

FYBER STRENGTHENS MANAGEMENT TEAM WITH TWO EXECUTIVE APPOINTMENTS

Company Hires Industry Veteran Jim Schinella as Chief Business Officer and Appoints Ad Tech Visionary Henrik Basten as Chief Technology Officer

Berlin, Germany (August 5, 2015) – [Fyber](#), a leading mobile advertising monetization platform, today announced the expansion of its management team with the appointment of Jim Schinella to Chief Business Officer and Henrik Basten to Chief Technology Officer. Schinella and Basten's appointment shows Fyber's serious commitment to support and further accelerate the technology, platform and commercial partnerships, for both developers and advertisers, as Fyber steadily paves way to evolve into a full-stack supply side platform.

As Chief Business Officer, Schinella joins Fyber with over twenty years of experience in the digital industry. He will be based in the company's U.S hub in San Francisco where a majority of the top publisher partnership growth exists. He has served as a leader at many digital companies. Schinella managed Yahoo!'s Right Media Exchange, the Broadband business, the Affiliate Search Network and all of North America Business Development for the company. He has also held business development and sales roles for AOL and Netscape, and was previously CEO and founder of Manilla.com, a bill management service funded by Hearst Corporation. He will be tasked with growing the global business to continue to secure the company's position as a leading mobile supply side platform for freemium applications and games.

"I am excited to take on this new role and join this talented and innovative company," said Jim Schinella, Fyber CBO. "Fyber is already a strong contender in the mobile monetization industry, and I look forward to working with the rest of the executive team to ensure that Fyber continues to grow and enhance our global commercial footprint."

Basten has been co-founder and CTO of [Falk Realtime](#), a rapidly growing ad tech company that Fyber acquired in April 2015 where he served as Managing Director, in charge of the development and strategy of the platform. He also previously served as Experian's German Head of Technology and Operations, and CTO and MD at United MailSolutions. Basten will be responsible for leading the end-to-end engineering and management of Fyber's technology platform in order to continue to serve innovative solutions to app developers, publishers and advertisers. He will be based in the Berlin headquarters, assuming this role from current CTO, Markus Knoke, who has been instrumental in successfully building out Fyber's engineering infrastructure and resources over the last five years.

“Fyber is thrilled to welcome Jim and Henrik to our leadership team,” said Fyber’s CEO and co-founder, Andreas Bodczek. “They are strong adept leaders with a proven track record of leading many successful companies in various technologies and digital advertising. As CBO and CTO, they will help shape Fyber’s future and make solid contributions to take us to the next level.”

About Fyber

Fyber is one of the largest independent app-centric supply side platforms that empowers app developers to execute smart ad monetization strategies across all connected devices through its unified mobile SSP. Approximately 750 developers use Fyber’s exchange, which reaches over 320 million mobile users each month across approximately 3,200 apps. For more information, visit www.fyber.com.

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