

adjust Expands Presence in Europe: New Office to Open in Paris on March 1

Berlin and San Francisco - February 26, 2016 - Today, adjust, one of the world's leading mobile attribution and analytics companies, announced its expansion in Europe: On March 1, 2016, adjust will open the new office in Paris, with Aline Reiniche as country manager. Among adjust's clients in France are Blablacar, La Poste and the sales platform Vente Privée.

"In 2016, companies around the globe will spend more than 100 billion USD in mobile advertising. The interest in mobile marketing is steadily growing all over the world. Especially the French market, with its high purchasing power and its drive for innovation, is very promising for us," says Christian Henschel, CEO and Co-Founder of adjust.

The Berlin-based company, with about 90 employees, already has offices in San Francisco, Istanbul, Beijing, Tokyo, Shanghai and Sydney. Every month, adjust analyses data from 14,000 apps on more than 1.5 billion mobile devices. As part of their anti-fraud initiative, adjust recently announced that they will host Europe's first mobile-fraud conference in Berlin, in June 2016.

For more information about adjust and the Mobile Spree Conference, please visit adjust.com and mobile-spree.com.

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 about 2,000 clients across Asia, the EU and the Americas: including leading app developers like Zalando, Rovio and Zynga or global brands like Microsoft, Yandex and Warner Bros. 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.