



FACTSHEET SMAATO INC.

Press contacts

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Smaato Inc.

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About Smaato

Smaato Inc. is a leading mobile advertising technology company that provides the open mobile advertising platform called SOMA (Smaato Open Mobile Advertising) for publishers, developers, ad sales networks and operators.

SOMA's unique feature is the aggregation of multiple leading ad sales networks globally to maximize mobile advertising ARPU. SOMA can be easily integrated with ad sales networks, ad inventory owners (developers, publishers, operators) and 3rd party ad technology providers.

Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2007) and was an Andrew Seybold Choice Awards finalist at CTIA 2008 for best Newcomer, among other awards.

Smaato Inc. is based in Redwood Shores, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany.

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Smaato's market

Mobile Advertising is predicted to grow rapidly to \$14.4 billion in 2011 (Informa). Smaato's technology opens this revenue opportunity to application developers, publishers, ad-sales networks and mobile operator partners. Consumers benefit by receiving free ad sponsored applications and contextually relevant non-intrusive ads, which are highly targeted to their needs. Advertisers/Brands are able to profile and target end-users more efficiently. Partners build new revenue streams with mobile users.

Major Partner and clients

Mobile Developers / Publishers: Alex Reich, Always On, Blue Whale Systems, Developer One, GoLife Mobile, Go Treo, Iambic, Mobifusion, Mocondi, MotionApps, Quickoffice, Red Herring, Silicon Valley Watcher, Splash Data, Star Gaming Networks, Tiny Stocks

Ad Sales Networks: Ad Infuse, Third Screen Media, Millennial Media, Screentonic, Adconion

Operators: Orange, Swisscom, Telenor

Developer Programs: Motorola Fasttrack Program, Symbian, Apple iPhone, MS Windows Mobile

Management:

Ragnar Kruse	CEO & Co-Founder
Harald Neidhardt	CMO & Co-Founder
Marc Junker	CTO
Joerg Anhalt	VP Sales
Petra Vorsteher	EVP Strategic Alliances & Co-Founder
Georg Fiegen	COO



Advisory board:

Reese Jones (Founder Netopia / UC Berkeley Fellow); **Dr. Hagen Hultsch** (Deutsche Telekom); **Sidney Rittenberg** (Strategic China expert); **Paulus Neef** (Mobile 3.0 TV) and **Christiane zu Salm** (Boardmember BURDA News Media)

A free **white paper** on Open Mobile Advertising is available for download at www.smaato.com
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