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Paris, October 1, 2018, 6:00 PM

## AdUX launches operations in Netherlands for its Native advertising business Quantum

- **Set up of QUANTUM NL, a Joint Venture with the Dutch digital advertising company nVision**
- **51% of QUANTUM NL will be held by AdUX Group**
- **QUANTUM NL will operate both native SSP and DSP business of AdUX**

**Paris, October 1, 6:00 PM** – AdUX group, a specialist in digital advertising and user experience (ISIN FR0012821890 Code - HIM, HIM.FR) announces the launch of new operations in Netherlands.

### **A growing and dynamic market**

The Dutch digital advertising market is one of the most dynamic in the European Union with 1.8 billion € of digital ad spend in 2017, and ranks 7<sup>th</sup> in Europe <sup>(1)</sup>.

After launching operations in Germany, AdUX continues to roll out its offering in Northern Europe. This time the Group has chosen to partner with a local player, nVision, who it already had existing relationships with, through commercial and technological partnerships.

<sup>(1)</sup> From IAB Europe research: AdEx Benchmark 2017 Study

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### **An already effective business set up**

Quantum has been already supporting nVision with its SSP (Supply Side Platform) technology so that the Dutch player could start running native advertising campaigns on a big network, and cooperate with advertising trading desks.

Therefore, nVision's teams are fully trained and operational to develop Quantum NL business. As a consequence, this subsidiary shall contribute as early as fourth quarter 2018 to the Group's revenues. Quantum NL will also propose to Dutch advertising and media agencies to use its native DSP (Demand Side Platform) technology, Adysseum.

Quantum NL will be headed by former AutoScout24 sales manager Rogier de Ruijter and Marc van der Ploeg, previously employed at digital media specialist Semilo.

Mickael Ferreira, Quantum co-founder and Chief Innovation Officer at AdUX says: « We have a good cooperation track record with nVision's teams and they perfectly know our product set. This really makes us comfortable with the development perspective of Quantum NL ».

Cyril Zimmermann, AdUX CEO declares « Because we have developed a great technological stack, we can operate a roll out in Europe through selected partnership which avoid heavy business development costs. In that perspective, I am particularly glad to strengthen our relationships with nVision in the Netherlands. »

Marc van der Ploeg, Managing Director Quantum NL: « After several years of a successful and satisfying cooperation, it's only more than logical to be part of the European growth strategy of Quantum Advertising. We're looking forward to exponential growth in the Netherlands. »

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### **Next financial announcements:**

Third quarter 2018 revenue, on November 8, 2018 after close of the trading.

### **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.

ISIN Code: FR 0012821890 / LEI: 969500IIE66C3CFB1K57 / Mnemo: ADUX

[www.adux.com](http://www.adux.com)





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### Investors and analysts contact

[infofin@adux.com](mailto:infofin@adux.com)

### Press Contact

Antidox

Nicolas Ruscher

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