

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

DRIVING GROWTH



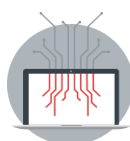
Maintain **46% to 48%** long-term gross margin target



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



\$4 million YoY OpEx reduction



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

Above Expectations



\$3.0M
Adjusted EBITDA Improvement

Compared to Q1 2015*



\$1.3M
Share Repurchase

Since February 18



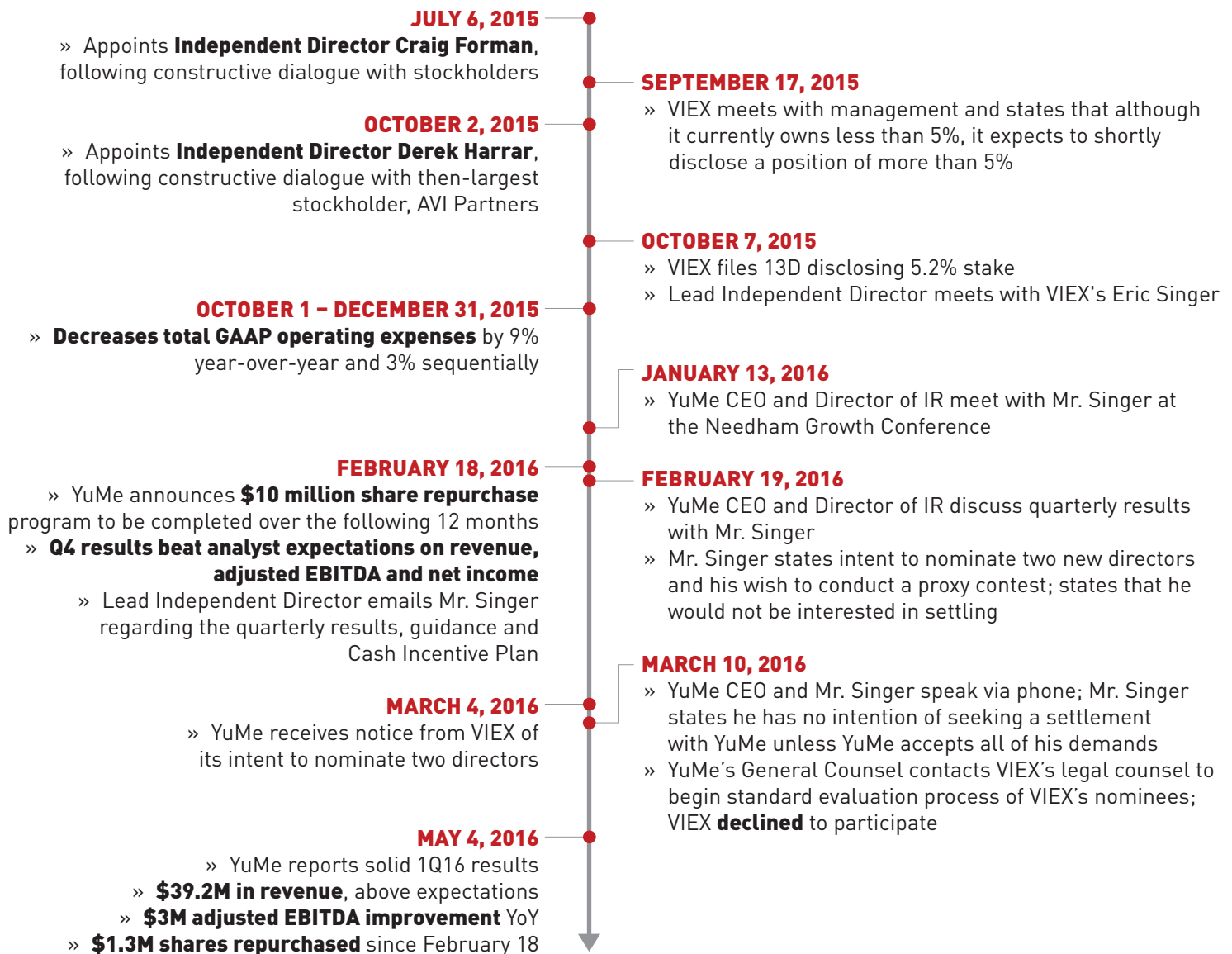
47.8%
Gross Margin

Within Target Range

*More detail regarding YuMe's Q1 2016 performance including a reconciliation of non-GAAP financial information can be found in the Company's press release attached as Exhibit 99.1 to YuMe's Report on Form 8-K filed with the US Securities and Exchange Commission on May 4, 2016 at <http://sec.gov> or on YuMe's Investor Relations page at <http://investors.yume.com/about-us/investor-relations/financial-releases/press-release-details/2016/YuMe-Reports-First-Quarter-2016-Financial-Results/default.aspx>

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**



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:

Innisfree M&A Incorporated
Toll-Free: (888) 750-5834 (From the U.S. & Canada)
(412) 232-3651 (From Other Locations)