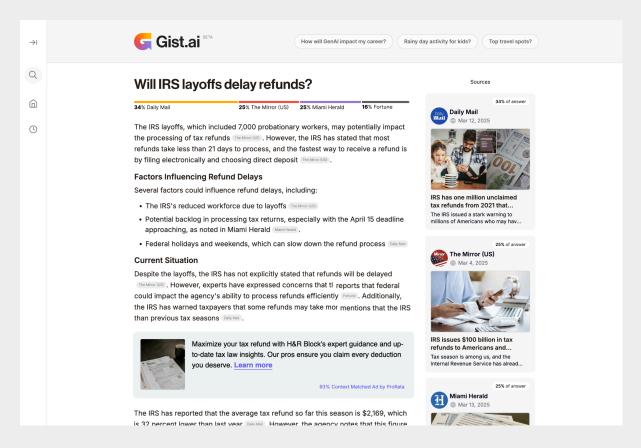
ProRata is a tech company dedicated to ensuring fair compensation for all creators in the era of Al.

We're building the products, tools, and infrastructure needed to fairly credit, track, and compensate publishers across all applications of generative AI. It all starts with licensed content and fair attribution.



By entering into a Partnership Agreement with ProRata, you will:

- Safely extend your brand into Al Search on Gist.ai, across the Gist Network, and on your own site (if you choose to distribute Gist) - growing the reach of your content as the Gist Network grows
- Receive clear credit and attribution whenever your content is used to generate a response in Gist
- Get paid whenever your content is used to generate a response in Gist – content owners always receive a 50% share of revenues
- Deepen engagement and increase Time on Site with our unique API-based Gist for Publisher tools, including AI Search, Article Summaries, and AI Companions
- Leverage <u>ProRata Ads</u> to harness the capabilities of generative AI to deliver hyper-relevant ads within AI search results and across your digital content. This generates personalized ad experiences that drive engagement, increase monetization, and open new targeting opportunities based on emotion, semantic understanding, and intent, all in a brand safe experience.
- Receive data and insights through our Partner Portal to help you better understand evolving consumer behaviors around AI Search
- Ensure that we can refer against your content when we provide Third-Party Attribution Services to other generative Al providers