

# Äriplaan 2017

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# World Leading Online Self-Serve Advertising Platform

## Global BUSINESS LANDSCAPE



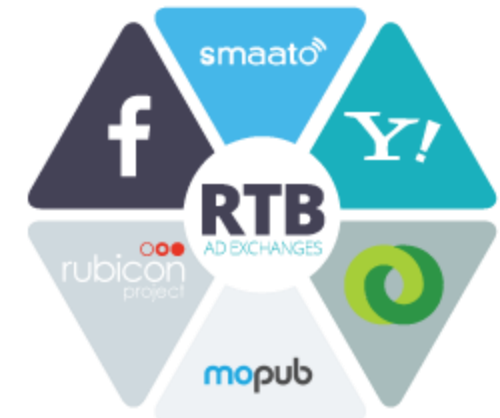
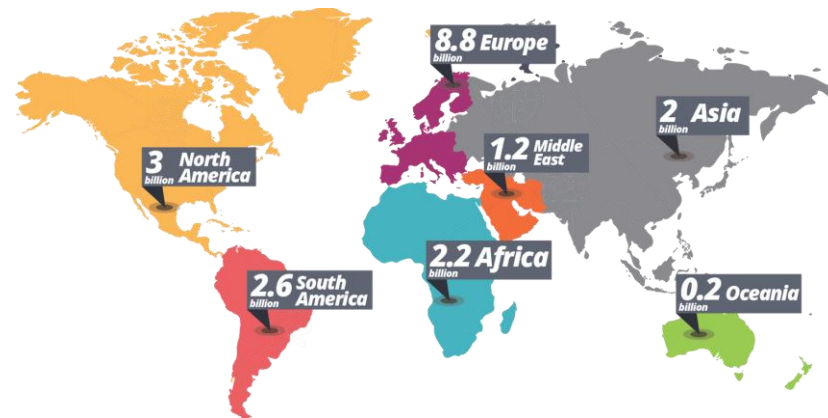
AROUND 125 MILLION SMALL AND MEDIUM ENTERPRISES ALL OVER THE WORLD  
FORECAST FOR DIGITAL AD SPENDING IN 2017  
**\$180 BILLION**



