

WORK & PLAY



madvertise

THE WORLD IS A PLAYGROUND – START PLAYING!

Get the madvertise insights to the best cities in Europe

There's
always
something fun
and quirky
going on in
Berlin.



BERLIN

Whether you consider yourself an “indoors” person or more of an “outdoors” character, you’ll no doubt fit right in here in Berlin. You never know where you’ll end up. You could get into a snow ball fight between Kreuzberg and Friedrichshain in Görlitzer Park, enjoy live concerts in the U-Bahn, learn Russian at the New Odessa Bar or do open-air-karaoke at Mauerpark in the summer. Berlin is the perfect place to meet and jump on chances – you’d be crazy not to use them.

Berlin is a truly lively and exciting place to live, not to mention the marvelously cheap apartments available. The city has also been dubbed the Silicon Valley of Europe due to its buzzing tech scene. But this is not the only reason we set our headquarters

here. It is the way of life, the people, the culture, the music and all those secret places you can discover.

There’s always something fun and quirky going on in Berlin. For some, the prospect of moving to a new city seems glorious until the subject of working pops up, or vice versa. However with all the help you need at hand to relocate and an abundance of appealing positions to choose from, what’s stopping you?

BARCELONA

Ever wanted to learn Flamenco? Barcelona is famous for its Flamenco dancers and studios. And when you’re done dancing enjoy the delicious Spanish tapas. The city offers the perfect place to live the ideal bohemian, highly

cultural and comfortable life in the inviting warm climate that Barcelona boasts. Like most great cities, there really is something for everyone here: from high-end art at the Museu Picasso near Parç Güell designed by Antonio Gaudí to the alternative music festival Primavera Sound on the city beach.

At night go join the crowd for bar hopping and tasting exotic cocktails or simply enjoy settling down with friends for some fresh food, some good music and astounding views in a picturesque park. You surely won’t take long to settle into one of the many lively scenes Barcelona has to offer.

MADRID

When you think of Madrid, you think of Spanish bull fights, paella

and roof-top swimming pools. The city boasts a modern infrastructure and has managed to preserve and maintain the look and feel of the majority of its charming historic neighbourhoods and streets where you can find hidden places yet to be discovered.

Madrid is a hugely international and invitingly friendly environment. With a sophisticated yet lively nightlife at your fingertips, an array of authentic and cultural experiences to take your pick from in the day time and a number of appealing opportunities in the mobile industry on offer. What’s holding you back?

LONDON

It may be one of the oldest cities in the world, but it has surely kept its rank as one of the hippest ones in the world today.

There are countless opportunities arising all the time to enjoy a sunny afternoon in Hyde Park, a refreshing pint in the local pub or an incredible shopping spree on Oxford Street. Thanks to the

London underground, getting from one end of London to the complete opposite is a breeze. So you could hold a meeting in a cozy café in Kensington, West London and proceed to grab a beer in trendy Shoreditch, East London. - No problem!

London is teeming with grand offices and is headquarter to a tonne of young and promising start-ups. You’re spoilt for choice when it comes to finding a flat and don’t let the weather’s reputation put you off.



GERMANY

There’s no denying it rains, but we find all of the city’s characteristics quaint and charming. The mobile market in the UK is, like most start-ups, young and one of the most attractively promising today!

TOP CITY APPS



The travel guide for your pocket
TOURIAS APP



Hungry?
RESTAURANT-KRITIK



The travel manager for your iPhone
TRAVELLOAD



Find the city's hot spots!
UNLIKE CITY APP

BERLIN

BERLIN TOP 3

- 1 Flashmobs** - Early in 2011 a huge flashmob caught Berlin's attention by staging a gigantic pillow fight at the famous Brandenburger Tor. Go check them out - no doubt they'll return!
- 2 Mein Haus Am See** - A 24 hour café/bar/club at Rosenthaler Platz - great for getting a hangover, curing one and all things in between, any time of the day!
- 3 Musical-Bahn** - There's constantly music on the U-Bahn be it jazzy buskers or a not-too-rare live U-Bahn concert!



WEDDING

You can live comfortably for very reasonable prices. Wedding has a growing bar and club scene and is most popular with students and young folks, among others.



ENST e.V.

Sprengelstraße 15, 13353 Berlin - There's always great live music here and every Saturday afternoon they host "Coffee-Gossip" which you're free to join!



HACKETHALS

Pflugstraße 11 - 10115 Berlin - A great old Berlin bar with traditional Berlin dishes. The die-hard regulars have their "Stammtisch", which you might have the privilege of sitting at if the place fills up!

PANKOW

This family-friendly area close to the trendy Prenzl Berg is not at all far from busy city life and has an abundance of refreshing green scenery.



