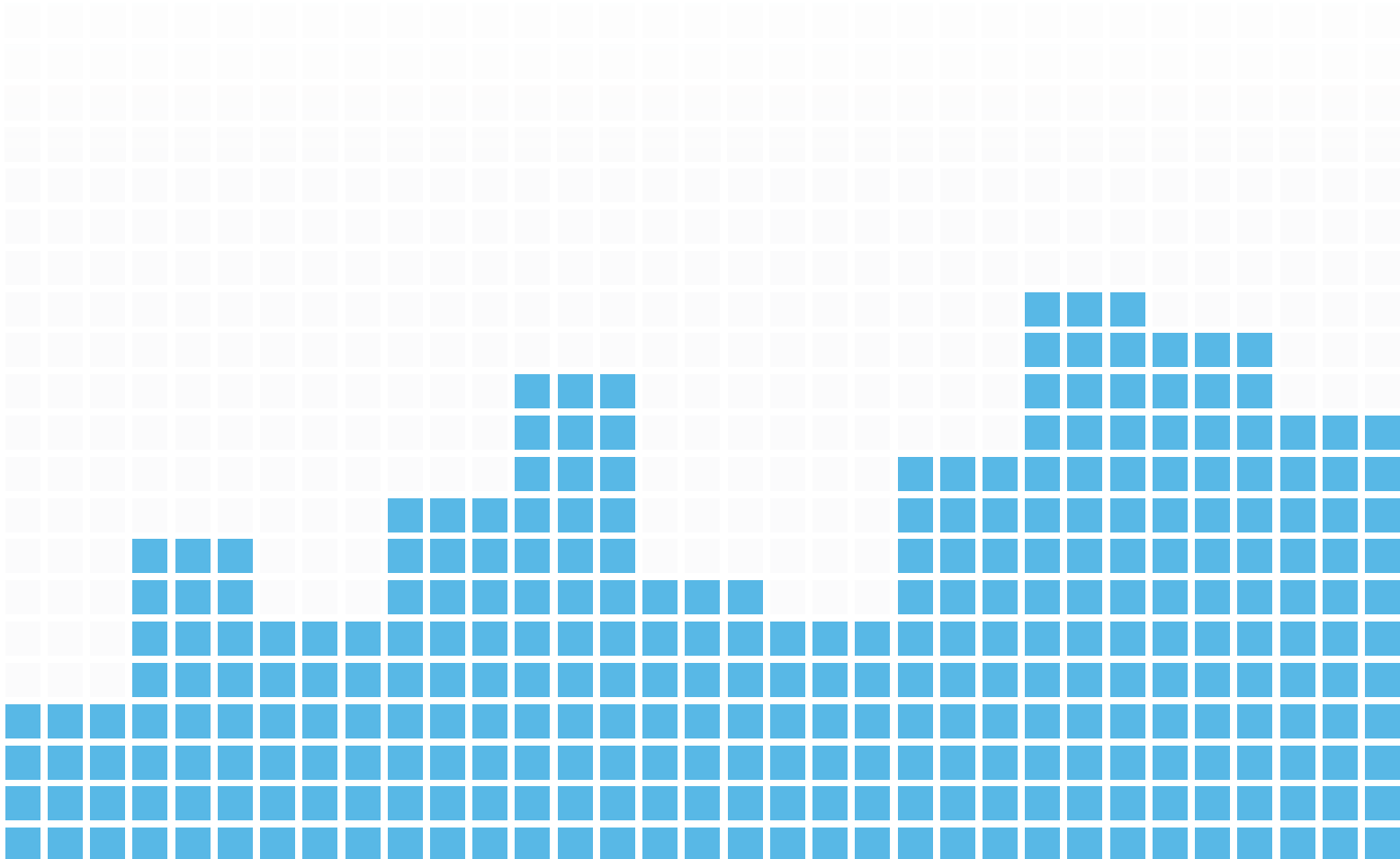


Q2 2014

Mobile RTB Insights Report Executive Summary



Key findings

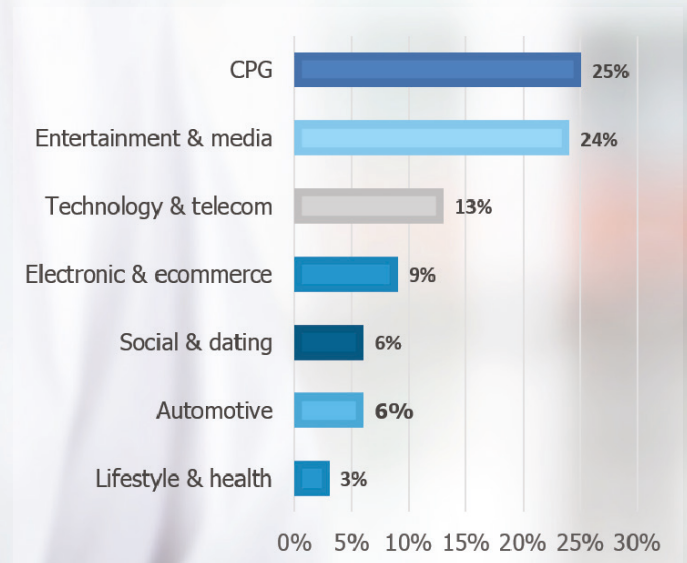
RTB Performance in Q2 2014

Brands are increasingly buying premium media through programmatic channels.

