



Flurry Expands to Europe to Capitalize on Fast-Growing Mobile App Market

Media Industry Veteran Richard Firminger Joins Company as European Managing Director

London, UK – June 9, 2011 – Flurry, the industry leader in mobile app audience growth and monetization, announced today the launch of its European operation with the appointment of media industry veteran, Richard Firminger, as European Managing Director. The company also issued a [research report](#) on the status of the mobile application market in Europe, showing an addressable market of 46 million monthly smartphone application users across the U.K., France, Germany, Italy and Spain, whose installed base is growing by over 10%, month-over-month. Firminger will be based in London, and focused on growing Flurry’s analytics base and reach of Flurry AppCircle, the company’s mobile app traffic acquisition network.

“Mobile applications have become a credible mass media channel that now challenges the web in reach and television in engagement,” said Simon Khalaf, President and CEO of Flurry. “We are excited to have our European division lead by Richard, who will work closely with our publishers, advertisers as well as brands and media agencies, to grow the mobile application media market.”

Firminger comes with a wealth of media sales and publisher management experience, with more than 20 years direct media industry experience. Prior to Flurry, Richard led the digital media sales team for Amazon in Europe. Prior to Amazon, Richard was Head of Search Marketing Sales for Yahoo! Northern Europe (UK, Ireland, Scandinavia and Germany), European MD for Enpocket (Nokia Media Business), UK Deputy MD for AdLink (a Direct Response Media Sales Organization) and UK Commercial Director for DoubleClick.

“Flurry is in an excellent position to lead the mobile application media market,” said Richard Firminger, Flurry’s European MD. “Flurry has unmatched penetration in analytics and audience measurement, a critical component of any media business, as well as an excellent solution in AppCircle that can help mobile application developers grow the size and value of their audience.”

Over the past two years, Flurry’s growth has paralleled that of the greater mobile application market. Flurry Analytics, which launched in January of 2009, now has a monthly unique reach of 220 million users worldwide. On average, Flurry handles over 11,000 session reports per second, more than 3X the total number of tweets per second managed by Twitter. Counting total data points, which considers any unique event or action tracked within any app sessions, Flurry tracks over 4 billion per day. Flurry Analytics is used by more than 45,000 companies in more than 85,000 applications across iOS, Android, Blackberry, Windows Phone and J2ME platforms.

Flurry AppCircle, the company’s app traffic acquisition network, has grown dramatically over the past few months, currently reaching over 100 million users worldwide. The network drives tens of thousands of daily downloads in major European markets. Also this month, Flurry is launching AppCircle Clips, which provides brands, advertising agencies and application makers



the ability to show TV-style commercials and promotional videos from within publisher apps to consumers for deeper engagement at a fraction of the cost compared to other media channels.

About Flurry

Flurry increases the size and value of mobile application audiences, and is used by more than 45,000 companies across more than 85,000 applications on iOS, Android, Blackberry, Windows Phone and J2ME. Flurry tracks over 15 billion anonymous, aggregated end-user application sessions each month.

Flurry AppCircle, an intelligent mobile application cross-selling network, delivers high quality acquisition for advertisers and earns industry-leading revenue for publishers. Flurry AppCircle Clips, a video-ad network, brings high rich, TV-style commercials to iOS applications. Flurry Analytics helps developers make better applications, increase retention and grow revenue.

Flurry is venture backed by Menlo Ventures, Draper Fisher Jurvetson, InterWest Partners, Union Square Ventures and First Round Capital. The company has offices in San Francisco, New York and London. For more information, please visit www.flurry.com.

Note to Editors

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