Press Kit

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SponsorPay™

KEY FACTS & FIGURES

Company:	SponsorPay is the world's leading value-exchange advertising solution. We power the monetization of premium content on social networks, mobile apps as well as online games and services.
Industry:	Performance Advertising, Branding and Engagement, Digital Content Monetization, User Acquisition, Alternative Payments
Employees:	130+ international employees
Investors:	Team Europe, Hasso Plattner Ventures, Kite Ventures, Nokia Growth Partners
Operations:	Active in 100+ countries; fully localized in 30+ countries and 15+ languages
Reach:	200+ million users of online games, social networks and mobile apps worldwide
Founded:	2009
Offices:	Berlin (headquarters), San Francisco, Paris, London, Tokyo, New York, Istanbul, Los Angeles
Acquisitions:	GratisPay (2010)
Main Publisher Clients:	Outfit7, GREE, Game Insight, Creative Mobile, Animoca, Ubisoft, Bigpoint, Gameforge, Sulake, Electronic Arts
Publisher Segments:	Mobile app developers, online games publishers, social application developers, social networks, online services
Supported platforms:	Facebook, Hyves, Orkut, VZ Group, Nk.pl, Tuenti, iOS, Android
Active Publishers:	300+ publishers; 800+ applications
Main Advertiser Clients:	Procter & Gamble, Vodafone, Universal Studios, O2, Adidas, Coca-Cola, Johnson & Johnson, Land Rover, Audi, Pepsi, Barclays, McDonald's, Samsung, Domino's
Active Advertisers:	2500+ advertisers, 6000+ campaigns
Management Team:	Andreas Bodczek, CEO & co-founder Janis Zech, CRO & co-founder Markus Knoke, CTO
Awards and Honors:	Second-Fastest Growing Company GP Bullhound (2012) Top 50 Ad Tech Company Momentum Index (2012) Winner: White Bull (2011) Winner: Red Herring 100 Europe (2011) Finalist: TiE50 (2011) Watchlist: Media Momentum (2011) Finalist: TechCrunch - The Europas (2010) Runner up: German Startup of the Year (2009)
Corporate Website:	www.sponsorpay.com
Corporate Blog:	blog.sponsorpay.com

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REFERENCES

Developers & Publishers

"A true global player and the PlaySpan Marketplace's best performing offer provider partner across international markets."

– James Ryan, Director of Sales & Marketing at PlaySpan

"The advantage of SponsorPay over other providers is their consistently great offer quality. Not only do they lead the European market, we were also overwhelmed by their excellent performance in the US."

– Celia Francis, CEO at WeeWorld

"SponsorPay more than deliver on all their promises – they're one of our best partners."

– Rok Zorko, co-founder of Outfit7

"SponsorPay have consistently provided industry-beating results."

– Victor Rubba, CEO & founder at Fluik

Advertisers

"The possibility of targeting campaigns to different game-environments and even specific games, established SponsorPay for us as one of the most efficient traffic providers in the social advertising sphere."

– Markus Leppänen, Head of Performance Marketing at eCircle

"SponsorPay is a valued partner for effective video distribution to engaged social audiences."

– Steve Dorey, Media Director at Unruly

"SponsorPay's outstanding account management, ability to deliver engaged, paying customers and impressive international reach has made them one of our largest performance advertising partners worldwide."

– Matthew Brown, EMEA Online Marketing at McAfee

"BrandEngage is right in line with what agencies and brands are looking for to engage users in the social video space,"

– Justin Loresco, Marketing Strategist at iMedia Communications.

MEDIA CONTACT

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