

Media release

adjust Secures \$7.6 Million USD Series C from ACTIVE Venture Partners and Existing Investors for Rapid Expansion in US and Asian Markets

BERLIN, SAN FRANCISCO and ISTANBUL – September 8, 2014 – adjust, a leading app analytics and attribution company, today announced a \$7.6 Million USD Series C investment by ACTIVE Venture Partners and existing investors, Target Partners, Iris Capital and Capnamic Ventures, to boost expansion in the US, China and Japan, and fast track product development. With 40% of total revenue coming from Asia and US and more than 100 new client sign-ups a week, the funding will allow adjust to springboard off existing market share and establish new regional offices. Starting on October 1, industry talent Shawn Bonham will head up the Asian expansion in a newly created role of Managing Director Japan and South East Asia.

adjust is a fast-growing mobile attribution and analytics company with offices in Berlin, San Francisco and Istanbul, placing a high premium on scientific statistics and a user-friendly product. It helps mobile marketers understand where their most valuable users come from, what they do, and how to re-engage with them inside or outside their app. adjust is also an official Facebook and Twitter Mobile Measurement Partner and integrated with more than 300 networks and partners globally. Clients include Universal Music, Viacom, Yelp, Scopely, Kingsoft, DeNA, BuzzFeed Inc. and Deutsche Telekom.

ACTIVE Venture Partners takes a new approach to venture capitalism and actively supports entrepreneurial teams in the digital industry. They focus on taking disruptive, people-driven companies beyond the next level to global success. Their portfolio includes Yieldr, Packlink, Buyvip (acquired by Amazon) and Golden Gekko (acquired by DMI) to name a few. With today's announcement, Philipp Schroeder, Founding Partner at ACTIVE Venture Partners will join the adjust Board of Directors to enhance the governing team with his expertise and industry network. ACTIVE recently appointed Sebastian Blum as Partner and he will be supporting their new investment in adjust. Currently based in Berlin, Sebastian previously held senior positions with California-based photo viewing app developer Cooliris and T-Venture, the VC arm of Deutsche Telekom, and has a strong network in the US and Asian mobile market. This is ACTIVE's first investment of a company headquartered in Berlin, Germany.

CEO and co-founder of adjust, Christian Henschel explained: "An investor partnership is all about carefully choosing the right VC to build a great, constructive relationship based on common goals, and we are proud to have found such a great fit with ACTIVE Venture Partners. Finding the right VC is all about finding a balance of the three Cs: chemistry, connections and capabilities...and we've successfully found this with all of our investors."

Philipp Schroeder said: "adjust has a top quality industry-leading technology in attribution analytics, and is already enhancing many partner platforms such as Facebook, Twitter, Tapjoy, Upsight and many more with their technology. Additionally, we recognize their big ambitions and see an excellent cultural fit between our companies. adjust is truly transforming the way developers and marketers run mobile ad campaigns through reliable, transparent and neutral third-party data access and sophisticated analysis, and we're looking forward to being a part of their accelerated global expansion."

The fresh funding will go towards recruiting and growth for client acquisition and support, and to expand the platform and technologies. 50% is specifically earmarked for the US, Chinese and Japanese markets.

"Today's double announcement with Shawn Bonham as Managing Director for Japan and South East Asia demonstrates our speed and commitment," Christian Henschel stated.

Shawn Bonham brings over a decade of experience doing business in Asia and is fluent in Mandarin Chinese and Japanese. Shawn previously headed operations and strategy for APAC as Senior Managing Director at Upsight, a leading provider of mobile analytics and marketing technologies. Before this, he held management positions at NVIDIA, conducting business development and investment in the mobile gaming space. Shawn also founded and grew APAC operations at Havok, which was later acquired by Intel.

Recruitment for additional newly created positions to support rapid growth has already commenced with more big announcements expected shortly.

