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## **PRESS RELEASE**

### **Team Europe Ventures launches company in the fast growing market for mobile advertising**

*Berlin, 19.06.2009.* Today in Berlin madvertise Mobile Advertising GmbH, jointly established by CEO Carsten Frien and Team Europe Ventures, announced the launch of their platform for mobile advertising. Madvertise is Germany's first and only market place for advertising on the mobile Internet, and provides advertisers, agencies and mobile website operators with a platform for mobile banner advertising.

On the platform specific target groups on the mobile Internet can be reached more efficiently and operators of mobile website and applications can monetize their traffic. The highlight: it is very easy for any mobile website operator to put his inventory on madvertise and start to monetize within minutes. As a result small and medium-sized website operators in particular can start earning money quickly and without much effort and expense, or the need for an own sales team.

From the point of view of the advertiser, madvertise bundles the reach of many mobile websites – the advertiser needs to operate within only one interface. This becomes even more interesting when more so-called mid and long tail websites - meaning small and medium-sized websites - are created, which could not be served efficiently without a market place like madvertise. Additionally, from the point of view of the advertiser, the utilized AdServe technology is crucial. On the one hand, it enables tracking and efficiency measurement, but first and foremost, it allows for a very specific targeting and customer segmentation. For instance, how about to market all the Blackberry users with Vodafone subscriptions in the financial and business centers of the greater Berlin area?

The combined launch by Team Europe Ventures and CEO Carsten Frien constitutes an investment in a strongly expanding market - experts expect that it will soon be a billion euro market. In other countries, this potential has already been proven, for instance by US companies. This is not surprising, as the market there is already estimated at over USD 200 million, whereas the market volume in Germany is, according to the experts, still only around EUR 20 million. "Together with Carsten Frien, we have chosen a very interesting time to launch madvertise, because at this stage the market is not very big but is expanding strongly. The growth is being driven by the increasing use of smartphones and falling flat rate prices for mobile data. Vodafone is currently the market leader here," explained Lukasz Gadowski of Team Europe Ventures. Furthermore, the financial crisis played into the hands of the ambitious founders. "Many of the existing players are afraid to invest at the moment because of the financial crisis, although now would be an ideal time. Mad!" Gadowski added.

A first version of madvertise marketplace is already live, and first advertising campaigns are being prepared. The final launch, including expanded functionality and some key accounts from the publisher and advertiser sector, is planned for the fall of 2009.

This team has big plans. "Our aim is to become the leading mobile advertising provider in Europe," says CEO Carsten Frien. "That's ambitious and not an easy goal to achieve; there are many risks involved. But to achieve our target we will give 100% day and night. We must especially thank our investors and supporters, without whom the realization of our dream would not have been possible".

In the initial seed-funding of a mid six-figure sum, newcomer madvertise was particularly backed by industry experts as well as numerous prominent figures from the German mobile marketing community. Further, well known figures from the advertising sector are active supporters and investors. "We welcome the market entry of a player focused on the market place model, who is not horizontally integrated and therefore poses competition for us in our core business," stated one supporter who wished to remain anonymous.

Another factor being banked upon for success is superior technology: "Mobile advertising meets German engineering - we are excited and fascinated by the possibilities that are emerging from this combination," said Martin Karlsch, IT expert and head of development at madvertise.

In the meantime, despite the financial crisis, further funding for market entry and additional technology development is being sought. Initial discussions with venture capital companies are already underway.

### **About madvertise:**

madvertise Mobile Advertising GmbH is Germany's first and only market place for advertising on the mobile Internet. Advertisers, agencies and mobile website operators are brought together on madvertise. The Internet platform allows all the players to use mobile advertising, rapidly, simply and efficiently. madvertise was founded in Berlin in September 2008 together with Team Europe Ventures, and can additionally rely on a supporter network of renowned business angels from agencies, mobile and Internet companies.

Visit the madvertise website at [madvertise.de](http://madvertise.de)

### **About Team Europe Ventures:**

Team Europe Ventures' core business is founding internet startups. Furthermore, Team Europe invests in promising internet companies in early stages of development. Team Europe's industry focus is consumer internet and internet technology; the goal for Team Europe's companies is to generate revenues in the millions within a few years after founding. Team Europe Ventures is managed from Berlin by the its four partners Lukasz Gadowski (founder of Spreadshirt, co-founder

of StudiVZ), Kolja Hebenstreit (early employee at Spreadshirt, seed investor in StudiVZ), Pawel Chudzinski (formerly Grennhill, Inc.) and Steffen Hoellinger. Team Europe is shareholders in 15 self founded companies or lead investments as well as 40 co-investments. Regional focus of the investments are the EU and the US.

Read more about Team Europe Ventures: [www.teameurope.net](http://www.teameurope.net)

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