

# Media Release

**The Hon Philip Dalidakis MLC**  
Minister for Small Business, Innovation and Trade



Saturday, 26 March, 2016

## **ANOTHER GLOBAL TECH STAR SETS UP HOME IN MELBOURNE**

Mobile advertising leaders PocketMath will open their first Australian office in Melbourne, bringing more high-skill jobs to Victoria's booming tech sector.

Minister for Small Business, Innovation and Trade Philip Dalidakis welcomed PocketMath's announcement, which follows recent moves to Victoria by a growing list of leading global tech companies including GoPro, Zendesk, Eventbrite, Square and Slack.

The company's decision to locate their first Australian office in Melbourne is a huge vote of confidence for Victoria's tech industry, which now employs more than 91,300 people and generates revenues of more than \$34 billion annually.

PocketMath, the world's largest self-service mobile advertising technology platform, helps businesses buy advertising on mobile and tablet devices by trading ads using real-time bidding.

The innovative platform filters through hundreds of thousands of opportunities per second to execute targeted marketing campaigns that connect advertisers to their ideal audiences across the world.

With global offices now across the US, the UK and Singapore, PocketMath is a great example of how innovative startups can grow and create jobs internationally in ecosystems that provide the right startup support and a high-skill workforce.

Founded in 2011 by three university friends in Austin, Texas, PocketMath has since more than tripled its revenue and grown its team by over 85 per cent.

The Andrews Labor Government is investing heavily in startups, through our \$60 million LaunchVic initiative, to make sure local businesses receive the support they need to grow and global companies are attracted to invest in Victoria, driving high-skill jobs across the state.

### **Quotes attributable to Minister for Small Business, Innovation and Trade, Philip Dalidakis**

*"PocketMath's decision to base their first Australian office in Melbourne is another huge vote of confidence in Victoria as a tech and innovation destination, not just across the country but throughout the Asia Pacific region."*

*"The Andrews Labor Government is fostering innovation and creating more high-skill tech jobs in Victoria, encouraging global businesses to invest in our state and create size and scale that will support the local startup ecosystem."*

### **Quotes attributable to PocketMath General Manager AUNZ and JAPAC, Jonathan Smith**

*"Melbourne's highly skilled workforce and culture of innovation make it a natural fit for PocketMath. We will be looking for talented people to join our ever growing team as we continue to lead the way in the fast moving technology space of media buying."*