Media Rating Council, Inc.

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November 6, 2026

Dirk Hahn
Director Product Management & Insights Retail Media
Schwarz Digits IT KG
Am Campus 1
74177 Bad Friedrichshall
Germany

Dear Mr. Hahn,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation of Schwarz Digits ("the Service") for measurement and reporting (within the Schwarz Digits Retail Media Hub User Interface) of Mobile In-App Display Impressions and Clicks (Gross and Net of GIVT), Viewable Impressions and related viewability metrics (Net of GIVT), as well as Unique Users and Units Sold (Net of GIVT).

Please note the following specific details regarding this accreditation:

- Geographical coverage: This accreditation is for measurement and reporting of ad traffic within the Lidl and Kaufland mobile applications, limited to the following countries:
    - Lidl: Czech Republic, Germany, Great Britain, Ireland, Italy, Northern Ireland, Poland, Romania, Slovakia, Spain, Spain Canary Islands, Switzerland.
    - Kaufland: Czech Republic, Germany, Poland, Romania
- Ad placements and campaigns: The accredited scope covers measurement of single placement static display product ads, carousel placement display product ads, non-endemic banner ads and endemic banner ads, for CPA, CPC and CPM campaigns

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, the *Viewable Impression Measurement Guidelines* for desktop and mobile measurement, the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)*, inclusive of interim guidance, and the *Outcomes and Data Quality Standards* published by the MRC; the *Display Impression Guidelines,* the *Audience Reach Measurement Guidelines,* and the *Retail Media Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Schwarz Digits' answers to the MRC questionnaire; and (3) the procedures described in procedure manuals and textual materials included in reports of the Service

We congratulate you on attaining this important Industry standard of quality, and look forward to continuing our work with Schwarz Digits in the future.

Sincerely,

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital and International Committee, MRC Executive Committee
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar, Shadi Hamdan (MRC)
Alina Townsend, Kayla Goodenough

Encl: 1 (Specific Accredited Statistics)

2 (IAB Europe RMN Certification Addendum)

Accredited Statistics: Schwarz Digits

Metrics reported within the Schwarz Digits Retail Media Hub User Interface

Geographical coverage: This accreditation is for measurement and reporting of ad traffic within the Lidl and Kaufland mobile applications, limited to the following countries:

- Lidl: Czech Republic, Germany, Great Britain, Ireland, Italy, Northern Ireland, Poland, Romania, Slovakia, Spain, Spain Canary Islands, Switzerland.

- Kaufland: Czech Republic, Germany, Poland, Romania

Ad placements and campaigns: The accredited scope covers measurement of single placement static display product ads, carousel placement display product ads, non-endemic banner ads and endemic banner ads, for CPA, CPC and CPM campaigns

Accredited Metrics			
Lidl and Kaufland mobile applications			
Metric name	**Campaign type**	**Creative type**	**Filtration status**
Impressions	CPC, CPM	Display	Gross, Net
Clicks	CPC, CPM	Display	Gross, Net
Viewable Impressions	CPC, CPM	Display	Net
Non-viewable Impressions	CPC, CPM	Display	Net
Viewable Rate	CPC, CPM	Display	Net
Unique Users	CPC, CPM	Display	Net
Units Sold	CPA, CPC, CPM	Display	Net

Note: Certain required viewability metrics are not reported by Schwarz Digits (Measured Rate/Impressions, Impression Distribution – Viewable/Non-Viewable/Undetermined) due to the nature of the Owned & Operated environment.

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Dirk Hahn
Director Product Management & Insights Retail Media
Schwarz Digits IT KG
Am Campus 1
74177 Bad Friedrichshall
Germany

Subject: IAB Europe RMN Certification Addendum

Dear Mr. Hahn,

Accreditation of Schwarz Digits' measurement and reporting (within the Schwarz Digits Retail Media Hub User Interface) of Mobile In-App Display Impressions and Clicks (Gross and Net of GIVT), Viewable Impressions and related viewability metrics (Net of GIVT), as well as Unique Users and Units Sold (Net of GIVT), as referenced in the above Accreditation Letter dated November 6, 2026, for the specified geographies and ad placements, indicates that the Measurement Statistics reported for the Service comply with:

- General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards*
- *MRC Outcomes and Data Quality Standards*
- *Viewable Ad Impression Measurement Guidelines*
- *Mobile Viewable Ad Impression Measurement Guidelines*
- *Desktop Display Impression Measurement Guidelines*
- *Mobile Web Advertising Measurement Guidelines*
- *Mobile In-App Advertising Measurement Guidelines*
- *Click Measurement Guidelines*
- *Retail Media Measurement Guidelines*

Compliance with the above Guidelines and Standards is inclusive of certain IAB Europe RMN Certification requirements. Specifically (with IAB requirements Section referenced):

1) Adherence the IAB/MRC definition of an Ad Impression (1.1);
2) Adherence to the IAB/MRC definition of a Click and Clickthrough (1.2);

3) Adherence to the MRC definition of a Viewable Impression (1.3);

4) Adherence to General Invalid Traffic (GIVT) aspects of MRC's IVT Standards (1.6 and Compliance Table Appendix); and

5) Adherence to certain attribution requirements [to be specified where applicable]:

   a) Outcome metrics are filtered for SIVT (*Schwarz Digits has not submitted SIVT for accreditation, but has demonstrated upfront and mitigating controls that meet the SIVT requirement for the Units Sold metric*) (1.6)

   b) ROAS attributed sales (Units Sold) attributed directly to Viewable Impression (2.1)

   c) 30-day post view lookback window default (*Schwarz Digits applies a 14-day lookback window*) (2.2)

   d) Same SKU and Halo Attribution provided (2.3)

Sincerely,

George W. Ivie
Executive Director and CEO