



## ***Azerion completes acquisition of Madvertise subsidiaries***

**Amsterdam, 12 July 2022** – Further to its announcement dated 5 July 2022, Azerion today announces the completion of the acquisition of the German and French subsidiaries of European AdTech company Madvertise.

As part of the consideration payable as part of the completion process, 384,614 Azerion treasury shares have been transferred to the selling shareholder.

### **About Azerion**

Azerion is a high-growth digital entertainment and media platform. As a content-driven, technology and data company, Azerion serves consumers, digital publishers, advertisers, and game creators globally. Azerion's integrated platform provides technology solutions to automate the purchase and sale of digital advertising for media buyers and sellers, supported by in-market sales and campaign management teams. Through our technology, content creators, digital publishers and advertisers work with Azerion to reach the millions of people across the globe that play Azerion's games and view its distributed entertainment content to increase engagement, loyalty, and drive e-commerce.

Founded in 2014 by two Dutch entrepreneurs, Azerion has experienced rapid expansion driven by organic growth and strategic acquisitions. Azerion is headquartered in Amsterdam, the Netherlands and is a publicly traded company listed on Euronext Amsterdam.

For more information visit: [www.azerion.com](http://www.azerion.com).

### **About Madvertise**

Founded in 2011, Madvertise is an independent French technology company specialising in premium mobile advertising. The company has developed proprietary technology to optimize and maximize advertiser visibility and publisher revenue. Mainly active in 3 countries (France, Germany, Italy), it is one of the leaders in its sector in Europe with an audience of more than 50 million unique visitors and more than 200 premium publishers to its credit. Madvertise also includes a consulting and design agency for the design of mobile applications and sites.

Madvertise is listed on Euronext Growth Paris (FR0010812230 – ALMNG).

For more information, visit [www.madvertise.com](http://www.madvertise.com)