

### CLIENT SUCCESS STORY

#### THE COMPANY

**Company Type:** Mobile Video Platform

**Year Founded:** 2012

**Investors Include:** HV Holtzbrinck Ventures,  
OpenOcean, Impulse VC

**Locations:** London, New York City, Los Angeles



#### THE STORY

LoopMe is the world's largest mobile video platform, reaching over 2 billion devices worldwide via integration with programmatic ad exchanges and direct publishers. They have doubled their staff in the past 12 months and have global offices in 10 locations including London, Dubai, Singapore, and the United States.

#### THE CHALLENGE

LoopMe faced a working capital challenge characteristic of the adtech ecosystem: long payment terms from brands and agencies coupled with the need to pay publishers promptly, while also expanding globally and continuously developing their AI technology.

#### THE SOLUTION

LoopMe had raised plenty of equity, but their goal was to reserve that for product development and entering new markets. Being able to set up a credit facility with FastPay with speed and ease gave them the confidence to focus on growth rather than working capital challenges.

"In a market where speed and agility is everything, not being required to wait for traditional financing can be a key competitive advantage."

STEPHEN UPSTONE, CEO  
LOOPME