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Paris, October 26, 2018, 8:30 am

Signature of a partnership with Azerion which becomes an AdUX shareholder

Capital increase to come

Publication ahead of schedule of the Q3 2018 revenue

Trading resumption of the shares

Paris, October 26, 2018, 8:30 am - AdUX, the digital advertising and user experience specialist (ISIN Code FR0012821890 - HIM, HIM.FR) announces the signing of a partnership with Azerion, the publication of Q3 2018 revenue ahead of schedule, a capital increase to come and the trading resumption of its shares.

Partnership with Azerion

AdUX, specialist in digital advertising and user experience, announces the signing on October 26th of a partnership agreement with Azerion to explore business opportunities and execute sales, marketing and technological cooperation to benefit mutual synergies in various markets in Europe.

Azerion is a Dutch company producing multidisciplinary digital content and advertising technology. Azerion owns a significant number of companies and brands, including Improve Digital, Orangegames, Widespace and Sellbranch. Its three areas of activity are the creation and publication of content, the offering of various products for advertisers and monetization solutions for publishers. The company has more than 550 employees worldwide. The group is based in Amsterdam and has offices in Berlin, London, Paris, Madrid, Barcelona, Istanbul, Milan, Munich, Stockholm, Helsinki, Copenhagen and Tel Aviv.



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Cyril Zimmermann, Chief Executive Officer and principal shareholder of AdUX, declares: « *The partnership with Azerion is an excellent news for AdUX since it will help us to roll out our tech platforms Quantum and Admoove in new geographies in Europe while optimizing our technological costs and our access to advertising inventories. Becoming a shareholder of AdUX, Azerion shows that they share our vision and our wish to develop meaningful synergies together.* »

Azerion purchased today from United Internet 315,666 AdUX shares, representing 10.12% of the capital and 9.12% of the theoretical voting rights of the Company. This transaction was completed at a price of € 4.20 per share.

AdUX shareholders' structure after the purchase of United Internet shares by Azerion is as follows:

Shareholders	Shares		Theoretical voting rights		Voting rights	
	Number	%	Number	%	Number	%
Azerion	315 666	10,12%	315 666	9,12%	315 666	9,36%
Cyril Zimmermann (directly & indirectly)	344 292	11,04%	493 382	14,26%	493 382	14,63%
Mickaël Ferreira (directly & indirectly)	210 090	6,74%	210 090	6,07%	210 090	6,23%
Self-owned shares	87 076	2,79%	87 076	2,52%	0	0,00%
Free float	2 162 218	69,32%	2 353 898	68,03%	2 353 898	69,79%
Total	3 119 342	100%	3 460 112	100%	3 373 036	100%

In addition, Azerion intends to acquire, as early as October 31, 2018, 100,000 AdUX shares from Cyril Zimmermann (directly and indirectly) and 100,000 shares from Mickaël Ferreira (directly and indirectly), together 6.41% of the capital and 5.78% of the theoretical voting rights of the Company at a price per share not yet defined and which will be determined as of October 30, 2018 after market.

AdUX will launch in the coming days a capital increase with preferential subscription rights to finance the international development of Native Advertising (Quantum) and Drive To Store (Admoove) platforms.

It is specified that Azerion does not intend to change its stake in AdUX above 30% for the next 6 months and does not intend to launch a public offer on the company, nor to delist it.

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As part of this investment, Azerion will seek the appointment of two directors to replace Odile Roujol and Benjamin Teszner.

Publication of Q3 2018 revenue

The date of communication of the turnover of AdUX, initially fixed on November 8, 2018, is advanced to October 30, 2018 after market.

Trading resumption of the share

The trading of the AdUX share on the regulated market of Euronext Paris will resume today.

Upcoming financial communication:

Third quarter 2018 revenue, October 30, 2018 after market.

About AdUX

Pioneer in the sector, AdUX is a European specialist in digital advertising and user experience.

Present in 8 European countries, AdUX has achieved a turnover of 34 million euros in 2017.

Independent since its creation, the company is listed on compartment C of Euronext Paris and is included in the CAC Small, CAC All-Tradable and CAC PME.

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