



# ADTECH HOLDING

2024

Shaping the advertising  
technologies of the future





# #1 ADTECH HOLDING AT A GLANCE



With more than 12 years track record of innovation and successful startups, AdTech Holding creates cutting-edge advertising solutions to deliver technology at a global scale. We're an undisputed Martech leader with massive growth and rapidly expanding market opportunities.

## Our identity

AdTech Holding is a global group of companies focused on driving growth and value through marketing technologies built around artificial intelligence to turn data into actionable intelligence for businesses.

**2011**

Year founded

**~400**

Employee count

**Limassol,  
Cyprus**

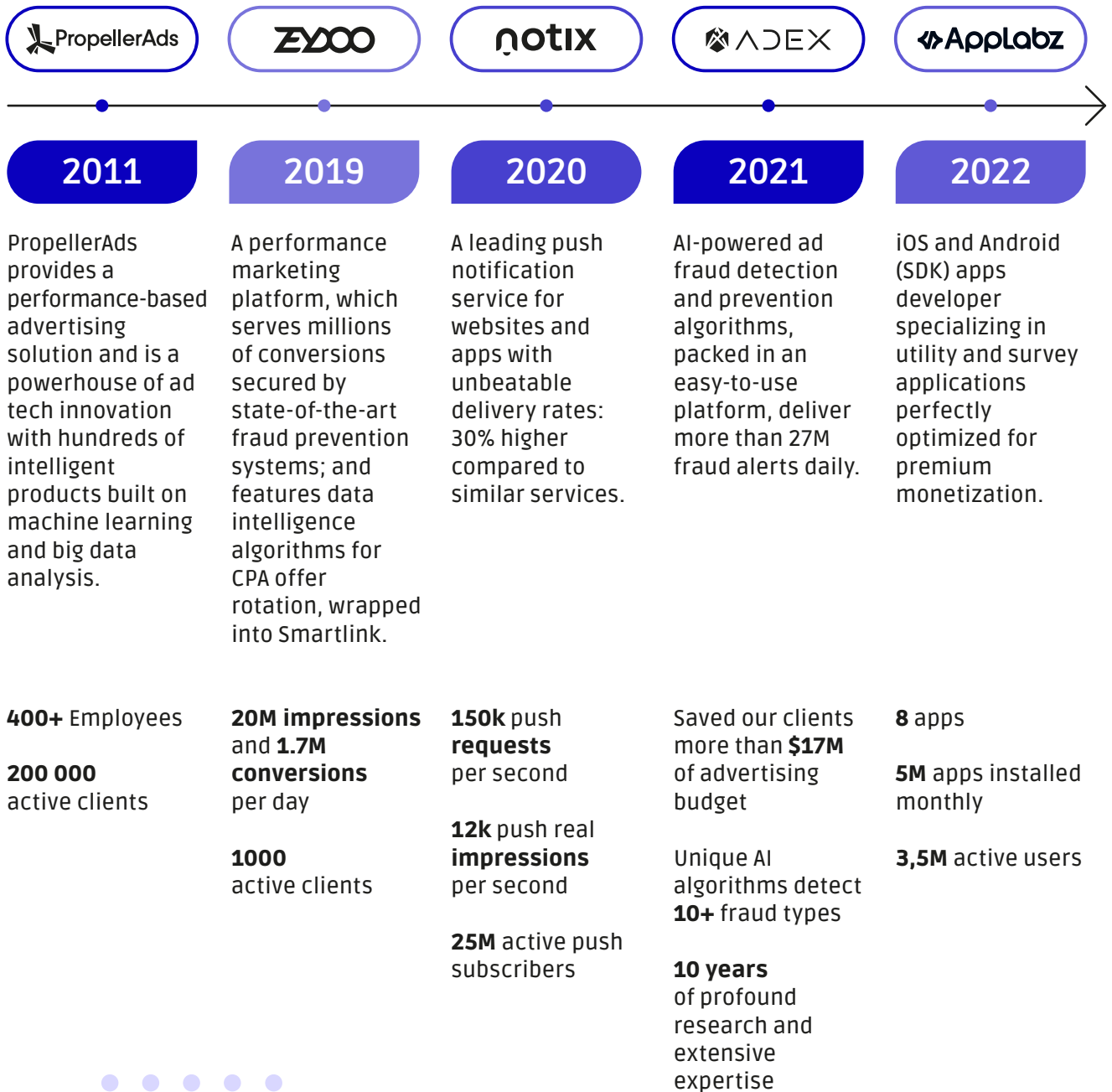
Headquarters

**80+**

Patents  
and proprietary  
technologies

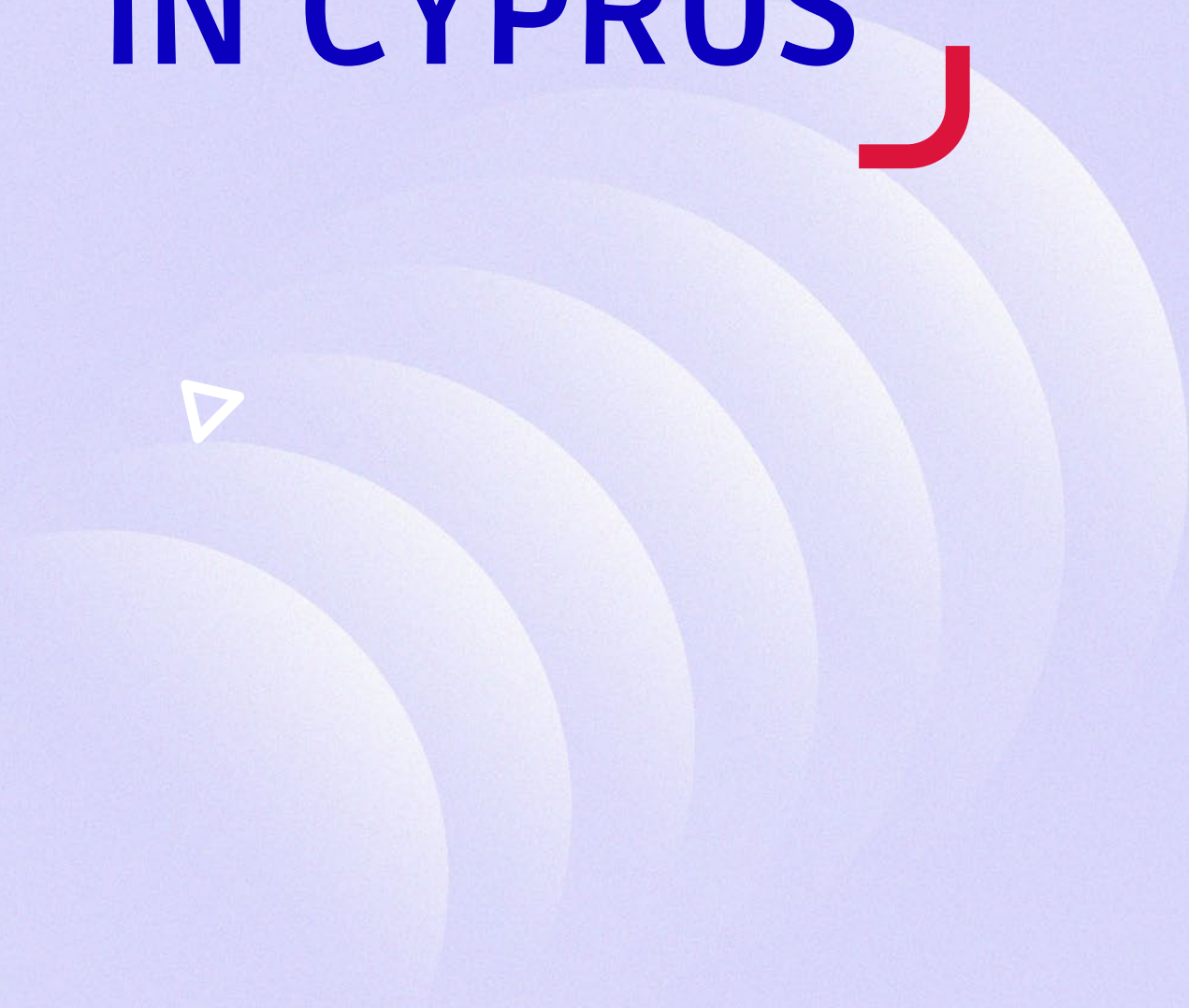
# The path to growth

Since 2011, AdTech Holding has been developing its own ecosystem of high-tech projects meant to propel advertising technologies forward. Year after year, we add new initiatives and ideas to our portfolio to help projects bring new opportunities and be better positioned to drive innovation.





# #2 OUR HEADQUARTERS IN CYPRUS



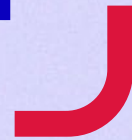
Currently, we work with customers from **150 countries** worldwide, with our Headquarters located in **Limassol, Cyprus**.

The new HQ of AdTech Holding opened on April 28, 2023, in Limassol, and features a four-story building designed with our team members in mind, offering a variety of spaces that encourage collaboration, a comfortable work setting, and include recreational areas to promote employee well-being.





