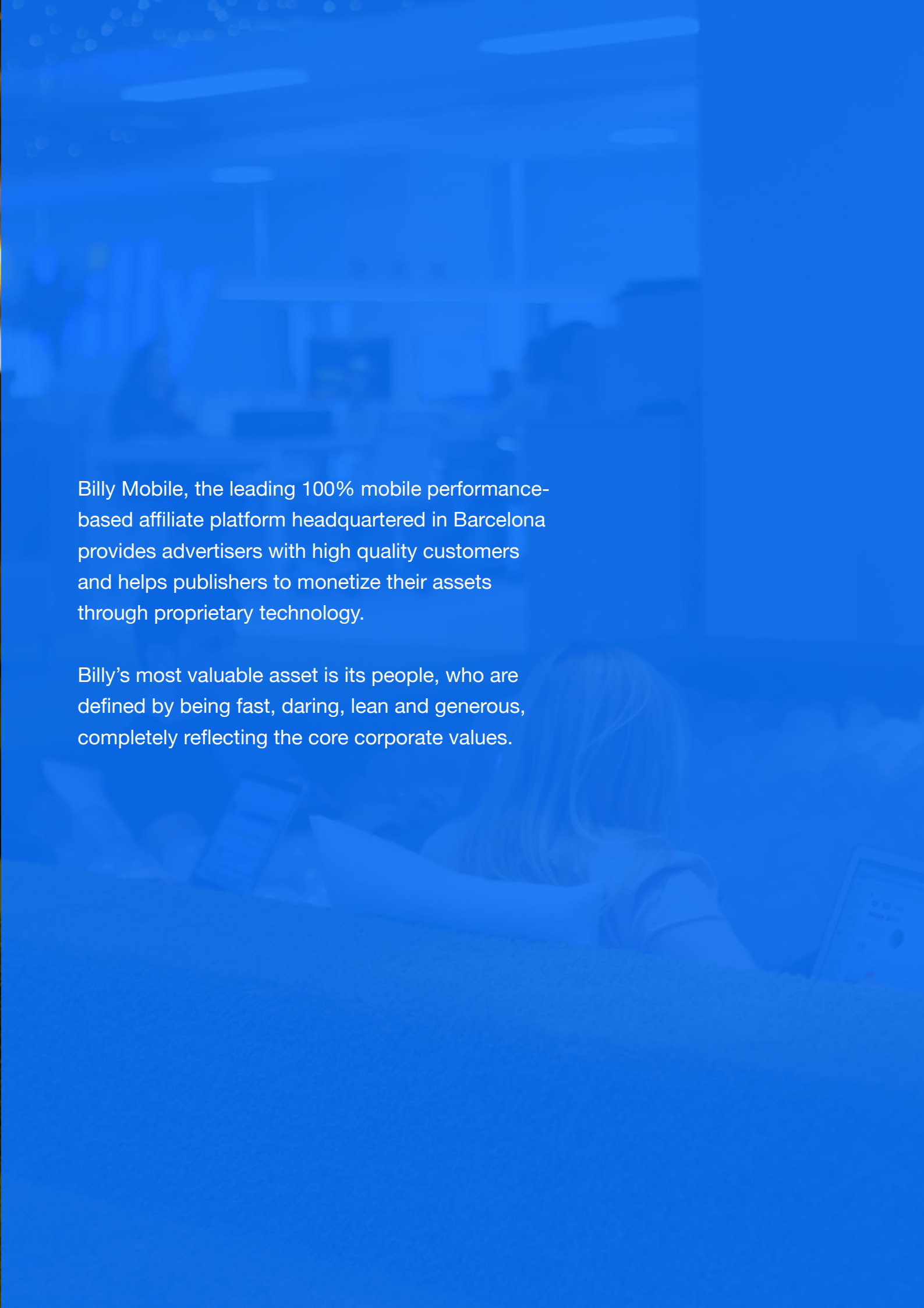


A large, illuminated logo for 'billy' is the central focus. The letters are 3D and glow with a bright blue light. The dot on the 'i' is a small, glowing yellow square. The logo is mounted on a wall or glass panel. In the foreground, there is a dark, leafy plant, possibly a palm or similar, which is out of focus. The background shows a modern office interior with a window and some ceiling structures, also blurred. The overall lighting is dim, with the primary light source being the logo itself.

billy

Press Kit- 2016



Billy Mobile, the leading 100% mobile performance-based affiliate platform headquartered in Barcelona provides advertisers with high quality customers and helps publishers to monetize their assets through proprietary technology.

