

Tamome ends third year of business with 95% increase in gross profit

Launches DSP platform with fully integrated RTB capabilities; leveraged for Vodafone and Mobile by Sainsbury's RTB mobile advertising campaigns

London, 23 March 2015: [Tamome](#), the real-time programmatic mobile advertising specialist, is celebrating a successful end to its third year in business with impressive financial year end figures and a catalogue of achievements. With a 66 percent increase in top line revenue, the company has enjoyed a 95 percent boost to gross profit, and 100 percent improvement to earnings before interest and taxes (EBIT) for the year ending 31st December 2014.

Improved supplier relationships and a new commercial model contributed to these improved profit margins, while the launch of Tamome's mobile-specific demand side platform (DSP) with fully integrated real-time bidding (RTB) capabilities boosted revenue possibilities. The second phase of Tamome's mobile DSP also saw integration with two of the world's largest exchanges, Rubicon and Nexage (now part of Millennial Media). As a result, Tamome can now place 11 billion ads per month on UK mobiles and tablets on behalf of its customers. Worldwide, the number is considerably higher, with reach being further extended through upcoming integrations with MoPub, PubMatic and Google's DoubleClick Ad Exchange.

The DSP launch resulted in Tamome introducing the first RTB mobile advertising campaign for Vodafone UK in Q4 2014, as well as for Sainsbury's MVNO, Mobile By Sainsbury's. Tamome also marked a successful year with a further eleven client wins, including William Hill, Koram Games Limited (Kunlun Group, Hong Kong), Mobvista, Komli Media, OMG PM, Somoto INC, App Lift, Appiris, Games Genetics, Approach, AdXMi (China) and YOC Mobile Advertising Limited.

Tamome customers are now able to buy individual ad placements at prices related to their campaign value and the likelihood that the placement will result in what the advertiser wants - all in 100 milliseconds and up to 20,000 times per second. This feeds data into real-time data collection and analytics systems that in turn allow campaigns to be further optimised for customers, not just based on audience profiles but also according to client KPIs.

Founded in February 2012 by Christian Louca, CEO, and Jonathan Webb, CTO, with just a small amount of capital, Tamome quickly became self-funded and has remained so until this point, even while doubling its resources and opening a new London headquarters in 2014, as well as a secondary Polish office.

"Reaching the end of our third year in business is a great milestone for any start-up, three quarters of which fail in that first crucial period. However, we've not only reached that benchmark, but remained profitable, with strong growth indicators across the top, middle and bottom lines. We're delighted with the progress that we've made, but don't underestimate the work that still needs to be done, especially now we've set the bar so high!" commented Tamome CEO and Founder, Christian Louca.

"The mobile advertising market however remains buoyant, holding much opportunity for companies like ours. Although the amount of VC money propping up the global

mobile advertising market through the gaming sector is a worry and a potential bubble that could burst, we believe that 2015 will continue the market's upward trend. 2014 was a big year for UK mobile advertisers after 2013 broke the £1billion ad spend barrier for the first time. 2014 also saw internet usage on mobile devices exceed PC usage in the US. All this is a clear indication and wake up call to those companies that have not yet managed to embrace the mobile channel. Business is mobile so act now or lose out," continued Louca.

"Automated buying technology, effective data management, analysis and targeting through our smart algorithms generate more actions from fewer impressions and at greater scale. As a result, the new platform generates more of what the advertiser wants more cost effectively, whilst paying the supply side the right price for their inventory," explained Jonathan Webb, CTO, Tamome. "We are hugely proud of our hard working team who work tirelessly to deliver our best-in-class client service. We have stuck to our vision and remain on course for being one of the most advanced boutique mobile DSPs with RTB capabilities, delivering unparalleled performance to help our clients communicate to, and acquire, customers via the mobile channel."

For more information on the UK mobile advertising marketplace, visit the [2014 IAB and PwC Digital Adspend Study](#) to which Tamome contributed.

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 Sainsbury's, William Hill, Koram Games Limited (Kunlun Group, Hong Kong), Mobvista, Komli Media, Somoto INC, OMG PM and GGMR.