# #3 ADTECH LEADERSHIP



Dedicated, focused, and experienced leaders make up our future-oriented leadership team.

Their knowledge and experience combine for the benefit of all our stakeholders - partners, employees, investors, and advertising communities around the world.



**ALEXANDER  
VASEKIN**

**Chief Executive  
Officer**

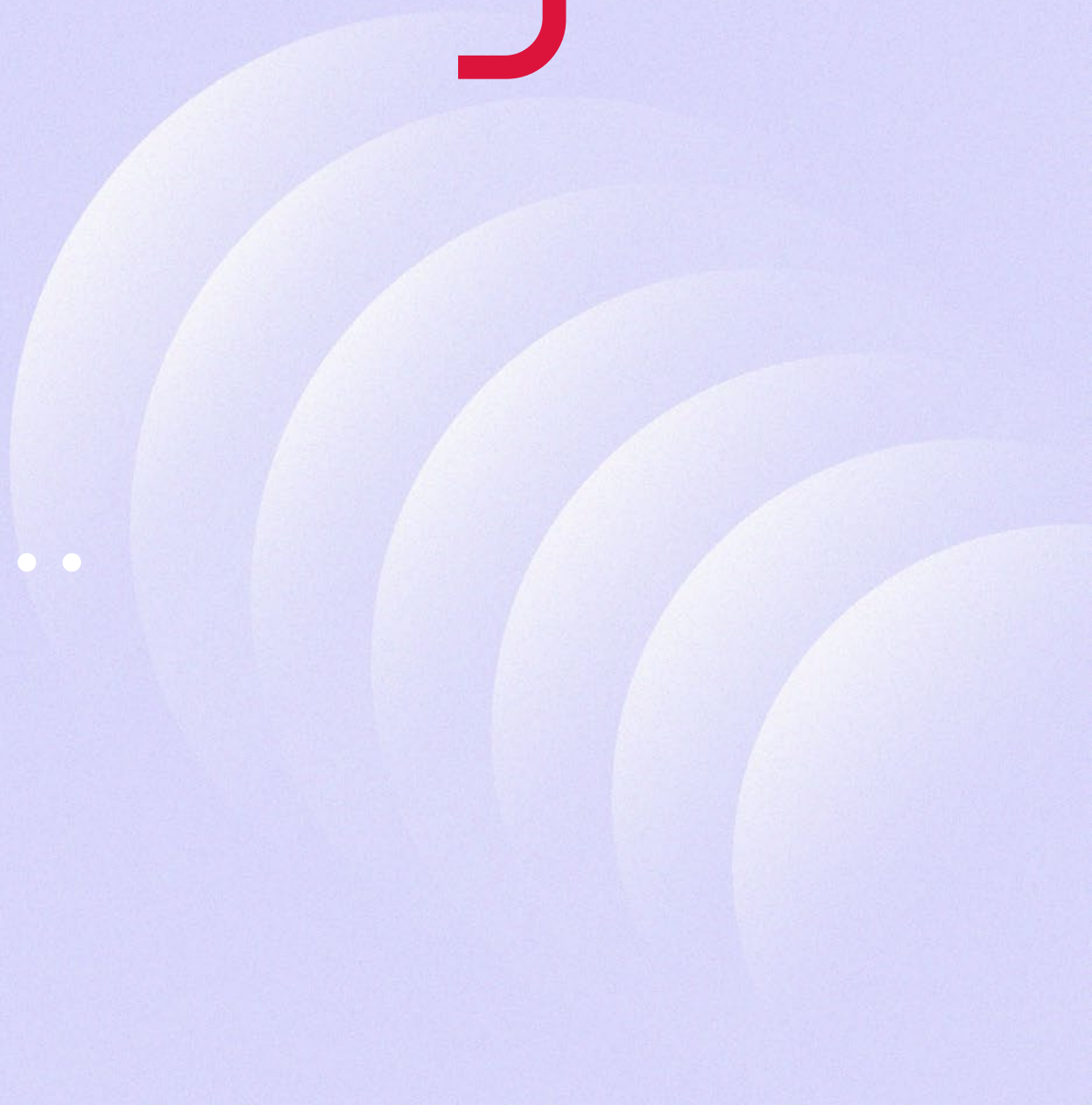


We are honored to be recognized among the fastest-growing tech companies in the Middle East and Cyprus by Deloitte Awards. This achievement is a testament to the hard work, dedication, and passion of our incredible team. As we continue to innovate and grow, we are opening a new headquarters in Limassol, Cyprus. AdTech Holding is making a long-term investment in our business and the future of Cyprus while ensuring that we operate in a world-class environment. This brings us a big step closer to our goal of becoming the global leader in adtech.





