



## **Billy Mobile grows by 87% in 2016 with a turnover amounting to 28 million euros**

***The EBITDA stood at 1,5M.***

***Mexico office, opened in 2016, already represents 20% of total turnover.***

***A third office in Singapore to be launched before June.***

Billy Mobile, a Barcelona-based startup founded in 2015, has positioned itself in record time as a relevant and profitable player in the highly competitive Ad Tech industry. A young team of 70 people with 100% tech vocation are responsible for this success.

The startup has developed a proprietary technology that utilizes a system of algorithms and Big Data to match advertisers with publishers and high-traffic content pages in mobile environments. "The goal is to optimize return on investment for advertisers and maximize revenue from content pages- and all of this in real time". Explains Vicenç Martí, Billy Mobile's President.

The continuous improvement of it's technology coupled with Billy's ability to rapidly adapt to a constantly evolving market have allowed the startup to grow spectacularly since it's birth. In 2016, it's second year of operations, Billy achieved a growth of 87%, invoicing 28 million euros and increasing its workforce by 20 employees. This year, Billy is set to double its turnover to 50 million euros with an EBITDA of 5 million.

"2016's balance sheet shows spectacular growth over 2015. An increase of 87% is extraordinary and is well above the standards in our sector. We are very satisfied with these results. They serve as excellent motivation to continue investing in Billy's growth during 2017." says Vicenç.

Billy currently has 70 employees, while the majority of these are based in their Barcelona headquarters, 7 are situated in their Mexico office, newly opened as of March 2016. Before June the company will open a new office in Singapore where they hope to hire an additional 5 to 7 members of staff.

"Starting in 2017, increased billing will have an immediate effect on EBITDA growth, as our revenues grow much faster than our fixed costs. In addition, after the positive experience of the Mexico office, which now accounts for 20% of our revenues, we have immediate plans to open a third office in Singapore to serve the Asian market, "Martí adds.

### **About Billy Mobile**

With headquarters in Barcelona, Billy Mobile is the leading 100% mobile performance-based affiliate platform providing advertisers with high quality customers and helping publishers monetize their assets through proprietary technology. It is one of the Spanish startups with the highest growth potential.