



RNTS Media completes acquisition of Heyzap

Fyber and Heyzap Reach Over Half a Billion Monthly Active Users Globally

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[RNTS Media N.V.](#) (“RNTS”), the parent company of [Fyber](#) GmbH, a leading mobile advertising technology platform, today announced that it has closed the acquisition of San Francisco-based [Heyzap](#) Inc. (“Heyzap”), a fast growing mobile advertising technology company, for up to \$45 million. The deal consists of an initial cash consideration of \$20 million, with potential earn-out payments in cash and shares of up to \$25 million upon achievement of certain performance targets by 2017.

This acquisition instantly accelerates the scale and reach of Fyber to over half a billion monthly active users worldwide, creating one of the largest independent supply-side platforms available in the marketplace today, that offers publishers a robust suite of mobile app monetization tools and gives advertisers the ability to reach an expanded global mobile audience at scale.

The deal also bolsters Fyber’s suite of mobile app monetization tools and will deliver the following key benefits:

- **Expanded global reach and scale:** Combining Heyzap's reach of 130M Monthly Active Users (MAU) with Fyber's 411M MAUs creates one of the largest independent mobile advertising technology companies globally.
- **Diversified sources of supply & demand:** The acquisition increases the number of apps Fyber’s platform is integrated with to more than 7,600. Advertisers and ad networks will now benefit from Fyber’s increased global scale and enhanced mobile advertising inventory.
- **More robust tools:** Mobile app and game developers as well as publishers will now have access to Fyber’s leading app monetization solutions, offering advanced, flexible and customized ad management tools that enable publishers to achieve the highest yield for their ad inventory. These include Fyber’s first-to-market mediation and ad exchange across a variety of formats, Real Time Bidding (RTB) platform and Publisher Ad Server.

“This marks an important milestone for Fyber, allowing us to deliver substantially broader global scale and reach for our demand partners, while offering a significantly expanded pool of advertising demand sources for publishers,” said Fyber cofounder and COO Janis Zech. “Both Fyber and Heyzap share core values and a dedicated mission to build the most advanced developer-friendly monetization platform that will fuel the app economy of the future. We look forward to welcoming Heyzap to the Fyber team.”

“The acquisition of Heyzap complements our strategy at RNTS to grow Fyber’s market position by playing an active role in the consolidation of the mobile advertising industry,” said RNTS



Media CEO Andreas Bodczek. “As the proliferation of mobile devices continues to gather pace, we are dedicated to ensuring Fyber remains well positioned to support developers with industry-leading mobile app monetization products. We will continue to execute on this strategy in the coming year.”

Backed by Union Square Ventures, Qualcomm, Naval Ravikant, Y Combinator, and Ashton Kutcher, Heyzap was founded in 2009 by Jude Gomila and Immad Akhund, and was recently named one of the fastest growing companies in San Francisco by [San Francisco Business Times](#). The Heyzap team will be joining Fyber, growing the company’s presence in San Francisco.

This marks the second acquisition for RNTS Media to strengthen and expand Fyber’s offerings, following the [acquisition](#) of Falk Realtime in April 2015. Falk Realtime’s ad server and SSP product suite are being integrated into the Fyber platform, creating a unified multi-screen ad tech platform for developers. RNTS will continue to innovate and invest in the development of cutting-edge technology solutions.

About RNTS Media

RNTS Media is a holding company focused on mobile advertising and digital content. Headquartered in Berlin, Germany and founded in 2010, it owns Fyber and BIGSTAR Global. RNTS Media is listed on the Prime Standard of Frankfurt Stock Exchange under symbol ‘RNM.’ For more information, visit www.rntsmidia.com.

About Fyber

Fyber is a leading mobile advertising technology company headquartered in Berlin, Germany, with an office in San Francisco. We are devoted to solving the fundamental business challenge faced by freemium app and game developers, generating sustainable revenue streams through ad monetization across all connected devices. Built by developers for developers, Fyber’s unified platform serves approximately 411 million monthly active users and empowers thousands of the world’s leading app developers and publishers to integrate, manage and optimize all ad revenue sources across mediation, exchange and ad serving. Fyber is investing for the long term to build the platform that will fuel the app economy of the future. For more information, visit www.fyber.com.

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