



Press Release

HitFox expands business into new fields of game distribution:

HitFox Acquires Chili Entertainment GmbH and ad2games, Germany's Biggest Game Advertising Network

Berlin, 07 February 2012: With the acquisition of Chili Entertainment GmbH, HitFox adds the Chili Entertainment-operated game advertising network, ad2games, to its game marketing portfolio. ad2games is Germany's most extensive network for game advertising, which in 2011 generated more than 75 million clicks on ads from games suppliers throughout Germany and Europe. Advertisers gain millions of new users through targeted delivery to the appropriate audiences. For HitFox, the takeover is the next step on the way to becoming a fully integrated game distributor. Chili Entertainment GmbH was previously majority-owned by Gameforge AG.

HitFox offers customers and partners a comprehensive, one-stop marketing mix for games and gaming accessories. HitFox launched its business in mid-2011 with attractive deals for online, mobile and console games, and expanded into the field of performance marketing shortly thereafter. The latest acquisition adds the capability of a specialized games advertising network.

For HitFox CEO Jan Beckers, the acquisition of Chili Entertainment is "a further stage of our expansion strategy within the €25bn game distribution market. The ad2games client roster complements our own customer base perfectly. We look forward to serving all our customers as a one-stop agency providing several harmonized marketing channels. In addition, we will use ad2games' broad coverage to advertise the HitFox portfolio intensively."

Advertisers like Bigpoint, gamigo, Gameforge, InnoGames and Upjers utilize the ad2games advertising network to specifically address relevant target audiences in Germany and ten other European countries. Automated delivery and optimization of a multitude of online advertising formats via hundreds of games websites with considerable reach means that PC and Video games can be marketed as successfully as MMOPRGs and online games. Apart from performance campaigns, this allows for high-profile branding campaigns.

"We are proud of the part we have played in building Germany's farthest-reaching advertising network for games. With their team of experienced entrepreneurs, HitFox is the appropriate buyer with the capability to support the ongoing growth of ad2games. As a



continuing advertiser on ad2games we are also happy to benefit from the broad German and European coverage,” states Christoph Jennen, CFO of Gameforge AG.

HitFox is seeking further partnerships with game suppliers and advertisers. The company will also be represented at Casual Connect Europe from February 7 to 9 in Hamburg, exhibiting in Hall G2/Silver 2. Please send an e-mail to publisher@hitfox.com to arrange a meeting.

More information and all current offers on www.hitfox.com.

About HitFox (GS internet GmbH):

HitFox was established in the summer of 2011 by Jan Beckers, Tim Koschella, Ruben Haas and Team Europe. Beckers, Koschella, Haas and Fichtner are experienced entrepreneurs and have achieved success with SponsorPay, Madvertise, Absolventa (Beckers), Lecturio (Koschella), build.UP (Haas) and Squeaker.net (Fichtner). HV Holtzbrinck Ventures, Hasso Plattner Ventures, the Tengelmann Group, Kite Ventures and Digital Pioneers have invested a multi-million euro amount in HitFox. With its ‘Best Game Deals’, free game recommendations, and performance-based marketing, the young game distribution company HitFox has created an innovative way for game publishers and manufacturers to acquire new customers (and activate regular customers by price differentiation). The company currently employs 30 staff members at its headquarters in Berlin, Germany, and branch office in San Francisco. For more information, visit www.hitfox.com.

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