



NovaGlobe Media

NOVAGLOBE MEDIA  
//WHITE PAPER

# NOVAGLOBE MEDIA

## A NEW PARADIGM FOR BRAND COMMUNICATION IN THE UK AND EUROPE



COMPANY SLOGAN

CONNECT EVERY COMMUNICATION BETWEEN BRANDS AND THE WORLD

NovaGlobe Media originated from the cooperation of the London advertising technology team. Headquartered in London, UK, it is a company focusing on advertising media solutions. Since its establishment, the company has always adhered to the concept of "technology-driven, effect-oriented", committed to connecting brands with target audiences, and promoting the precision and intelligent development of advertising communication.



The company's development history has witnessed the digital transformation of the advertising industry, and also reflects the continuous optimization of NovaGlobe Media's growth trajectory under platform construction, localized services and international vision.



For more than 20 years, NovaGlobe Media has taken root in the local market of the UK, continuously expanding its service network in England, Scotland, Wales and other places, and gradually expanding its business to major European countries. The London headquarters has now developed into the core hub of the European advertising business, supporting the company's advertising execution, technical support and customer service system in the UK and surrounding markets.





As an advertising and media company that has developed a cross-border layout earlier in the industry, NovaGlobe Media has been continuously expanding its business boundaries while continuously optimizing platform technology and service standards. The company has built a media resource network with the UK as the core and covering major European countries, forming an efficient advertising distribution capability and real-time data feedback mechanism.

During its development, NovaGlobe Media has kept up with industry trends and was the first to introduce data analysis systems, cross-platform content integration solutions and localized creative mechanisms to provide customers with more efficient and influential communication tools.



The company has currently served more than 800 advertisers and brand customers, covering multiple fields such as fast-moving consumer goods, finance, technology, and retail. Behind every advertising placement is a set of sophisticated strategic plans and execution systems, which reflects NovaGlobe Media's adherence to "results-oriented" and "long-term value".

Looking to the future, NovaGlobe Media will continue to deepen its layout in the UK and European markets with a global vision and local execution as its principles, build a sustainable and replicable growth model, and help customers achieve a continuous leap in brand value.

NovaGlobe Media is committed to providing customers with full-process, integrated advertising and media services, building efficient and flexible advertising solutions based on platform technology and localized execution. The company's core services cover the following three major areas:

## ADVERTISING EXPOSURE SERVICES

Relying on its self-developed advertising publishing platform, NovaGlobe Media can achieve accurate distribution of advertising content across multiple channels and devices. The system dynamically matches the target audience based on user behavior data and regional tags to ensure that each advertisement achieves maximum exposure benefits.



## DELIVERY EFFECT OPTIMIZATION

The company has introduced advanced data tracking and analysis systems to monitor key indicators such as advertising display rate, click-through rate, conversion path, etc. in real time, and automatically adjust and optimize according to delivery performance to help customers improve their return on investment (ROI).



## CONTENT AND MEDIA CUSTOMIZATION

Targeting the communication goals and audience characteristics of different advertisers, the company provides customized creative content production, media strategy formulation and multilingual localization execution solutions to help customers quickly establish brand awareness in the UK and European markets.



NovaGlobe Media's services not only focus on advertising itself, but also emphasize full-cycle support for brand communication value. We achieve seamless collaboration from strategy to execution through a series of technical tools and professional teams.

## MULTI-PLATFORM INTEGRATED COMMUNICATION

The company possesses a strong cross-platform content collaboration capability, covering mainstream channels such as social media, search engines, portal websites, and video platforms. It enables customers to uniformly output brand information at multiple touchpoints, enhancing user recognition depth and conversion efficiency.

## INDUSTRY-CUSTOMIZED SOLUTIONS

In response to the characteristics of different industries, NovaGlobe Media has established multiple industry-specific service models, including the promotion path of fast-moving consumer goods, the building of trust for financial brands, and the initial promotion of technology products, to ensure that each project has a highly compatible execution strategy.

## PERFORMANCE-DRIVEN SERVICE LOGIC

We firmly believe that the significance of communication lies in "measurable growth". NovaGlobe Media adheres to the principle of "data as the criterion and effect as the orientation", promoting that every advertising placement not only brings exposure but also can be transformed into brand influence and business achievements.



