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user experienceParis, April 2nd 2018, 8h40

ADUX COMPLETES ITS NATIVE ADVERTISING OFFER WITH A DEMAND SIDE PLATFORM (DSP) FOR ADVERTISERS AND MEDIA AGENCIES

- **Adysseum: a SAAS solution dedicated to NATIVE ADVERTISING**
- **A technology developed from the know-how of its subsidiary Quantum**
- **A DSP providing access to the most significant Native offers in the market**

Paris, April 2nd 2018, 8h40 – AdUX (ISIN Code FR0012821890 - HIM, HIM.FR) announces the launch of a new technological offer dedicated to agencies and advertisers to extend its existing offer in NATIVE ADVERTISING.

Based on a technology developed by its subsidiary QUANTUM and available since June 2017, this proprietary DSP provides access to the most significant NATIVE ADVERTISING offers in the market. The offer is marketed under the name of Adysseum.

NATIVE DSP

Connected to more than 40 inventory sources of NATIVE ADVERTISING (including Taboola, Outbrain, Ligatus, Rubicon...), Adysseum allows the users of its platform to access non-intrusive advertising inventories available across 5 continents. By using different purchase modes (CPM, CPC), the media agencies and the advertisers therefore have a simple and efficient means to optimise all their NATIVE and NATIVE VIDEO campaigns.



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With more than 300 campaigns handled since the beginning of the year – AdUX positions itself via its ADYSSEUM offer as a supplier of service and technology, thus completing its MYADMOOVE offer on the DRIVE TO STORE announced at the beginning of the year.

MOBILE

Moreover, the ADYSSEUM platform is equipped with a geo-location targeting capability developed in collaboration with the ADMOOVE teams. Connected to most of the mobile SSP's, the platform also offers most mobile formats.

According to Cyril Zimmermann, CEO of AdUX, "AdUX bases its 'UX friendly' position by developing a new range of tools that allow the management of non-intrusive advertising formats. By approaching advertising in a responsible manner, AdUX meets the expectations of the end users, i.e. internet users. By offering technological solutions to its partners (Agencies, Advertisers and Publishers) AdUX wants to make the experience of buying space more efficient and easy"

Next financial announcements:

Turnover of the first quarter of 2018, on Thursday, 3 May 2018 after market closure.

About d'AdUX

AdUX is an industry pioneer and European leader in digital marketing.

With operations in six European countries, the Group reported revenue of €59 million in 2016.

Independent since its creation, the company is listed on Euronext Paris, in compartment C, and is included in the CAC Small, CAC All-Tradable and CAC SME indices.

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