

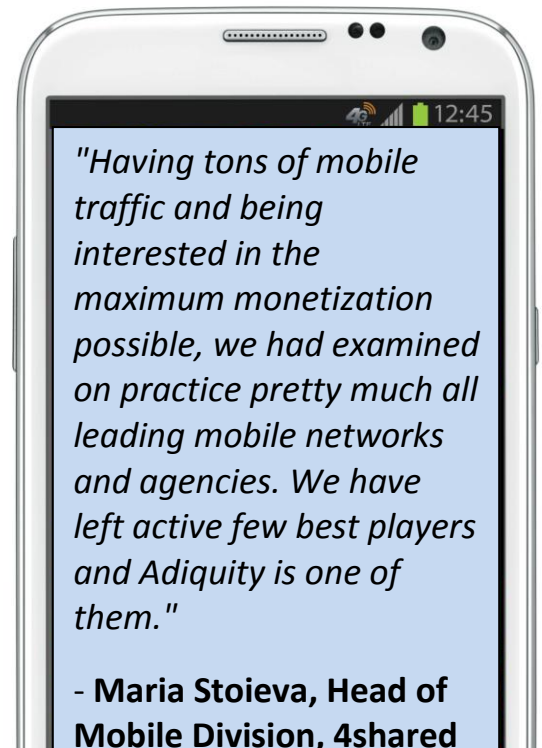


## BUSINESS SCENARIO

4shared - a global hosting and file sharing platform, has taken up mobile advertising for achieving maximum monetization possible. With about 5.3 million users worldwide and 940 TB of files hosted, it has about 11 million daily hits and 317 TB of daily file transfers. In order to utilize its massive mobile traffic for better monetization, 4shared began working with leading mobile ad networks, Adiquity being one of them.

## ADIQUITY'S ROLE & RESULTS

Initially, 4shared started with Adiquity by sharing remnant traffic for their mobile web and android app. In a short span of time 4shared witnessed significant increase in its revenue using Adiquity's streamlined and unique mobile advertising solutions. As a result, 4shared soon started sharing premium traffic from all the major countries with Adiquity. 4shared now works with only a few leading global ad networks and Adiquity, one of the top 3 networks in Asia-Pacific, is one of them.



*"Having tons of mobile traffic and being interested in the maximum monetization possible, we had examined on practice pretty much all leading mobile networks and agencies. We have left active few best players and Adiquity is one of them."*

**- Maria Stoieva, Head of Mobile Division, 4shared**