Through years of project practice and market verification, NovaGlobe Media has formed a service system that is compatible with standardization and personalization, providing advertisers with stable and replicable communication paths.



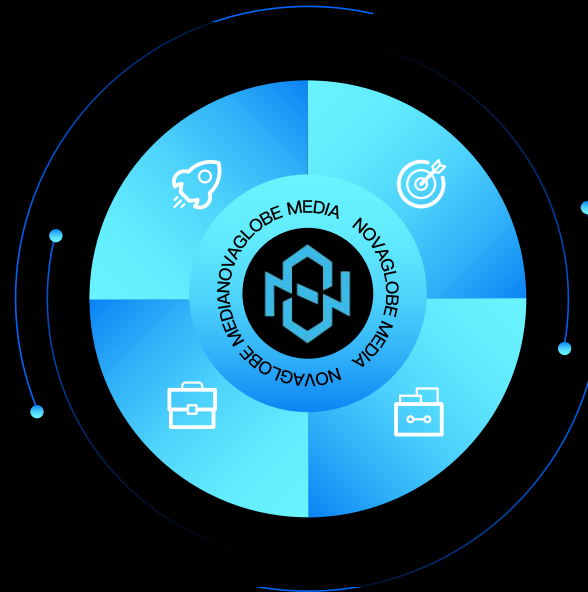
NovaGlobe Media is well aware that technology is the core guarantee of advertising effectiveness. Therefore, the company continues to invest in R&D resources to build an advertising delivery and data analysis platform with scalability and intelligent capabilities to provide customers with a more accurate and efficient service experience.

## ➤ ADVERTISING DELIVERY PLATFORM ARCHITECTURE

The company's self-developed advertising platform integrates functional modules such as traffic resource management, audience portrait analysis, and real-time bidding delivery (RTB), which can achieve intelligent matching of advertising positions, automatic scheduling of materials, and dynamic budget control, comprehensively improving delivery efficiency and accuracy.

## ➤ DATA INTELLIGENCE AND OPTIMIZATION MODEL

NovaGlobe Media introduces AI modeling and machine learning algorithms to establish a multi-dimensional delivery data analysis system. The system can automatically track and analyze user behavior paths, device preferences, click intent and other information, and support customers to perform group optimization and personalized advertising redirection.



## ➤ ROI-driven effect evaluation tool

The company's platform has a built-in real-time return monitoring system, which supports multi-dimensional performance indicator viewing (such as CPM, CTR, CVR, LTV), and assists customers in decision-making through data visualization tools, and continuously promotes advertising optimization iteration.

## ➤ DATA SECURITY AND PRIVACY COMPLIANCE

The platform fully complies with the UK GDPR and EU data protection regulations to protect customer data and user privacy. All data processing processes are equipped with multiple encryption and permission control mechanisms.

Through the deep integration of technology and data, NovaGlobe Media not only provides advertising services, but also empowers brands with a scientific, controllable and replicable communication system.

NovaGlobe Media adopts a clear and sustainable business model, is customer-oriented, and uses technology to drive efficiency, building a diversified and steadily growing profit system. The company's revenue mainly comes from the following core sources:

## ADVERTISING SERVICE FEES

NovaGlobe Media charges advertisers service fees, and flexibly prices according to service type, delivery scale, customization depth and other dimensions. Service fees mainly cover the following three categories:



### BASIC ADVERTISING DELIVERY SERVICES

Including basic functions such as advertising display, platform use, and general analysis;



### EFFECT OPTIMIZATION SERVICES

Additional fees are charged based on ROI improvement and conversion goals;



### FULL-CASE CUSTOMIZED SOLUTIONS

Provide large customers with integrated services from strategy to execution, and the fees are extracted according to the overall project budget ratio.

## MEDIA RESOURCES AND PLATFORM SHARING

Relying on its own platform and cooperative media resources, the company shares revenue with the traffic end in advertising, forming a stable media purchase and resale revenue structure.