Billy's most valuable asset is its people, who are defined by being fast, daring, lean and generous, completely reflecting the core corporate values.

1 Facts & History

1

In 2015, Billy had:

3.400M
clicks

5.000
managed campaigns

+15M €
turnover

Top 10
countries by impressions

65
employees

Mexico	Brazil	Italy
India	Argentina	UK
US	Colombia	
Spain	Indonesia	



1

Facts & History



2 Ad Tech industry

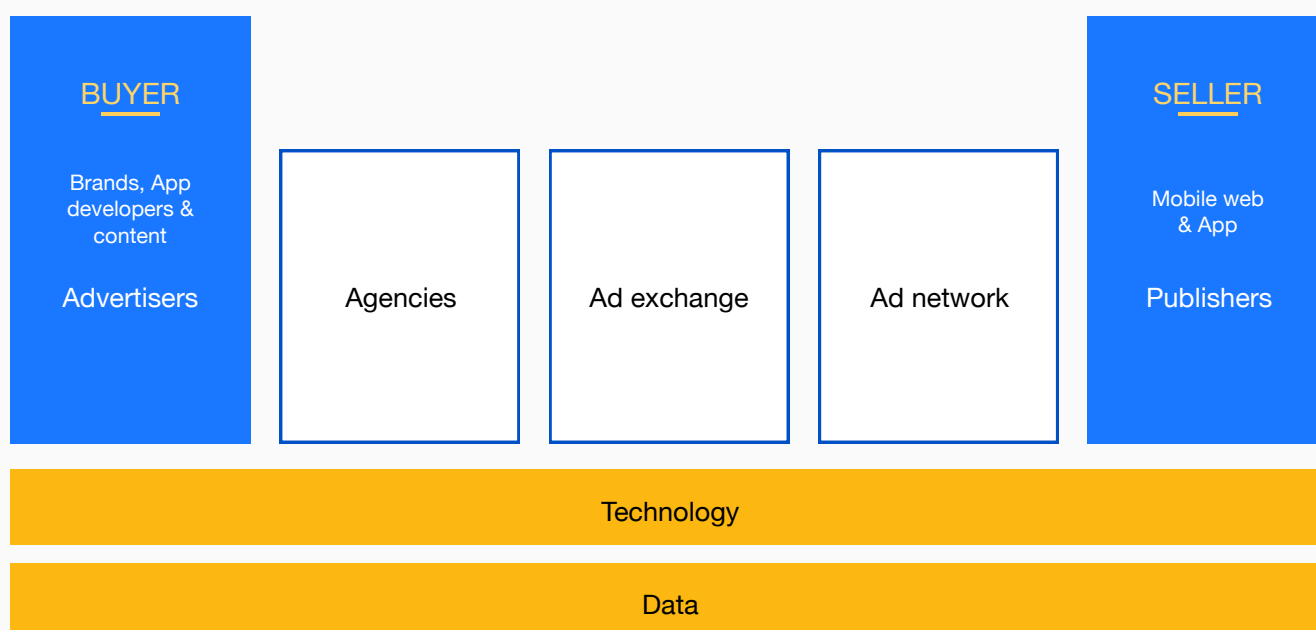


With an investment forecast of more than 100,000 million dollars in 2016, mobile¹ advertising has completely conquered the advertising sector. Advertisers demand new metrics and more data. They want faster, more accurate and useful information so as to achieve maximum impact on the designated user at precisely the right time. Simultaneously, publishers seek to optimize their assets' financial performance through the visits they receive.

