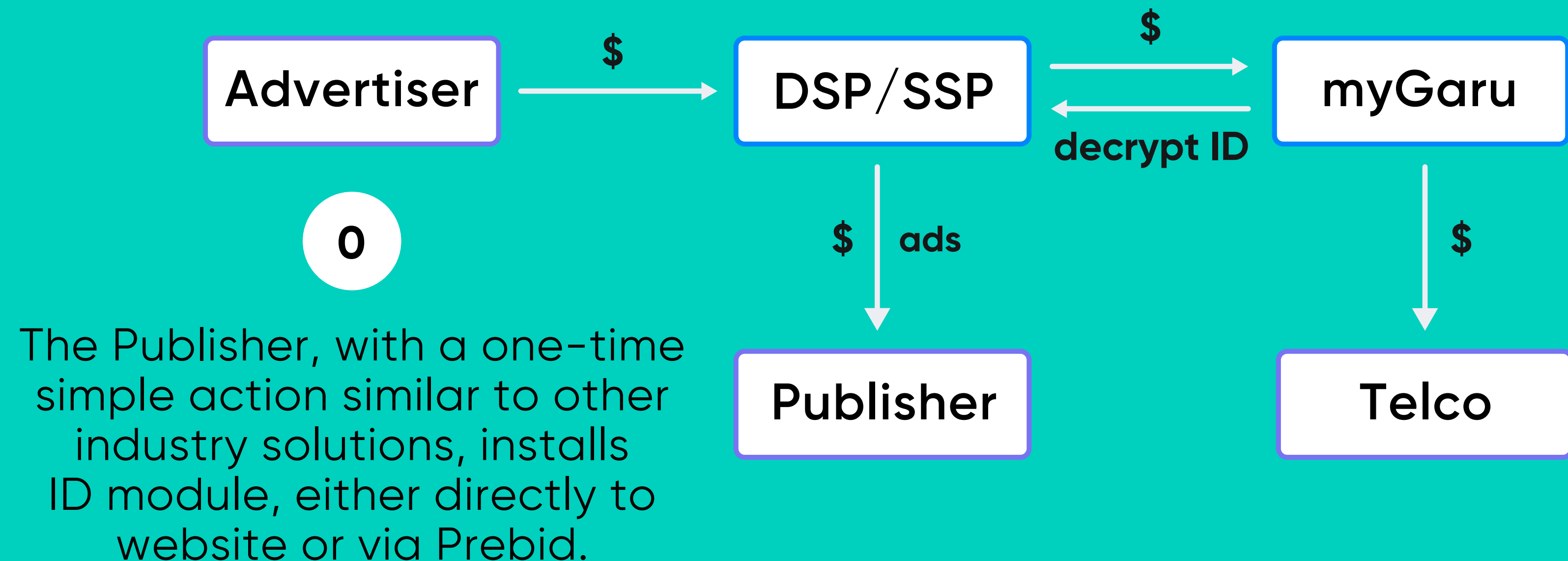
While using chosen DSP, advertisers select Onion ID as an identity solution.

2

AdTech charges a fixed ID commission and transfers it to myGaru.

3

myGaru transfers the share of the ID commission to an appropriate ISP.



## Advantages of Onion ID

The comprehensive solution offers telcos risk-free options to boost monetisation and value for subscribers.



### **Transparent revenue stream**

Onion ID is equally accessible by authorised DSPs and provides cryptographically verifiable revenue distribution.

### **No risks**

Not being affiliated with any telco, myGaru has no conflict of interest and provides explicit control to partnered operators.

### **Monetisation potential\***

As an independent data intermediary, myGaru can apply Onion ID on proprietary AdServer and telcos' first-party data.

### **Unique features for subscribers\***

myGaru Digital Identity enhances Onion ID and provides control of digital reality with a seamless cross-platform user experience.

\*Optional for telco's consideration.

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## Value for Internet providers

myGaru enables telcos to leverage positioning and grow revenues while bringing unique value to subscribers.



### **Organic growth**

Onion ID raises existing ad and data driven revenues by recovering the identification of Safari, Firefox and iOS audiences.

### **New revenue stream**

Onion ID positions telco at a pivotal element of the steadily growing and significantly disrupted programmatic market.

### **Enhanced loyalty of subscribers**

Desirable liberation from annoying cookie pop-ups and strengthen anonymisation of internet experience.



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## Value for subscribers

Explicit control on access to own identification within the internet as the beginning of a new Era of human-centric Web3.



### **Convenient consent service**

Explicit control of access to own ID and one unified consent instead of endless cookie pop-ups across web pages.

### **Anonymity online**

Unique for every internet session, cryptographic ID prevents deanonymisation and reverse engineering by design.

### **Personalised experience**

A seamless internet experience with personalised offers rewarded with free online services funded by performing ads.

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## Value for countries

Onion ID, as an effective alternative to outdated static IDs, prevents cross-border data transfers and stimulates market localisation.



### **National security**

Having controlled access, dynamic Onion ID prevents surveillance and data collection from abroad.

### **Internet sovereignty**

Onion ID is independent of browsers and mobile OS policies. It lays the technological foundation for a sovereign Web.

### **Financial sustainability of media**

With Onion ID, local Publishers became prepared for the cookie ban in 2024 and obtain a better-performing solution.



**Get the  
most out of  
new privacy-centric  
Web3**