## REGIONAL AGENCY COOPERATION REVENUE



In the UK and some European countries, the company carries out project implementation and operation support through regional partners, and obtains channel management income and execution profit sharing from them.

While diversifying its revenue sources, NovaGlobe Media focuses on the virtuous cycle of internal incentive mechanisms and business growth models to ensure that the company continues to improve its creativity and execution efficiency in stable development.

## EMPLOYEE PERFORMANCE-DRIVEN SYSTEM

The company implements a "performance-linked income" mechanism, which directly links the business contributions of individuals and teams with profit distribution. Specifically, it includes:



### PROJECT BONUS SYSTEM

The advertising execution team is incentivized based on customer satisfaction and result conversion rate;



### QUARTERLY GROWTH DIVIDENDS

Middle and senior management personnel receive proportional dividends based on quarterly revenue growth;



### INNOVATION INCENTIVE PLAN

Special rewards are given to employees who propose optimization strategies, develop new functions or develop new customers.

This system effectively stimulates employees' initiative and sense of responsibility, strengthens service quality, and improves customer stickiness.

## COMPOUND GROWTH STRUCTURE

NovaGlobe Media's overall profit model emphasizes "continuous amplification of customer value":

- Increase in customer retention rate → increase in advertising renewal rate → increase in service depth;
- Data accumulation optimizes platform algorithms → improves results → attracts larger budgets;
- Improve brand reputation → expand high-end customer base → drive industry influence growth.

Through such a structure, NovaGlobe Media has built a stable and replicable growth closed loop.



NovaGlobe Media established its headquarters in London, UK at the beginning of this century. With a stable local team and continuous technology investment, it has become an advertising service platform trusted by customers. As an advertising and media service provider deeply rooted in the local area, it has long served local advertisers and multinational brands in the UK, and is committed to promoting the dual improvement of communication efficiency and brand influence. The company has operation teams and content execution centers in many cities such as London, Manchester, and Birmingham, forming a stable business system covering major markets in England. With a complete localized service structure and compliant operation mechanism, NovaGlobe Media has become the preferred partner for many companies to establish brand voice in the UK market.

As an important center of the European advertising market, the UK has long had a mature communication system and a highly competitive media ecology. NovaGlobe Media regards the UK as a global strategic core area, and has carried out comprehensive deployment around the three major directions of "localization + digitalization + creative drive" to continuously optimize advertising efficiency and local cultural adaptation capabilities.



## MARKET INSIGHTS: CURRENT STATUS OF UK ADVERTISING ECOSYSTEM

- The UK is one of the countries with the highest advertising investment in Europe, with advertising expenditure exceeding 35 billion pounds in 2023;
- Digital advertising accounts for more than 75%, especially mobile advertising, video advertising and social media delivery;
- Enterprises have higher requirements for the quantification of advertising effects, customization of creative content and intelligence of technology platforms.

## LOCALIZATION STRATEGIC DEPLOYMENT

NovaGlobe Media has established a dedicated regional headquarters in London and formed a complete local execution team, covering:

- Local market analysis and media purchasing;
- Creative content team, adapted to British cultural preferences;
- Customer success manager team, providing real-time communication and delivery optimization;
- Legal compliance and data privacy consultant support to ensure that every communication behavior is legal and compliant.

Through the localized talent system and regional independent operation model, NovaGlobe Media ensures that every British customer can obtain accurate, efficient and culturally resonant advertising services.

In the UK market, NovaGlobe Media takes "effect-oriented + creative localization" as its core communication model, relying on technology platforms and cross-border resources to create a brand communication plan with differentiated advantages.



## CROSS-PLATFORM COMMUNICATION MODEL

- NovaGlobe Media has launched a set of "unified creativity, multi-point touch" advertising plans, including:
  - **OMNI-CHANNEL DELIVERY COORDINATION**  
covering mainstream channels such as Google Ads, Meta, YouTube, TikTok, local portals and OHH;
  - **PHASE-BASED COMMUNICATION RHYTHM**  
combined with brand appeals to guide exposure, heat amplification and conversion closing in three stages;
  - **BEHAVIORAL DATA CLOSED-LOOP OPTIMIZATION**  
through the system to track clicks and conversion paths in real time, dynamically adjust materials and budget allocation to improve ROI.