All-in-one SOLUTION

## Worldwide UNLIMITED AD INVENTORY

**adcash**  
20BN IMPRESSIONS / MONTH  
OUR OWN NETWORK OF DIRECT PUBLISHERS



50BN IMPRESSIONS / DAY

# Adcash in numbers

## Created in 2008

141% Compound annual growth per year from 08 to 15

## 2015

Turnover 42,3 MEUR  
Ebitda 6,8 MEUR

## Investment in Tech

2 MEUR 2015  
3 MEUR 2016

**Cash in Bank**  
29 MEUR

**Cap. Table**  
75 % Management  
25% VC



> 750 thousand  
App installs per month

> 20 billion  
Impressions per month

200 million  
Unique users per day

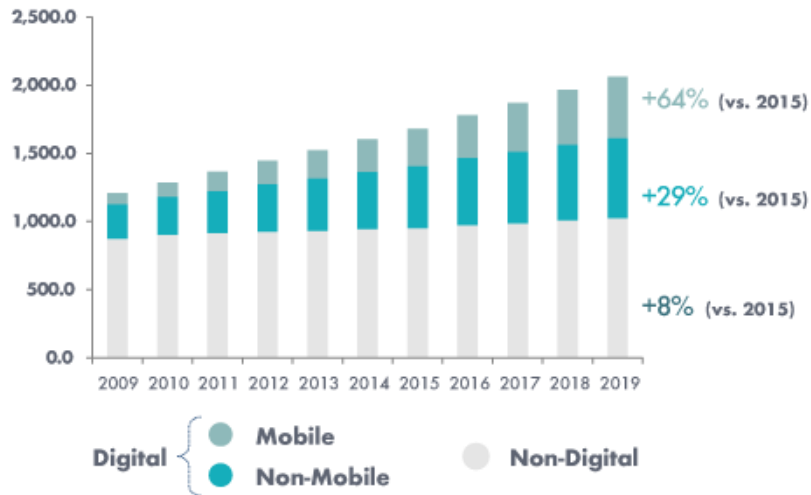
> 5.2 million  
Conversions per month

21 nationalities, 18 different languages

