



AZERION ACQUIRES STAKE IN YOUTH MEDIA PLATFORM JUST ANOTHER MEDIA COMPANY

Amsterdam, 24th October 2023 – Azerion has taken a minority stake in the youth-focused media house Just Another Media Company (JAMC), based in Amsterdam. JAMC owns various online titles such as RUMAG, ParraTV, SoWhat!, Nieuwskamer, and Darum. Additionally, it produces and licenses ComplexNL, the largest platform targeting millennials and Gen Z worldwide, originally from the United States and providing news on pop and street culture, streetwear and style, music, sneakers, and sports. JAMC also serves as a sales agent for branded content propositions across various other platforms.

Michel Palmen, Managing Director of JAMC, states, *"Since its establishment in 2021, JAMC has demonstrated impressive growth in reach and revenue, focusing on a challenging demographic: youngsters. The partnership with Azerion was already established in the area of advertising sales. That makes the participation strategic: together we can enhance the online and video reach of our platforms by leveraging our digital advertising sales more effectively."*

Marcel Schuyt, Country Director of Azerion Benelux, also sees significant opportunities with JAMC's branded content offerings, *"JAMC produces its own branded (video) content, specifically tailored for and created by young people. Over the past years, the team has produced content for numerous prominent A-brands such as adidas, KFC, Coca-Cola, Hugo Boss, Disney, Red Bull and more, demonstrating their ability not only to reach this important target group but also to speak their language and translate it into excellent productions for A-brands. We see great potential in working together with JAMC and are delighted with this strategic partnership."*

Ends.

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About Just Another Media Company:

JAMC specializes in creating content for and reaching Generations Y & Z. Founded in June 2021 JAMC's mission is to consolidate and market the reach of various smaller online platforms targeting young audiences. JAMC employs approximately 60 staff members.

About Azerion:

Founded in 2014, Azerion (EURONEXT: AZRN) is one of Europe's largest digital advertising and entertainment media platforms. Azerion connects global audiences with advertisers in a straightforward and cost-effective manner, leveraging its proprietary technology to deliver content in a safe, engaging, and high-quality environment. The company operates its strategic portfolio of owned and operated content alongside digital publishing partners.

Having its roots in Europe and 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