## UK LOCAL COOPERATION PRACTICE

- In actual service, NovaGlobe Media has achieved breakthrough growth for many UK customers:
  - **LONDON'S FIRST-TIER TECHNOLOGY BRAND**  
Through AI-driven video advertising, the number of official website visitors increased by 70% in a short period of time, and the number of registered users increased by 46%;
  - **MANCHESTER CONSUMER GOODS COMPANY**  
Through the "festival node + short link e-commerce conversion" model, brand exposure and sales were doubled;
  - **BRITISH INDEPENDENT GAME BRAND**  
Combined game community and KOL resources to improve community interaction and double the number of downloads in the first week.

These cases verify NovaGlobe Media's unique advantages of "creativity + technology + local operation" in the UK market, and also lay the foundation for deeper business expansion in the future.

While consolidating the UK market, NovaGlobe Media is actively promoting its European business expansion plan, relying on platform capabilities and local execution networks to accelerate the construction of a pan-European advertising service system centered on the UK.

## EUROPEAN MAJOR MARKET LAYOUT

NovaGlobe Media has established business nodes or channel cooperation mechanisms in the following European countries:



### GERMANY

Focus on developing B2B brand and industrial advertising projects, with layouts in Berlin and Munich;



### FRANCE

Deeply cooperate with local media agencies in Paris to provide luxury and art brand promotion services;



### ITALY AND SPAIN

Promote cooperation with local retail and e-commerce companies, and strengthen language adaptation and cultural localization capabilities.

The European market is multilingual, multicultural, and highly digitalized. The company uses the "content localization + central platform support" approach to build a unified strategy and regional implementation execution framework.

## FUTURE DEVELOPMENT DIRECTION

Looking to the future, NovaGlobe Media will continue to focus on the UK headquarters and gradually expand its implementation cooperation in other emerging markets in Europe, especially in high-potential regions such as Northern Europe, Eastern Europe and Ireland.



At the same time, the company is also continuously evaluating market opportunities in other regions. In the future, on the basis of ensuring local execution capabilities and service quality, it will steadily develop a global market layout and build an international communication network with the UK as its fulcrum.



NovaGlobe Media has always adhered to the service concept of "customer-centered", constructed a customer structure covering multiple industries, scales and stages, and formed a stable and growth-oriented business ecosystem.

## CUSTOMER TYPE DISTRIBUTION

The company has currently served over 800 advertising clients worldwide, mainly covering the following categories:



### INTERNATIONAL BRAND CUSTOMERS

Covering fields such as fast-moving consumer goods, fintech, cross-border e-commerce, education, and healthcare, it emphasizes global communication strategies and local implementation capabilities.



### REGIONAL MEDIUM AND LARGE-SIZED ENTERPRISES

Focus on building influence in the local market and rely on the company's local execution and data optimization capabilities in the UK and Europe;



### START-UP COMPANIES AND INDEPENDENT BRANDS

Leverage the platform resources and creative team of NovaGlobe Media to achieve rapid exposure and user growth, and enjoy flexible pricing and one-stop placement support.

## CUSTOMER DEMAND CHARACTERISTICS

Through years of service accumulation, NovaGlobe Media has formed a clear profile of the key needs of customers:

- Higher advertising ROI and visual result feedback;
- Shorter placement preparation cycle and platform integration capabilities;
- Deeper brand expression and creative content customization;
- Stronger compliance guarantee and data security trust mechanism.



By constantly optimizing the service system and platform tools, the company has built a flexible service architecture that can cover everything from start-ups to international groups.

NovaGlobe Media firmly believes that an efficient and mutually beneficial cooperative ecosystem is the key to the realization of advertising communication effect and commercial value. Based on this, the company has established a multi-level and cross-field cooperation network to promote the collaborative win-win of all links in the value chain.