TRUST

Torstraße 72, 10178 Berlin - Trust is the new venture from the owners of two of Berlin's most well-known clubs (Cookies & Weekend). You have to ring the doorbell to get in. Get ready for a very unique drinking experience!



YOLI

Bergmannstraße 71-72, 10961 Berlin Kreuzberg. Frozen Yoghurt - Wow! That's all that needs to be said - GO!



CHARLOTTENBURG

A flat in Charlottenburg is worth every penny for its brightness and grand space. You can also find the famous Charlottenburg Palace there.

Tiergarten

STREETFAIRS © CITY EVENTS

Fete de la Musique, Carnival of Cultures, Bergmannstraßenfest & the Festival of Lights are spectacular annual events that definitely shouldn't be missed!



JOLESCH

Muskauer Straße 1, 10997 Berlin - Enjoy what Time Out called "the finest Schnitzel in Berlin" in their inviting low lit dining room. You can also choose from a selection of authentic Austrian wines.



UP HIGH

Both the famous TV Tower at Alexanderplatz and the Grunewald Tower offer magnificent 360 panoramic views of Berlin - Best to check these out on a bright and sunny day, or when the city is draped in snow



PURO

Tauentzienstraße 11, 10789 Berlin - This award winning venue is also dubbed the Sky Lounge, needless to say it boasts some incredible panoramic views of Berlin!



FREE COFFEE
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BARCELONA

GRACIA

This is a really cool place to live, especially for the young crowd. There's a great and welcoming feel of bohemia here. You're sure to find some real hidden treasures here when looking for an apartment!

LA PANXA DEL BISBE

Rabassa 37 Barcelona, 08024 - With low lighting and a hip, young feel, the 'Bishop's Gut' is a fantastic place to indulge in some gourmet tapas.

COPA CAFE

Santa Creu 08024 Barcelona. This modest little spot keeps its feet on the ground with an element of style. The bar rests in a narrow side street off the grand Plaça Virreina, directly beside the beautiful Iglesia Sant Joan.

PACO MERALGO

C/ Muntaner 171, 08036 Barcelona - A unique tapas experience fusing a minimalist interior with a welcoming and truly cozy atmosphere.

EIXAMPLE

Eixample is super central and one of the most authentic places in Barcelona! This up-market area is a highly desirable place to live.

RAMBLA DE CATALUNYA

The side streets here are a great place to shop and stroll, from which you can easily make your way down to explore the old town.

MONTJUIC

- At the top of this hill you can see phenomenal views of Barcelona. The historic Castell de Montjuic is situated there and in the summer you can even partake in their outdoor cinema evenings.

CCC8

C/ Montalegre, 5, 08001 Barcelona - At C3 BAR you can have breakfast and lunch, and enjoy top-class cuisine and snacks at all hours!

BARRIO GOTICO

Barrio Gotico is part of the old town and here you can find a very cosmopolitan flavour. Take your pick from a huge number of bright and dynamic apartment layouts.

HOTEL DUQUESA DE CARDONA

Take the lift to the roof-top terrace for smashing views over the harbor and enjoy a cold beer, Spanish wine or an experimental cocktail.

BARCELONA TOP 3

- 1** Tarantos Flamenco Dancing - Brush up on your Flamenco skills with one of Barcelonas many workshops on offer! Tarantos has a reputation for some energetic and memorable Flamenco shows.
- 2** Anti-Karaoke - Karaoke Club in Barcelona has been referred to as a crazy house party. No two nights are ever the same.
- 3** Gatamala - Best tapas in Barcelona. The waiters are unbelievably nice and their beer goes down a treat!

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COUPON

MADRID

MADRID TOP 3

- 1 Bull fights** – Pay a visit to the two bullrings in Madrid - Vista Alegre and Las Ventas – during the Festival de San Isidro.
- 2 La Casa Encendida** – Get away from the tourist spots and enjoy the alternative art museum showcasing small and unknown local artists.
- 3 El Campo de Cebada** – Taking ownership of the city! This is a public space that has been claimed back by the neighbourhood. An alternative and dynamic place to hang out.

SALAMANCA

You can find prestigious boutiques, fine food, art and exclusive clothing in this neighbourhood as well as classic and avant-garde architecture.

DEBOD TEMPLE

Paseo del Pintor Rosales, 2. 28008 Madrid - A fantastic place to rest and dine, there's nothing quite like eating a great meal here whilst admiring the sunset.

LA BOLA

C/ De La Bola 5. 28013, Madrid - Be sure to check out the delicious cocido madrileño (stew with meat and chick-peas) in this great traditional restaurant.

