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Digital Turbine Announces Exclusive Collaboration with Motorola

The relationship brings exclusive DT experiences to users around the world, elevating their mobile journeys by delivering top-quality apps and content directly to their device

Austin, TX, May 15, 2024 – Digital Turbine, a global leader in mobile growth solutions, has announced an exclusive relationship with Motorola aimed at elevating mobile experiences worldwide. This collaboration promises to deliver premium apps and content directly to users' devices, enhancing their daily mobile interactions.

Through this exclusive relationship, Digital Turbine's cutting-edge app recommendation technology and carefully curated content will seamlessly integrate into the mobile interfaces, offering users a personalized and streamlined experience from device setup to day-to-day use.

The collaboration extends its benefits to both existing and future Motorola devices in over 20 countries. With Digital Turbine's adaptable solutions and innovative SingleTap® technology, users can enjoy frictionless app installs from any mobile ad placement, enriching their overall mobile engagement.

Bill Stone, CEO of Digital Turbine, expressed enthusiasm about the collaboration, stating, "We are excited to collaborate with Motorola to enhance mobile experiences globally. Through our differentiated technology and premium app recommendations, millions of mobile users worldwide will benefit from a seamless and personalized mobile journey."

The collaboration between Digital Turbine and Motorola marks a significant advancement in enhancing mobile experiences worldwide, promising users increased convenience, personalization, and enjoyment in their mobile interactions.

About Digital Turbine

Digital Turbine (NASDAQ: APPS) powers superior mobile consumer experiences and results for the world's leading telcos, advertisers, and publishers. Our end-to-end platform uniquely simplifies our partners' ability to supercharge their awareness, acquisition, and monetization — connecting them with more consumers, in more ways, across more devices. Digital Turbine is headquartered in North America, with offices around the world. For more about Digital Turbine: www.digitalturbine.com

About Lenovo & Motorola

Lenovo is a US\$62 billion revenue global technology powerhouse, ranked #217 in the

Fortune Global 500, employing 77,000 people around the world, and serving millions of customers every day in 180 markets. Focused on a bold vision to deliver Smarter Technology for All, Lenovo has built on its success as the world's largest PC company by further expanding into growth areas that fuel the advancement of 'New IT' technologies (client, edge, cloud, network, and intelligence) including server, storage, mobile, software, solutions, and services. This transformation together with Lenovo's world-changing innovation is building a more inclusive, trustworthy, and smarter future for everyone, everywhere. Lenovo is listed on the Hong Kong stock exchange under Lenovo Group Limited (HKSE: 992)(ADR: LNVGY).

Motorola Mobility LLC was acquired by Lenovo Group Holdings in 2014. Motorola Mobility is a wholly owned subsidiary of Lenovo, and is responsible for designing and manufacturing all Moto and Motorola branded mobile handsets and solutions. To find out more visit <https://www.lenovo.com>, and read about the latest news via our [StoryHub](#) and [Motorola Global Blog](#).