## PARTNER SYSTEM

NovaGlobe Media has established long-term cooperative relationships with many types of institutions, including:

### ➤ MEDIA RESOURCE PLATFORM

Establish in-depth purchasing and technical docking relationships with mainstream digital media channels in the UK, Europe and the world, including Meta, Google, YouTube, TikTok, local portals, etc.;

### ➤ CREATIVE CONTENT AGENCY

Cooperation includes video production companies, graphic design teams, brand planning agencies, etc., to provide customers with customized creative content and brand packaging services;

### ➤ DATA AND TECHNOLOGY SERVICE PROVIDERS

Jointly use third-party data verification platforms, anti-cheating systems, and cross-platform tracking technologies to improve the transparency and credibility of delivery;

### ➤ INDUSTRY ASSOCIATIONS AND POLICY ADVISORY AGENCIES

Participate in industry organizations such as the British Advertising Association and the European Media Alliance to keep pace with laws and regulations and ensure compliance operations.

## ECOLOGICAL SYNERGY MECHANISM

NovaGlobe Media implements the "ecological internal circulation" strategy to achieve mutual benefit among the platform, customers and partners:

### ➤ FOR CUSTOMERS

provide quantifiable results and flexible services;

### ➤ FOR PARTNERS

provide stable cooperation orders and technical interfaces;

### ➤ FOR THE PLATFORM ITSELF

form a positive data feedback and content reuse model.

Through a stable, open and credible cooperative ecology, NovaGlobe Media continues to expand its brand influence and industry voice, creating more sustainable communication value for customers.

NovaGlobe Media is well aware that an excellent corporate culture and high-quality talents are the key driving forces behind the advertising communication effect. The company has always adhered to the people-oriented principle, built an internal environment of innovation, collaboration, motivation and win-win, and promoted the continuous growth of the organization.

## CORE CULTURAL CONCEPT

The corporate culture of NovaGlobe Media consists of three core values:



### INNOVATION

Encourage breaking conventions, drive employees to constantly try and break through in terms of strategy, technology and content, and guide the team to create influential communication plans.



### COLLABORATION

Attach importance to cross-departmental and cross-cultural collaboration mechanisms, establish global work processes, and organically integrate creativity, technology, data and services.



### WIN TOGETHER

Enterprises grow together with their employees, customers and partners, and while achieving business goals, they also focus on building sustainable ecological relationships.

## TALENT INCENTIVE AND DEVELOPMENT SYSTEM

The company provides employees with a complete growth path and incentive mechanism to help individuals and teams continuously advance:



### MULTI-DIMENSIONAL INCENTIVE MECHANISMS

Including performance bonuses, project dividends, equity incentives, innovation rewards, etc.



### TALENT CULTIVATION PLAN

Establish management training, professional skills improvement, and cross-border job rotation mechanisms to promote the diversified development of employees' capabilities;



### OPEN AND TRANSPARENT ATMOSPHERE

Encourage expression, respect differences, advocate self-management, and build an organizational culture of high trust.

In the UK, NovaGlobe Media focuses on cultivating "creative + technical" compound talents, promoting more young professionals to enter the digital advertising industry, and facilitating the upgrading of the industry's talent ecosystem.



# FUTURE VISION AND FIVE-YEAR DEVELOPMENT PLAN

NovaGlobe Media takes "building a global advertising intelligent ecological network" as its core vision for the next five years, continues to expand its business boundaries, deepens technology upgrades, strengthens local service capabilities, and builds an advertising media group with global competitiveness.

## VISION STATEMENT

We are committed to becoming the world's most reliable and innovative advertising media technology service provider, so that every advertising campaign can achieve leapfrog brand value growth.



## OVERVIEW OF FIVE-YEAR GOALS

### ➤ MARKET LAYOUT EXPANSION

- Establish business centers in the five core cities in the UK (London, Manchester, Birmingham, Leeds, Edinburgh);
- Deepen market penetration in France and Germany and open regional representative offices;
- Initiate research and evaluation of high-potential markets in Latin America and Southeast Asia to reserve space for future layout.

### ➤ PLATFORM TECHNOLOGY UPGRADE

- Establish AI-based big data advertising engine 2.0;
- Introduce intelligent material generation system (AIGC) and automatic delivery algorithm tools;
- Achieve full-link visual tracking of advertising effects and dynamic ROI optimization.

