## Trading-Desk Service Spree7 hires agency professional as Vice President Technology and Operations

Spree7 ([www.spree7.com](http://www.spree7.com)), the trading-desk service for efficient control of digital media in real-time, has appointed Thomas Kaczensky to a management position as Vice President Technology and Operations. In his new capacity, Kaczensky will be responsible for implementation of international campaigns. Through PubliGroupe, Spree7 has operations in more than 20 countries. Kaczensky will build on leading technology by MediaMath to accelerate the development of complex application scenarios and customer-specific solutions. Kaczensky comes from Mindshare, a GroupM agency, where he was in charge of technological topics as the major agency's Director Digital Operations. Kaczensky and Spree7 Managing Director Oliver Busch share a history together. They worked together for many years at ad pepper media, where they implemented branding and performance campaigns for agencies. One of the biggest projects in which they were both involved was market introduction of semantic targeting.

'With his expertise in international online business, Thomas Kaczensky will play an active role in advancing Spree7 in all areas of technology. We already have considerable accomplishments to our credit since our establishment in spring 2012. That Thomas has now joined us is another key milestone on our path to becoming one of the most relevant service providers in the real-time advertising market', Spree7 Managing Director Oliver Busch remarked with pleasure over the new recruit.

### About Spree7
Spree7 is a trading-desk service offering agencies and advertisers greater efficiency in their control over digital media. A specialised team of advisers and analysts, along with tracking, data and interface experts, design, program and manage campaigns with levels of granularity that were once impossible to achieve. This is made possible through the use of global-market-leading real-time advertising technology, together with interfaces to key providers of tools, data and inventory. Agencies enjoy complete transparency as they expand their portfolio of services with Spree7, providing advertisers with a new world of opportunity for the creative modulation of their brand and performance campaigns.

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