# #4 OUR CULTURE



Our culture is closely aligned with our values and mission; altogether, it helps unleash tremendous amounts of creative energy toward a shared purpose and fosters an environment to thrive.

## We value:



**Innovation as a priority.** We believe that business development should be achieved through creating new products and projects. We are convinced that the cultivation of new growth points makes us stable.



**Focus on effectiveness.** We always focus primarily on the result, not the process. We believe in simple and effective solutions that lead to great results. We encourage innovation and optimization of work processes.



**Exceeding Expectations.** We strive to exceed our clients' expectations and do more and better. We are constantly motivated to exceed each other's expectations. We aim to create an exceptional product.



**Focus on leadership.** We strive to be the first in everything we do. We apply a strategic approach to every business issue while assessing future opportunities. Achieving both financial growth and strategic goals is equally important to us.



**Teamwork.** We believe that the company's success is the result of teamwork and each employee's personal input. We work from different parts of the world, and we are a united team.



# Getting involved.

## Our Volunteering Activities

Being a global business, we never forget to give back to the local community. As a team, we choose to be a force for good: to make an effort and strive for greater impact, whether it is cleaning up a beach, volunteering at an animal shelter, or running a charity marathon.

AdTech Holding is passionate about its role in building a greener Cyprus and a more inclusive working environment - social responsibility is at the heart of AdTech Holding's **corporate values**: "We believe that only by working together and supporting each other, we will move in the right direction".



## Where we focus our efforts



### Environmental initiatives

- Animal shelters:  
Donating and volunteering – Malcolm’s Cats & Sirius Dog Sanctuary
- Separate waste collection
- Energy-efficient office
- Clean-ups with City Friends Club charity eco organization

### Philanthropic initiatives

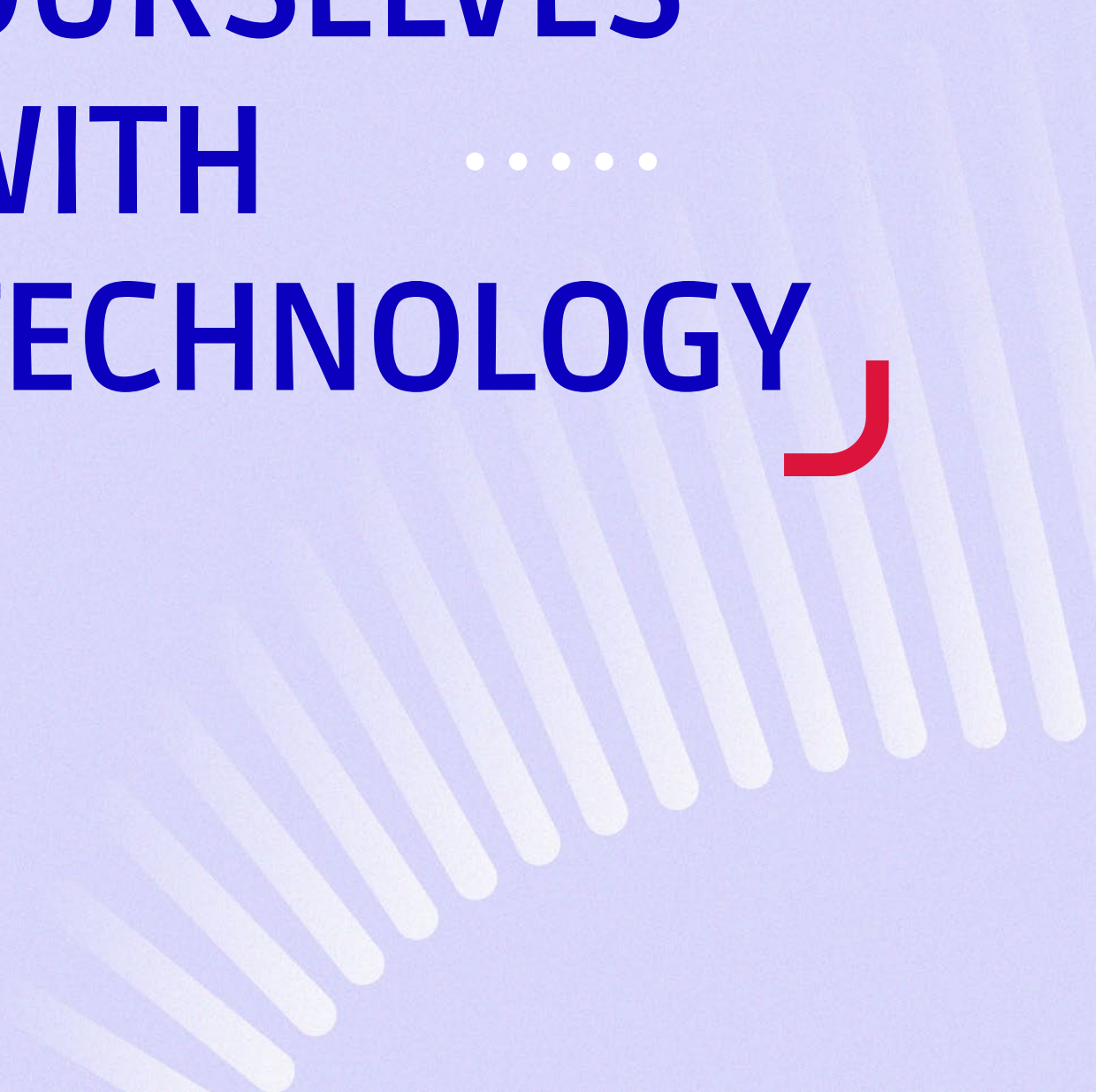
- Supporting “Gestia” charity fund
- HackAdTech Hackathon 2022 and 2023

