



Azerion bolsters in-app digital advertising capabilities with new acquisition

The Group will integrate the German and French subsidiaries of European AdTech company Madvertise on its platform

Amsterdam, 5 July 2022 - Azerion, the digital entertainment and media company, announces the acquisition of the German and French subsidiaries of European AdTech company Madvertise for a total consideration of €11.3 million (cash and share consideration). With the acquisition of Madvertise's extensive advertising network and proprietary "BlueStack" ad-serving and mobile monetization technology, Azerion will significantly strengthen its in-app digital offering for publishers and advertisers, as well as its presence in the French and German markets.

The cash payment (combination of upfront and deferred payments) amounts to at least €4.8 million, or 42% of the total consideration, while the share consideration represents up to circa €6.5 million, or 58% of the total consideration, with an initial transfer of 384,614 Azerion treasury shares to the selling shareholders at closing. The acquisition is expected to complete by the end of July 2022.

Atilla Aytekin, co-CEO Azerion, comments: *"We are pleased to see Madvertise's teams in Germany and France join our ranks. Their ad-serving technology fits nicely within our ambition to provide our publishers with the best ways to increase their revenues by optimising their digital inventory. This acquisition is evidence of our commitment to France and Germany, two of the most important markets when it comes to digital advertising. Shortly after the acquisition of Spanish digital marketing company [Infinia](#), the acquisition of Madvertise's subsidiaries furthers our plan to grow into one of Europe's leaders in in-game mobile advertising"*.

The SDK technology with integrated SSP (supply-side platform) developed by Madvertise enables publishers to monetise their own digital advertising space autonomously, directly, and programmatically in mobile apps and websites. Ad formats include native, video, rich media and display, among others.

Paul Amsellem, President of Madvertise said: *"We are delighted to have completed this transaction with a major group such as Azerion. Over the past ten years, we have created a premium quality offering and built the largest portfolio of publishers in France and Germany. We are proud and happy to accompany Azerion to ensure an optimal transition for the teams of both groups"*.

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.

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