

YuMe

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

Important Information for YuMe Stockholders:

With YuMe's Annual Meeting of Stockholders approaching on May 27, 2016, YuMe's Board of Directors and management team urge you to vote FOR on the **WHITE** proxy card in support of YuMe's highly qualified director nominees, Craig Forman and Derek Harrar. Your support is critical — protect the value of your investment by voting on the **WHITE** proxy card **TODAY**.

YUME IS DRIVING STOCKHOLDER VALUE — DON'T BE MISLED BY VIEX'S BACKWARD-LOOKING CLAIMS

We urge stockholders to be wary of **VIEX's manipulation of the facts** — VIEX is apparently stuck in the past, citing performance metrics from prior years that are not relevant when evaluating YuMe's recent progress and momentum. Contrary to VIEX's misleading claims, **YuMe continues to successfully execute on its carefully articulated strategic plan to enhance operating performance and drive stockholder value as evidenced by YuMe's most recent Q1 2016 results:**



\$39.2M

Revenue Above Expectations



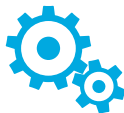
\$3.0M

Adjusted EBITDA Improvement
Compared to Q1 2015



\$1.3M

Share Repurchase
Since February 18



Raised Q2 Guidance

Expect Sequential Increase
in Adjusted EBITDA



47.8%

Gross Margin
Within Target Range

Achieved profitability in
seasonally weak
Q1 for the first time

SOLID Q1 RESULTS DEMONSTRATE YUME'S SUCCESSFUL EXECUTION OF ITS STRATEGIC PLAN TO ENHANCE OPERATING PERFORMANCE & 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 & YuMe
for Publishers

YUME'S RECENT Q1 PERFORMANCE AND GROWTH STRATEGY HAVE RECEIVED STRONG SUPPORT FROM WALL STREET ANALYSTS*

*Permission to include analyst quotes was neither sought nor obtained.



The company feels like it is on the back side of a rough patch, with the programmatic efforts scaling and adding a few million in incremental revenue each quarter, and EBITDA above B/E consistently. Shares have traded from \$2.50 to now \$3.60+ in the past 6 months, and with the buy-back in place we think [shares] should continue to grind higher towards our \$5 price target."

–Ross Sandler, Deutsche Bank, 5.5.16



YUME delivered a solid 1Q print that exceeded top and bottom line expectations with gross margins that were at the high-end of its target range... More importantly, in our view, is an expected return to growth in 2Q, and we received some initial guidance on the programmatic initiatives that have been underway for some time."

–Mark Kelley, Citi, 5.4.16



Now that YuMe is a full service platform, with both direct and programmatic offerings, we believe spend per customer should start to improve... But nevertheless, we are certainly pleased to see improving execution in the 1Q, and we are raising our 2016 estimates slightly as a result."

–Christopher D. Merwin, Barclays, 5.9.16

SETTING THE RECORD STRAIGHT — VIEX'S MISLEADING CLAIMS ARE PATENTLY FALSE

VIEX'S FALSE CLAIMS	THE FACTS
VIEX claims it reached out to management to avoid a proxy contest	<ul style="list-style-type: none"> • VIEX never sought to avoid a proxy contest prior to nominating their director candidates • In fact, VIEX never even sought amicable Board representation and simply filed a contested slate of directors • VIEX also declined to participate in YuMe's standard evaluation process for considering director candidates
VIEX claims that YuMe is opposed to stockholder representation on its Board	<ul style="list-style-type: none"> • In the last 12 months, YuMe has appointed two independent directors who were both endorsed by major stockholders • In fact, VIEX is trying to replace these two qualified directors with its own inexperienced nominees
VIEX claims that YuMe's "trend notably contrasts that of industry peers"	<ul style="list-style-type: none"> • YuMe is the best performer against its peer group YTD <ul style="list-style-type: none"> - Recorded better-than-expected revenue growth - Achieved positive adjusted EBITDA for the first time in a seasonally weak first quarter
VIEX continues to cite old and dated performance metrics and third-party commentary	<ul style="list-style-type: none"> • As shown above, YuMe has received strong support from Wall Street analysts following its solid Q1 earnings results
VIEX takes credit for YuMe's progress and friendly stockholder action	<ul style="list-style-type: none"> • We believe YuMe's solid Q1 results, positive third-party support and significant stock price appreciation are the result of continued execution of YuMe's value-creating strategy, and have nothing to do with VIEX's short-term, self-interested propositions

DO NOT DELAY: 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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