This ecosystem stimulates the appearance of the Tech Ad Industry, intermediaries who connect advertisers with publishers, which has 30% annual growth and is clearly profitable.

Industry overview

Publishers offer media space to Advertisers directly or via a complex and ever growing range of new channels and intermediaries.



1. <http://www.emarketer.com/Article/Mobile-Ad-Spend-Top-100-Billion-Worldwide-2016-51-of-Digital-Market/1012299?ecid=>

3 What is Billy Mobile?

Billy Mobile is an Ad Exchange that programmatically connects advertisers with high traffic publishers in a mobile environment.

Its mission is to optimize advertisers' ROI and to maximize publishers' income. Its vocation is 100% technological and international, with operational capacity in the whole world. Corporate culture is the most valuable asset owned and which best defines Billy.

Billy Mobile's competitive advantage is located in the automatized optimization and real-time capacity of its technological platform Active Bx, the self developed and exclusively used algorithm capable of creating predictive models to decide when, where and to who an advertisement will be shown, and this way obtain the highest performance.

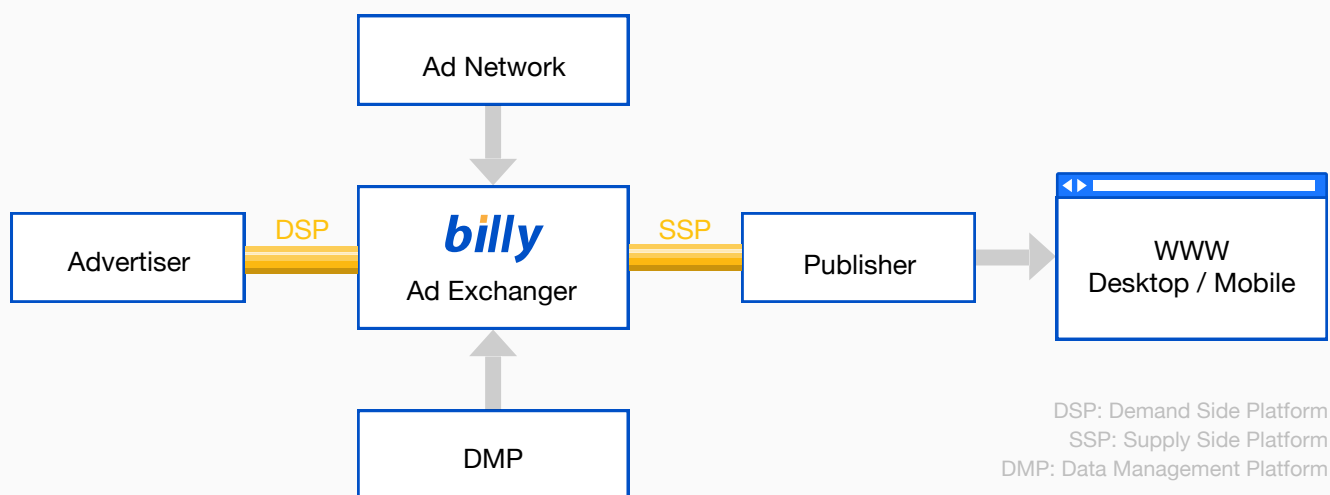
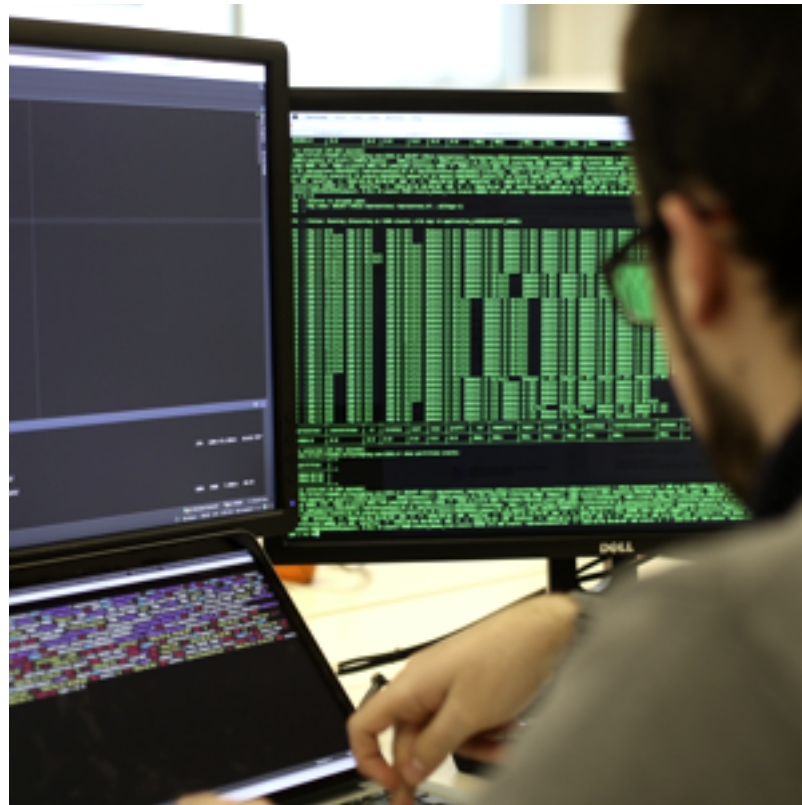


