

Trademob Names Heiko Genzlinger, Former Head Of Yahoo Germany, As New CEO

Berlin, March 24, 2014 - Trademob GmbH, Europe's leading expert in mobile app marketing, has announced the appointment of Heiko Genzlinger as the company's CEO effective July 1st. With Genzlinger, the technology company adds a senior business leader with years of international management and online experience to the team. The 45-year-old will be responsible for the overall strategic direction, business development and the expansion of sales and marketing. Sylvius Bardt, who temporarily directed the business as CEO since September 2013, will hand over these responsibilities to Heiko Genzlinger and leave the company as scheduled.

Heiko Genzlinger joins Trademob from Yahoo Germany, where he was most recently the Managing Director Germany having responsibility for the entire business of Yahoo in the DACH region (Germany, Austria and Switzerland). In addition, he has managed as Vice President Sales all marketing activities and the sales strategy of the sales teams in Germany. Genzlinger has previously held positions with tv.muenchen, CNBC Europe, wallstreet-online and Web.de.

"Mobile is one of the growth areas in the advertising business and we are just at the beginning of this exciting development. Trademob has early established itself as a relevant and reliable player in the market and has also made a name for itself as the first supplier for mobile app retargeting. I look forward to using this competitive advantage and to expanding continually, together with my new team, Trademob's strong role in the mobile app marketing industry in Europe and globally," says Heiko Genzlinger.

"It is great for Trademob to have won Heiko Genzlinger as such an experienced CEO with a strong online and advertising background. He will take advantage of our growth momentum and strengthen Trademob's course for success," says Sylvius Bardt.

About Trademob

Trademob is Europe's leading technology expert in mobile app marketing. From planning an app launch to re-engaging users and maximizing revenue, the technology company helps build an app marketing strategy from day one and finds the right media mix for every stage in the app marketing lifecycle. Coupling the world's largest mobile inventory with its own pioneering mobile advertising technologies, the company achieves a maximum volume of

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high-quality users and revenue for its clients. By leveraging real-time bidding and retargeting through its proprietary technology platform as well as unmatched industry expertise efficient and effective app marketing is achieved. Trademob plans, tracks and optimizes mobile user acquisition and re-engagement campaigns across more than 250 mobile ad networks, RTB exchanges and media partners, reaching over 1 billion iOS and Android users.

Founded in 2010, the venture-backed company is headquartered in Berlin, servicing a multitude of international clients. Trademob serves world-renowned brands such as eBay Classifieds and bwin.party.

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