Headquartered in Germany with offices in the U.S. and Turkey, adjust is also supported by over \$4.5 million in earlier investment funding from Target Partners, Iris Capital and Capnamic Ventures. Led by mobile advertising and media industry veterans CEO Christian Henschel, CTO Paul H. Müller, and CRO Hendrik Volp, adjust will continue to focus on growth of their platform to meet market demand.

Learn more about adjust at www.adjust.com

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About adjust (formerly known as adevn)

adjust is a mobile attribution and analytics company that provides app marketers with a comprehensive business intelligence platform. adjust combines attribution for advertising sources with advanced analytics and store statistics such as rankings, ratings and reviews.

Attribution enables mobile app marketers to identify where a user came from and when they installed the app. In the analytics department, adjust offers cohort analysis in addition to deliverable analytics that count sales, events, sessions, installs and clicks. Marketers can group users together by common criteria, such as the install time. KPIs can then be normalized over the lifetime of the user. Additional product features include: app store

statistics like global rankings displayed in the dashboard, deep-linking fallback and reattribution for re-engagement campaigns.

adjust is an official Facebook and Twitter mobile measurement partner, and is also integrated with over 300 other major networks worldwide. adjust is ePrivacy certified, uses SSL encryption for data transfer, and is the only mobile analytics company to meet the most stringent privacy compliance standards internationally.

Clients include some of the world's largest brands in Asia, the EU and the Americas, such as Deutsche Telekom, Universal Music, Viacom, Scopely, Tango, DeNA and Kingsoft. adjust delivers app analytics to the world's largest advertising and media agencies including Vivaki, Publicis and GroupM.

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

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About ACTIVE Venture Partners

ACTIVE is a European venture capital company focused on positively disrupting its traditional sector. Spearheaded by a diverse, passionate and multinational team, it is building a reputation for providing support that goes beyond capital for high growth businesses. With a presence in Spain, Germany and Scandinavia, ACTIVE targets entrepreneurial teams driving digital start-ups and seeking holistic partnerships based on shared values and pro-active support. Start-up founders connect to the unique ACTIVE community to engage with sector specialists, growth experts and senior advisors. Since 2004 ACTIVE has invested in 24 companies in two funds totaling €74m. In 2007, ACTIVE created the Venturepreneurs' Organization, which promotes relationships between successful serial entrepreneurs investing in early stage companies.www.active-vp.com

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About Target Partners

With €230 million under management, Target Partners is one of the leading early-stage venture capital firms in Germany. Target Partners invests in new start-up and early-stage companies, and supports them with venture capital during their build-out and expansion phases. With many years of experience as managers, entrepreneurs and venture capitalists, the team at Target Partners supports entrepreneurs in developing and marketing products and services, building organizations, raising money and taking companies public in Europe and the United States.

For more details: www.targetpartners.de

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About Iris Capital

Iris Capital is a pan-European venture capital fund manager specializing in digital economy. Since its inception in 1986, the Iris Capital team has invested €1 billion in more than 230 companies.

Iris Capital targets opportunities in service or technology companies, seeking growth capital in order to realize their strategy. It provides active support to its portfolio companies on the basis of its strong sector specialization and experience, and has offices in Paris, Düsseldorf, San Francisco, Montreal, Riyadh, Dubai, Beijing and Tokyo.

In 2012, Iris Capital has entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative.

For more details: www.iriscapital.com

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About Capnamic Ventures

Capnamic Ventures is a Multi-Corporate Venture Capital Fund with offices in Cologne and Berlin. Capnamic focuses on business models along the digital value chain and invests with a focus on consumer and prosumer oriented businesses that can be scaled and distributed through digital media. This includes growth markets such as Mobile, E-Commerce, Gaming, Payment, Advertising or Software as a Service. The Capnamic Team combines expertise from over 100 investments and 30 years of investment experience. In addition to its own fund Capnamic Ventures is managing the entire DuMont Venture portfolio (the investment vehicle of Mediengruppe M.DuMont Schauberg) with currently over 20 portfolio companies.

For more information: <http://capnamic.de/en>

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