



## Press Release

### **SponsorPay Established Around the World**

**Berlin company monetises users in more than 20 countries**

**Berlin, 18 December 2009:** Six months ago, SponsorPay GmbH broke into the online gaming market with its advertising-based payment system. Already the Berlin-based company's service spans the globe, being available in more than 20 countries. Its success is built on the localised versions of the user interface, cooperation with local partners, and native-speaker country managers responsible for operations in the respective countries.

„Our publishers can now draw on a portfolio of hundreds of premium offerings from local advertisers in more than 20 countries“, as Jan Beckers, SponsorPay GmbH's Director & Head of Publisher Relations happily remarks. „None of our competitors have implemented language localisation in more countries or provide such a diverse offering.“ Beckers attributes this lead in internationalisation primarily to the company's early focus on working with native-language country managers. Feedback from the international partners confirms how critically important localisation is for commercial success. Pierre Alain Laur, managing director of Feerik.com GmbH, a community of more than seven million registered gamers and two million active monthly users of Facebook apps: „SponsorPay allows me to monetise Feerik's target group far more efficiently with special advertisement offers customised for my players' respective country of origin.“

Today, the company already works with games publishers from around the world and serves such markets as Chile, Canada, Brasil, Belarus and Turkey. „There are millions of online gamers in Turkey“, Afsin Avci, SponsorPay GmbH's Country Manager for Turkey, explains. „However, it can be very difficult for publishers here to monetise their users. I am proud that SponsorPay has succeeded in closing this gap within a period of just a few months. More than 30 online games have already integrated our payment system in Turkey, and we offer high-grade, localised products and services from over 25 different advertising partners.“

In the coming year the Berlin-based company aims to further internationalise its business and to expand its payment platform to serve additional industries.

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### **About SponsorPay**

SponsorPay GmbH ([www.sponsorpay.com](http://www.sponsorpay.com)) was established in April 2009 by Team Europe Ventures, Jan Beckers and Janis Zech. Based in the heart of Berlin, the company currently employs a staff of 35. Andreas Bodczek joined the team as CEO in late August. SponsorPay's innovative payment system gives online gamers free access to premium content such as virtual currencies or items. In the next step, the monetisation platform will be expanded to other industries. Today, SponsorPay serves more than 20 countries with fully localized versions of its payment system. Through its cooperation partners SponsorPay reaches 20 million active users in Europe alone.

### **Company contact**

SponsorPay GmbH  
Jan Beckers  
Linienstraße 139  
10115 Berlin  
Phone +49/30/202 15 66 10  
Fax +49/30/20 21 56 61 55  
[jan.beckers@sponsorpay.com](mailto:jan.beckers@sponsorpay.com)  
[www.sponsorpay.com](http://www.sponsorpay.com)

### **Press contact**

Quinke Networks  
Wilma Bögel  
Bei den Mühren 70  
20457 Hamburg  
Phone +49/40/43 09 39 49  
Fax +49/40/43 09 39 97  
[wb@quinke.com](mailto:wb@quinke.com)  
[www.quinke.com](http://www.quinke.com)