



For immediate release

DIP Fund I invests \$1.7m in Adludio, the made-for-mobile ad tech company

[XX] April/May 2019 (London) – DIP Capital LLP, a new investment management firm dedicated to investing in disruptive businesses, announces that its Disruption Investment Platform (DIP) Fund I has invested \$1.7 million in Adludio, a globally leading mobile-technology company delivering immersive advertising to mobile devices.

DIP Capital was established in February 2018 and focuses on investing in disruptive businesses. Founded and led by Riccardo Cirillo, DIP has a first fund of €40m for deployment globally and is sponsored by Platina Partners, an independent European investment firm focusing on renewable energy and private equity.

DIP's investment in Adludio was part of a larger round that also included the majority of participation from existing Adludio investors. The investment will primarily be used to support the expansion of Adludio in the US and Asian markets, with the aim of Adludio disrupting the global creative media model.

Adludio is an award-winning, made-for-mobile ad tech company that creates and delivers engaging ads based on immersive experiences. Adludio specialises in “sensory advertising,” an innovative digital advertising technique that exploits the multi-sensory communication features unique to smartphones and tablets, to bring ads to life through 3D effects, gyro, augmented reality and haptic feedback.

Adludio is operating in the disruptive digital mobile ad market, which is currently the fastest growing segment in digital advertising. Digital mobile ad spend is expected to grow at over 28% per year, three times faster than total ad media, reaching c.\$315bn by 2021. This growth is being driven by increased mobile usage rates with users moving away from desktop to mobile devices and new users going directly to mobile.

Paul Coggins, Chief Executive of Adludio, said: “We are delighted with the support we have received from DIP and our other investors, which reflects the significant progress Adludio has made, especially over the last year. We have bold ambitions and know that the time is right for us to demonstrate the capability for our technology to disrupt made-for-mobile advertising industry.”

Riccardo Cirillo, Founding and Managing Partner of DIP Capital LLP, said: “Adludio's success to date, which has been driven by delivering a high quality, differentiated creative services, stood out to me and my team immediately. So we're excited to be part of the next phase of Adludio's growth, and proud to support such a robust team of ambitious entrepreneurs on their journey to realise their global vision.”

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Enquiries:

DIP Capital LLP
Via FTI Consulting
Elizabeth Adams

+44 (0)20 3727 1151
Elizabeth.Adams@fticonsulting.com

Adludio Limited
Minal Tailor, Marketing Manager

+44 (0)79 4673 0143
minal.tailor@adludio.com

Notes to Editors:

DIP Capital LLP and DIP Fund I

With offices in London, Milan, and Luxembourg DIP Capital LLP and its DIP Fund I is a €40m growth capital platform, created in February 2018, designed to invest in disruptive businesses throughout Europe and the rest of the world. DIP is led by Riccardo Cirillo and sponsored by Platina Partners, an independent European investment firm focusing on renewable energy and private equity. www.dip-capital.com

Adludio

Brands deserve a greater creative experience on mobile than what is currently available today. That's why Adludio has put technology at the forefront - tapping into haptic, touch and augmented reality experiences - to produce engaging and immersive creatives for mobile. Better creatives mean brands can tell more compelling stories.

Adludio has offices in London, Paris, New York, LA, Singapore and Hong Kong, and boasts a roster of clients including Adidas, Red Bull, Estee Lauder, Diageo, Unilever, McDonald's and Huawei to name a few. They were voted '*Best Advertising and Marketing Company*' by Techcrunch Europa; '*Hot Company of the Year*' by Festival of Media Global and Festival of Media Asia Pacific; awarded '*Best User Experience*' at MOMA's and the '*Innovation Award*' at Lions Eurobest. www.adludio.com