SAN MIGUEL MARKET

Plaza San Miguel, 1. 28013 Madrid - Where cheese, wine, codfish and cold meat coexist with the most cutting-edge tapas in the only iron market of the capital.

GRAN VIA STREET

Full of musicians, theatres, cinemas, people, bars and great cafes. There's something for everyone here.

LATINA DISTRICT

There are so many fantastic bars in the area to choose from. If dancing's what you're after then be sure not to miss the Berlin Cabaret!

LA LATINA

This neighbourhood is chosen by many artists and boasts a truly different rhythm of life. An enviable place to live!

CHAMBERI

Built in the 19th Century outside the city walls, this area boasts Plaza Olavide as its focal point. Classy, elegant and traditional, Chamberi offers an attractive selection of bookshops art galleries and museums.

THE ROOM MATE OSCAR HOTEL BAR

Plaza Vázquez de Mella, 12, Madrid - Here you can sip a tasty mochito while enjoying wonderful views of the capital, in the summer you can use their swimming pool in the day and their lovely roof terrace is open the whole year.

KAPITAL

Calle de Atocha, 125 28012 - Seven letters, one for each floor of this discotheque! Everyone feels at ease, and this place has turned into one of the most important discotheques of Madrid!

MUSEUMS

Enjoy the city from another perspective in the very best museums in Madrid – El Museo del Prado, el Museo Thyssen-Bornemisza or el Museo de Arte Reina Sofia.

RETIRO PARK

This huge park in the middle of the city is a luxury for all madrileños and visitors. Walk around hundred year old trees, enjoy the fresh air and be sure to take lots of pictures.

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LONDON

PORTOBELLO GOLD

95-97 Portobello Road, Notting Hill, London W11 2QB – Choose from the worldly wine list in a tropical conservatory with a sliding glass roof surrounded by towering exotic plants, right in the middle of the famous Portobello Road!

HAMMERSMITH

W6 – In between the elite areas of Chiswick and Kensington, Hammersmith is becoming a rather trendy bargain and is host to Hammersmith Broadway, from which you can get the bus to pretty much anywhere in London, no matter what time.

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COUPON

LONDON

CRITERION

224 Piccadilly, London. W1J 9HP - It's nice to go a little over the top once in a while. Built in 1847, it has a truly astounding painted dome ceiling, and the food is just as impressive

BELGO

50 Earlham Street, City of London. WC2H 9LJ - A fascinating and curious traditional Belgian restaurant with a marvelously intriguing beer list. Belgian waffles are a must-order!

COVENT GARDEN

WC2 – Teeming with mouth-wateringly stylish and ideal living spaces, you'd be mad not to jump at the chance to settle in a grand + elegant Covent Garden apartment!

LIGHTBAR

5 St Martins Lane, London. WC2N 4HX224 – People watch in a series of cozy niches that are bathed in atmospheric shafts of colored light and sip their now-famous cocktails!

SOUTH BANK

A truly dynamic and influential walk - It takes you along the River Thames from Big Ben & Westminster, past the London Eye, Tate Modern and the Royal Festival Hall and down to the Tower of London. Let yourself get distracted by the culture, architecture and iconic attractions. A beautifully interesting walk no matter what the season – and totally cost-free!

LONDON TOP 3

- 1** Rave Under Festival Pier – A majestic place to have a dance happening every year on the River Thames at Southbank.
- 2** Sickboy – Go see the installation inspired by Renaissance paintings and surrealism by the graffiti artist Sickboy in East London – Shoreditch.
- 3** Feeling Gloomy – A club dedicated to only playing sad and miserable music, seriously worth a visit just for a laugh! (<http://feelinggloomy.co.uk/>)

madvertise is a growing start-up and proud to have its headquarters based in the heart of Berlin. We're one of the largest mobile advertising networks and a leading player throughout Europe. Meet the founders:

Since 2008 our number of staff has increased ten fold, and we plan to grow even larger! We currently have offices in Germany, Spain and the UK and have many more planned for the rest of Europe.

You could join madvertise and be a part of this development as we are currently on the look out for new candidates to help us expand. Simply take a look at our career page or if you know someone suitable, read about our Employee Referral Programme on pages 14 – 15.

www.madvertise.com/career

Our Investors



TEAM EUROPE

EARLYBIRD Venture Capital

BLUMBERG CAPITAL



Martin Karlsch
CTO & Co-Founder

Carsten Frien
CEO & Co-Founder

Pan Katsukis
CPO & Co-Founder

Thomas Hille
CIO & Co-Founder

SALES

Our sales team here in Berlin is a driving force of madvertise. Determination, individuality and positive attitudes are just a few of the main qualities you can find amongst this small yet highly successful bunch!

