



Facebook Audience Network Joins Fyber's FairBid Beta, New In-App Header Bidding Technology

*Partnership enables Facebook Audience Network to place bids in real time
and compete in a unified auction*

Berlin, June 6, 2018 - Fyber (FSE: FBEN), a leading technology company creating solutions for smarter ad monetization, announced today that Facebook Audience Network is partnering with Fyber FairBid, Fyber's new mechanism to achieve a state of header bidding in the mobile app environment, thus helping app developers and mobile publishers make the most of their content by delivering highly-targeted ads that engage the right audiences, in an efficient, and fair trading environment.

The Fyber FairBid technology enables buyers like Facebook Audience Network to bid in real time on mobile app impressions, while still maintaining the direct SDK relationship with the publisher. Fyber FairBid allows SDK networks like Facebook Audience Network to access more in-app inventory and offers its advertisers the ability to outbid other buyers in real-time, which is a significant shift away from the predicted pricing model used by most mediation platforms. Facebook Audience Network joins AdColony and Tapjoy who are already FairBid beta partner networks.

For mobile publishers, Fyber's proprietary FairBid technology offers an independent, unbiased platform which eliminates the "waterfall" found in most mediation solutions and does not prioritize its own marketplace or ad network over ads from the other mediated networks. Because there is no bias in favor of any one demand source, the highest bid wins, regardless of which network the demand is coming from.

"Fyber's technology democratizes the programmatic buying process by providing all ad buyers equal ability to bid on every impression," said Vijay Balan, Head of Publisher Solutions Partnerships at Facebook Audience Network. "We believe all app publishers and developers should have access to a more transparent and more efficient ad monetization ecosystem.

Fyber FairBid brings together programmatic demand from DSPs, direct campaigns and SDK-mediated networks into one, simultaneous, real-time auction. By allowing all demand to compete in one flat, fair, and transparent auction which does not favor one source of demand over another, it ensures greater competition and an uplift in yield for in-app publishers.

"Fyber FairBid combines our proprietary real-time bidding exchange focused on in-app with our strong mediation platform to bring transparency, yield optimization and more automation to mobile publishers and app developers," said Offer Yehudai, President at Fyber. "Through our technological capabilities, and through strategic partnerships with ad networks like Facebook Audience Network, we are eliminating inefficient waterfalls that leave money on the table. At the same time, publishers can still enjoy the ad rendering benefits offered by these networks as the SDK integrations with their clients are maintained."

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About Fyber

Fyber is a global technology company, developing a next generation monetization platform for mobile publishers. Fyber combines proprietary technologies and expertise in mediation, RTB, video and

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audience segmentation to create holistic solutions that shape the future of the app economy. Fyber recently fully merged its three previous acquisitions: Heyzap, Inneractive and Fyber RTB (formerly, Falk Realtime) and is now operating under one single brand. Fyber's monetization SDK is directly integrated into over 10,000 mobile apps and together the Fyber group reaches over 1.2 billion unique monthly users. Fyber has six global offices in San Francisco, New York, London, Berlin, Tel Aviv and Beijing. It is publicly traded on the Frankfurt Stock Exchange under the symbol FBEN.

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