YUME YOUR VOTE MATTERS

VOTE FOR YUME'S NOMINEES ON THE WHITE PROXY CARD TODAY

Important Information for YuMe Stockholders:

YuMe's Annual Meeting is scheduled for **May 27, 2016**. Your Board of Directors and management team urge you to vote on the **WHITE** proxy card **TODAY** to protect and enhance the value of your investment.

YUME IS EXECUTING ON A CAREFULLY ARTICULATED STRATEGIC PLAN TO ENHANCE OPERATING PERFORMANCE AND DRIVE STOCKHOLDER VALUE

IMPROVING PROFITABILITY



Maintain
46% to 48%
long-term gross margin target



\$4 million
YoY OpEx reduction

DRIVING GROWTH



Leverage YuMe's direct sales channel to increase revenue from large brand advertisers



Establish programmatic (automated) sales channel with new, full-stack platform offerings launched in 2015: YuMe for Advertisers and YuMe for Publishers

STRONG Q1 2016 RESULTS DEMONSTRATE YUME'S PROGRESS AND MOMENTUM



\$39.2M Revenue



\$3.0M
Adjusted EBITDA
Improvement
Compared to Q1 2015*



\$1.3M Share Repurchase Since February 18



47.8% Gross Margin Within Target Range

YUME HAS A STRONG TRACK RECORD OF STOCKHOLDER ENGAGEMENT

Consistent with stockholder feedback, your Board and management team have taken concrete steps to **cut costs**, **repurchase stock**, **add experienced independent directors to the Board**, and **avoid a costly proxy contest**

JULY 6. 2015

» Appoints **Independent Director Craig Forman**, following constructive dialogue with stockholders

OCTOBER 2. 2015

» Appoints Independent Director Derek Harrar, following constructive dialogue with then-largest stockholder, AVI Partners

OCTOBER 1 - DECEMBER 31, 2015

» Decreases total GAAP operating expenses by 9% year-over-year and 3% sequentially

FEBRUARY 18, 2016

» YuMe announces **\$10 million share repurchase** program to be completed over the following 12 months

- » Q4 results beat analyst expectations on revenue, adjusted EBITDA and net income
 - » Lead Independent Director emails Mr. Singer regarding the quarterly results, guidance and Cash Incentive Plan

MARCH 4. 2016

» YuMe receives notice from VIEX of its intent to nominate two directors

MAY 4, 2016

- » YuMe reports solid 1Q16 results» \$39.2M in revenue, above expectations
- » \$3M adjusted EBITDA improvement YoY
- \$1.3M shares repurchased since February 18

SEPTEMBER 17, 2015

» VIEX meets with management and states that although it currently owns less than 5%, it expects to shortly disclose a position of more than 5%

OCTOBER 7, 2015

- » VIEX files 13D disclosing 5.2% stake
- » Lead Independent Director meets with VIEX's Eric Singer

JANUARY 13, 2016

» YuMe CEO and Director of IR meet with Mr. Singer at the Needham Growth Conference

FEBRUARY 19, 2016

- » YuMe CEO and Director of IR discuss quarterly results with Mr. Singer
- » Mr. Singer states intent to nominate two new directors and his wish to conduct a proxy contest; states that he would not be interested in settling

MARCH 10, 2016

- » YuMe CEO and Mr. Singer speak via phone; Mr. Singer states he has no intention of seeking a settlement with YuMe unless YuMe accepts all of his demands
- » YuMe's General Counsel contacts VIEX's legal counsel to begin standard evaluation process of VIEX's nominees; VIEX declined to participate

VIEX HAS NOT PROPOSED A COMPELLING PLAN TO CREATE VALUE

Don't Let VIEX Stall YuMe's Momentum in Exchange for its Short-Term Propositions



VIEX Never Requested Board Representation Before Announcing Its Intent to Wage a Contest



VIEX has Refused to Allow Its Candidates to Undergo YuMe's Normal-Course Nominee Evaluation Process



VIEX has Offered Only Short-Term Ideas that May Not Benefit the Business in the Long-Term

DO NOT WAIT: VOTE FOR ON THE WHITE PROXY CARD TODAY TO PROTECT YOUR INVESTMENT

REMEMBER: Only Your Latest-Dated Proxy Card Counts!



Vote via phone, Internet, or on the **WHITE** proxy card today

Discard any Gold proxy cards you may receive

For questions or assistance in voting your shares, please contact:

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(412) 232-3651 (From Other Locations)