

AppLovin

AppLovin is a mobile marketing platform. The company was founded in 2012, but operated in stealth mode until 2014.

| Item | Descriptions |
|----------------------------|---|
| Headquarters | Palo Alto, California, United States |
| Founded | 2012 |
| Number of employees (2015) | 90 |
| Founders | Adam Foroughi (CEO) John Krystynak Andrew Karam |
| Subsidiaries | MAX by AppLovin moboqo GmbH MAX Advertising Systems, Inc. |
| Investors | Orient Hontai Capital Webb Investment Network |

Most of software developers may want to have a chance to download the developed app by many people, but that opportunity is usually allowed to 3% developers/companies. AppLovin is trying to help App developers/companies to have more chances by their services.

Designing, building, and operating the fabric that connects game developers of all sizes with their ideal consumers around the globe.



Source: <https://www.applovin.com/about/>

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Launch chart-topping games and build your business.

AppLovin gives you the power to **earn more** and
engage your users — all in one place.

