



# Smaato Selected by AlwaysOn as an AlwaysOn Global 250 Winner

*Recognized for creating mobile technology innovations in the Global Silicon Valley*

**Redwood Shores, CA, Singapore and Hamburg, Germany – July 28, 2011** – [Smaato](#), the leading global mobile ad optimizer and mobile advertising company, today announced that it has been chosen by AlwaysOn as one of the AlwaysOn Global 250 winners in the Mobile category. Inclusion in the AlwaysOn Global 250 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players in the Global Silicon Valley. Smaato was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Smaato and the AlwaysOn Global 250 companies were honored at AlwaysOn's ninth annual Innovation Summit at Santa Clara University on July 28<sup>th</sup>, 2011, at the Louis B. Mayer Theatre at Santa Clara University in Santa Clara, CA.

This two-day executive gathering that highlights the significant economic, political, and commercial trends affecting the global technology industries. Innovation Summit's goal is to identify the most promising entrepreneurial opportunities and investments in the global tech industry.

*"This year's AlwaysOn Global 250 are companies driven by the biggest mega-trends, including the accelerating growth of mobile users, cloud computing, and SaaS offerings, globalization, and the socialization of commerce and basically everything online," stated **Tony Perkins, founder and editor of AlwaysOn**. "This year's winners clearly represent some of the highest-growth opportunities we've seen in the private company marketplace in the history of the global Silicon Valley."*



The AlwaysOn Global 250 winners were selected from among thousands of domestic and international technology companies nominated by investors, bankers, journalists, and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2011 list.

Smaato's award-winning mobile advertising optimization platform connects leading global mobile ad networks with the best-in-class mobile apps and mobile web inventories. The unique ad optimizer technology allows Smaato to maximize the revenue and fill rate for developers and publishers. Smaato also offers support for multiple platforms such as iOS, Android, Windows Phone 7 and more, making it ideally equipped to provide seamless ad delivery across multiple device platforms, segments and operator networks.

*"We are pleased to have received recognition as a top mobile innovator by AlwaysOn for our dedication to pioneering new mobile advertising revenue opportunities for mobile publishers and app developers," stated Ragnar Kruse, **Smaato co-founder and CEO.***

A full list of all the AlwaysOn Global 250 winners can be found on the AlwaysOn website at: <http://www.aonetwork.com/AOStory/Announcing-2011-AlwaysOn-Global-250>

## **About Smaato**

Smaato provides Ads for Apps – operating the leading mobile advertising optimization platform called SOMA. More than 40,000 app developers and premium publishers have signed up with Smaato to monetize their content in 230+ countries.

SOMA's unique feature is the aggregation of 60+ leading ad networks globally to maximize mobile advertising revenues. Through an open API and the widest range of SDKs, SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato is an active member of the Mobile Marketing Association, Singapore Infocomm Industry (SITF), Singapore IT Federation and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2011, 2009 & 2007), is one of the AlwaysOn Global 250 winners in the Mobile category (2011) and was recently named a "company to watch in 2010" by Financial Analyst company GP Bullhound, among other awards.

Smaato Inc. is based in San Francisco, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany and the Asia-Pacific presence of Smaato has been established in Singapore.



## **About AlwaysOn**

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network. In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn's preeminent executive event series includes the Innovation Summit, OnMedia, OnHollywood, Venture Summit Mid-Atlantic / IMPACT 2011, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen Silicon Valley, and GoingGreen East. The AlwaysOn network and live event series continue to lead the industry by empowering its readers, event participants, sponsors, and advertisers like no other media brand.

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