



Corp. Name	Fibonad	
Management	David García Fuentes, CEO Alberto Cenalmor, Chairman Antonio Figueroa, CFO	
Foundation	2017	
Locations	Madrid, Spain (HQ) Los Angeles, USA Mexico City, Mexico	New Delhi – NCR, India London, UK Barcelona, Spain
Employees	+300	
Business Activities	Performance Marketing, Branding, Publishing, Mobile Gaming, SMS Marketing, Influencer Marketing, E-Commerce, RTB, Programmatic, Video	
References	Major App Stores Leading Operator Groups Clients	
Press Contact	Mario Torija Head of Marketing and Communication Calle Quintana 2, Planta 2 28008, Madrid – Spain marketing@fibonad.com +34 676 971 345 www.fibonad.com	PR Garage PR Agency Calle Miguel Yuste 29 28037, Madrid – Spain info@prgarage.es Phone: +34 911 37 52 98 www.prgarage.es

Our vision.

Traditional advertising is no longer as we know it and our world will only keep advancing. In the next coming years, we will face unimaginable challenges, most of which will come from technological advances but also from end-user behaviour. For that reason, we must be at the top of our game. We strive to be at the forefront, **to lead the global advertising transformation**. Fibonad is a pioneering advertising technology company with a strong emphasis on mobile, committed to enhancing and improving our clients' needs. We work tirelessly to build and construct the amazing future that lies ahead in the world of mobile.

Who Are We.

We are a global advertising media company made up of employees with over 15 years' experience in the fields of marketing and advertising. Our workforce of more than 300 experts work tirelessly throughout the world, shaping emerging digital industries in the company's international offices in three different continents.

What We Do.

The three pillars of our company are Branding. Performance. Publishing. Supported by Data, Analytics and optimization platforms, we also dispose of our own network of premium publishers.

We create long-term relationships with our clients, connecting with each and every one of them. Our holistic approach allows us to provide unique, customized solutions, whether it be mobile only or multiscreen. Intelligence and adaptability are values which run deep in our DNA.

Services.

Branding.

We provide branding for our clients through means of multi-screen video. We strive to improve user experience and increase brand engagement. Our innovative formats coupled with our brand safe model enables us to guarantee a quality inventory. Our technology allows us to understand our audience, enabling us to reach them in the most efficient of ways. Our solutions are compatible with all Vast, Vpaid and Viewability standards and our technology and the formats we have on offer allow us to reach the top Viewability metrics.

Performance.

Unlike other forms of traditional advertising where fees are paid up front and do not depend upon the success of the ads, advertisers in performance marketing only pay for successful transactions. Performance marketing has successfully reversed the traditional value proposition of advertising and allows for real-time measurement of ROI. We offer clients the opportunity to reach their performance goals through a whole range of sources, including our RTB, DSP, Affiliation, Self-Service, Video and Influencer platforms. Thanks to our anti-fraud detection tools and AI optimization tools, we are able to go that extra mile for our clients. Working on CPI, CPA, CPL, CPV and CPC models means we are able to tailor campaigns to suit clients' needs.

Publishing.

Not only do we have a network of Global Premium Publishers on board, we ourselves are mobile game developers, launching more than 400 games on iOS and Android, generating more than 130 million organic downloads a year all over the world. The company has an ASO-first mind-set, and follows a super lean strategy. As well as this, we also provide SMEs with a 360° SMS and e-mailing solution together with an online app building platform, meaning they are able to take their business to the next level.

Management.



David García Fuentes
CEO

David García Fuentes, was born on the 23rd July 1979. David holds two degrees, graduating from the Polytechnic University of Madrid in Computing Science Engineering and Business Administration from the Carlos III University of Madrid. As well as this, he holds a Master's degree in Digital Communication from the Rey Juan Carlos University and an Executive MBA from the IE Business School.

He has more than 15 years' experience working in the digital mobile industry. A digital optimist, he is passionate about new opportunities that innovative technology brings about, in particular mobile technology and its impact in different business, product and marketing models.

In addition, he is an Associate Professor at the IE Business School and the ISDI in their Marketing and Digital Business programme, as well as collaborating with institutions such as ICEX, U-TAD, AERCO, taking part in conferences in various forums and companies.

David is also author of "Everything there is to know about Marketing and Business in Mobiles (Todo lo que hay que saber de Marketing y Negocios en Móviles)", by editorial Wolters Kluwer, and is the first Spanish work in Spanish which covers the fundamental aspects about the new possibilities which mobile devices bring about in business and marketing areas at all levels.