

advertising &
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Paris - May 9, 2018, 8h40 am

ADUX SIGNS A PARTNERSHIP WITH THE US COMPANY GUMGUM AND COMPLETES ITS NATIVE ADVERTISING PRODUCT RANGE

- **Partnership with GumGum's *in-image advertising* technology**
- **Commercial agreement covering France, Belgium, Italy, Spain**
- **An additional format of Quantum's NATIVE ADVERTISING offers**

Paris - May 9, 2018, 8h40 am – AdUX group, specialist in digital advertising and user experience (ISIN code FR0012821890 - HIM, HIM.FR), announces a partnership with the American company GumGum, inventor of in-image advertising, a format that will enrich its existing offer of NATIVE ADVERTISING.

A complementary offer and alliance with Quantum

GumGum's advertising distribution and image recognition technology allows to connect editorial photos published by digital media to ads concerning the same subject. This process guarantees great visibility to the advertisers' campaigns and high commitment from the users while remaining non-intrusive and perfectly contextualised. These formats will then perfectly fit the offer developed by AdUX and its affiliate, Quantum.

AdUX will exclusively market the advertising formats using the GumGum technology in France, Belgium, Italy and Spain to mobile and desktop publishers. Furthermore, the international advertising campaigns sold by GumGum from the United States will be distributed from now on to audiences of AdUX's and Quantum's media partners.

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Advertising that has proven to be effective

Of all the campaigns using its technology, GumGum finds an average rate of ad viewability of 78% and an engagement that is 10 times greater than that of display advertising. These performances generate huge interest from advertisers and better revenues for the publishers while respecting the users' experience. Present in the United States and the United Kingdom, GumGum has already won over international brands like Disney, BMW, Toyota, L'Oréal, McDonalds, Sony, Adidas and Mastercard.

Cyril Zimmermann, the CEO of ADUX said *"GumGum's technology has already been extremely successful in the United States and will reinforce our non-intrusive and native advertising offer with a strong impact for advertisers in Europe. I am delighted to offer these new advertising formats to our clients, which are totally in line with our "UX friendly" position. By approaching advertising in a responsible manner, AdUX meets the expectations of the end users, i.e. the 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."*

Investor calendar

First-half results 2018 on July 25, 2018 after the market close.

About AdUX

AdUX is an industry pioneer and European specialist in digital advertising and user experience. Present in 8 European countries, the AdUX company generated revenue of 34 million euros in 2017. Independent since its creation, the company is listed in the Euronext Paris compartment C, and is included in the CAC Small, CAC All-Tradable and CAC SME indices.

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About GumGum

GumGum is an artificial intelligence company with deep expertise in computer vision. We teach machines to see in order to solve hard problems across a variety of data sets. Since 2008, the company has applied its patented capabilities to serve multiple industries from advertising to professional sports, with more to come. With GumGum, leading brands from AdAge's top 100 US advertising spenders list, including Disney, L'Oreal and Toyota, can target audiences with contextually relevant content through in-image and in-screen ads, native, video and programmatic options. GumGum is headquartered in Santa Monica, California, with 16 offices on four continents.

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.