3 What is Billy Mobile?



Active Bx's artificial intelligence is developed through the continuous study and learning of parameters such as the advertiser's positioning; user's information (age, search record, income, etc.); the device in which it is shown, and the advertiser's category.

Nowadays, the company is working in the development of new advertising formats and focused in offering a personalized and high quality service in its direct relations, both with advertisers and publishers.



4 Management team



Vicenç Martí, President

Strategy, Networking, Business Development, Relations with Investors

He is also President of Imperus, was CCO of Vueling, being part of the team that successfully led its IPO; CEO of the Interactive Division of Cirsa during five years and also of Custo. Vicenç has a degree in Communication by Saint Louis University, a MBA by IESE and an Executive Program by Stanford University.

David Martinez, CEO

Value Creation, Dare, Growth, Team Management

He is responsible for Billy's daily management and strategy. At the age of 16 he created his first website, which achieved 50,000 daily visits. At the age of 18 co-founded Virtual Bay Technologies, a company that managed high traffic websites, some of which were listed in the Top 10 Alexa Ranking in Spain and in the Top 400 Global ranking. In addition, he has been co-founder and Product Chief of Fever and investor in Archy. He studied Computer Engineering in Universitat Politècnica de Catalunya.

4 Management team



Jordi Cid, CFO & COO

Control, Discipline, Risk Management, Structure

He has developed his professional career as Business Controlling Manager in Vueling, where he participated in its IPO and its later fusion with Clickair (Iberia); as Finance Manager in Groupalia and Custo Barcelona and as an Auditor in PriceWaterhouseCoopers. He has a degree in Business Administration by Universitat Ramon Llull and a post-degree by IESE Business School.

Jordi Tamargo, CTO

Technology, Innovation, Efficiency, Headhunter

He started his professional career in Internet when he was only 16 years old and since then, he has managed several high traffic leisure and entertainment websites. He co-founded and led the Technical Department in Fever during its launch and invested in Archy. He studied Computer Engineering in Universitat Politècnica de Catalunya.

5 Business culture

Billy is formed by a multicultural team of more than 70 people, all of them aligned with Billy's values – fast, daring, lean and generous – and are selected following a criterion that above all values motivation, willingness to learn and talent.



Billy founders know clearly that the human team is the key of a successful business and because of that, they have created a unique corporate culture based in transparency, flexibility and fun - inside and outside the office.

The headquarters, in Barcelona, are designed to encourage interaction among employees: ball pool, beer tap, terrace with hammocks, barbeque, DJ desk, and a lot more!



Press Responsible

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