

smaato



The Leading Global Mobile RTB Ad Exchange & SSP

How Mobile Fits Into Your Real-Time Advertising Strategy

Ragnar Kruse | CEO & Co-Founder | Smaato Inc.

Company Overview

Experienced Team



Top clients



Leading Investors



Accolades

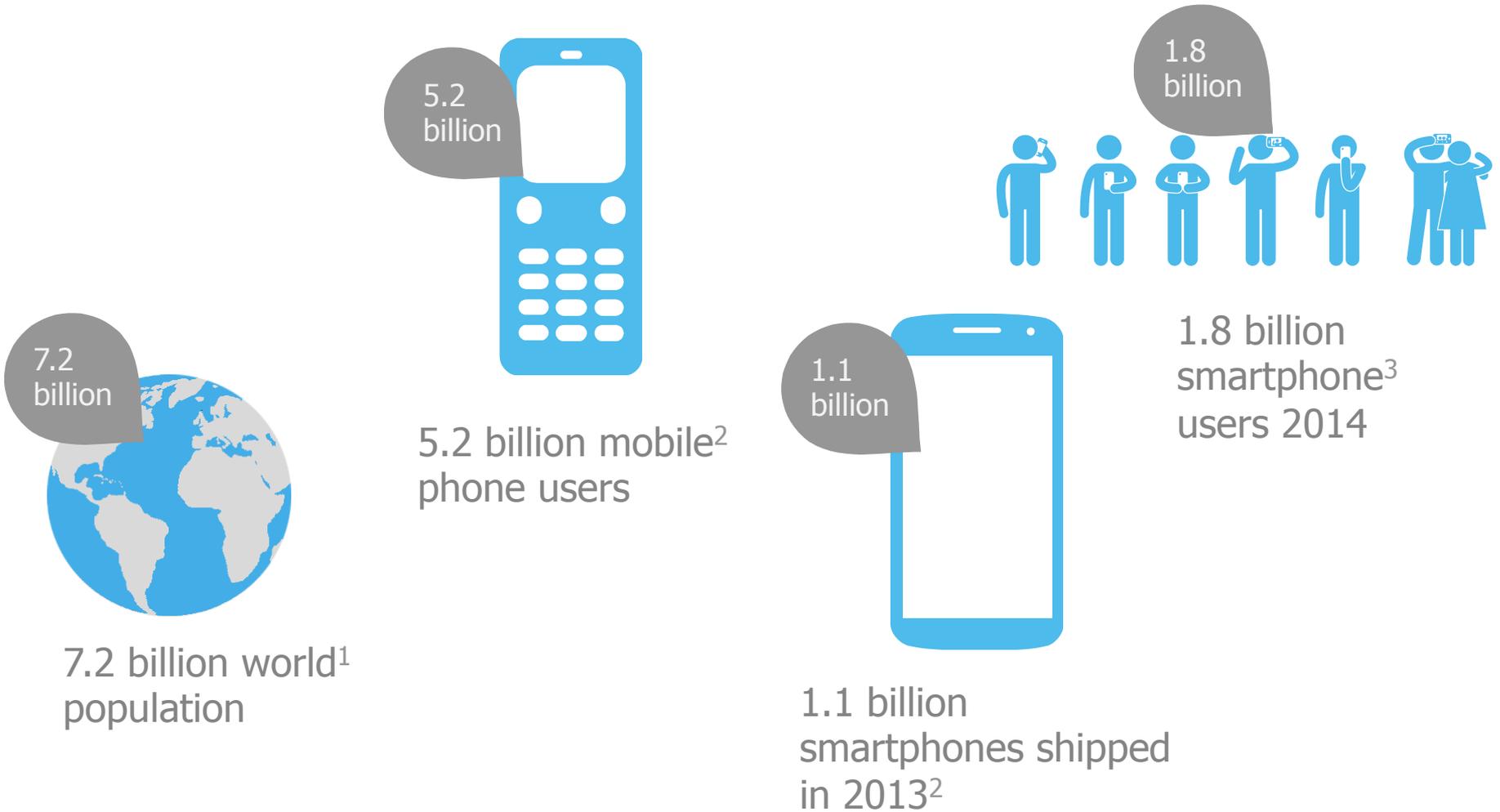


Key Metrics

- **80,000** publishers
- **340+** demand partners
- **150+ Billion** impressions per month
- **720+ Million** monthly mobile uniques
- **180** employees
- **\$47 Million** VC Capital
- **Global offices:** San Francisco (HQ), New York, Hamburg, Singapore, Jakarta

Smartphone Penetration is Huge and Increasing

The next 3-4 years 1b+/year Smartphones will be added!



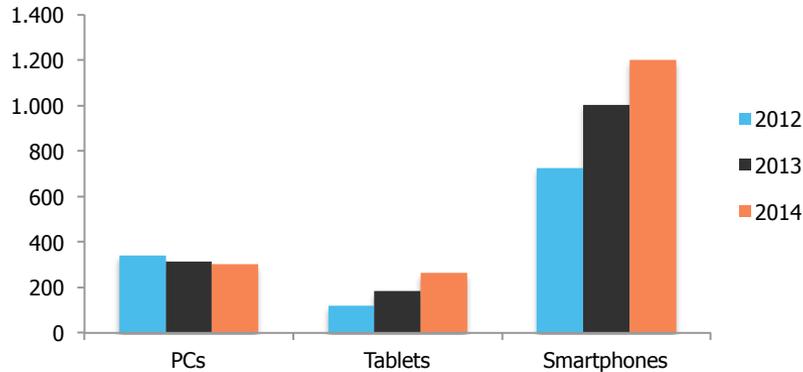
1. Wikipedia, June 2014
2. Mary Meeker, Internet Trends, Slide 6, June 2014
3. eMarketer, June 2014

