

advertising &
user experience

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MICKAEL FERREIRA to become CHIEF INNOVATION OFFICER at AdUX

Paris, September 26, 2018, 6:00 PM – AdUX group, a specialist in digital advertising and user experience (ISIN FR0012821890 Code - HIM, HIM.FR) announces the nomination of Mickael Ferreira as Chief Innovation Officer.

Mickael Ferreira has joined AdUX in 2010 to launch its performance marketing offering and its programmatic business in 2011. In 2014 he has co-founded Quantum, the first native advertising programmatic market place « QUANTUM ADVERTISING », with the support of AdUX Group.

Now in charge of innovation and technology for the Group, Mickael will support Quantum and AdUX product development including the Native DSP platform ADYSSEUM. He will also supervise Quantum's international development and the launch of new technologic projects at AdUX.

Mickael Ferreira says: *"In such a dynamic market as ours, it's key to constantly challenge and adapt our products and technological stack so to match client needs and differentiate from competition. I am glad to support AdUX in its present and future development"*.

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.

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