This trend was highlighted in the exchange data where the advertising spend in the Consumer Product Goods (CPG) category saw the highest growth and overtook the advertising spend from media and entertainment category.

- Combination of Rich media and bigger screen on mobile equate to higher revenue for publishers.
- Mobile usage is highest during commute or after work hours based on volume and monetization.
- Advertising spend in RTB is increasing at 400%+ rate year over year.
- Audiences are spending most of their time in 3 categories (social, entertainment and games).
- China, Argentina, Indonesia, Switzerland, France, and Thailand were the top countries to capture advertising spend based on percentage increase.

Spend across advertising categories (Based on data from the Top 100 Advertisers by revenue on SMX)



Mobile RTB Insights Report - Q2 2014 Executive Summary

Smaato is the leading independent global mobile RTB ad exchange and SSP. More than 78,000 mobile publishers use Smaato's platform to monetize their mobile inventory around the world. The Smaato Exchange (SMX) is globally connected to 100+ Ad Networks and 170+ Demand Side Platforms. SMX delivers more than 90 billion ad impressions per month, including campaigns from 89 of the top 100 Ad Age brands.

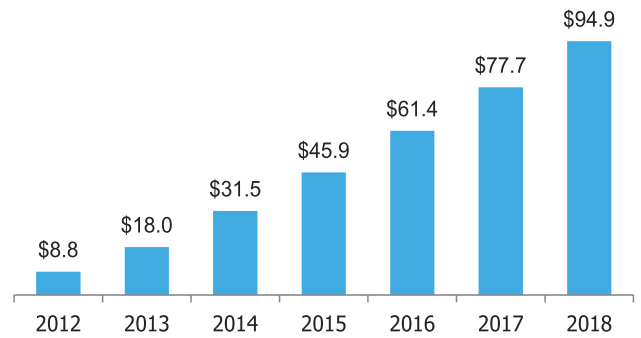


Chart I - Global Mobile Ad Spending (in Billions USD) Source: eMarketer

We are proud to release our second Mobile monetization RTB Insights Report for 2014. This report is based on worldwide data sampled from SMX activity in Q2 2014. According to eMarketer, last year global mobile ad spending increased 105% to total \$17.96 billion. In 2014, mobile is on pace to rise another 75.1% to \$31 billion, accounting for nearly one-quarter of total digital ad spend worldwide. SMX continues to experience significant growth as RTB spend grew 69% in Q2 2014 compared to Q1 2014. The RTB Ad spend in Q2 2014 saw an uplift of 456% over Q2 2013. Global RTB spend continues its dramatic growth in 2014.

\$18 billion. The global mobile advertising spend will reach 95 billion dollars by 2018. This quarter saw a 456% increase in mobile RTB spending over the same quarter last year.

Brands are embracing RTB as a source for premium inventory. Programmatic advertising spend from the CPG sector increased from 8% to 25% in this quarter, marking a significant increase in spend from major brands.

Mobile advertising spend is seeing a phenomenal growth and that growth trend will continue in the foreseeable future.

Mobile video advertising is on the rise: According to Gartner, mobile video advertising format will see the most growth, among all mobile advertising formats. The growth in video advertising will be fueled by the growth in the tablet market. According to eMarketer, the U.S. mobile video advertising spend is forecasted to be 925 million this year and will increase to 2.7 billion by 2017.

The global mobile ad spending this year is projected to grow 75% to \$31 billion, while the mobile ad spending in the U.S. is projected to grow 83% to