### ➤ REVENUE AND CUSTOMER GROWTH

- The compound annual growth rate (CAGR) remains above 28%;
- The number of active customers worldwide exceeds 2,000;
- The average customer renewal rate increases to over 80%.

NOVAGLOBE MEDIA FIRMLY BELIEVES THAT: Advertising is not merely exposure but a continuous and measurable accumulation of influence. Through long-term planning and phased execution, the company will continuously expand the boundaries of its global brand communication capabilities.



# FUTURE VISION AND FIVE-YEAR DEVELOPMENT PLAN

In order to achieve the strategic goal of globalization, NovaGlobe Media will promote continuous evolution from three dimensions: organizational structure, product matrix, and customer strategy, and build a robust and flexible growth system.

## OPERATIONAL STRATEGY OPTIMIZATION

### ➤ REGIONAL INDEPENDENCE AND GLOBAL COLLABORATION

Strengthen the independent business capabilities of each regional headquarters, and uniformly manage advertising resources and customer data through the central data platform;

### ➤ EXPAND THE LOCAL SERVICE TEAM

Plan to add 200+ local operators in the next three years to improve response speed and execution accuracy;

### ➤ PROCESS AUTOMATION CONSTRUCTION

Fully deploy internal process automation system to reduce project collaboration costs and improve delivery efficiency.

## PRODUCT AND SERVICE LAYOUT

### ➤ SMART ADVERTISING DELIVERY PLATFORM UPGRADE

Continuously optimize delivery engine algorithm to achieve automatic distribution, dynamic budget allocation, and unified monitoring across platforms;

### ➤ DATA AS A SERVICE (DAAS) MODULE DEVELOPMENT

Open delivery data and behavior analysis models to customers, and provide a combination of "data subscription + intelligent consulting" services;

### ➤ BRAND CONTENT LABORATORY ESTABLISHMENT

Create a content production and brand co-creation center to serve the content customization needs of high-end customers.

## INDUSTRY POSITIONING AND VALUE ENHANCEMENT

NovaGlobe Media positions itself as a "dual-engine platform for advertising technology and brand communication", with core advantages including:

- Technology-driven, not a simple media agency;
- Data transparency, emphasizing traceability and quantification;
- Global vision, flexible and fast implementation;
- Result-oriented, focusing on the long-term brand asset accumulation of customers.

In the next five years, the company will continue to promote the transformation of advertising from "delivery tools" to "brand growth infrastructure" to empower global customers with a more valuable communication future.

In the process of global advertising, NovaGlobe Media has always regarded risk prevention and control and compliance operations as important cornerstones for the sustainable development of the company. The company has established a risk control system covering the entire chain to ensure that every advertising behavior is legal, safe and controllable.

## ADVERTISING CONTENT COMPLIANCE MANAGEMENT

- Strictly abide by the UK's Advertising Standards Code (CAP Code), EU advertising regulatory policies and other laws and regulations;
- Establish an advertising review mechanism and set up a professional team to conduct pre-review and violation identification of all advertising materials;
- Configure an automated content identification system to filter illegal keywords, misleading statements and sensitive content in real time.

## DATA PRIVACY PROTECTION MECHANISM

- Follow GDPR (EU General Data Protection Regulation), UK Data Protection Act 2018 and other standards;
- The company has a resident legal advisory team in the UK to ensure that every advertising is in compliance with local laws and data regulatory requirements.
- Explicit authorization is required before customer and user data is collected, and encryption, anonymization and permission control technology are used throughout the data processing process;
- Sign a compliance agreement with a third-party data service provider to ensure that data transmission and processing are legal and compliant.

## BRAND SAFETY AND MEDIA TRANSPARENCY

- Introduce third-party verification tools (such as IAS, MOAT) to monitor ad visibility, invalid traffic and brand exposure environment;
- Visualize the media delivery list, exclude low-quality sites, and ensure that the brand is displayed in a high-quality environment;
- Issue real-time warning for delivery anomalies and activate the "emergency suspension mechanism" to ensure customer brand safety.

NovaGlobe Media continues to create a credible and robust brand communication environment for customers by building a three-tier compliance system of "pre-prevention + in-process control + post-audit".