### Our people

- Creating and cultivating an inclusive work environment where employees can grow professionally and personally
- Equal pay for equal job



**#5 WE**  
**DIFFERENTIATE**  
**OURSELVES**  
**WITH** .....  
**TECHNOLOGY** 



We aim to develop new, cutting-edge AI/ML technologies and create synergies within AdTech Holding's projects.

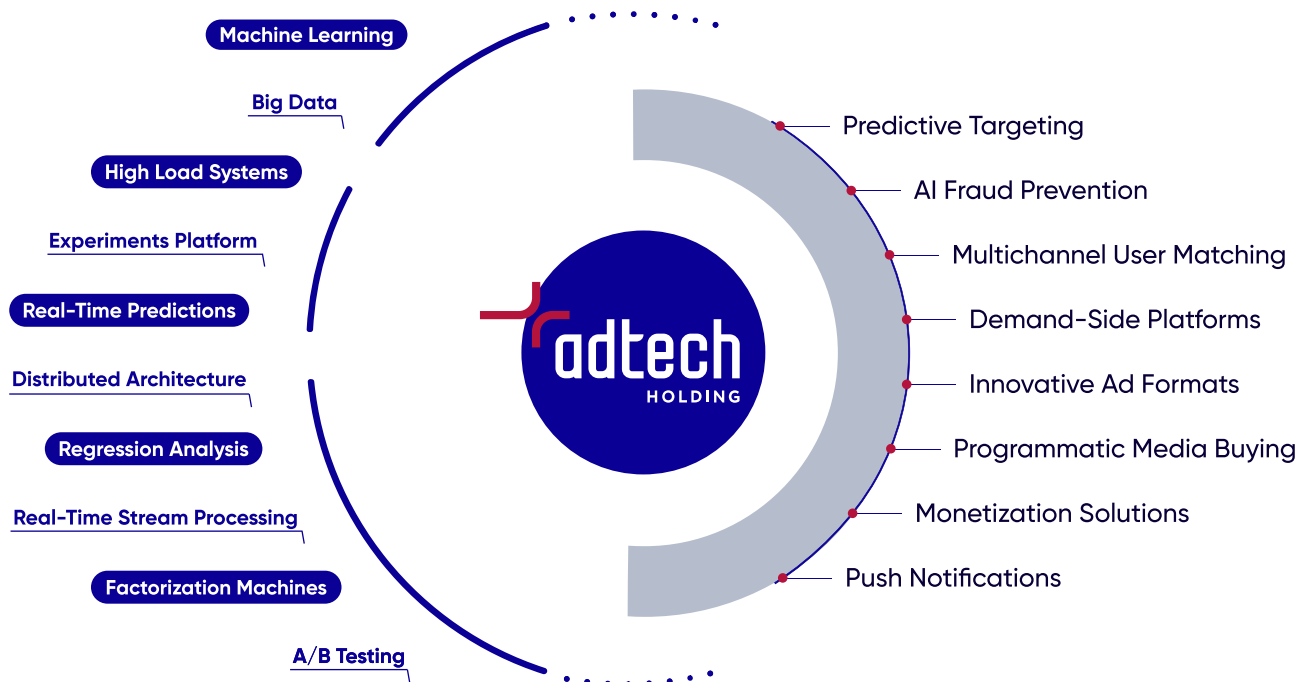
- **Technological exchange** – ensures circulation of technical expertise
- **Sharing R&D facilities** – helps reduce innovation costs
- **Experimental environments** – support network and distributed systems research

**Better synergy leads to better results: 15% Higher productivity**

AdTech Holding develops big data analytics in its Cyprus lab, creating one of the biggest tech hubs on the island.

