

## I. Independent Auditor's Report



### **Outcome Health**

New York, NY

BPA Worldwide has reviewed the **Outcome Health** platform for conformance to BPA Worldwide Rules for audience qualification and the IAB Impression Measurement Guidelines.

Our examination was performed in accordance with BPA Worldwide rules and IAB auditing guidelines. Our examination included reviews of Platform Architecture, Device (Unit) Installation, Inventory Management, Advertising Delivery Process, Impression Measurement, Click Measurement, Data Filtering Procedures, Invalid Traffic Filtering, Reporting, System Monitoring, Hardware Controls, Software Development, Access Control, Documentation Standards, and Disclosures and Definitions. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the **Outcome Health** process for recording, tracking and reporting site, device, impression and click data.

The certification of **Outcome Health** is as of August 31, 2017. Any projection of such information to the future is subject to the risk that, because of change, the policies and procedures may no longer portray the system in existence at the time of our audit.

This report is intended solely for use by the management of **Outcome Health** and its customers.

*BPA Worldwide*

BPA WORLDWIDE

August 31, 2017