

**RESOLUTION OF BOARD OF DIRECTORS OF
Interactive Advertising Bureau
for Alteration of the Memorandum and Articles of Association**

We, the duly appointed Association Representatives according to the adopted on 6th of February 2018 resolution, by the duly elected Board of Directors of Interactive Advertising Bureau on July 30th, 2017, do hereby certify that we are the current Association Representatives of Interactive Advertising Bureau duly formed and registered under the auspices of Dubai Chamber of Commerce & Industry under license No. DAC - 0056/2019 and subsequently under license No 231107 and having its registered office at Dubai Association Centre, 2nd Floor, The Offices 02 Building in One Central, Dubai World Trade Center, Dubai, P.O.Box 9292, UAE, (hereunder called the “Association”), and that the resolution set forth below was duly adopted by the Board of Directors on this day 1st of October, 2022 as if it was adopted at a regularly called meeting of the Board of Directors of this Association and that the said resolution has not been modified or rescinded and is now in full force and effect and is in conformity with the provisions of the Articles of Association and the bylaws of the association.

Whereas, it is hereby deemed to be advisable and in the best interests of this association and its members to amend and restate its Articles of Association.

Now, therefore, resolved, that, upon approval of the Board of Directors of this association on September 15, 2022 of the rebranding of the association to IAB MENA and as reflected in the minutes of the board meeting, the Memorandum and Articles of Association be updated to reflect that decision.

RESOLVED that GCC be replaced with MENA in the Memorandum and Articles of Association and that the below articles shall be amended and restated in the form hereunder:

Current wording:

Art 1: The Association’s name is Interactive Advertising Bureau (IAB GCC)

A handwritten signature in blue ink, appearing to be 'AM'.A handwritten signature in blue ink, appearing to be 'AP'.

Art 50 (1): Representing the Association in all its formal communications with official and un- official authorities in the GCC;

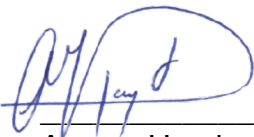
New wording:

Art 1: The Association's name is Interactive Advertising Bureau (IAB MENA)

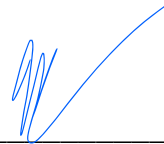
Art 50 (1): Representing the Association in all its formal communications with official and un- official authorities in the MENA;

The officers of this association are authorized to perform the acts to carry out this association resolution.

Interactive Advertising Bureau Authorized Signatories registered with the Dubai Chamber of Commerce and Industry



Ayman Haydar
IAB Authorized Signatory &
Board Member



Ian Manning
IAB Authorized Signatory &
Acting Executive Director