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# RTB HOUSE SUSPENDS ALL OPERATIONS IN RUSSIA

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Observing the development of the current situation in Ukraine, and due to the overall global sanctions being imposed, we have decided to suspend all our operations in Russia with immediate effect and until further notice.

Our thoughts are with everyone who has been impacted by this war. From the first day of the invasion, we have joined the global efforts **to provide humanitarian aid** for people in Ukraine and for Ukrainian refugees, including our Associates. We stand with the worldwide community in calling for an immediate end to this war and a return to peace.

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RTB House is a global company that provides state-of-the-art marketing technologies for top brands and agencies worldwide. Its proprietary ad buying engine is the first in the world to be powered entirely by Deep Learning algorithms, enabling advertisers to generate outstanding results and reach their goals at every stage of the funnel. Founded in 2012, the RTB House team comprises 1000+ specialists in over 30 locations around the globe. It serves more than 3,000 campaigns for clients across the EMEA, APAC, and Americas regions. After successfully deploying Deep Learning into 100 percent of its algorithms in 2018, RTB House has continued its research in the field of AI. The AI Marketing Lab and Creative Lab were set up as new divisions of the company focused on inventing and advancing MarTech products. The company's AI-based product offering includes retargeting solutions and branding campaigns with ultra-effective Video Ads.