



adjust GmbH Saarbrücker Straße 38a, 10405 Berlin, Germany
adjust Inc. 25 Taylor Street, San Francisco, CA 94102, United States of America
Phone +49 30 91 46 00 83, Fax +49 30 25 74 96 75 www.adjust.com

adjust heads down under with opening of regional office

SYDNEY (Jul. 29, 2015) -- adjust, one of the leading mobile analytics and attribution companies worldwide, announced today the opening of a sixth office in Sydney.

The Australia location expands the Berlin-based company's presence in the APAC region, complimenting offices in Tokyo, Shanghai and Beijing. adjust also has offices in Istanbul and San Francisco.

"We want to spend more time wherever there are app developers," said Christian Henschel, CEO and Co-Founder of adjust. "The region now represents a third of our revenues and a significant source of growth, and expanding here enables us to effectively support growing countries like Indonesia and Australia and to further establish adjust's offering.

"Additionally, our recent App Store research indicates competitive trends in different markets like Australia and Indonesia - and this helps us determine where we can further help developers and marketers better understand their marketing."

The office will be headed up by John Sardelic, who brings more than eight years of comprehensive experience working in mobile advertising across APAC, most recently with Big Mobile.

"The market here is calling out for mobile app attribution and analytics, and adjust can provide them with an agnostic and transparent view on what really is working in mobile marketing," Sardelic said. "Using the adjust platform, marketers will now be able to determine what advertising channels are delivering the most cost effective ROI by channel, using key data within their app, past the standard metrics clicks and installs. I'm looking forward to working with advertisers, agencies and developers, providing local and round-the-clock support for the SEA market."

John Sardelic is based out of Sydney and can be reached under john@adjust.com. For more information on adjust's new regional office in Sydney, please visit www.adjust.com.

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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, Tokyo, Shanghai and Sydney.

adjust is trusted by clients across Asia, the EU and the Americas: including leading app and IT companies like Spotify, Uber, Yelp; global brands like Universal Media, Yandex and Sony Music; as well as the world's largest advertising and media agencies, including Vivaki, Publicis and GroupM. *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, and Active Venture Partners.