

PRESS RELEASE

adsquare's Nicolas Méar appointed as General Manager APAC

New management set-up for APAC expansion - adsquare's former General Manager France, Nicolas Méar, relocates to Singapore; Aurelién Vallat joins adsquare as new General Manager France

Berlin, 8th January 2020 - adsquare, the real-time data exchange, has announced the appointment of Nicolas Méar as General Manager APAC. Méar will be based in adsquare's new Singapore office to accelerate growth in the Asia-Pacific region.

Prior to leading the company's APAC operations, Méar acted as adsquare's General Manager France, heading the company's Paris office. During the past four years, Méar has built the French business from scratch and grew the market to one of adsquare's largest in terms of revenue contribution. Méar can look back on over 12 years of industry experience, with positions in leading marketing organizations, e.g. Publicis, Mozoo and Viant.

"After having grown our business in the Asia-Pacific region in 2019, it comes as a logical step to build out our presence in the region with experienced staff to better support our partners. OOH operators, agency groups and media buying platforms have an increasing demand for precise and validated spatial, audience and movement data for better planning, targeting and measurement of multi-channel campaigns and it is our mission to provide access to such data in a transparent and secure way." - says Nicolas Méar, GM APAC at adsquare.

In order to guarantee a smooth transition of responsibilities, adsquare has hired Aurélien Vallat as new General Manager France. Vallat joins adsquare from showroomprivee.com, where he was responsible for the company's data monetization unit. With previous positions at Awin and 3WAdex, Vallat brings 14 years of experience in the fields of digital and programmatic advertising.

"I'm thrilled to join adsquare in its exciting phase of growth and with our self-service and fully transparent data marketplace for real-time targeting, measurement and insights, we're well equipped to expand our market leading position in 2020." - comments Aurélien Vallat, GM France at adsquare.

Tom Laband, CEO & co-founder of adsquare, says: "We're pleased to have filled these key positions with such experienced professionals; we retain organizational knowledge on the one hand and bring in new ideas and skill sets on the other. Our new set-up will lead to further growth in the respective regions and I wish Nicolas and Aurélien all the best for their new roles."

Contact

Christoph Herwig

VP Marketing

christoph@adsquare.com

+49 173 2171897

Saarbrücker Str. 36, 10405 Berlin, Germany

About adsquare

adsquare is a global data exchange bringing together data providers and data buyers. Via its self-service Audience Management Platform, adsquare gives advertisers and media agencies access to multiple data dimensions for more effective targeting, measurement and insights. Headquartered in Berlin, the company operates worldwide with additional offices in New York, Madrid, London, Paris, Milan and Singapore. For more information visit <http://www.adsquare.com> follow [@adsquarecom](https://twitter.com/adsquarecom) or contact info@adsquare.com