



Gameloft Advertising Solutions confirms its exponential growth with an 800% progression in the first quarter

Paris, April 7, 2016 – Gameloft Advertising Solutions, Gameloft's mobile advertising network, announces solid performances and continuous exponential growth.

The company reached ad sales of 2.7 million Euros in the first quarter of 2016, compared to 0.3 million Euros for the same period last year. This represents an increase of over 800%.

AN ESTABLISHED REPUTATION

In the first quarter of 2016, 123 advertisers around the world, from various sectors including entertainment, automotive, consumer products and public services have run ad campaigns with Gameloft Advertising Solutions, 250% more than in the same period in 2015. 40% were already clients of the network, which shows the effectiveness of its advertising solutions.

Thanks to the know-how of its development teams, Gameloft Advertising Solutions offers advertisers a wide variety of innovative and engaging ad formats.

THE BOOM IN PROGRAMMATIC ADVERTISING

Gameloft Advertising Solutions' inventory has been available for programmatic purchase since January 2016. This activity already accounts for over 20% of the network's advertising revenues.

To date, in addition to launching its own SSP, the company has signed 10 partnerships with major SSPs and DSPs, thereby increasing its access to trading desks used by the main advertisers around the world. New implementations are in progress and will be announced shortly.



“Carried by the strong performance of our entry in the field of programmatic advertising, our strategic partnerships and the sales of our rich and native ad formats, Gameloft Advertising Solutions’ sales are nine times larger in the first quarter of 2016. It’s a solid and very promising performance that shows the efficient execution of our strategy and confirms the strong potential of our advertising revenue growth for the coming months and years,” states Gonzague de Vallois, Senior Vice President of Sales and Marketing at Gameloft.

With a monthly audience of more than 166 million unique players and an inventory of 8 billion impressions, Gameloft Advertising Solutions has now established itself as a major player in the mobile advertising market.

About Gameloft Advertising Solutions

With a monthly audience of more than 166 million unique players and an inventory of over 8 billion impressions, Gameloft Advertising Solutions offers advertisers a unique level of visibility and engagement. To date, Gameloft Advertising Solutions has delivered more than 1,000 campaigns for prestigious brands such as Air France, Coca-Cola®, Ford, FOX™, Kellogg’s®, McDonalds, ©Netflix, Procter & Gamble, SAMSUNG and Unilever in over 40 countries around the world (North America, Latin America, Africa, Middle East, Europe, Asia, etc.).

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