

Smaato to Engage Fast Growing Asian Mobile Ad Markets

White Paper projects Asian Mobile Advertising market to be worth US\$ 2.8 Billion in 2011.

Singapore 22 June 2011: Branding experts are now moving their ad-spend onto mobile because across Asia the medium delivers scale. By the end of 2011 there will be 671.5 billion mobile internet users across Asia.

With the opening of its APAC office in Singapore, Smaato Inc. will be well poised to engage the Asian mobile ad market. The APAC office is headed by media marketing veteran Marcus Tan.

The White Paper published by Smaato with latest research released by mobileSQUARED, projects that the Asian mobile advertising market will be worth US\$2.8 billion by the end of 2011, representing an increase of 32% on 2010 spend. Smartphone penetration across much of Asia in 2012 will evolve app marketing from a largely niche play in 2011 to an established business model.

"By establishing our Asia Pacific HQ in Singapore, Smaato will play a vital role in bringing relevant ads and advertising dollars to Asian mobile publishers and their apps. We foresee an exponential growth in the mobile advertising ecosystem here in Asia especially with the increasing smartphone adoption, faster networks and cheaper data plans. This translates to an exciting period where marketers can successfully execute effective, targeted, impactful, and measurable mobile advertising campaigns reaching out to a new mobile enabled audience here in Asia!" stated **Ragnar Kruse, CEO of Smaato**.

"Smaato is a thought leader in the mobile advertising industry. This important research highlights the enormous potential for the mobile platform as a mainstream media channel in Asia, and EDBI believes that Smaato can strongly leverage Singapore's connectivity to the rest of Asia to capitalise on this promising growth opportunity in the region and beyond", stated **Chu Swee-Yeok, CEO of EDBI**.

"As the consumption of media differentiates and varies between individuals because of the easy access of the internet, it is difficult to ignore that advertising and marketing too has taken a leap into the mobile space and onto our mobile devices. The MDA while mindful of consumers' appetite for information, keenly encourages all its industry partners to maintain best-practices which create the right mix of media content to meet the interests and needs of consumers. MDA also takes this opportunity to welcome Smaato Inc as it opens its APAC operations here in Singapore. Together we look forward to building applications and solutions that will enhance mobile content generation and advertising space in this part of the world", stated Thomas Lim, **Senior Director Interactive Media and Games of Media Development Authority of Singapore (MDA)**.

"In this exciting era of smartphone revolution, mobile advertising in apps as well as mobile web increasingly captures the attention of advertisers globally. As the leader in mobile advertising optimization space, Smaato's SOMA™ (Smaato Open Mobile Advertising) ad optimization platform, brings optimized ad campaigns from over 60 international ad network partners to these Asian apps developers and publishers helping them to monetize their apps and Mobile internet sites with real advertising dollars!", stated **Marcus Tan, Managing Director of Smaato APAC**.

About Smaato

Smaato provides Ads for Apps – operating the leading mobile advertising optimization platform called SOMA. More than 30,000 app developers and premium publishers have signed up with Smaato to monetize their content in 220+ countries and to manage 70+ billion ad requests per month. The Smaato network reaches 150+ million mobile unique users every month.

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) and Singapore IT Federation. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2011, 2009 & 2007) and was recently named a "company to watch in 2010" by Financial Analyst company GP Bullhound, 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 and the Asia-Pacific presence of Smaato has been established in Singapore.

We invite you to make arrangements with us for **interview opportunities** with Mr Ragnar Kruse, Smaato CEO (in Singapore from 22nd to 24th June) on the company's strategic move into the Asia-Pacific region and key findings of their new White Paper; as well as Mr Marcus Tan, MD Smaato (APAC).

For enquiries, please contact:

Media Contacts VOX COMMS

Mr André Ahchak
M : +65 9750-0343
E: andre@voxgroup-inc.com

Ms PeiRu Ng
M: +65 9839-0905
E: peiru@voxgroup-inc.com



Media Contact Smaato Inc.

Harald Neidhardt
CMO & Co-Founder
harald@smaato.com
@hneidhardt