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Audiomob Announces \$5M Funding Round at Web Summit Qatar, Backed by Samsung Next, Founders Capital, and Backstage VC

Doha, Qatar – 25th February 2025 – Audiomob, the leading provider of in-app audio advertising, has announced the successful closure of a \$5 million funding round at Web Summit Qatar. The investment comes from new backers including Samsung Next, Founders Capital, and Backstage VC, alongside existing investors Makers Fund and Supernode Global, who have reaffirmed their commitment to Audiomob’s vision.

As part of its continued expansion, Audiomob has launched AI-generated Arabic audio ads, empowering advertisers to create and deploy localised, high-quality Arabic ads within seconds in the Audiomob Ad Platform. This innovation allows brands to seamlessly serve branding and performance audio ads across apps and games, ensuring deeper engagement with Arabic-speaking audiences while maintaining a non-intrusive user experience.

"Web Summit Qatar is the perfect stage to unveil our latest advancements in AI-powered audio advertising," said Wilfrid Obeng, Co-founder & CTO of Audiomob. "With this funding, we are accelerating our AI capabilities, expanding into new markets, and making audio ads even more efficient and scalable for advertisers."

Audiomob’s proprietary AI models dynamically generate and optimise audio ads, ensuring they are contextually relevant and hyper-personalised based on location, time of day, and in-app engagement. This latest innovation aligns with the company’s mission to provide privacy-first, brand-safe advertising solutions that enhance user experiences rather than disrupt them.

With this new capital injection, Audiomob will continue scaling its AI-driven audio advertising platform globally, solidifying its position as the leading provider of AI-generated in-game audio ads.

About Audiomob

Audiomob is a pioneering audio advertising platform that enables non-intrusive, audio ads within mobile games and apps. By integrating seamlessly into digital experiences, Audiomob helps brands drive engagement, installs, and conversions while respecting user experience.

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