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user experienceParis, February 09<sup>th</sup>, 2018, 8:40 AM

## Year-end operations to finalize the business shift

- **Binding offer for the acquisition of the Italian legacy business**
- **Sale of 51% of the Spanish entity dedicated to the Group's legacy business**
- **In 2018 the Business base will be refocused on Native Advertising, Drive-To-Store and Social Marketing**

**Paris, February 09<sup>th</sup>, 2018, 8:40 AM** – Following the sale of its Latam entity Latam Digital Ventures to Prisa on August 3<sup>rd</sup>, 2017, the digital marketing group AdUX (ISIN code: FR0012821890 - ADUX, ADUX.FR) has accepted on December 26<sup>th</sup>, 2017 a binding offer for the acquisition of its Italian legacy business (subject to several conditions including the entering into of a specific business transfer agreement). AdUX has also completed the sale of 51% of its Spanish subsidiary to the local management on December 28<sup>th</sup>, 2017.

The Group has achieved the divesting process from its legacy businesses, whose revenues have significantly decreased in the last two years. The two deals in Spain and Italy will contribute to AdUX's shift towards its new business lines and will allow its teams to focus solely on business with higher growth potential.

The assets of the Italian subsidiary should be sold for a price close to €0.5m. 51% of the Spanish subsidiary has been sold for the symbolic price of one euro. Costs related to these transactions are limited to €0.2m, without other restructuring costs. After the sale of Latam Digital Ventures for €2,5m in August, the three divestment transactions should result in a net cash entry for AdUX Group around €2,8m (received between August 3<sup>rd</sup>, 2017 and the end of the 2018 first semester), but 2017 financial statements will show losses related to the impairment of the sold asset's values taking into account the transaction prices.

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In 2018, the group is therefore relieved from almost all its legacy activities and the related main operational risks.

AdUX can make a fresh start in 2018 and continue its development around Native Advertising (Quantum), Drive to Store (Admoove) and du Social Marketing (Adpulse) based on a consolidated perimeter (after the divestments in Latam, Italy and Spain), which represents approximately more than 30 million of Euros in 2017. Detailed figures of the new perimeter will be disclosed with the annual result press release.

«The divestment from our legacy businesses in Latam, Italy and Spain ends our business shift process. We will now be able to focus on our activities with higher growth potential: native advertising, drive-to-store and social marketing, and which match market needs and users' expectations », says Cyril Zimmermann, CEO of AdUX.

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### Investor calendar

2017 revenue on Thursday, February 15<sup>th</sup>, 2018 after close of trading.

### About 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.

ISIN code: FR0012821890 / LEI: 969500IIE66C3CFB1K57 / Symbol: ADUX

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