

Fyber Acquires Falk Realtime

*Falk Realtime's integrated Supply-Side and Ad Serving Platform
fuels Fyber's global publisher base*

Berlin, GERMANY – [April 22, 2015] - [Fyber](#) GmbH (Fyber), a leading mobile advertising technology company and subsidiary of RNTS Media N.V., today announced the acquisition of Falk Realtime Ltd (Falk Realtime), a rapidly growing ad tech company based in Germany. Fyber has agreed to acquire 100% of the share capital of Falk Realtime, for a total consideration of €10.75m in cash and shares. The acquisition is expected to complete in spring 2015.

Through the acquisition, Fyber is strengthening its position as a leading independent full stack Supply-Side Platform (SSP), playing a critical role of delivering an advertising infrastructure for mobile apps. Fyber's unified platform provides publishers with a reliable set of advanced, flexible and customized ad management software tools that enables them to extract the highest yield for their ad inventory.

Falk Realtime brings a multitude of enhancements to Fyber's programmatic stack. The company will integrate Falk Realtime's ad server and programmatic ad exchange to enable publishers to monetize their users with added flexibility and more granular control under one roof. This includes a wide variety of functionalities like setting up private marketplaces and running programmatic direct campaigns as well as direct sold and cross promo campaigns via the self-serve ad server. Falk Realtime also supports all IAB format standards across all screens and platforms including VAST, VPAID and MRAID, giving publishers access to a wide range of rich media and video ads.

"As the mobile advertising industry continues to shift to programmatic, we are committed to investing in technology and talent that enhances our mobile advertising platform for publishers and app developers alike. At the end of the day, our goal is to make mobile ad monetization smart and simple, and we are taking huge strides towards this vision with the acquisition of Falk Realtime and have very ambitious plans," said Andreas Bodczek, co-founder and CEO, Fyber. "We are thrilled to be deepening our bench and technical prowess with the talented Falk Realtime team whose extensive expertise in the ad tech landscape speaks for itself. We can't wait to see what comes next."

Falk Realtime was founded in 2013 by ad tech veterans Erwin Plomp, Henrik Basten and Ultano Kindelan. Their vision was to create an advertising technology platform that delivers a powerful and flexible infrastructure that enables large owned and operated publishers to monetize their audience across all screens, platforms and ad formats; a vision that aligns well with Fyber's strategy. Prior to Falk Realtime, the founders were responsible for EMEA

operations in leading ad tech companies such as DoubleClick, Experian and EyeWonder, among others. The entire Falk Realtime team will be joining Fyber and both Erwin Plomp and Henrik Basten will hold responsibilities as members of the Fyber management team.

This news comes on the heels of Fyber's recent unveil of the [Fyber RTB Exchange](#) which enables Demand-Side Platforms (DSPs) and their advertisers to bid on app developers' inventory in real time and apply fine-tuned targeting to reach the inventory most relevant to them. With the acquisition, Falk Realtime becomes the Fyber Ad Server and powers the programmatic part of the Fyber Exchange enabling publishers to set up private marketplaces and leverage programmatic direct capabilities.

For more information, please check out our [blog](#) and [FAQ](#).

About Fyber

Fyber is a leading mobile advertising technology company that empowers app developers to execute smart ad monetization strategies across all connected devices through a unified mobile Supply-Side Platform. Serving approximately 320+ million monthly active users, Fyber works with thousands of the world's leading app developers, publishers and advertisers. Fyber is a subsidiary of RNTS Media N.V. For more information, visit www.fyber.com.

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