

advertising &
user experience

Paris, July 27, 2018, 6:00 PM

AdUX increases its shareholding in its subsidiary Quantum S.A.S. by taking control of 100% of the capital

Paris, July 27, 2018, 6:00 PM - AdUX group, a specialist in digital advertising and user experience (ISIN FR0012821890 Code - HIM, HIM.FR) announces its shareholding increase in its subsidiary Quantum S.A.S. by taking control of 100% of the capital.

This operation will be carried out by the following concomitant transactions:

- Acquisition of 3.13% of Quantum S.A.S. capital remunerated in cash (ie €200,000),
- Contribution of 15.87% of Quantum S.A.S. capital (valued at €1,014,300) remunerated by 210,000 AdUX shares estimated at a market price of €4.83 and issued as part of a capital increase without preemptive rights for existing shareholders which will be submitted to the Board of Directors within the framework of the authorization granted to it by the Extraordinary General Meeting of May 4, 2017.

The contributor, OBAKE S.A.S.U., will hold 6.78% of AdUX S.A. capital post-operation. AdUX S.A. share capital will be increased from 4,329,132 euros to 4,644,132 euros.

The contribution, its valuation and its remuneration will be approved by AdUX's Board of Directors on August 9, 2018, the date on which the capital increase is planned.

AdUX S.A., which holds today 81% in Quantum S.A.S. capital, will hold 100% of the share capital and voting rights of Quantum S.A.S. at the end of this transaction.

The independent appraiser reports are available at AdUX headquarter, 6 place du Colonel Bourgoin 75 012 Paris, and also on the company's website at www.adux.com under the "Investors" section.

www.adux.com



advertising &
user experience

Conclusions of these reports are:

Report on the value of Quantum S.A.S. shares contributed by OBAKE S.A.S.U., to AdUX S.A. :

"Based on our work and as of the date of this report, we believe that the value of retained contributions amounting to €1,014,300 is not overvalued and therefore, the net asset contributed is at least equal to the amount of the capital increase of the company receiving the contribution, plus the Premiums on issue.

No particular benefit has been brought to our attention as part of this transaction."

Report on the remuneration of the shares contributions of the company Quantum S.A.S. brought by the company OBAKE S.A.S.U., to the company AdUX S.A. :

"On the basis of our work and at the date of this report, we are of the opinion that the remuneration of the Quantum shares, contributed by the company OBAKE S.A.S.U., decided by the parties and leading to the allocation of 210,000 shares of the company AdUX S.A., is fair."

Quantum S.A.S., created in 2014, develops the Native Advertising activity in AdUX Group.

This transaction will generate more synergies with the other two lines of business of the Group (AdMoove with Drive to Store and AdPulse with Social Marketing) insofar as the services are connected (Digital Advertising) and the customers are shared.

About AdUX

A pioneer of the sector, AdUX is a European specialist of digital advertising and user experience.

With a presence in 8 European countries, it has attained a turnover of 34 million Euros in 2017.

Independent since its creation, the company is listed in the Euronext Paris Compartment C and is a part of the CAC Small, CAC All-Tradable and CAC PME indices.

ISIN Code: FR 0012821890 / LEI: 9695001IE66C3CFB1K57 / Mnemo: ADUX

For more information, please visit www.adux.com and infofin@adux.com

Follow us on Twitter: [@AdUX_France](https://twitter.com/AdUX_France)

LinkedIn: http://www.linkedin.com/company/adux_fr

www.adux.com

