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adjust raises \$17M in funding from Highland Europe to become the unified mobile data platform

- + Highland Europe led the \$17M round
- + adjust processes over 1 petabyte (1,000 terabytes) of mobile data every month
- + Funding accelerates adjust's mission of powering a faster and more efficient mobile marketing ecosystem

BERLIN and SAN FRANCISCO (October 21, 2015) — adjust, the leading business intelligence firm for mobile apps, has received \$17M in funding from Highland Europe. The funding round takes the company to a total of \$30M raised since it was established in 2012.

Over the past three years, adjust has quickly expanded from its Berlin (DE) office to six additional cities: San Francisco (US), Istanbul (TR), Beijing (CN), Shanghai (CN), Tokyo (JP) and Sydney (AU). adjust now processes over 1 petabyte of mobile data each month and its SDK recently surpassed 1.3 billion live instances in mobile devices. The company also turned profitable in 2015, and it's further demonstrating its ability to scale fast and efficiently.

This investment will further accelerate adjust's product expansion, while strengthening its commitment to the mobile marketing industry through the prevention of fraudulent traffic, encouragement of user-friendly advertising practices and prioritization of privacy protection in mobile marketing.

Christian Henschel, CEO and Co-Founder of adjust, said: "As an independent third-party attribution solutions provider, we assume a central role in connecting app developers to ad networks, publishers and other ecosystem parties. We have now reached a critical scale where as a market leader within the ecosystem, we are uniquely positioned to drive both product innovation as well as industry standards."

Sam Brooks, Partner at Highland Europe added: "At Highland, we seek to invest in rapidly growing companies with global ambitions and a commitment to product excellence. We consider adjust's technical expertise, vast device coverage and deep network integrations as industry-leading within the premium mobile measurement space, demonstrated by the business' impressive momentum and trusted position among leading international brands. We are thrilled to partner with the adjust team."

The investment will also enable the company to expand its offering and presence among underserved, high-potential businesses.

Henschel continued: "The growth of mobile-born companies around the globe signals a positive environment for the development of tracking solutions that provide quality data for business decision makers. As these companies become market leaders, more and more businesses will require a holistic mobile marketing tool. Our ambition is to become that essential part of their business intelligence and process data at scale, just as SAP broke out of its market scope decades ago."

About adjust:

adjust is a business intelligence platform for mobile apps, providing the highest quality analytics and attribution solutions for companies worldwide. With adjust's open source SDK, app developers can track and analyze user acquisition, feature releases, user lifetime cohorts and more. adjust provides streamlined reporting for understandable, actionable and comparable metrics. adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner, and dynamic adjust integrations is in use by over 600 networks and analytics providers worldwide. Founded in Berlin in 2012, adjust today has global offices in San Francisco, Istanbul, Beijing, Tokyo, Shanghai and Sydney.

adjust is trusted by clients across Asia, the EU and the Americas: including leading apps like Zalando, Rovio and 99Taxis; global brands like Universal Music, Yandex and Sony Music; as well as the world's largest advertising and media agencies, including Vivaki, Publicis and GroupM. adjust supports clients on the ground from each global office, and offers fully localized solutions in multiple languages.

adjust is the only mobile analytics company to meet stringent EU privacy compliance standards, proving that app tracking does not have to be intrusive. adjust is funded by Target Partners, Capnamic Ventures, Iris Capital, ACTIVE Venture Partners and Highland Europe.

For more information, visit www.adjust.com or contact sales@adjust.com.

About Highland Europe:

Highland Europe invests in expansion stage internet, mobile and software companies demonstrating rapid growth and addressing large market opportunities. Our capital enables management teams to accelerate growth and build lasting, valuable businesses. Highland Europe closely collaborates with Highland Capital Partners, a global venture capital firm with a twenty-seven year investment experience and offices in Boston, Palo Alto and Shanghai. For more information, visit www.highlandeurope.com.