

MOBKOI achieves 10% of global revenues in Asia in the first year thanks to Fast-Track

- *One year after launching in the APAC region, MOBKOI Asia represents 10% of the company's sales and employs more than 15 people.*
- *In 2019, the scale-up opened 4 offices: Hong Kong, Singapore, Tokyo and Sydney.*
- *Fast-Track has accelerated MOBKOI's establishment and development in Asia thanks to its network and its perfect knowledge of the market.*

Paris, March 3, 2020 - MOBKOI Asia, subsidiary of mobile advertising specialist [MOBKOI Ltd](#), had plenty to celebrate as it reached its one-year anniversary. After rapid development in Europe followed by international expansion into the United States in 2017, supported by the brandtech group You & Mr Jones, MOBKOI decided to turn to tackling the challenges of the Asian market in 2018. In order to break into the market and build up a lasting presence, MOBKOI called on [Fast-Track](#), specialised in helping European start-ups scale up in the APAC region. In just one year, the company has enabled the AdTech gem to launch and expand in Asia by becoming a reference for luxury brands in the field of mobile advertising.

A gem of a scale-up with the qualities of an AdTech giant

Asia has become a key territory for AdTech companies wishing to grow internationally. Thus, at the end of 2018, MOBKOI seized the opportunity to conquer a new market with high potential.

Launched in London in 2014 by two brothers, Quentin and Guillaume Le Pape, [MOBKOI](#) is establishing itself as the specialist in mobile advertising for luxury brands. Now established in Asia, the company wants to restore the reputation of mobile advertising. To achieve this, MOBKOI relies on four fundamental pillars – agility, operational excellence, customer focus and transparency – to offer their customers the best mobile ad placements through innovative, full-screen advertising.

By engaging mobile users through a full-screen advertising format, MOBKOI has generated a new momentum in the world of mobile advertising. Combining creativity and editorial context, the company has been able to provide a format based on quality for brands, publishers and consumers alike. Consumers can browse their applications and mobile sites without any intrusive advertising and decide for themselves, straight away with one tap or swipe, whether or not they want to view it.

The company also offers its clients complete and transparent reporting on the performance of each publisher per campaign. Today, MOBKOI's client list includes prestigious French, Italian and Swiss luxury brands.

A success story in numbers

Over the last few years, the AdTech and MarTech ecosystem has grown exponentially for the French companies in Asia as has been seen with Critéo and Neolane. Thanks to the support of Fast-Track, MOBKOI Asia was able to open 4 new offices – Hong Kong, Singapore, Tokyo and Sydney – in just one year. MOBKOI Asia already has more than 15 employees and represents 10% of the company's turnover.

In Asia, MOBKOI enjoys three major advantages: an 80% mobile market, the sound expertise of the French in the luxury sector and the company's ability to produce tailor-made advertising campaigns.

In 2019, MOBKOI Asia even received an award in the "Next Big Thing" category at the GroupM Media Awards in Singapore, less than a year after their launch in the region. The scale-up has become the No. 1 reference in full-screen mobile advertising, earning the trust of more than 400 premium and luxury brands worldwide.

"We chose Fast-Track to scale-up our business in Asia because we have the same DNA. We are perfectly aligned on the idea of growing our business for the long term in this booming market. And our current success here cements our intention to continue hand in hand with Fast-Track," explained Quentin Le Pape, CEO of MOBKOI.

"MOBKOI is a company that has experienced strong growth, first in Europe and then in the United States. It is one of the gems of the AdTech world which have been profitable since their beginning and is in line with our values – humility, confidence, pushing yourself – which made us sure that we would be able to successfully support them in a market which is challenging and heterogeneous but which offers great opportunities," said Alexandre Olmedo, co-founder and Managing Partner of Fast-Track.

About MOBKOI

MOBKOI, House of Mobile Advertising was founded in 2014. Today it counts 100 mobile advertising experts across 8 offices located in London (HQ), Paris, Frankfurt, New York, Los Angeles, Geneva, Tokyo, Hong Kong and Singapore. In June of 2017, You & Mr Jones -- Founded by ex agency Vet David Jones (former Global CEO of HAVAS) acquired a majority stake in MOBKOI to build on the world's first BRANTECH™ Group.

About Fast-Track

Drawing strength from an 18-year track record, Fast-Track Pte Ltd. has grown to become the preferred partner for western tech startups looking to grow their business at the international level in the Asia-Pacific region. Fast-Track acts as a facilitator and a strategic interface between Asian companies and scaleups by incorporating the cultural codes of both continents.

Fast-Track has helped such startups as StickyAds, Unruly and MOBKOI scale up their business in Asia. Visit Fast-Track at [LinkedIn](#) or the website at <https://fast-track.com.sg/>