

Smaato and Indosat Join Forces for Mobile Advertising to Combine Hyper-Local Targeting and Private Exchange

Joint Agreement Brings Significant Benefits to Indonesian Regions amid Surge in Mobile Monetization and Advertising Demand

SAN FRANCISCO, Jul 08, 2014 (BUSINESS WIRE) -- [Smaato](#), the leading global mobile Real-Time Bidding (RTB) ad exchange (SMX) and Supply Side Platform (SSP), today announced a strategic agreement with [Indosat](#), one of Indonesia's largest telecommunication networks and services providers, to jointly promote and sell their mobile advertising inventories to Indonesian brands and agencies. The benefits of this partnership on Indonesia and the APAC region will be in line with the focus of [ad:tech asean](#), Asia's leading digital marketing event, taking place in Singapore from July 8-9, where Smaato will be speaking and exhibiting at booth SP 6.

Smaato owns and operates the leading global mobile RTB ad exchange and SSP. It has a strong global presence in both developed and emerging markets with 90 billion+ ad impressions per month in over 200 countries. Indosat is the second largest mobile operator in Indonesia with close to 60 million subscribers. It also has one of the strongest digital programs in Indonesia with an in-house digital unit focused on mobile advertising, ecommerce and mobile financial services.

With Smaato and Indosat both establishing mobile advertising teams in Indonesia, this agreement allows the two companies to complement each other's mobile advertising capabilities in Indonesia. Under the agreement, Smaato and Indosat will jointly develop and sell affordable and innovative hyper-local mobile advertising solutions to Indonesian brands via programmatic, automation and self-serve features on their platform that then brings meaningful benefits to Indonesian consumers, app developers and mobile publishers.

"Indosat is committed to leveraging its capabilities and reach to offer meaningful digital solutions to Indonesian consumers, which will help them simplify and enhance their lifestyles," said Alexander Rusli, CEO of Indosat. "Partnering with Smaato, who has one of the most advanced and effective global mobile advertising platforms and capabilities in the world, will help us bring targeted and relevant advertising solutions to Indonesian customers, so they can make the right purchasing decisions. We hope to broaden our strategic relationship with Smaato in the future to bring more innovative and meaningful advertising solutions to Indonesia in order to stay ahead of global and programmatic demand."

"Indonesia is one of the most attractive markets for global brands and advertisers, from its large population, to high mobile phone and Internet penetration, to strong and growing middle class with high consumption levels," said Ragnar Kruse, CEO and co-founder of Smaato. "We see a strong growth potential in digital advertising, as

Indonesians are adopting mobile at a very fast pace and using it to research, discuss and make purchasing decisions for goods and services. By partnering with Indosat, which has a strong entrepreneurial spirit and commitment to grow the digital ecosystem in Indonesia, we hope that we can create a strong mobile advertising team, which will then bring innovative mobile advertising solutions to both consumers and brands.”

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 (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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