



Smaato Raises US\$ 25 Million to continue investment in its Global Mobile RTB ad-exchange and SSP Platform

Singapore Press Holdings to Fund Smaato's Platform Development as part of a Series E round

Hamburg, Germany – August 5, 2014 – [Smaato](#), the leading global mobile Real-Time Bidding (RTB) ad exchange (SMX) and Supply Side Platform (SSP), today announced US\$ 25 million in Series E funding. Asia's leading media organization, [Singapore Press Holdings Ltd \(SPH\)](#), participated in the round along with Aeris CAPITAL, EDBI and other existing shareholders. Smaato will use the new funds to fuel growth, operations and development of its next-generation platform focused on self-serve automation.

Smaato owns and operates the leading global mobile RTB ad exchange and SSP. Smaato's Publisher platform (SPP) and SMX Real-time bidding ad-exchange has rapidly grown its global footprint since January 2011 (Smaato's last funding period), with 11,686 publishers at the time, to now 78,000 publishers who are able to monetize their inventory across 270+ Ad Networks and Demand Side Platforms. SMX serves 90 billion+ ad impressions per month to 450M+ unique visitors in US, EMEA and APAC regions.

"Approximately 65 percent of our publishers want to monetize mobile apps and the rest is mobile web sites," said Ragnar Kruse, CEO and co-founder of Smaato. "With roughly 466% year-to-year growth in programmatic in-app advertising spend, mobile app developers want to have full control of their inventory and data in a self-serve model. As such, we will use this new funding to build out our next-generation SPP platform that will allow for these controls and automation of monetization on scale across more than 270+ demand sources."

Singapore Press Holdings is the largest media company in Singapore listed on the Singapore Stock Exchange with revenues of US\$ 991m (S\$ 1,239m) in 2013. SPH publishes 19 newspaper titles and over 100 magazine titles. Beyond print, SPH's suite of digital products includes online editions of newspapers and magazines, as well as mobile applications, online classifieds, financial portals, and other digital investments. The new funds from the investors come at a time when there is large demand from global brands for access to regional publisher inventory through programmatic (RTB), which involves online or mobile advertising inventory being bought and sold programmatically through instantaneous auctions.



This aligns with Smaato's plan of launching private exchanges controlled by top publishers in APAC looking for automated methods to run premium advertising campaigns.

Smaato currently has 117 employees and is rapidly growing, with 20 open jobs in its offices in San Francisco, New York, Hamburg, Singapore and Jakarta.

About Smaato

Smaato is the leading global mobile RTB ad exchange (SMX) helping mobile app developers and publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato operates the leading mobile RTB ad exchange and Supply Side Platform across ~78,000 mobile app developers and mobile publishers. On the demand side, Smaato globally connects 100+ ad networks and 170+ DSPs.

Smaato is an initial member of the OpenRTB Mobile subcommittee and an active member of the Mobile Marketing Association, Mobile Entertainment Forum (MEF), 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 (2013, 2012, 2011, 2009 & 2007), is one of the AlwaysOn Global 250 winners in the Mobile category (2014, 2013, 2012 & 2011) and was named a "company to watch in 2010" by Financial Analyst Company GP Bullhound.

Smaato's global headquarters are in San Francisco, California. The privately held company was founded in 2005 by an experienced international management team. Smaato's European office is in Hamburg, Germany and the APAC office is in Singapore.

Learn more at www.smaato.com, and follow us on Twitter @Smaato and on [Facebook.com/Smaato](https://www.facebook.com/Smaato).

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