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Adjust Announces Former J.P. Morgan Vice President Mirko Deneke as CFO

*Seasoned Finance Executive to Focus on Continued Profitable Growth
for Mobile Measurement Leader*

San Francisco/Berlin, August 30, 2018 -- [Adjust](http://www.adjust.com), the Berlin-based global mobile measurement leader with more than 14 offices across the world, announced today the appointment of corporate finance specialist Mirko Deneke as its new Chief Financial Officer. Deneke will lead Adjust's global financial operations, overseeing financial planning, analysis & reporting, investor relations, and mergers & acquisitions as the company continues to expand its product portfolio and global presence.

For more than a decade, Deneke held management roles in global investment banking and auditing firms. Most recently, he worked at J.P. Morgan in London, where he executed various equity and debt capital raises and M&A transactions for clients across Europe and the Middle East. Prior to that, he was a manager at Deloitte's Global IFRS and Offering Services team in New York, where he advised publicly listed companies on reporting advisory and cross-border offering services.

"Mirko has an exceptional track record and has shown extraordinary strategic understanding of our business and market," said Christian Henschel, Co-founder & CEO of Adjust. "Since inception, Adjust has achieved more than 50% revenue growth every year. We have grown to more than 250 employees worldwide and have been profitable for more than 3 years. Mirko's leadership and financial acumen will incentivize our continued profitable growth as we scale our product portfolio and operations to deliver more value-added services to the mobile marketing industry."

"From the moment I began conversations with Adjust's management team, I have been impressed with its culture, product and customer focus, global scale, high growth and financial discipline," said Deneke. "Adjust has developed a cost-effective, best-in-class SaaS attribution platform with a loyal and diversified customer base, making for a powerful business model. This is a unique success story and I am very proud to join such a company. Adjust has tremendous growth opportunities, launching and scaling products and expanding into new technologies and geographies to meet customer

needs. As CFO, I will ensure this growth continues to translate into strong financial performance."

About Adjust

Adjust is the industry leader in mobile measurement and fraud prevention. The Berlin-based company provides high-quality analytics, measurement and fraud prevention solutions for mobile app marketers worldwide, enabling them to make smarter, faster marketing decisions. Adjust is a marketing partner with all major platforms, including Facebook, Google, Snap, Twitter, Naver, Line, and WeChat. In total, more than 20,000 apps have implemented Adjust's solutions to improve their performance.

Adjust is the only attribution company to meet stringent EU privacy standards and is fully compliant with GDPR. For more information, interested parties can visit <http://www.adjust.com>.

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