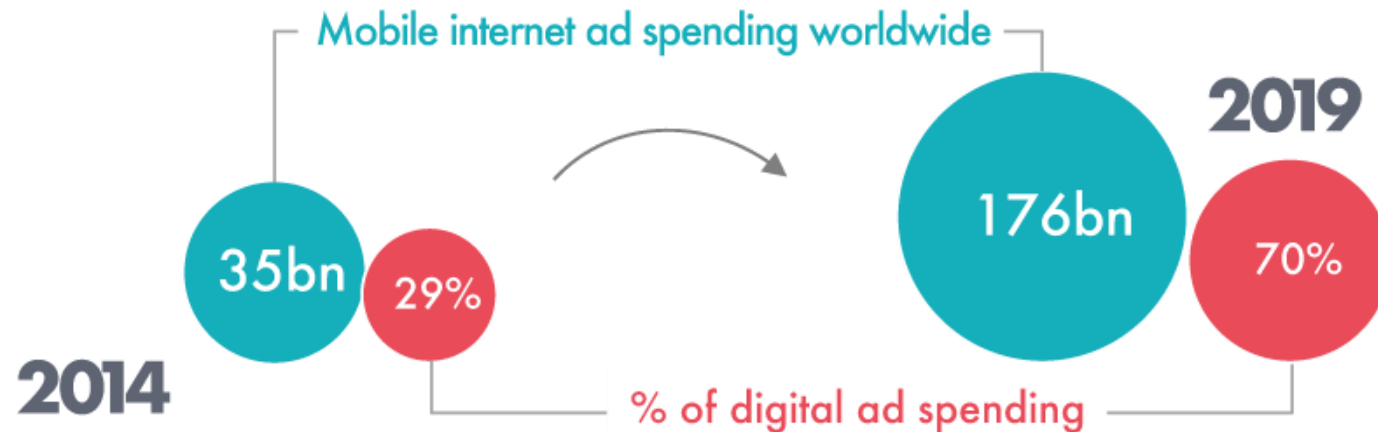


# Digital advertising market

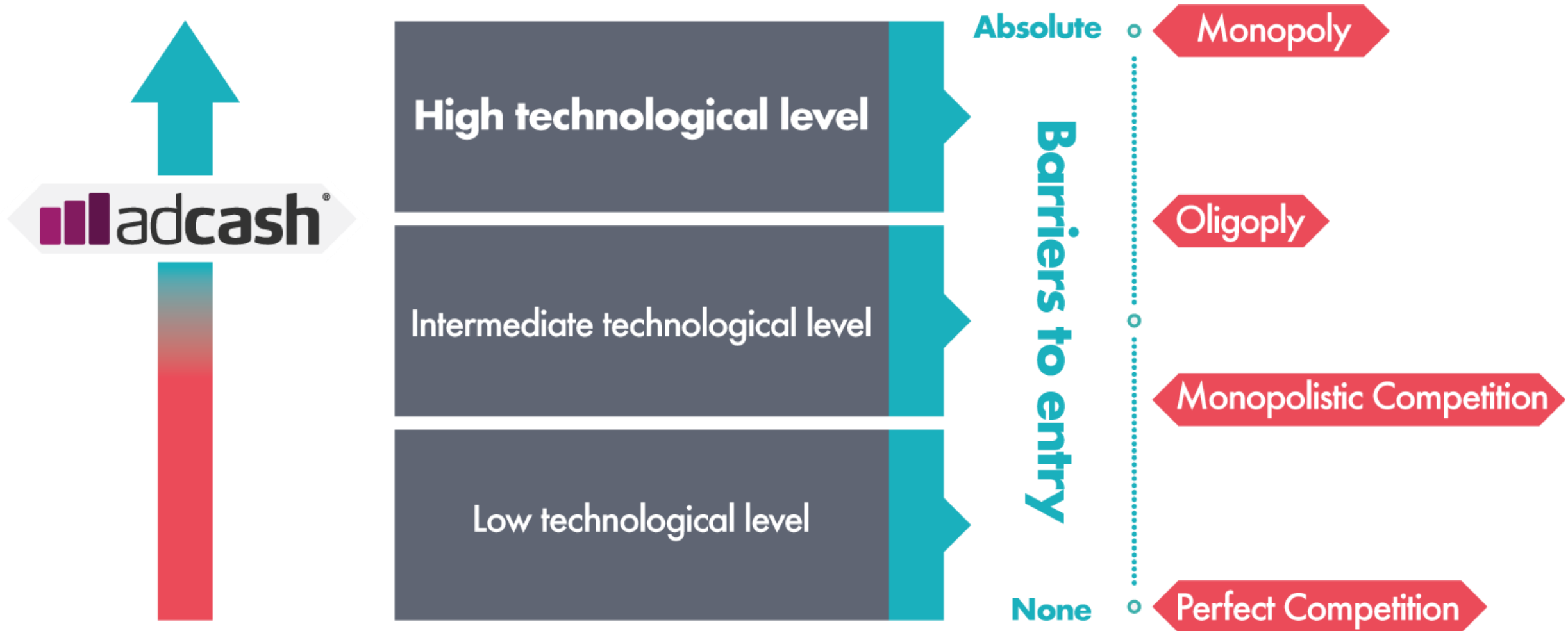
Global spending by category (in USD billion)



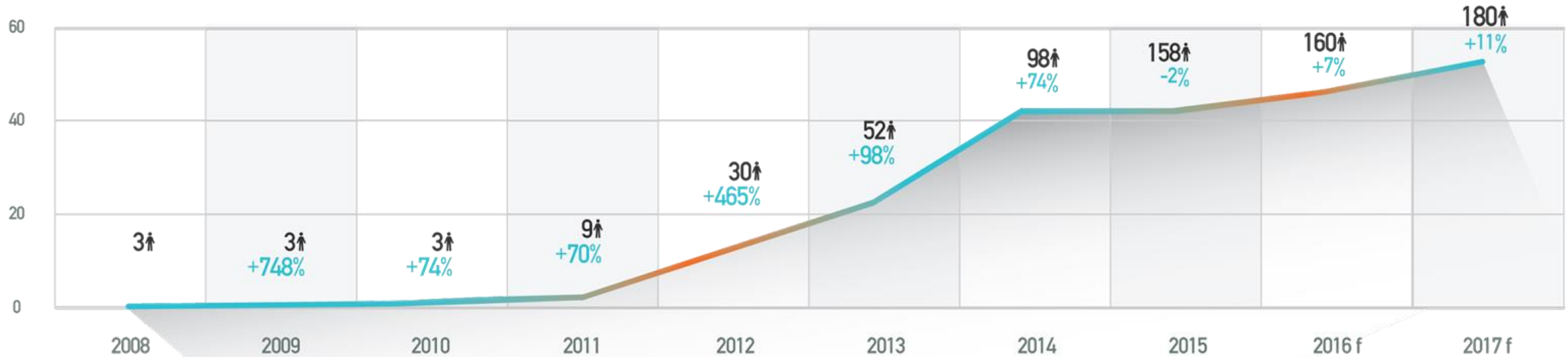
Consolidation towards large international players



# Adcash strategy



# Evolution of Adcash



## Business Plan for 2017

- **Production cycle end 24 month** (InAPP, Video, RTB, Self Service)
- **Reduction of the investment / Amortisation start**
- **Capitalize on a more skilled and trained team**
- **Gaining market shares in New business**
- **Break the 50 MEUR revenue level**
- **Head to 100 MEUR +**

**Thank you**  
for your attention!