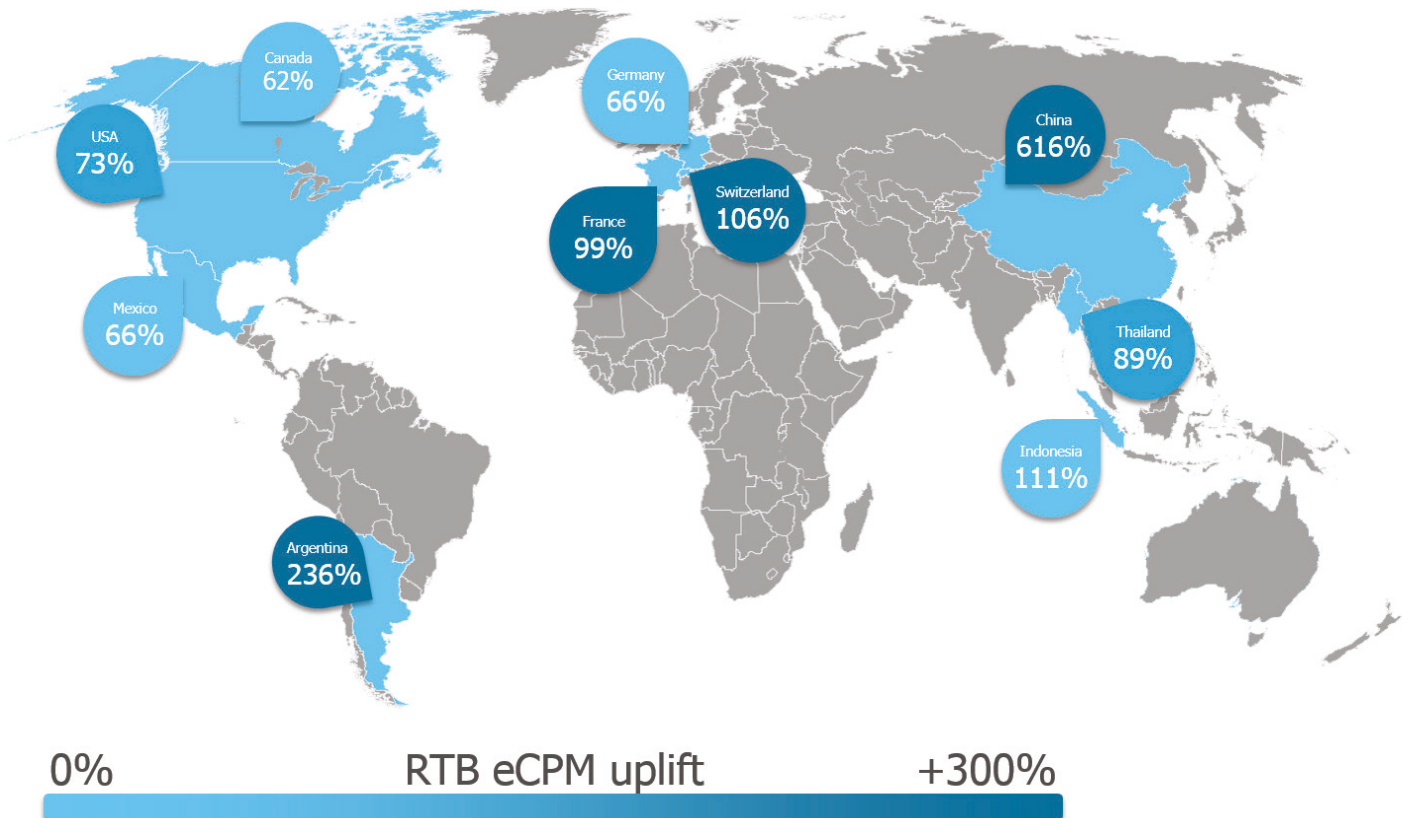


Chart II - RTB ad spend grew by 616% in China (Source: SMX Platform)

About Smaato

Smaato is the leading global mobile RTB ad exchange (SMX) helping mobile app developers and publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato operates the leading mobile RTB ad exchange and Supply Side Platform across 78,000+ mobile app developers and mobile publishers. On demand side Smaato globally connects 100+ Ad Networks and 170+ DSPs.

Smaato is an initial member of the OpenRTB Mobile subcommittee and an active member of the Mobile Marketing Association, Mobile Entertainment Forum (MEF), Singapore Infocomm Industry (SITF), Singapore IT Federation and the German Digital Media Association

BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2014, 2013, 2012, 2011, 2009 & 2007), is one of the AlwaysOn Global 250 winners in the Mobile category (2013, 2012 & 2011) and was named a "company to watch in 2010" by Financial Analyst Company GP Bullhound.

Smaato's global headquarters are in San Francisco, California. The privately held company was founded in 2005 by an experienced International management team. Smaato's European office is in Hamburg, Germany and the APAC office is in Singapore.

Smaato Inc.

AMERICAS

240 Stockton St, 10th Floor
San Francisco, CA 94108
T: +1 (650) 286-1198
americas@smaato.com

1115 Broadway, Suite 1007
New York, NY 10010
T: +1 (646) 807-4596
americas@smaato.com

EMEA

Gerhofstrasse 2
20354 Hamburg, Germany
T: +49 (40) 3480-9490
emea@smaato.com

APAC

333 North Bridge Rd. #05-00
Singapore 188721
T: +65 6336-6815
apac@smaato.com