

NEWS RELEASE

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Curate Mobile Acquires JUICE Mobile to Expand Mobile Marketing Solutions

The technology-driven mobile growth platform hopes to expand its industry reach to empower the company as a leading choice for brands and agencies across the globe in a growing mobile landscape.

Toronto, ON — November 13, 2018 — [Curate Mobile](http://CurateMobile.com), a leading technology-driven mobile growth platform and trusted destination for globally-focused brands and agencies, today announced the acquisition of JUICE Mobile, Canada's only TAG "Certified Against Fraud" mobile marketing and adtech firm dedicated to growing and monetizing the mobile advertising ecosystem. This is the first acquisition— effective January 1, 2019— in Curate Mobile's three-year history, and positions the company for continued growth.

Curate Mobile's platform is a simple, effective touch-point for advertisers looking to boost user value or increase their brand awareness on mobile. Through its growing ad stack and mobile ad fraud technology, Curate Mobile powers transparent, real-time strategy and ROI, and provides global brands, agencies and supply partners a mobile growth platform to achieve user acquisition, conversion rate optimization and monetization at scale.

"In such an extremely competitive mobile landscape, agencies and advertisers demand direct and fully transparent inventory. We're proud to add the JUICE Mobile team's DSP and DMP into our growing proprietary ad stack," said Marc Porcelli, founder and CEO of Curate Mobile. "We're now a player in the DSP industry providing instant transparency, scale and control, while also offering additional forms of service to our clients. Specifically, Curate aims to bridge the gap between branding and performance, creating a true holistic mobile growth solution."

"Curate Mobile receives billions of mobile event data across thousands of applications. This, coupled with JUICE Mobile's hypertargeting, direct inventory, and proprietary machine learning algorithms, yields a synergistic effect for our collective clients," said Rocky Appiah, Curate Mobile's chief technology officer. "Add in Curate's proprietary real-time fraud detection system, with built-in yield management that focuses on client specific KPIs, and you have a very unique and compelling value proposition."

By leveraging existing and new clients under the Curate Mobile umbrella, the expanded company will offer more precise and targeted mobile programmatic ad buy solutions for agencies, brands, and publishers. Performance-based machine learning and proprietary learning algorithms will optimize bidding behaviors towards a wide range of campaign goals by making billions of automated performance decisions on a daily basis.

"We now have the opportunity to drive performance-based brand metrics and tell a complete mobile story that motivates consumers," said JUICE Mobile Senior Director of Engineering, Matt Gostick. "Programmatic can be used to optimize campaigns more easily as a result. The technological gains from this acquisition will help further the way online advertising is bought and sold through efficiency coupled with the visibility and control of direct sales."

To learn more about Curate Mobile, visit www.curatemobile.com.

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About Curate Mobile

Founded in 2015 and based in Toronto, Ontario Canada, Curate Mobile is a leading technology-driven mobile growth platform that has become a trusted destination for globally-focused brands and agencies. Through its growing Ad Stack, Curate's central focus is to spearhead and execute mobile user acquisition and direct response campaigns to ensure the right users, at the right time, find and engage with mobile brands. By employing a variety of ad formats (video, display, native, social) and a robust inventory of mobile ad placements, Curate is able to continuously optimize the audience targeting process, ensuring that not a single impression is wasted on disengaged or irrelevant users. Utilizing data and transparency, Curate Mobile is a boutique platform with a global reach, and the preeminent choice for brands and agencies in a growing mobile landscape.