



Press Release

SponsorPay Acquires GratisPay

Industry leader in ad-based payment systems strengthens its top position in the European market

Berlin, 10th February 2010: “The acquisition of GratisPay is an important milestone for our company,” says SponsorPay GmbH’s CEO **Andreas Bodczek**. The consolidation of the two enterprises creates Europe’s leading provider of advertisement-based payment systems, monetizing virtually all of the major European online and social games publishers.

Both founded in the past year, SponsorPay and GratisPay have evolved into the most effective monetization platforms of the European online gaming industry in a matter of months. Among their clients are major games publishers such as Gameforge, Bigpoint, InnoGames and Frogster. “Between our two companies, we already serve the majority of Europe’s top 10 publishers of online and social games”, Andreas Bodczek states. “Bringing the two platforms together will enable us to offer both publishers and advertisers an exceedingly attractive portfolio.”

Beyond MMOGs (massively multiplayer online games), the objective is to heighten the companies’ presence in the social media games and applications market. Cafe.com, a French casual games provider and social games expert, has already achieved an effective sales growth by cooperating with SponsorPay GmbH. Baptiste Mercier, Marketing manager of cafe.com’s successful Facebook application “IS COOL”, explains: “SponsorPay has by far the most Facebook-compliant offers, perfectly translated and relevant for Europe. Since integrating SponsorPay we have experienced a very impressive and unexpected revenue increase, compared to the revenue generated by US providers.”

Operatively, both brands and the staffs of SponsorPay and GratisPay will stay in place. Jan Beckers, SponsorPay’s Managing Director & Head of Publisher Relations, explains: “While the names as well as the product and service ranges of both companies will remain unchanged, we are now substantially extending our lead on the competition by combining the advertising offerings of the two brands.”



An important constant is SponsorPay GmbH's stringent quality requirement for advertising partners, ensuring a transparent experience for the gamers: Multi-stage quality controls guarantee the exclusion of hidden subscriptions or advertising which would result in spam. According to Beckers, "in combining the two brands, the key issue on which we have centred our expansion strategy is sustainable monetization."

The purchase price was not disclosed.

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About SponsorPay

SponsorPay GmbH (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. SponsorPay's innovative payment system gives online gamers free access to premium content such as virtual currencies and items. In the next step, the monetization platform will be expanded to other industries. SponsorPay already serves more than 30 countries with fully localized versions of its payment system. Through its cooperation partners SponsorPay reaches over 40 million active users in Europe. By taking over competitor GratisPay (www.gratispay.com) in February 2010 the company provides monetization channels for nearly all of the major online and social game publishers in Europe.

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