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AdUX has signed an agreement with Prisa Brand Solutions :

- **to sell its stake in Latam Digital Ventures**
- **to partner on Native advertising in Spain, Latin America and the USA**

Digital marketing specialist AdUX (ISIN code: FR0012821890 - ADUX, ADUX.FR), announces the signature of a global agreement over the sale of its stake in Latam Digital Ventures⁽¹⁾ (LDV) and a commercial agreement between its subsidiary Quantum and Prisa Brand Solutions for using their native advertising technology on Prisa media group digital assets.

Active as a digital media sales house targeting the Hispanic audiences, LDV has developed a global digital marketing offering towards advertisers in the USA and in Latin America. LDV has deployed a programmatic display, mobile and video set of products which has made the company growing fast for the last 18 months and able to partner with the main advertising brands.

AdUX held 60% of LDV alongside with its manager Giuliano Stiglitz who owned 40%. Mr Stiglitz has successfully repositioned and developed the company which posted €8,5 million revenues in 2016. AdUX has sold its stake for a price of 2.5 million euros cash-free/debt-free with no suspensive conditions or earn out.

⁽¹⁾ Latam Digital Ventures includes Eresmas, StarM Intercativa (under the brand Premia Digital), Mobvious and Fullscreen Solutions entities.



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The sale of LDV to PRISA, the world leading Hispanic media group, will bring important synergies to PRISA, given the large digital audience which LDV will be able to monetize, and also to AdUX through a commercial agreement over native advertising. Indeed, as a part of the deal, Prisa Brand Solutions and Quantum (AdUX subsidiary dedicated to native advertising) have signed a 2 years agreement under which Prisa Brand Solutions will use Quantum's solutions to generate and monetize native advertising placements in Spain, Latin America and towards Hispanic audience in the USA. Active in programmatic native advertising since its creation in 2014 and with teams in 4 European countries Quantum has successfully convinced an increasing number of advertisers, media agencies and trading desks to use its technology and native formats in order to target web surfers with non-intrusive and 100% visible formats. Quantum has also partnered with more than 650 publishers in Europe.

This global agreement with Prisa will also contribute to AdUX's refocus on its new business lines like Native advertising, Drive to store and Social Marketing so to give the Group a more aggressive growth profile and a clearer pure player positioning.



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Investor calendar

Third-quarter 2017 revenue on 9 November 2017 after close of trading

À propos d'AdUX

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

With operations in six European countries, the United States and Latin America, 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. Code ISIN: FR 0012821890/Symbol: ADUX

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

Follow us on Twitter: @AdUX_France

LinkedIn: www.linkedin.com/company/adux_fr

Investor and analyst contact

infofin@adux.com

Media contact

Patricia Goldman Communication, Christine Amella
camella@patricia-goldman.com

Tel. : +33 1 47 53 65 72

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