



SponsorPay in 2011: 125% Revenue Growth, Team Expands To 110+, European Leader For In-Game Advertising Extends Presence In US & Asia

New Products: BrandEngage And Mobile, New Subsidiaries: US And Japan

BERLIN, Germany (January 17, 2011) – SponsorPay, the leading cross-platform in-game advertising company, announced today that it achieved 125% YoY revenue increase in 2011. This growth was fueled by deepened relationships with key clients as well as the launch of two new products: BrandEngage, tapping into the fast-growing video advertising and brand engagement market, as well as a mobile CPA (mCPA) and Android pay-per-install network. SponsorPay is on track for equally strong growth in 2012.

SponsorPay expanded last year to over 110+ employees in seven locations, including new offices in New York, Tokyo and [Istanbul](#) to support operations in Berlin (HQ), London, Paris and San Francisco. As a testament to its commitment to localization, the company established subsidiaries in the [US](#) and [Japan](#).

“We are extremely pleased with what we accomplished in 2011 and are continuing our 100% growth trajectory into the new year. As we look to 2012, we are very eager to harness the full potential of our mobile product suite as well as expand upon our advertiser relationships with BrandEngage,” said Andreas Bodczek, CEO and co-founder of SponsorPay. “Our ambition is to become the largest platform for brand and performance advertising in games, globally.”

[BrandEngage](#) is SponsorPay’s innovative social video and brand engagement platform that enables users to interact with brands in online and social games by watching, ‘liking’ and sharing video ads and other branded content as well as completing short polls. “SponsorPay’s advertising platform is a powerful instrument to boost brand awareness and take advantage of the tremendous potential presented by social media,” said Patrick Stärz, Cooperations Marketing Manager at EOL Intermedia who have been working with SponsorPay on engagement campaigns for brands such as Vodafone. “SponsorPay is a valued partner for effective video distribution to engaged social audiences,” agreed Steve Dorey, Media Director at Unruly.

The [launch of BrandEngage](#) in summer last year met with resounding success including an [exclusive relationship with online games juggernaut Bigpoint](#) and partnerships with leading publishers Digital Chocolate, King.com, Spil Games, GameDuell and FlowPlay, among others. “BrandEngage provides us with the best possible solution and SponsorPay has a proven track record of delivering superior performance,” remarked Nils-Holger Henning, CCO and CMO at Bigpoint.

SponsorPay also introduced an [advanced mobile monetization platform](#) that gained tremendous traction and contributed significantly to the company’s growth. “Our mobile pay-per-install and mobile-optimized CPA network is growing at a staggering rate, surpassing all expectations. We’re very happy to partner with industry leading developers and brands to help them monetize their mobile apps at higher eCPMs and distribute them at lower costs,” added Janis Zech, CRO and co-founder of SponsorPay.

Last year, SponsorPay received commendation from several prestigious awards organizations including [Red Herring](#) and [White Bull](#). The company’s achievements in 2011 build on [its success in 2010](#) and lay the foundation for a promising 2012.



About SponsorPay

SponsorPay is the leading cross-platform in-game advertising company, headquartered in Berlin with offices in San Francisco, New York, London, Paris, Istanbul, and Tokyo.

The company's innovative product suite includes BrandEngage, offer-based monetization and a mobile rewarded installs network, creating value for:

- Media agencies and consumer brands by running social video and brand engagement campaigns, enabling users to interact with brands by watching, 'liking' and sharing video ads and other branded content
- Performance and e-commerce advertisers by helping them acquire new customers, perform market research and grow sales
- Mobile brand advertisers and developers by running efficient cost-per-install and engagement campaigns
- Developers and publishers of mobile, social and online games or services such as streaming, sharing or dating to monetize virtual currencies and premium content, convert non-paying users and increase overall ARPUs

SponsorPay partners with leading game publishers Ubisoft, Bigpoint, Gameforge and NHN as well as developers Gameview Studios (DeNa), Creative Mobile and Digital Chocolate on platforms such as Facebook, iOS and Android. The company runs successful campaigns for renowned advertisers including Vodafone, Coca-Cola and Nike.

A commitment to a localized, high-quality user experience has allowed SponsorPay to reach over 120 million customers across more than 100 countries. Investors include Team Europe, Hasso Plattner Ventures, Kite Ventures and Nokia Growth Partners.

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