

advertising &
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Paris, November 5th, 2018, 7:00 PM

AdUX and Italiaonline sign an exclusive sales agreement for Quantum Advertising on the Italian market

- **Agreement with the leading online media and advertising sales pure player in Italy**
- **Quantum entrusts its inventory platform to Italiaonline for the ad sales**

Paris, November 5th, 7:00 PM – AdUX group, a specialist in digital advertising and user experience (ISIN FR0012821890 Code - HIM, HIM.FR) announces a strong sales partnership with Italiaonline.

Italiaonline is one of the major Italian online media company which includes services like Pagine Gialle, Pagine Bianche and Tuttocittà, the portals Libero, Virgilio and superEva, the utilities 892424 and 1240, the online advertising agency IOL Advertising and more than 60 Media Agencies spread throughout the peninsula, which constitute, with over 800 agents, the largest Italian network of consultants for services and products for large and small businesses. Italiaonline is the first national web company: there are 5 million unique users per day on average who browse its properties, of which 2.4 million from mobile.

Quantum is the leading native advertising network in Italy with an average of 350 million monthly impressions over 300 websites, powered by a technology that delivers (through programmatic or non-programmatic trading) native ads on a range of information, business, lifestyle and other websites. On the Italian market, Quantum is a major provider of ad tech solutions for publishers, advertisers, agencies and a pioneer in integrated programmatic advertising.

Through this agreement, Quantum entrusts Italiaonline, through its media sales division IOL Advertising, with its inventory. IOL advertising becomes therefore the exclusive sales channel of

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Quantum in Italy while Quantum teams will focus on relationship with publishers and its SSP value proposal.

Carmine Laltrelli, director of Monetization strategy and innovation at Italiaonline's Large Account business unit, says: *“Quantum is the best native solution on the market and as the internet leader in Italy we are very pleased to join forces with this agreement. Moreover, we have always been pioneers in programmatic and with Quantum solutions we can continue to be the point of reference in the Italian market”*.

Carlo Poss, Managing Director of AdUX and Quantum Italy comments: *“For the Italian market this is an excellent agreement because it will allow all publishers who collaborate with Quantum to significantly increase the sales of the distributed inventory. Our platform will remain the same and therefore all publishers will continue to have access to the usual tools and systems already in use with the advantage of being able to benefit from a capillary sales force distributed throughout Italy. The commitment of Quantum Italy will be to further expand the network for an even more successful service and to propose an increasingly innovative and cutting edge platform to contribute to the growth of native advertising, an ever-growing solution that enhances the contents of Italian publishers”*.

Mickael Ferreira Chief Innovation Officer and Cyril Zimmermann, CEO of AdUX also say: *“This is an important partnership for the European development of Quantum. Partnering in Italy with the most powerful media and sales organization is a great recognition for our technology and an important step to increase our revenue perspective”*.

Next financial announcements:

2018 revenue on Tuesday, February 19, 2019 after close of 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.

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ITALIAONLINE

Italiaonline is the company created by the merger by incorporation of Italiaonline S.p.A. into SEAT Pagine Gialle S.p.A., whose strategic objective is to consolidate its leadership in the market for digital advertising for large accounts and in local marketing services, with the mission of digitising SMEs, the country's true economic backbone. Italiaonline is directly controlled by Libero Acquisition S.à.r.l. - a company incorporated under Luxembourg law that belongs to the Sawiris family - and the funds GoldenTree Asset Management Lux S. à r.l., GoldenTree SG Partners L.P., GT NM LP, San Bernardino County Employees' Retirement Association, GL Europe Luxembourg S. à r.l.

Today Italiaonline includes services for businesses and citizens Pagine Gialle, Pagine Bianche and Tuttocittà, the portals Libero, Virgilio and superEva, the utilities 892424 and 1240, the online advertising agency IOL Advertising and more than 60 Media Agencies spread throughout the peninsula, which constitute, with over 800 agents, the largest Italian network of consultants for services and products for large and small businesses.

Italiaonline is the first national web company: there are 5 million unique users per day on average who browse its properties, of which 2.4 million from mobile *

**Source: Audiweb Database, powered by Nielsen, Avg. last 12 months TDA. Audiweb Database' data at the moment does not include Google, Facebook and Microsoft.*

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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.

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