



AddApptr Received \$60M Investment From Aonic Group

Hamburg, Germany (Feb. 24, 2022) - AddApptr, a leading mobile ad-tech company, is pleased to announce a \$60M investment from the Aonic Group, a new video gaming group building a balanced family of high potential mid-sized studios.

AddApptr provides monetization and marketing services to games and app publishers and developers. Its proprietary machine-learning optimization technologies, key partnerships with major advertising and tech companies, and the more than 100m monthly active users of its SDK technology are key drivers of continued explosive growth and profitability.

“Our team’s commitment to creating and offering best-in-class services is the driving force behind our continued growth. It is exciting to join the Aonic Group family, as their belief in our team and our vision, along with their support, will help us on our journey as we extend our product range and expand to new markets and platforms,” says Patrick Kollmann, co-founder and CEO, AddApptr.

Aonic’s \$60m investment in AddApptr will accelerate growth and profitability in core markets and verticals. It is earmarked for product development, marketing, and M&A activities. AddApptr’s co-founders Patrick Kollmann and Alex von der Geest will continue to lead the company and remain shareholders. In addition, the funding will increase AddApptr’s ongoing hiring efforts.

AddApptr joins the Aonic Group, a newly created video gaming group aimed to be the best home for mid-sized studios. Aonic’s goal is to create a family of like-minded studios which want to be part of a strong group enabling each team to unfold its full potential while maintaining independent spirit, identity and creative freedom.

For more information about AddApptr, or if you would like to inquire about services, please visit us at <https://addapptr.com/>.

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About AddApptr:

AddApptr is a leading mobile AdTech company. Reaching over 100m monthly active users with its SDK, the company provides state of the art monetization solutions for game and app publishers. With its machine-learning based optimization technology, expert know-how and partnerships with major advertising and tech companies, AddApptr increases advertising revenues for publishers significantly.

The company is based in Hamburg, Germany while also have offices in London, Paris and Warsaw.

About Aonic Group:

Aonic Group is a video gaming family consisting of development studios as well as gaming-related technology and service providers across all devices. Aonic was created to champion and support high potential, mid-sized studios which want to be part of a strong group in order to unfold its full potential while maintaining independent spirit, identity and creative freedom. Aonic is not a portfolio of studios, but a balanced family of gaming enthusiasts benefitting from Aonic’s infrastructure platform to fully unfold and accelerate growth. Aonic is based in Sweden, Stockholm while its group companies are located across the globe.



PRESS RELEASE

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