



Azerion Group participates in publisher investment fund Flavus Invest

Amsterdam, 05 May 2026

Azerion today announces the participation in Flavus Invest, a publisher investment fund aimed at connecting SME platforms in Europe and providing synergies through financing, technology, advertising and operational support, while participating through minority stakes.

Azerion will participate with its current Eniro stake and will become both a minority shareholder in Flavus as well as providing technology, AI and advertising solutions.

Both Azerion and Flavus believe in the power of A.I. for SME businesses throughout Europe. Companies like Eniro, focusing on these SME businesses, are ideal resellers of the Azerion technology platform. Both Azerion and Flavus believe that the synergies and product offerings will boost the business of the publishers in their portfolios by supercharging their offering to the small and medium-sized businesses across Europe.

Joost Merks, Chief Investment Officer says: “Azerion is a platform that connects publishers and advertisers with consumers. We believe in the increasing power of technology enabling SME businesses to use digital advertising to promote their businesses. Therefore, we invested in Eniro in 2024. By participating in Flavus, Azerion can continue its strategy of investing in the future of advertising technology for SME businesses while Flavus focuses solely on doing the investments and managing the portfolio.”

Alexander Hannerland, Managing director of Flavus Invest: “As a specialised fund, we are thrilled to have Azerion on board as our anchor investor and participant. With the Azerion platform, we can speed up and maximise the efficiencies and synergies towards the companies we will invest in. That way we don’t just bring a promise and an investment, but we can actually bring the operational advantages to those companies immediately”.

Hannerland has run the Nordics for Azerion the last 2 years. With the launch of Flavus Hannerland will focus mainly on Flavus’ future investments, but he will stay connected to Azerion as an advisor.

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, utilising 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 29 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

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