The Rise of Smartphones

App Usage, Monetization and Downloads

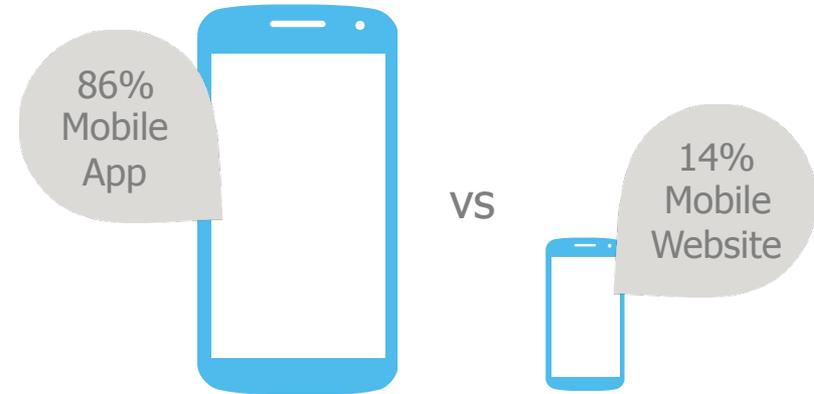
PC, Tablets and Smartphone Shipments (in Millions)

Source: Gartner, October 2013. IDC, January 2014



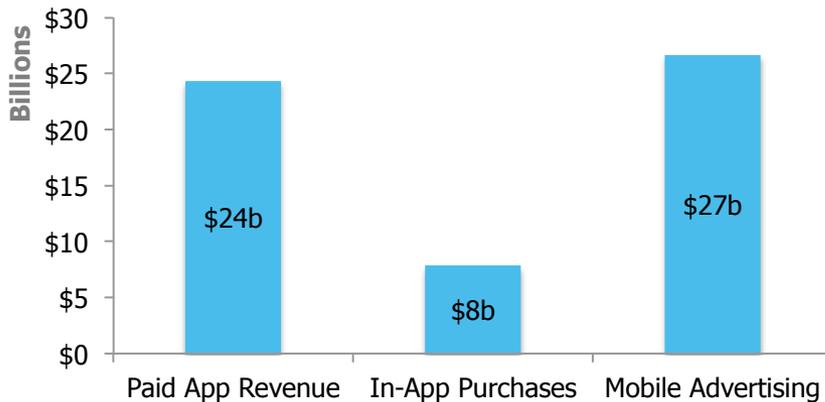
Mobile App vs Mobile Web Usage

Source: eMarketer, June 2014



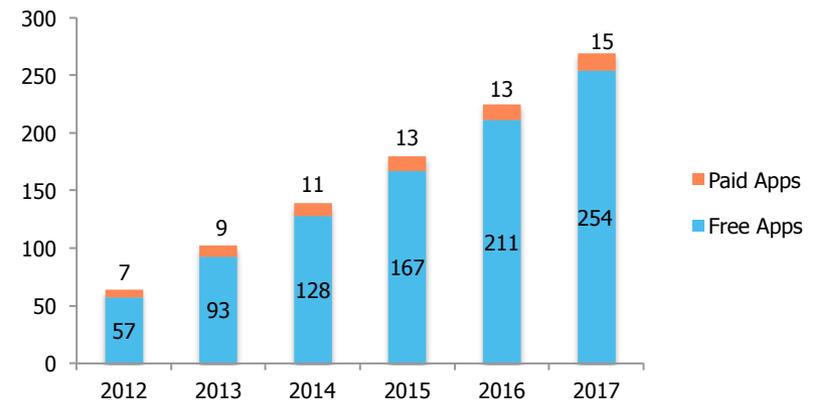
Revenue Share by Different App Monetization Methods (In Billions)

Source: Gartner, September 2013



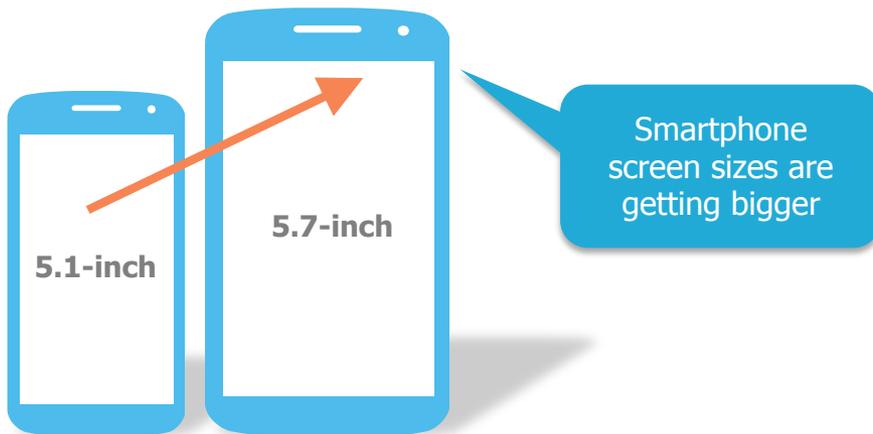
Number of App Downloads (in billions)

Source: Gartner, September 2013



Significant Business Shift in 2012

Smartphones became a global phenomenon with more affordable prices



Thank you for your attention!

Ragnar Kruse

CEO & Co-Founder

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About Smaato

Smaato is the leading global mobile RTB ad exchange helping mobile publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato provides Ads for Apps, and operates the leading RTB ad exchange and mobile ad optimization platform.

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

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