



## **Azerion completes divestment of Whow Games to DoubleDown Interactive**

**Amsterdam, 14 July 2025** – Azerion, a leading European digital advertising platform, today announces the completion of the sale of its subsidiary Whow Games to DoubleDown Interactive (NASDAQ: DDI) for a total consideration of €65 million. The deal consists of an upfront payment of €55 million and an earn-out of up to €10 million, subject to customary adjustments.

### **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 our proprietary technology, in a safe, engaging, and high quality environment, utilizing our strategic portfolio of owned and operated content with entertainment and other digital publishing partners.

Having its roots in Europe and with its headquarters in Amsterdam, Azerion has commercial teams based in 21 cities around the world to closely support our clients and partners to find and execute creative ways to make a real impact through advertising.

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

Contact:  
Investor Relations  
[ir@azerion.com](mailto:ir@azerion.com)

Media  
[press@azerion.com](mailto:press@azerion.com)