The technologies, features, and products are later distributed across the Holding's projects enabling data insights, comprehensive risk oversight, and process automation.

## Intelligent technologies for ambitious business growth



# Proprietary systems and platforms

Product advantages driven by superior technologies alongside in-depth market expertise help build powerful projects with a large customer base.

**Over 1M+**

Active customers

**600+**

Servers in 3 WW-hostings

**Highload:**

**2M+ RPS**

(FB is 13M RPS)

**75+ Gb/s**

Traffic (FB is 370 Gb/s)

**>191 TB**

Of total data stored

## At the forefront of digital security



### Continued investments in cybersecurity

Advanced cybersecurity model, certified under international standard ISO 27001. As well, we continue with training for all employees – around 90% of staff completed cybersecurity courses in 2022.



Our infrastructure has strong protection against DDoS attacks and penetration.

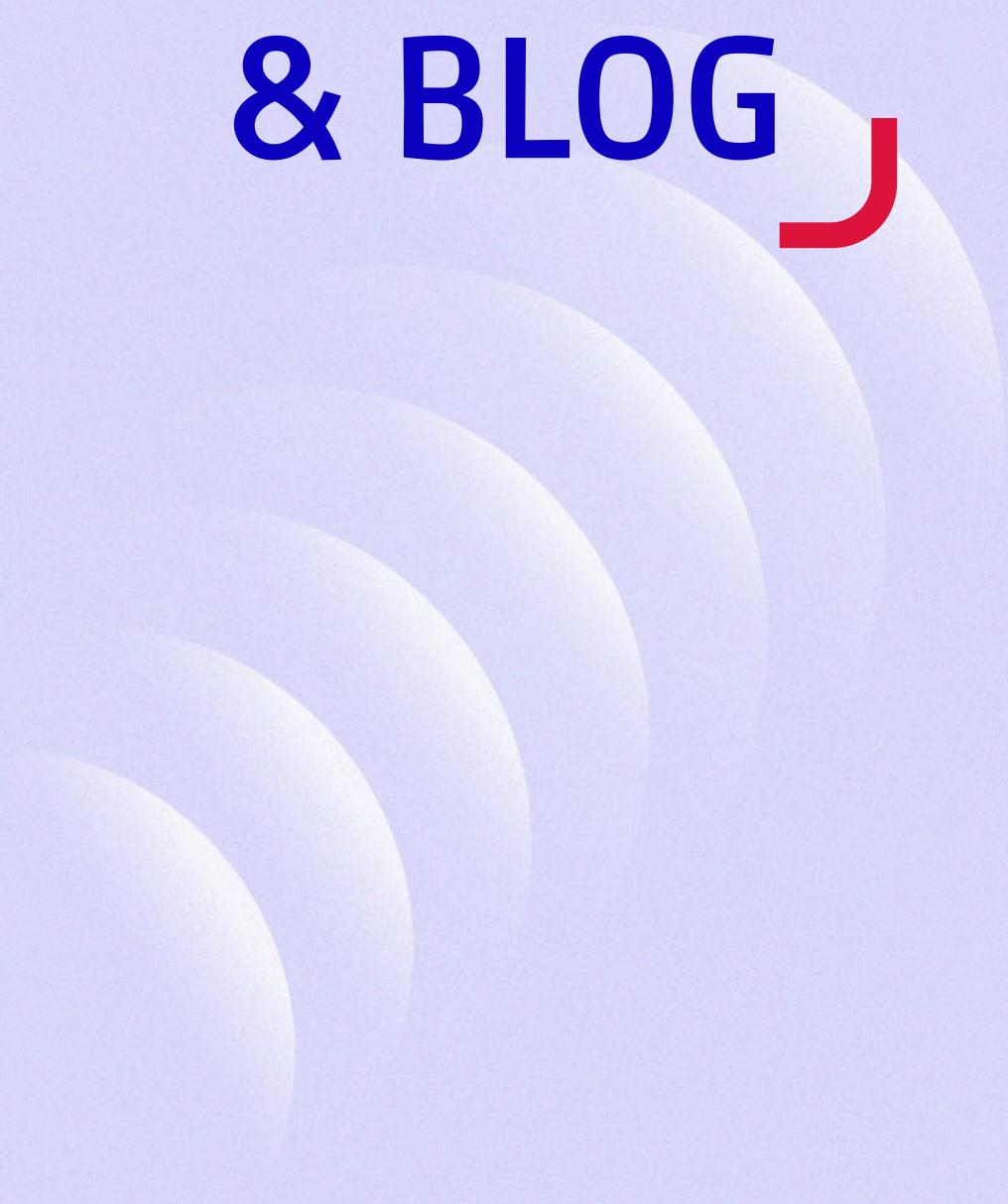
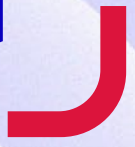


### Improving flexibility and efficiency of infrastructure

With more than 600 servers in 3 WW hostings, we also work on creating core services backups and copies to never be caught off-guard.



