

## BIOGRAPHIE OF TYLER MOEBIUS, CHIEF EXECUTIVE OFFICER / PRESIDENT & EXECUTIVE DIRECTOR OF THE ADCONION MEDIA GROUP

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**Tyler Moebius**  
**Chief Executive Officer /**  
**President & Executive Director**

Tyler started in the internet space over 10 years ago when he joined and invested in the first and second round of funding in aQuantive, the world's largest digital media agency, that sold to Microsoft for \$6.6 Billion dollars in 2008. He was responsible for Strategic Partnerships for the Agency that included becoming the partner to Yahoo!, MSN and AOL. After aQuantive went public on the NASDAQ he left to start up one of the first Ad networks, Traffic Marketplace, which is still one of the largest networks in the US. Traffic Marketplace became the first company to exclusively represent MSN's unsold ad inventory. Tyler put in place similar partnerships with Yahoo! and AOL and in 6 months built the 4th largest website in the world behind Yahoo!, AOL and MSN. Due to Traffic Marketplace's dominant position in the US market Vivendi Universal, who were launching into the US, acquired the business to become the platform and technology provider to launch their US internet business. Tyler became the youngest SVP at Vivendi and was responsible for the daily operations reporting to the head of North America at Vivendi. In 2005 Tyler moved to Munich, Germany to begin his 3rd venture EuroClick (later re-branded to Adconion) with the vision to build the world's largest network.