

Smartpipe and Tamome launch first-to-market opportunity for advertisers to benefit from Network Operator data

First operator confirmed for phase one roll out of real-time, privacy compliant mobile advertising campaigns

London, 23rd July 2015: Smartpipe, the real-time data broker for Network Operators, and Tamome, the real-time programmatic mobile advertising specialist, have joined forces to provide a first-to-market opportunity for advertisers and agencies that will allow access to real-time deterministic, privacy compliant Network Operator data; enhancing the prospects of increasingly targeted and relevant mobile advertising campaigns.

The international initiative will be rolled out first across the Middle East where the first operator customer has been secured and where 93% of internet users are using their mobiles to go online*. It will subsequently be implemented in other territories, starting with APAC before moving to the US and UK, and has already gained interest within three of the world's largest ad agency groups, as well as directly with global brand organisations.

Significantly, Smartpipe is the first Network Operator data monetisation product on the market that places data privacy and security at the heart of the offering. This is achieved by combining a patented approach to Network Operator data delivery with a unique proprietary technology to target the mobile advertising ecosystem, making it **the only platform currently in the market** for Network Operators looking to monetise privacy compliant customer data safely and securely whilst maintaining total control over the data.

Smartpipe's in-network solution sits safely behind operator firewalls, extracting data from operator databases and facilitating the secure delivery of anonymous information to the advertising ecosystem. Tamome is then able to work with advertisers to purchase inventory across their integrated Exchanges and Supply Side Platforms to target specific customer micro-segments such as female buyers of a certain age in a certain location.

The launch is a response to the growing trend towards data-rich, algorithmic programmatic buying and the increasing demand for targeted and relevant mobile advertising campaigns from both brands and consumers. For advertisers, access to this quality of data, and entirely new data sources, means their ads are being seen by the people that matter to them, ensuring relevance and interest in their brand and increasing ROI. This results in a more accurate, effective and planned approach to budget spends. For consumers, the use of the Network Operator data will mean more appropriate and relevant communications from the

brands that they want to hear from, tapping into individual interests to add value to day to day life, while still being respectful of privacy concerns.

“There is increased demand amongst advertisers for distinctive demographic and deterministic data on which to base highly targeted campaigns that deliver a true return on investment. This is what our partnership with Smartpipe can now offer and we are immensely proud to be able to offer this world-first access to highly valuable Network Operator data in a way which protects and enhances the consumer experience,” commented Tamome CEO and Founder Christian Louca.

“The value of Network Operator data for advertising purposes has long been understood amongst the advertising industry, but has lacked the scalable technology, privacy compliance and business models required,” explained Smartpipe CEO Tanya Field. “We can now offer a data broker platform that is specifically designed for Network Operators to overcome their data delivery and privacy challenges, providing them with a vital new revenue stream while also offering advertisers a brand new opportunity to really tailor their campaigns.”

Mobile is growing faster than all other digital advertising formats. In the US alone, mobile ad spend will top nearly \$42 billion in 2018, rising by a five-year compound annual growth rate (CAGR) of 43% from 2013**. In the UK, smartphones and tablets accounted for one quarter of search engine advertising last year, with predictions of it rising to a third in 2015***.

**Source: Northwestern University in Qatar, “Media Use in the Middle East”, conducted by Harris Interactive in conjunction with Pan Arab Research Centre, April 15 2015*

***Source: BI Intelligence, “The Programmatic-Advertising Report: Mobile, video and real time bidding drive growth in programmatic, March 26 2015*

****Source: Advertising Association and World Advertising Research Centre, 2014*

About Smartpipe Solutions:

Smartpipe is a data broker for real-time deterministic customer data segments, commercially and technically designed for Network Operators to monetise data safely and securely for enhanced service provision across multiple markets, from advertising to financial services, utilities, identity provision and beyond. Designed from the ground-up by mobile industry experts, it has privacy and security at the heart of its offering. It is the only true secure platform for mobile networks, MVNO, Wi-Fi provider and Fixed-line Internet Service Providers (ISPs) to monetise their deterministic data profiles. Built on proprietary patented technology, Smartpipe’s in-network, platform-as-a-service broker solution ensures leading edge secure data delivery, anonymised real-time dynamic customer segments and is designed to be compliant with local and global regulatory requirements.

Privately owned and headquartered in London, UK with an engineering centre in Cwmbran (Wales), it has been commercially operational since January 2014. Founders Tobin Ireland and Tanya Field previously led global MNO data monetisation at Vodafone and Telefonica, respectively.

Smartpipe is backed by leading SaaS venture capitalists and industry executives.

www.smartpipesolutions.com

About Tamome:

Tamome is a next generation mobile advertising and technology firm specialising in programmatic advertising for the always on, always connected world. Investing in high frequency trading and machine learning algorithms, its managed mobile demand side platform (DSP) turns data into intelligence, and intelligence into performance. Real-time campaign optimisation, mobile intelligence, advanced tracking and analytics enable delivery of brand awareness, lead generation and customer acquisition activity across multiple source points at scale. Tamome manages mobile advertising budgets around the world for clients including Vodafone UK, Mobile by Sainsbury0s, Amazon, Myntra, Shopclues, Flipkart, Ghost Telecom, Alibaba Group, Koram Games Limited (Kunlun Group, Hong Kong), Mobvista, Komli Media, Somoto INC, OMG PM and GGMR.

www.tamome.com