**Media Advisory**

***Women in Wireless* expands to Asia – Setting up Chapter in Singapore**

***Smaato supports* 3rd Annual Global Speed Networking Event – 10 Sep 2013**

**Singapore, 6 September, 2013 -** [**Smaato**](http://www.smaato.com/), a global real time bidding exchange for mobile ads, today announced its support for the Singapore [Women in Wireless](http://www.womeninwireless.org/) (WIW) 3rd Annual [Global Speed Networking Event on 10 September, 2013](https://www.eventbrite.com/event/7821766113) from 1830 to 2030 (SGT) at the Smaato APAC Office. This will be part of a multi-city career networking evening where female professionals from the digital industry in cities around the world from New York, Los Angeles, Dallas, London, San Francisco, Chicago, Johannesburg and Hamburg engage with one another at the same time.

WIW is empowering and developing female leaders from Singapore and Asia in the mobile & digital sphere through leadership development, mentoring, panels and webinars, job boards, philanthropic support for relevant charities and networking events. This event will help mobile and digital professionals connect with new customers, ideas, technologies, business opportunities and each other.

“We believe this is a very important initiative to grow and connect talent in our industry,” said Marcus Tan, MD of Smaato Asia Pacific. “At the centre of our business lies the principle of bringing innovative brands, technology players and publishers together on a global scale. That’s exactly what WIW aims for as well – so supporting this growing network comes naturally to us.”

The event on 10 September will be about electing office bearers to officially inaugurate and set up the first WIW chapter in Asia, with a web-based welcome speech by WIW co-chairman for international chapters Kristine VanDillen and Aurelie Guerrieri. Marcus Tan, MD of Smaato APAC, will address the event in support of this initiative, especially since one of Smaato’s co-founders, Petra Vorsteher, sits on the board of WIW and is the co-chair for WIW Global Expansion.

For more information about Smaato please visit: <http://www.smaato.com/>

Attendees interested in finding out more about WIW and the event please visit: <https://www.eventbrite.com/event/7821766113>

**ENDS**

**About Smaato**

Smaato is the leading global mobile RTB ad exchange helping mobile app developers and publishers increase ad revenues worldwide. As an industry pioneer and leader, Smaato provides Ads for Apps, and operates the leading RTB ad exchange and mobile ad optimization platform. More than 75,000 app developers and publishers use Smaato to monetize their content in 230 countries.

[http://www.smaato.com/](http:///h)

**About WIW**

Women in Wireless is a nonprofit organization that empowers and develops female leaders in mobile and digital media through inspirational panels and webinars, leadership development, mentoring and networking. WIW also supports charities that are aligned with its mission.

<http://www.womeninwireless.org/>

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