

Press release

Target Partners invests in adeven GmbH

Series A financing for mobile ad targeting and verification

Munich / Berlin, May 24, 2012 – Munich-based venture capital firm Target Partners (www.targetpartners.de) today announced a seven-figure financing round for adeven GmbH (www.adeven.com). Adeven, a technology company headquartered in Berlin and London, verifies and optimizes mobile advertising campaigns for publishers and advertisers in real time. The financing will support the company's international growth.

Adeven GmbH analyzes the overall context of mobile advertising campaigns, including the number of screen inserts. The company focuses on apps and mobile websites. "We process over 20 GB of data from Apple's app store alone, and extract more than 100 billion individual data points, which we analyze, evaluate, and prepare", stated Paul H. Müller, CTO and co-founder of adeven GmbH. Christian Henschel, CEO and co-founder noted: "Customized mobile advertising solutions offer publishers and advertisers more effective and targeted campaigns, resulting in increased revenue."

Olaf Jacobi, a partner at Target Partners, is convinced of adeven's strong growth potential: "Adeven fulfills the prerequisites for international success: stable and innovative technology combined with a first-rate team with many years of market experience. Paul's app publishing company, Rapidrabbit, has generated over ten million downloads, worldwide. Christian used madvertise to help build one of the leading mobile players in Europe, and expanded the publisher network from 70 million to over two billion impressions."

"At adeven, we've had an international focus from day one. We're opening new offices in New York and San Francisco to complement our offices in London and Berlin. Our goal is

to bring more transparency and measurability to the mobile ecosystem," said Henschel. "To many, mobile advertising is sort of a black box. And we turn the lights on, if you will."

About Target Partners

With €225 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.

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About adeven GmbH

Adeven is the leading mobile analytics and ad verification company. Its highly scalable technologies enable advertisers and agencies to run more efficient and effective mobile campaigns across digital channels. Its algorithm-driven ADJVST Campaign Analyzer and ADJVST Campaign Optimizer bring together digital media and data into a powerful mobile solution that improves targeting, optimization and analysis of both direct response and branding campaigns. Adeven is a privately held company with offices in Berlin and London.

For more information visit www.adeven.com, follow [@adevencom](https://twitter.com/adevencom) on Twitter, or join us on Facebook at www.facebook.com/adevencom.

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