



Azerion acquires Hawk and consolidates its position in the digital advertising market

Amsterdam, 16th October 2023 – Azerion announces today the completed acquisition of Hawk, a French-based digital advertising technology platform with offices also in the UK and Germany.

Together, the companies will provide advertisers and agencies with easy access to large audiences in emerging areas such as digital out of home, audio, connected TV (CTV) and hyperlocal through a single, omni-channel buying platform.

The acquisition was a natural progression of a successful partnership established with Hawk in July 2022 and demonstrates Azerion's ability to grow its platform strategically.

The terms of the agreement provide for Azerion to acquire a 100% stake in Hawk for an upfront consideration of approximately EUR 7 million to be funded by Azerion from its cash resources and with an earn-out over the following 3 years subject to customary arrangements and capped at a maximum of just over EUR 20 million. In 2022, Hawk reported revenue of approximately EUR 50 million.

Mickael Ferreira, VP Operations Azerion, comments: *"I am pleased to welcome Hawk to Azerion's digital advertising platform. With its strong local teams and market recognised DSP technology, Hawk will strengthen the ability of our combined platform to fulfil the needs of our customers and makes Azerion one of the leaders of the French digital advertising market, as well as expanding our presence in the UK and Germany."*

Hakim Metmer, Co-founder of Hawk, said: *"We are excited to join Azerion and be part of one of Europe's largest digital advertising platforms. The cultural and product fit were immediately apparent, and this acquisition extends the long-standing business partnership between our two companies."*

Renaud Biet, Co-founder of Hawk, adds *"Joining Azerion will accelerate further the deployment of our omni-channel advertising solutions for agencies and advertisers. We're very enthusiastic with our teams to participate in consolidating Azerion's leadership position in the European digital advertising market."*

Azerion will integrate Hawk's omnichannel buying platform and tailor-made activation technology, adding to its robust current offering in these areas.

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About Azerion

Founded in 2014, Azerion (EURONEXT: AZRN) is one of Europe's largest digital advertising and entertainment media platforms. Azerion brings global scaled audiences to advertisers in an easy and cost-effective way, delivered through its proprietary technology, in a safe, engaging, and high-quality environment, utilizing its strategic portfolio of owned and operated content with entertainment and other digital publishing partners.

Having its roots in Europe with its headquarters in Amsterdam, Azerion has commercial teams based in over 26 cities around the world to closely support its clients and partners to find and execute creative ways to really make an impact through advertising.

For more information visit: www.azerion.com

About Hawk

Headquartered in Paris and with offices across Europe, Hawk is a programmatic media platform that enables media agencies and brands to execute multi-channel strategies across mobile, digital audio, digital out-of-home (DOOH), connected TV (CTV), in-game advertising and the metaverse.

Launched in 2013, Hawk enables bespoke, omni-channel end-to-end strategies for each advertiser and campaign using four key components – Data, Location, Channel, and Creative – ensuring that the most relevant users are reached in the most appropriate locations with the most engaging formats regardless of the media they are consuming.

For more information visit: www.hawk-tech.io

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