# #6 OUR RESEARCH & BLOG

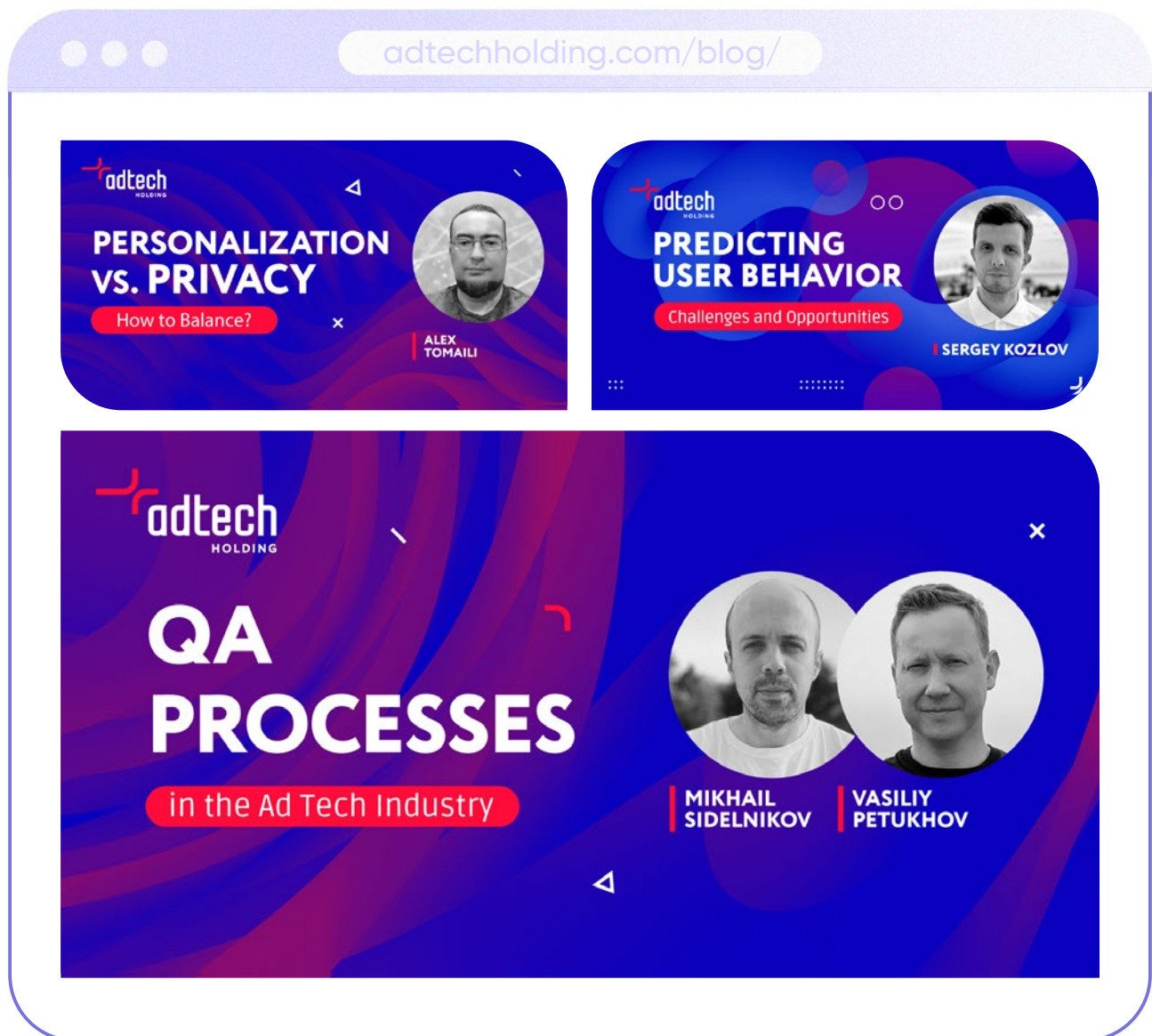




AdTech Holding is working hard to make its research more open, accessible, and reusable.

