

advertising &
user experienceParis, January the 22nd, 2019, 7:00 PM

Sale to Azerion of the last legacy businesses in Belgium and Portugal, and of an equity interest in Spain

- **Sale of the Belgian and Portuguese legacy businesses**
- **Sale of its residual interest of 49% within the Spanish legacy business**
- **Completion of the perimeter repositioning around Admoove (Drive to Store) and Quantum (Native Advertising) which is drawing closer to the Social Marketing activity (AdPulse)**

Paris, January 22nd, 2019, 7:00 PM – After the sale in 2017 of its Latin American entity Latam Digital Ventures and in 2018 of its legacy business in Italy, the digital marketing group AdUX (ISIN code FR0012821890 - ADUX) has signed with the Azerion Group a sale agreement for its Belgian and Portuguese legacy businesses, and for its residual interest in Spanish legacy business (49%). These operations bring an end to the Group's repositioning.

The two subsidiaries and the equity interest were sold for €1.5 million and could be the subject of a price supplement currently valued to date at €0.5 million, based on the 2019 performances of these newly sold activities. The assessment of the assets resulted from an independent appraisal. Moreover, 2018 financial statements will show losses related to the impairment of the sold asset's values.

The group has now unburdened itself from all of its historical advertising network activities, and the main operational risks that they included. AdUX will continue its development around Drive to Store (Admoove) and Native Advertising (Quantum) which, in collaboration with the Group's Social Marketing activity (AdPulse), recently launched a new advertising format (Adstory) that uses the story codes from social networks.

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Next financial communications

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

About AdUX

A pioneer in the sector, AdUX is a European specialist in digital advertising and user experience. Present in 7 European countries, the AdUX company generated revenue of 34 million euros in 2017. Independent since its creation, the company is listed in the Euronext Paris compartment C and holds the "Innovative Company" label. Thanks to this label, Innovation Investment Mutual Funds (FCPI) can for a period of three years invest in the AdUX capital, meaning that their subscribers can benefit from the corresponding tax benefits.

ISIN code: FR 0012821890 / LEI: 969500IIE66C3CFB1K57 / Trading symbol: ADUX

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