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user experienceParis, November the 21st, 2018, 8:30 AM

AdUX announces the raising of € 1.46 million as part of its capital increase with preferential subscription rights

Paris, November the 21st, 2018, 8:30 AM - AdUX, the digital advertising and user experience specialist (ISIN Code FR0012821890 - HIM, HIM.FR), announces the raising of € 1.46 million as part of its capital increase.

AdUX announces that it has raised € 1.46 million during its capital increase with preferential subscription rights (PSR) launched on 6 November 2018, at a price of €2.90 per share.

The irreducible subscription reached 224,028 new shares and represents an exercise rate of 39.50% of the PSRs. The reducible subscription reached 278,667 new shares and will be fully served.

The final gross amount of the operation is €1.46 million, corresponding to the issue of 502,695 new shares, representing 88.63% of the shares initially offered.

It is specified that the irreducible subscription of Azerion for €460,734.60 and the reducible subscription €776,553.30 (i.e. a total number of 426,651 shares), has been totally served.

In addition, Azerion acquired 35,000 shares from Cyril Zimmermann and 35,000 shares from Mickaël Ferreira at a unit price of €4.20 and intends to complete these purchases with 65,000 shares from each of them at a unit price of €4.20 in order to achieve respective repurchases of 100,000 shares as announced in the press release launching the operation on 31 October 2018.

The settlement, delivery and admission to trading on the Euronext Paris regulated market (compartment C) of the new shares will take place on November, the 23rd 2018. The new shares will carry current dividend rights and will give entitlement, as from their issue, to all distributions made by AdUX as from that date. They will, as soon as they are issued, be immediately assimilated to the existing AdUX shares and will be negotiable, as from that date, on the same quotation line (ISIN FR0012821890).

At the end of this operation, AdUX's share capital amounts to €5,433,055.50, divided into 3,622,037 shares with a par value of €1.50 each.

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Reminder of the use of funds raised as part of the operation

This capital increase aims to finance the international development of Native Advertising (Quantum) and Drive To Store (Admove) platforms.

The breakdown of the share capital and voting rights at the end of the capital increase is as follows :

	Shares		Theoretical voting rights		Voting rights	
	Number	%	Number	Number	%	Number
Azerion	812,317	22.43%	812,317	20.50%	812,317	20.96%
Cyril Zimmermann (directly & indirectly)	309,292	8.54%	458,382	11.57%	458,382	11.83%
Mickaël Ferreira (directly & indirectly)	175,090	4.83%	175,090	4.42%	175,090	4.52%
Self-owned shares	87,076	2.40%	87,076	2.20%	0	0.00%
Free float	2,238,262	61.80%	2 429,942	61.32%	2,429,942	62.70%
Total	3,622,037	100.00%	3 962,807	100%	3,875,731	100%

Impact of the issue on consolidated shareholders' equity per share

Share of equity per share (in euros)		
	Undiluted basis*	Diluted basis**
Before issuance of the new shares resulting from this capital increase	0.18	€0.33
After the issue of 502,695 new shares resulting from the current capital increase	0.56	€0.67

* based on shareholders' equity of €0.569 million at 30/06/2018

** in the event of exercise of all outstanding stock options and free shares still to be allocated

Impact of the issue on the shareholder's situation (for non-subscribing shareholders)

Shareholder participation (in %)		
	Undiluted basis	Diluted basis**
Before issuance of the new shares resulting from this capital increase	1.00%	0.97%
After the issue of 502,695 new shares resulting from the current capital increase	0.86%	0.84%

** in the event of the exercise of all outstanding stock options and free shares still to be allocated.

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Availability of the Prospectus

In accordance with the provisions of Articles L. 411-2 of the French Monetary and Financial Code and 211-2 of the General Regulations of the Autorité des Marchés Financiers (AMF), this issue did not result in a Prospectus approved by the AMF, which represents less than 20% of the number of shares of the same class already admitted to trading on the regulated market and a total offer lower than €8,000,000.

Risk factors

Investors are invited to take into consideration the risk factors described in Section V of the Board of Directors' Management Report, which is included in the Company's 2017 Annual Financial Report (document available on the AdUX website, in the Investors - Documentation section: <http://www.adux.com/documentation/>). Today, the company considers that the main risks have not changed significantly from those identified in the 2017 annual financial report.

Partners



Consulting firm



Investment Services Provider

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. AdUX's share capital consists of 3,119,342 shares listed on Euronext Paris (compartment C).

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This press release may contain certain forward-looking statements. Although AdUX Group believes that these statements are based on reasonable assumptions as of the date of this press release, they are by their nature subject to risks and uncertainties that could cause actual results to differ materially from those expressed in or implied by these statements. AdUX Group operates in a highly evolving sector in which new risk factors may emerge. AdUX Group does not undertake any obligation to update these forward-looking statements to reflect new information, events or other circumstances.