

PRESS RELEASE

Goldbach Group acquires majority of Mobile-Demand-Side Plattform Splicky in Berlin

Küsnacht-Zürich, 14.09.2015 Splicky is a product of Jaduda GmbH and Mobile Space Ltd. In future both companys will consolidate their business activities to Jaduda GmbH, of which the Goldbach Group will take over 85%. Goldbach will strengthen its position in a dynamic growing market for mobile and programmatic advertising.

Splicky is specialised in the automatic trading of mobile advertising space and data generating Demand-Side-Plattform (DSP) from Berlin. Based on their own technology Splicky accomplishes an offer that simplifies mobile advertising for the Advertiser and enables access to all relevant Ad Exchanges via one plattform.

Michi Frank, CEO of Goldbach Group, is confident to have found the right technology provider in Splicky. -: „With Splicky Goldbach acquires a plattform, that enables the data driven and scaleable purchasing of mobile advertising spaces in real time. This is a mile stone on the way to standardised viewing and rating of target groups and campaigns. Based on this, advertising messages in the mobile channel can be fine tuned to the user, which enables personalised advertising.“

The Splicky Team, consisting of Sven Ruppert (CEO), Brendon Mausolf (COO) and Roman Brunnemann (CTO) will continue to do business from Berlin. The founders of Jaduda GmbH are looking forward to developing the company's core product Splicky further and launching new products together with Goldbach for their core markets. "The market for programmtic advertising purchasing is in a continuous change and is significantly driven by Mobile, Data und moving images. In collaboration with Goldbach we can offer the advertisers and agencies an ideal solution“, says CEO Sven Ruppert.

Goldbach Group will take over Splicky GmbHs 17 existing employees. Both parties will maintain secrecy concerning the price.

Further Information:

Goldbach Group AG

Jürg Bachmann

Manager Communication

M +41 79 600 32 62

juerg.bachmann@goldbachgroup.com

www.goldbachgroup.com

Goldbach Group Company Profile

The Goldbach Group is the leading network for electronic communication solutions and a logistics centre for the marketing and representation of advertising in private electronic media in the areas of television, internet television, radio, digital out of home, online display, in-game, search advertising and mobile advertising. The company is based in Switzerland (Kusnacht-Zürich) and is active in the whole DACH region (Switzerland, Germany, Austria) and in Poland. The Group's core business comprises planning, consulting, creation, concept development, purchasing and implementation through to assessment of the deployment of electronic offline and online media and cross-media campaigns.

The Goldbach Group has been quoted on the SIX Swiss Exchange since 15 June 2007 (Swiss Reporting Standard, security number 487094, ISIN CH0004870942, ticker symbol GBMN).

Further information: www.goldbachgroup.com

Jaduda

Jaduda is one of the first companies to specialise in mobile advertising. With Splicky, Jaduda creates long-term partnerships with advertisers and agency and offers the advertisers the first Mobile Demand-Side-Plattform (DSP) developed in Germany, a single interface on offer for digital advertising space for their advertisements. As a trading platform for mobile advertising, Splicky is able to execute over a billion Ad impressions a day. Thanks to the Realtime-Bidding technology this booking process is automatic and in real time. Purchase prices are optimised by bidding and reporting is simplified. Splicky uses special algorithms for best results for mobile campaigns and works with specially developed mobile tracking- and targeting technologies.

Further Information: <https://www.splicky.com>