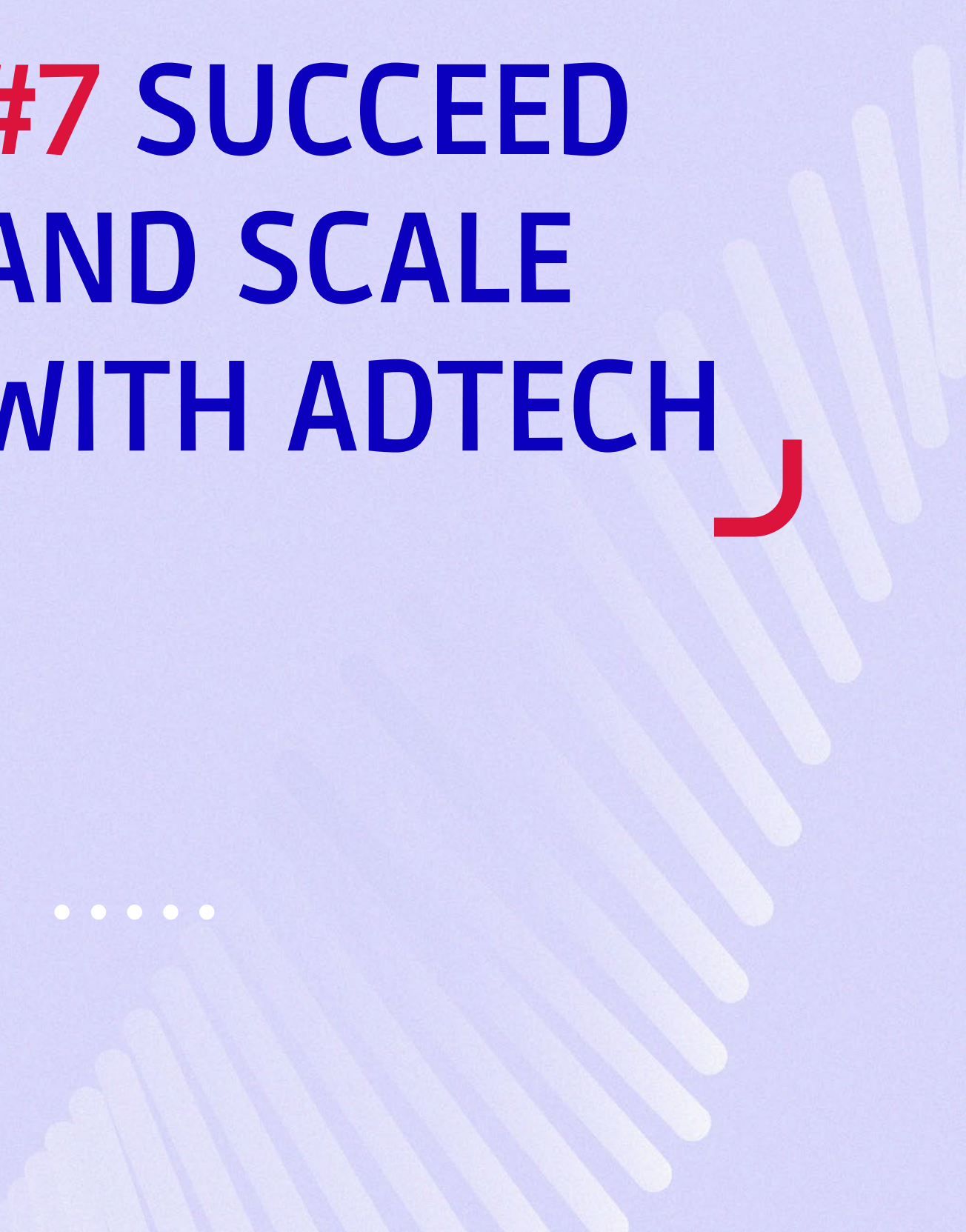
As [one of the largest advertising technology R&D centers in the Middle East and Cyprus](#), we feel a responsibility to share our best practices and insights to advance the AdTech industry and help the marketing community.

Our experts regularly publish their findings and ideas on the official AdTech Holding Blog.





# #7 SUCCEED AND SCALE WITH ADTECH



Got a great idea? We have a vast network of experts who are on your side for success.

We can help you manage, learn and scale from initial concept to tangible business results. AdTech Holding has everything it takes to support entrepreneurs and address the challenges they face at all stages of their startup journey.





[adtechholding.com](https://adtechholding.com)

✉ [info@adtechholding.com](mailto:info@adtechholding.com)

✉ [pr@adtechholding.com](mailto:pr@adtechholding.com)

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