

PRESS RELEASE

Azerion, mJourney, and RLVNT join sales departments

Amsterdam, 27 August 2026 — mJourney and RLVNT, two media products developed within the Candid platform, are joining forces with Azerion's existing sales organisation in the Netherlands. This makes both propositions available to the entire market: for both direct advertisers and media agencies.

mJourney specialises in omnichannel, location-based advertising, linking channels such as (Mobile) Display, DOOH, Digital Audio, and Connected TV to fully measurable results, like footfall and store visit rates. RLVNT is a trading desk and marketplace for programmatic advertising, focused on curated inventory, continuous optimisation, and an outcome-based approach.

Until now, both products were primarily available through Candid's agencies. Through this integration with Azerion, they will be introduced to the market as independent propositions.

A single point of contact under the Azerion brand The combined activities will operate under the Azerion banner. The new combination represents a joint gross revenue of approximately €20 million, generated from direct clients and media agencies.

Niels Rijerse is transitioning from Candid to Azerion and will join the Dutch management team, alongside Cynthia Openneer, the Commercial Director of mJourney. Willem Albert Bol, Country Director Netherlands at Azerion, will oversee the transition on behalf of Azerion.

Sebastiaan Moesman, CEO of Azerion: “With mJourney and RLVNT, we are integrating two proven propositions that perfectly align with our platform. Location-based advertising and curated programmatic are exactly the areas advertisers are asking for today: relevant, measurable, and transparent.”

Niels Rijerse, Managing Director: “mJourney and RLVNT have been built with great dedication over the past few years. I look forward to further scaling these products within Azerion. The combination of reach, technology, and a strong commercial team gives us the foundation to turn them into truly market-wide propositions.”

Cynthia Openneer, Commercial Director: “What sets mJourney apart is the connection between location intelligence and demonstrable impact in the physical world. Within Azerion, we can offer this to a much broader group of advertisers and agencies, with the same focus on quality, privacy, and measurability.”

The integration of activities will officially begin on September 1. The parties are not disclosing the financial details of the transaction.

About Azerion Azerion (EURONEXT: AZRN) is one of Europe’s largest digital advertising and entertainment platforms. Through its proprietary technology, Azerion automates the

buying and selling of digital advertising for advertisers, publishers, and game creators, supported by local sales and campaign teams. Founded in 2014, Azerion is headquartered in Amsterdam and is listed on Euronext Amsterdam. For more information: www.azerion.com

About mJourney mJourney specializes in omnichannel, location-based advertising. Using location data, audience modeling, and media activation, mJourney reaches consumers based on where they are, where they have been, and where they are going—delivering measurable results at the store level. For more information: www.mjourney.media

About RLVNT RLVNT is a trading desk and marketplace for programmatic advertising that translates live signals, objectives, and target audiences into continuously optimized media campaigns within curated marketplaces, providing transparency and control for the advertiser. For more information: www.rlvnt.world