

# Smaato Fact Sheet

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.

<b>Company</b>	Smaato Inc.		
<b>Founded in</b>	2005, Silicon Valley		
<b>Website</b>	<a href="http://www.smaato.com">www.smaato.com</a>		
<b>Management</b>	Ragnar Kruse	CEO & Co-Founder	
	Harald Neidhardt	CMO & Co-Founder	
	Marc Junker	CIO & CTO	
	Petra Vorsteher	EVP Strategic Alliances & Co-Founder	
	Joerg Anhalt	Senior Vice President Mobile Publisher Development & Monetization	
	Georg Fiegen	COO	
	Oliver Reiss	CFO	
	Axel Hoehnke	VP Strategy	

**Number of employees:** 80+

<b>Key metrics:</b>	<u>2009</u>	<u>2010</u>	<u>2011(Q1)</u>	<u>2011(Q2)</u>
Ad requests/month	3 billion	16 billion	30 billion+	70 billion+
Mobile Publisher/Developer	2000	9000	30 000+	35 000+
Ad Networks	34	50	60+	60+

<b>Headquarters</b>	<b>Europe</b>	<b>Asia</b>
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