

Spree7 hires Geraldine Kaiser as HR Project Manager

Spree7 (www.spree7.com) hires Geraldine Kaiser as Project Manager. Kaiser will be responsible for Recruiting as well as Human Resources Development. As of now, she supports the real-time advertising specialist in finding experienced industry experts Europe-wide. Also she is in charge of Human Resources Development. The studied management expert who temporarily lived and worked in Dubai, gained part of her experiences in HR management at Parship, where she worked as a Human Resources Generalist.

„The growth of Spree7 keeps increasing our staff requirements, which is why we will keep on searching for the best of the best Europe-wide. Geraldine Kaiser is the perfect person for this position as she is internationally experienced and possesses the intercultural competence needed to find experienced real-time advertising specialists all over the continent“, says Oliver Busch, CEO at Spree7.

About Spree7

Spree7 designs, manages and optimises online advertising campaigns using real-time advertising technology. Real-time advertising (also called real-time bidding) is a term which means the automated purchase and sale of digital advertising in the form of a real-time auction. Instead of the traditional static purchase of display advertising, Spree7 evaluates each individual advertising contact opportunity in real-time before the purchase. The decision to purchase any banner placement is based on an analytical, data-based process which can be tracked transparently and used for further optimisation. This enables Spree7, together with agencies and advertisers, to develop efficient campaign approaches for display, mobile, social and video inventories which could previously not be implemented technically in a conventional manner.

Spree7 GmbH is a partnership between the Swiss PubliGroupe AG and the American real-time advertising pioneer MediaMath.

For more information visit www.spree7.com

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About PubliGroupe

PubliGroupe is a leading Swiss-based provider of marketing and media sales services, enabling advertisers to effectively reach their audience by optimising the return of their marketing spending and allowing media owners to effectively monetise their reach. It is a performance-oriented full-service provider, employing state-of-the-art data processing



tools and information technology with the ultimate goal of making marketing processes more effective for its clients, be it in traditional or digital media.

The company is organised into three client-oriented business segments: 'Media Sales', 'Search & Find' and 'Digital & Marketing Services'. Each segment is responsible for its own profits and long-term performance. The holding company PubliGroupe is listed on the Swiss stock exchange SIX (PUBN).

For more information visit www.publigroupe.com

About MediaMath

Headquartered in New York, MediaMath was founded in 2007 and is the leader in the demand-side platform (DSP) category. The company buys billions of highly targeted ads per month on behalf of dozens of top-tier agencies including all of the major agency holding companies. Major brands include American Express, Kellogg's, Prudential and Kayak.

The MediaMath buying platform, TerminalOne, provides advertising agencies and brands with the technology and back office services to trade effectively across all leading digital advertising channels. It includes a common interface and workflow, a data management layer that integrates marketer and third-party data, sophisticated algorithms and bid optimisation, and deep integrations with thousands of premium publishers and supply aggregators.

In Q4 2011, AdAge declared MediaMath the winner of the first Forrester Research DSP Wave report. <http://www.mediamath.com/solutions/forresterwave/>

MediaMath is a global company with additional offices in London, Boston, Chicago, Los Angeles and San Francisco.

For more information visit www.mediamath.com