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Digital Turbine Partners with Indus OS to Monetize 1 Billion Smartphone Users in Emerging Markets

Partnership with Second Largest Mobile Operating System in India Adds New Monetization Platform

AUSTIN, Texas, May 31, 2017 /PRNewswire/ -- [Digital Turbine, Inc.](#) (Nasdaq: APPS), today announced a multiyear agreement with Indus OS, the second-most popular smartphone platform in India, surpassing Apple's iOS. Indus OS is available on eight million smartphones across 80 smartphone models, and aims to add 100 million users by 2020. Already live, Indus OS launched Digital Turbine's [Ignite Platform](#) to power its mobile app campaigns mid-May 2017.

India is the world's fastest growing smartphone market, with an estimated 125 million smartphones expected to be sold in India in 2017. Further, over the next three years, it is estimated that 500 million people in India will transition to smartphones, and an overwhelming majority of these people will be users who don't understand English. Indus OS is built ground-up to meet the local market needs and currently supports 12 major languages. It currently has partnerships with 8 major Indian OEMs and has made giant strides in its vision is to help connect a billion smartphone users in emerging markets.

"Our mission is to develop technology to cater to the economic, social and regional diversity of the region," said Rakesh Deshmukh, co-founder and CEO of Indus OS. "We are the first to deeply customize a smartphone experience that meets the real needs of the emerging market's citizens through innovation, simplification and localization. By partnering with Digital Turbine, we are able to provide tailored app recommendations that fit the local market and improve end customers' overall experience."

"Simply stated, our Ignite platform provides mobile ecosystems an easier way to scale. It delivers a relevant suite of app campaigns to end customers by leveraging our extensive advertising network and exclusive partnerships with top mobile ad agencies," said Bill Stone, CEO of Digital Turbine. "Our proprietary app recommendation engine uses data science to optimize and track campaigns for a more engaging end user experience. We are extremely excited to partner with Indus OS in its efforts to advance smartphone adoption and engagement with mobile applications throughout India and other emerging markets."

As the leading independent mobile user acquisition network, Digital Turbine has driven more than 500 million app preloads globally. Digital Turbine's Ignite platform enables mobile publishers and OEMs to tap into its campaign server for monetization opportunities. Digital Turbine Media provides unique and exclusive ad inventory through its Advertising

Partnership Program, connecting leading advertising agencies with premier access to some of the largest mobile operator networks around the world.

For more information, visit www.digitalturbine.com.

About Indus OS:

Indus OS is India's indigenous smartphone operating system. It is the first to meet the real needs of the emerging market's citizens through innovation, simplification and content. As of quarter 3 of 2016, Indus OS is the second most popular OS in India overtaking global giants such as Apple's iOS & Microsoft's Windows.

Indus OS' vision is to digitally connect the next 1 billion people in the emerging markets with a smartphone ecosystem of their choice. Indus OS also has its very own app market place called App Bazaar available in 12 regional languages & English. Indus OS has series A funding from Omidyar Network, Venture East and JSW Ventures. The company is angel funded by Hari Padmanabhan, Mayank Sihngal, Kunal Bahl and Rohit Bansal from Snapdeal, Amit Gupta and Naveen Tiwari from Inmobi and Pranay Chulet from Quikr. Visit: <http://www.indusos.com> and <http://www.appbazaar.com>

About Digital Turbine

Digital Turbine is a mobile platform company that connects apps to screens. As the leader in frictionless app installs, Digital Turbine works at the convergence of Media and Mobile — setting a new standard for app delivery. Their end-to-end solutions for mobile operators, device OEMs, advertisers, and developers, power platform monetization and create a more engaging, superior user experience. Digital Turbine's products include Ignite - a complete application management platform that delivers targeted, frictionless app installs, Pay - a direct carrier billing solution, and Marketplace - a white labeled content store.

Digital Turbine Media provides exclusive access to unique carrier inventory and is a leading independent user acquisition network. Digital Turbine has delivered more than 500 million app preloads for hundreds of advertisers. The company is headquartered in Austin, Texas with global offices in Durham, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit <http://www.digitalturbine.com/> or connect with Digital Turbine on Twitter, [@DigitalTurbine](https://twitter.com/DigitalTurbine).

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