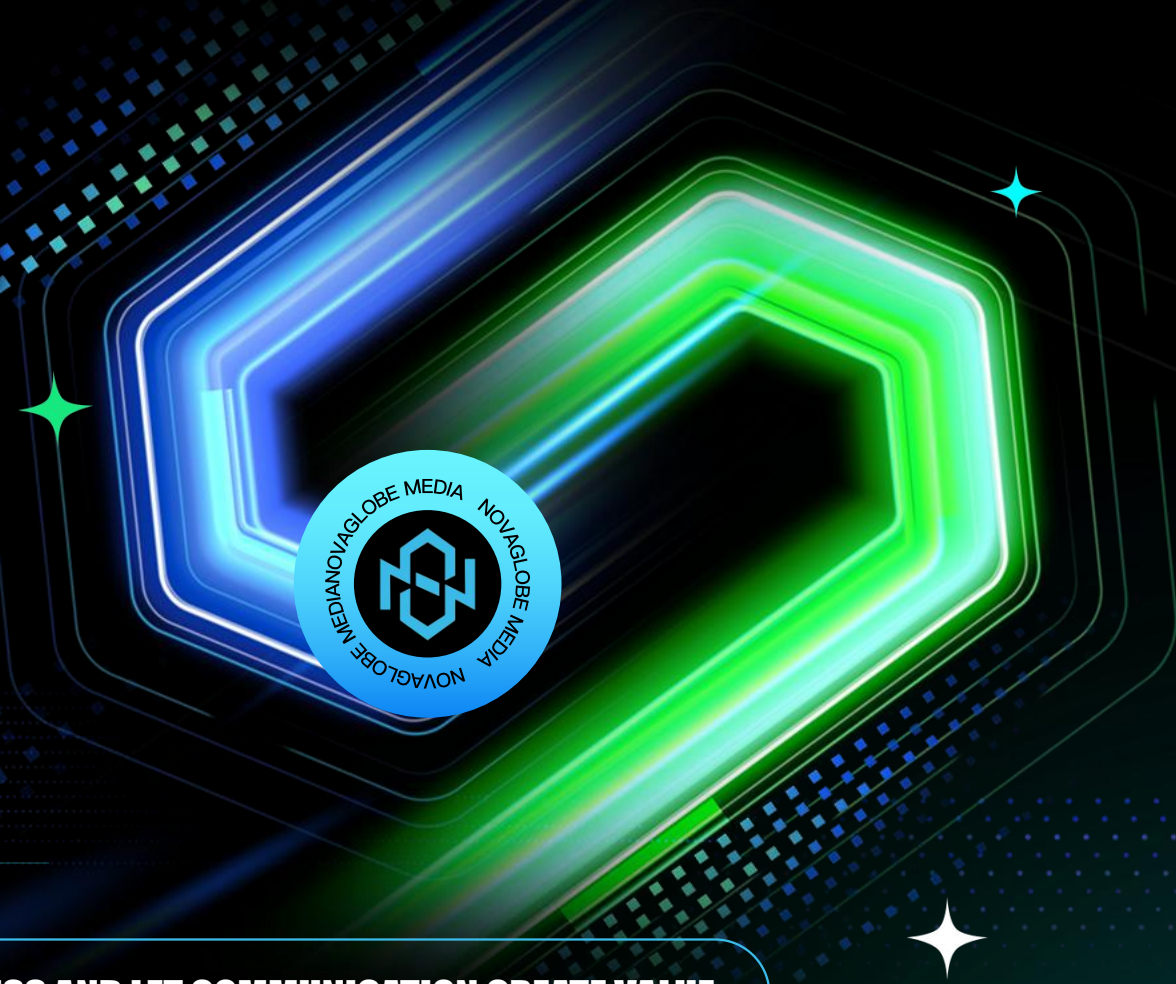


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## CONNECTING BRANDS WITH EVERY GLOBAL COMMUNICATION



COMPANY SLOGAN

LET ADVERTISING RETURN TO ITS EFFECTIVENESS AND LET COMMUNICATION CREATE VALUE.