



Press Release

adsquare Accelerates Business Expansion In APAC

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Berlin, 5th of April 2018: After successfully establishing its business operations in the US market, the mobile-first data exchange adsquare is now expanding its global footprint to the Asia-Pacific region. Starting with Singapore the company with offices in New York, London, Madrid, Paris and Berlin will be focusing on setting up their business across the developed markets in APAC including Hong Kong, Japan, Taiwan, South Korea, Australia, with more to follow in the upcoming months. adsquare's self-service Audience Management Platform, already used by clients from all leading agency groups in EMEA and the US, reported 400% revenue increase for 2017 with more than 2,500 active users from more than 12 markets.

"After the sweeping success of adsquare growing in the US in 2017, we're heading off to expand our business in the Asia-Pacific region. This decision comes as a logical step and is driven by the high demand from our clients and partners for precise and validated mobile audience data we get from global agency groups and platforms in the region." - says Tom Laband, CEO and co-founder of adsquare about the expansion.

Due to the growing demand from existing global clients and partners, the mobile-first data exchange is planning to expand its presence in Asia-Pacific dramatically during the next year. As the digital marketing evolution in APAC happening today is shaped by the phenomenal growth of mobile, adsquare is going to be at the center of the mobile programmatic development in the region. The [IAB](#) predicts that by 2020 in Asia-Pacific alone, another 517 million mobile subscribers will be added to the global number of 2.5 billion smartphones already in use, which would mainly be driven by infrastructure developments and affordability in emerging markets. Mobile has clearly taken center stage in Asia, mobile programmatic is one the rise with growth forecasts for digital ad spend for markets such as Singapore expecting to reach \$376.5 million this year accounting for 23.8% of total media dollars and the percentage is [projected](#) to grow to 30.8% by 2020.

"APAC holds the key to future international growth as more consumers adopt mobile devices and brands improve the user experience. In-app and mobile advertising is taking a momentum and so is the demand from marketers to get access to validated and precise mobile audience data at scale for more personalised and relevant experience" - says Tom Laband, CEO and co-founder of adsquare.

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About adsquare

adsquare is the mobile-first data exchange bringing together data buyers and sellers in a transparent and secure environment. The platform is built mobile-first and makes data accessible in real-time, enabling advertisers to create holistic audiences and to target consumers' mobile moments.

Programmatic buyers can take control via the self-service Audience Management Platform which gives them full transparency in buying data, creating audiences and activating them on the platform of their choice. adsquare offers a broad portfolio of data from mobile, online and offline sources including location behavior, app usage, demographics and interests. In addition, advertisers can discover the private marketplace for private deals with first-party data owners including app publishers, telcos and E-Commerce. For validated data at scale, advertisers can tap the [adsquare Data Alliance](#), which aggregates deterministic data and combines it with validated third-party segments. adsquare is fully compliant with strict European privacy laws, respects data ownership, and offers a secure environment. For more information visit <http://www.adsquare.com> follow [@adsquarecom](#) or contact info@adsquare.com