

Media release

Mobile analytics firm *adjust* sees 300 % Asian growth, doubles down with local presence & product

- *adjust* opens offices in Shanghai and Tokyo, providing fully localized app attribution and analytics
- Japanese mobile market, 2nd largest globally, characterized by consolidated agency businesses offering tracking, traffic and planning all in one
- 41 % of smartphones sold in China are buyers and planning all i

BERLIN, SAN FRANCISCO, SHANGHAI, and TOKYO – 13 November 2014 – Following on the backs of launches in Istanbul and San Francisco, *adjust* continues to leverage its growth momentum into the Asian markets with new offices opening in Shanghai and Tokyo. The Japanese and Chinese mobile advertising markets are 2nd and 3rd largest globally, respectively.

adjust is already deriving 20 % of global revenues from Asian clients, with revenue growth exceeding 300 % in Q3 2014 alone.

To build up local presence, Chris Rupp joins the *adjust* team from Fyber to be on-site in Shanghai for Chinese clients and partners, whereas Shawn Bonham, previously with Upsight, returns to Tokyo to lead the *adjust* presence. With fully-fledged support teams in Berlin, Tokyo and San Francisco, clients receive quick answers around the clock with *adjust*. To support further growth, *adjust* will be looking to expand to around a dozen support and account management colleagues in Japan and China. *adjust* CEO and Co-Founder Christian Henschel and Chief Revenue Officer Hendrik Volp will be supporting the teams on-site, dividing their time between locations on both sides of the Pacific.

The Japanese mobile advertising market consists of multiple large agency businesses that provide clients with all-round support in planning, analytics and traffic. Major agencies Adways, Transcosmos and D2CR are already on board to complement their services with *adjust*'s sophisticated tracking tech, EU-certified privacy compliance, and open source SDKs.

"In the end it's always a question of focus. We think that every company should focus on the things where they can provide the most value for their customers," says Christian Henschel, "So media companies should be delivering the best results for their clients where we support them with in-depth knowledge about conversions and measurable events/actions."

"What draws us to Japan is the similarities in doing business in Germany – these are both cultures that value punctuality, solid engineering, and honest no-nonsense business," says Hendrik Volp.

In China, the rapidly growing economy brings soaring smartphone adoption. In March, analytics firm Usung reported that over 700 million smartphones are active in the country and 41% of smartphones sold in the fourth quarter of last year were the buyers' first smartphone.

adjust's Berlin headquarters has been hard at work preparing network integrations for the Asian markets, targeting Chinese partners since before the summer. With existing clients like ChangYou,

KingSoft, Mobogenie Market, and DeNA, *adjust* has already built initial traction with major partners in the region.

Android is the leading platform in China and *adjust's* strong support of platform-specific features, as well as seamless tracking of third party app stores, has proven critical for early clients.

"These are very high-potential markets, and for us, it's a very interesting opportunity to work with our partners here with native support functions and localized documentation and UI," says Hendrik Volp.

The native *adjust* product will be progressively rolled out in Japanese and Chinese in Q4 this year. The Japanese and Chinese versions of the *adjust* dashboard will be fully integrated into the English-speaking interface, meaning localizations are provided on a user level, helping Asian companies work tightly with offices and partners abroad.

"There's no question Asia is the next big step for us and we are committed to invest heavily in this market," says CEO & Co-founder Christian Henschel.

For more information about *adjust* in China, please contact Chris Rupp, Head of Sales China & South Korea, chris@adjust.com.

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