

Press Release

MoMAGIC buys Spice Mobility 49% stake in AdGyde

New Delhi, November 26 2018: MoMAGIC Technologies acquires Spice Mobility's entire equity stake of 49% in AdGyde Solutions Pvt. Ltd., as part of its long-term strategy of transitioning into a *robust digital marketing (mobile) solutions provider* with technological edge, in South East Asia region.

AdGyde is a Mobile Apps Analytics Platform Solution, launched in the year 2017, as a joint venture between Spice Digital Limited (subsidiary of Spice Mobility) and MoMAGIC Technologies.

AdGyde, is Indian startup with robust, real-time, accurate and transparent *app attribution tracking and analytics tool*, in an easy to integrate SDK, that monitors and reports analytical data about app installs and in-app user behavior that helps app marketers, re-work their digital outreach strategy. AdGyde, recently, strengthened its offering for Gaming companies, by developing the AdGyde Unity SDK - analytics for Gaming Industry.

"MoMAGIC is expanding at an aggressive pace in the Digital Ad Tech sector and the integration of AdGyde into MoMAGIC, is part of our strategy to offer not only AI and Big Data driven mobile marketing services in the Ad Tech space but also provide the inter-linked solutions sought by brand heads and marketers such as monitoring, reviewing and detecting of fraud traffic and inventory," **Mr. Arun Gupta, Founder & CEO, MoMAGIC Technologies.**

MoMAGIC will fully absorb AdGyde within its business operations. Financial details of the deal, not disclosed.

"This is in line with Spice reviewing their investment portfolios on an ongoing basis to see fitment to their future businesses and accordingly taken a call to exit," **Spice Mobility spokesperson said.**

Within a year of its launch, AdGyde has:

- Approx. 3.10 Crores (~ 31 million) total Unique Users
- Monthly New Unique Users at 50 Lakhs (~5 million)

Aiming to touch 10 Crores (~ 100 million) total Unique Users by end of 2019.



The Noida-based startup, competes with companies such as: Appsflyer, Adjust, Branch Tune MAT, Mixpanel, Apsalar, Google Firebase, Flurry, Clevertap, Localytics etc.

It already has several big clients of the likes of Nazara Games, Media groups such as Dainik Bhaskar, ABP Live News and exciting Start-ups like Hubhopper, ShoppingPost, Coutloot, Credit Mantri, DocOnline etc. in its kitty.

About MoMAGIC Technologies:

MoMAGIC Technologies Pvt. Ltd., founded in the year 2011 is a fast-paced, innovative, AI and Big data driven mobile tech organization, with dominance in South East Asia. With 126+ Million UNIQUE USERS; reaching every 3rd Mobile USER, MoMAGIC offers comprehensive USER Acquisition channels.

MoMAGIC, is investing and expanding as a 'Big Data & AI-based, global company'; to provide customized offerings and consultancy in the Ad Tech Space. *Setting up the APAC R&D and Business Operation Center in Taipei, Taiwan in February 2018, is step in the said direction.*

With over 400+ employees, inclusive of 70+ data intelligence, AI & Marketing experts in Asia, MoMAGIC Technologies, is one of the leading Indian companies, in the Digital AD Tech and Mobile Marketing, space offering customized Mobile Marketing solutions. The company offers all its three platforms (DSP, SSP -"TrueReach" and DMP - "TrueInsight") integrated as one seamless AI-driven marketing solution in the market. MoMAGIC's access to Data and Insights, driven via Data Intelligence, Data Modeling etc., is legally compliant as per laws of the land, being operated in.

For Media Queries:

Shivani Srivastava

shivani.srivastava@momagic.com

9810549501