TECH

We simply couldn't function without our tech team. Complete with ninja-focus, a quirky sense of humour & the ability to execute the most complex of tasks, these guys are a force to be reckoned with!

MARKETING

This social-savvy bunch can often be found creative brainstorming, planning events, publishing articles, designing graphics, strategizing and working extremely hard to make sure the world knows about madvertise!

PARTNER DEVELOPMENT

You can certainly trust these folks to keep you in the know about all things important in the world of publishers & developers. One of the most people-focused departments around!

HUMAN RESOURCES

Our high spirited, fun-loving and hard working HR department is always on the look out for sterling new madvertisers.

Don't be shy to send them over your resume to:
career@madvertise.com

FINANCE & BUSINESS DEVELOPMENT

These guys do a pristine job of keeping track of one of the most important things – the money!

And they're ever so friendly to talk to.

INTERNATIONAL

We absolutely love getting together once a month for our madvertise team events with our international staff.

They join us in Berlin for our all-important team meeting, and then we always have a laugh together! A diverse, hard working and downright fun collection of characters.

Our international team members from Spain and the UK are also vital members of our Sales, Partner Development and Business Development teams.

Jana,
PARTNER DEVELOPMENT:

"Never before have I worked for a firm with such a lively, transparent corporate culture!"

Everybody works towards the same aim – making madvertise successful – and that generates a positive team spirit. Everyone, absolutely everyone, can put forward their ideas. What's so crazy about that?!"

Thomas, Martin & Pan,
PRODUCT & TECHNOLOGY:

"Work hard, party hard" – "Productivity meets fun."

It's by no means unheard of for us to follow up ten hours of crafting program code with ten hours of partying! The cool thing is that we sometimes manage to do both at the same time – and that gives us another ten hours of gaming!



EMPLOYEE REFERRAL PROGRAMME

It's not just madvertise employees who can benefit from our employee referral programme.

Have any motivated, fun and dedicated friends? Point them in the direction of madvertise and receive a generous cash bonus for your good deed.

We currently have a number of positions going here at madvertise and are looking for impressive and fun candidates to join our majestic madvertise team.

Do you know someone who's a software

whiz, an impressionable sales person or perhaps someone who's looking to make way for endless opportunities with an internship? Don't hesitate to tell them about madvertise. We're looking for new outstanding characters for our sales team, tech team, international branches and more!

With the opportunity to work in groovy city offices across Germany, Spain, UK and Italy, have fun at our outlandish team events, conquer personal goals and be part of a diverse, successful and tight-knit family, what's not to like!?

Q&A

about the programme

What is the "Employee Referral Programme" all about?

#1

madvertise is constantly seeking to attract top qualified and motivated candidates for the company. Knowing that a personal network can often deliver better and faster results than traditional recruiting channels, madvertise has decided to honor successful candidate recommendations for open positions throughout the company with financial rewards.

How high is the reward?

Per successful recommendation, madvertise will pay an Employee a reward of € 1.000,- gross for Managers and Specialists

€ 500,- gross for Trainees

If the recommendation comes from external referrers within your personal network, madvertise will pay them per successful recommendation an additional reward of € 500,- gross for Managers and Specialists € 250,- gross for Trainees

#3

Who can participate in the programme?

All madvertise employees as well as external referrers with the following exceptions:

- Managers who hire for their own department
- Employees/referrers who recommend former madvertise employees
- Employees who work in the HR department

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When will the reward be paid?

The reward will be paid in the same month the recommended employee starts to work for madvertise. To be rewarded, the referring employee must still be employed by madvertise at the time the payment is to be made. If the new employee leaves the company during the probationary period, the reward will have to be paid back by the referring employee.

#4

Get up to 500€

gross for successfully recommending a new colleague

What is the "Bonus Award"?

Employees and external referrers, who make three or more successful recommendations within a 12 months period, will be awarded with an additional 10% of the referral amounts they have received during this period. Prerequisite is – once again – that the referring as well as the referred employees are still employed by madvertise when the payment is to be made.

#5

Are the awards taxable?

Yes, all awards are subject to tax and social security deductions, as required by local legislation. In the case of external referrers, it is their sole responsibility to abide by national tax laws and regulations.

#6

Where can I find out about current openings?

A current list of open positions can be found through the madvertise homepage at www.madvertise.com/career.

#8

How can I recommend somebody for an open position at madvertise?

Any person interested in working at madvertise should send their complete applications – including CV, reference letters and information on salary requirements and availability – to careers (at) madvertise.com – If invited to an interview the candidates should mention by whom they were told about the open position.

#7

Pandora D'Souza

c/o TechHub London
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