

Gameloft Advertising Solutions Announces Its Integration with Smart RTB+ to Develop Its Mobile Ad Display and Video Programmatic Product Line

Paris, February 11, 2016 - Gameloft Advertising Solutions announces a partnership with Smart AdServer by integrating with Smart RTB+, the native SSP of its integrated technological platform. This partnership allows Gameloft Advertising Solutions to expand the availability of its in-app mobile inventory on programmatic channels for all of its display and video formats, thereby developing its product line intended for advertisers through a large premium inventory.

By integrating Smart RTB+, Smart AdServer's integrated SSP, Gameloft Advertising Solutions joins many other premium publishers that have already made their mobile inventory available on Smart RTB+ in France and around the world. This allows Gameloft Advertising Solutions to offer advertisers its premium mobile inventory that reaches a global audience. This makes over 8 billion geo-targeted and ultra-targeted impressions available on an inventory that includes display and—most of all—video content.

"This technological partnership will allow us to take advantage of the expertise of Smart RTB+ on end-user environments in order to rapidly accelerate the growth of our programmatic activity," states Cyril Guillemot, France & Benelux Director at Gameloft. *"With programmatic, Gameloft Advertising Solutions continues its development in the world of mobile advertising."*

"We are thrilled to collaborate with the leading digital and social game publisher," adds Cyrille Geffray, CEO of Smart AdServer. *"The massive global audience of Gameloft Advertising Solutions, combined with the technology of Smart AdServer, makes this collaboration a preferred asset to offer a premium and reliable inventory in popular formats to programmatic demands. Moreover, the convergence of our strategic challenges, whether in terms of video development or in certain territories—such as the US, where Smart AdServer now has an office employing over 15 people and where Gameloft already delivers an inventory of over 1 billion impressions—has made this partnership clear."*

Gameloft Advertising Solutions has worked closely with Smart AdServer on the technical integration of Smart RTB+ in order to offer advertisers a high-quality, reliable technological solution. The Gameloft Advertising Solutions inventory is now available on Smart RTB+ in most European countries, the United States and Latin America.

About Gameloft Advertising Solutions

With a monthly audience of more than 147 million unique players and an inventory of 8 billion impressions, Gameloft Advertising Solutions offers advertisers a unique level of visibility and engagement. To date, Gameloft Advertising Solutions has delivered more than 800 campaigns for prestigious brands such as Activision, Air France, Coca-Cola®, Ford, FOX™, Kellogg's®, McDonalds, ©Netflix, Procter & Gamble, Samsung and Unilever, in over 40 countries around the world (North America, Latin America, Middle East, Africa, Europe, Asia, etc.).

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About Smart AdServer (<http://smartadserver.fr>)

Smart AdServer gives control back to publishers by offering a full-stack platform for real-time bidding and direct sale management. The Smart AdServer technology allows them to maximize their revenues, by integrating inventory forecasts, on desktop computers, mobile and video, without needed to invest in third-party technology. Founded in 2001, Smart AdServer has over 140 collaborators in ten countries. The company is positioned as the preferred partner of premium media stakeholders that want to assert their strategic autonomy, such as Hi Media, Axel Springer, Figaro Medias, Antevenio, Clarin, M Publicité, Netbook, Amaury Media, Aufeminin, etc.

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