

Press release

SALE OF SHAREHOLDINGS IN HIMEDIA DEUTSCHLAND TO AZERION HOLDING FOR €1.8 MILLION

Levallois-Perret, October the 10th, 2019, 6 p.m

The digital advertising group ADUX (ISIN Code FR0012821890 - ADUX) announce:

**Sale of 45% shareholdings held in HiMedia Deutschland,
€1.8 million will be settled by offsetting the full ADUX's debt
against its former subsidiary**

HiMedia Deutschland is a former shareholding of ADUX Group which decided in 2015 to sell the majority of the capital (55%) to the local management to support the financial costs of its activity. Since then, this entity has been accounted using the equity method in the consolidated accounts of ADUX Group.

The remaining 45% shareholdings have been sold for €1.8 million to Azerion Holding. Price will be settled by offsetting the full ADUX's debt against its former subsidiary which will reduce the ADUX Group's balance sheet for this amount.

Since the transaction was carried out with Azerion Holding which holds 26% of ADUX's capital, it has been evaluated by an independent expert and will be submitted to the vote of the shareholders during the annual meeting of approval of the accounts.

// Next financial announcements

Third quarter 2019 revenue, on November 7th, 2019
after closing of the stock market

ABOUT ADUX

A pioneer of the sector, ADUX is a European specialist of digital advertising and user experience. With a presence in 6 European countries, it has attained a turnover of 26 million of euros in 2018. The company is listed in the Euronext Paris Compartment C and holds the "Innovative Company" label. This label offers, for a period of 3 years, the possibility for the FCPI to invest in the capital of ADUX, and for their subscribers to benefit from the corresponding tax benefits.

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This statement may contain certain forward-looking statements. Although the ADUX Group believes that these statements are based on reasonable assumptions as on the date of publication of this statement, they are, by their very nature, subject to risk and uncertainty that can create a difference between the actual figures and those indicated in or inferred from these statements. The ADUX Group operates in a continually changing sector where new risk factors can emerge at any time. The ADUX Group is under no obligation whatsoever to update these forward-looking statements based on new information, events or other circumstances.

Investors and analysts contact
infofin@adux.com

