

FOR IMMEDIATE RELEASE

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Apex Mobile's Canada Wide Growth Leads to Partnership with Kochava

Toronto, ON, August 3, 2018 – Apex Mobile continues to see growth Canada-wide since its launch in 2016, leading to expansion of its data offering. With more advertising dollars directed at mobile media, Apex Mobile media has entered into an exclusive partnership with the Kochava Collective, the largest independent mobile data marketplace. Under this new agreement Apex Mobile will provide Canadian mobile marketers with access to even more audience data to help them reach specific consumers who are most likely to be interested in their products.

Through Apex Mobile's "ALPHA" offering, Canadian advertisers will be able to activate media against custom audience sets created by APEX using the Kochava Collective platform. The Kochava Collective Platform reaches 56MM devices in the Canadian market, and 3 billion devices worldwide.

"Marketing campaigns are strengthened by the scale and accuracy of data. It's our goal to supply Canadian marketers with these two attributes. We are happy to partner with Kochava and extend our product offering in the market," said Walder Amaya, CEO Apex Mobile Media.

"Kochava is proud to partner with Apex Mobile to bring the best in rich audience targeting to the Canadian market via ALPHA," said Grant Cohen, GM of the Kochava Collective.

For more details about Apex Mobile, please visit apexmobilemedia.com.

SOCIAL MEDIA LINKS:

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About Apex Mobile

Apex Mobile is a leading mobile marketing solution company. Apex Mobile is focused on partnering with the world's leading mobile ad technology companies and mobile app publishers to deliver unparalleled end-to-end mobile marketing solutions for our clients. Our commitment to working only with premium app publishers and tech companies allows Apex to offer our clients a premium and transparent mobile experience. Visit Apex Mobile at <http://www.apexmobilemedia.com>.

About Kochava Collective

The Kochava Collective is the largest independent mobile data marketplace with more than 3 billion devices globally. It includes first-party data collected by the FreeAppAnalytics (FAA) SDK as well as validated third party sources. The combination of a directly managed truth set with unique data providers enables the Collective to deliver precise addressability on a massive scale with a robust mix of data elements deterministically collected about each device in the marketplace.

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