

# ADUX

ADVERTISING AND USER EXPERIENCE

Paris, April the 10<sup>th</sup>, 2019, 05:40 PM

## ADUX acquires L'AGORA (Premium Audience Network) to accelerate his Native Advertising activity on the Spanish market

- **L'AGORA is the pioneer and one of the Spanish leaders in Native Advertising, with revenue of approximately €2 million in 2018**
- **A price of €0.2 million along with a price supplement based on the 2019 EBITDA limited to €0.4 million**

**Paris, April 10<sup>th</sup>, 2019, 05:40 PM** – The digital ad group ADUX (ISIN code FR0012821890 - ADUX) announces the purchase of the Spanish Native Advertising company L'AGORA Premium Audience Network.

ADUX is purchasing 100% of the shares of the L'AGORA company, its competitor in the Native Advertising market in Spain.

L'AGORA sells the native advertising of more than 20 publishing groups that notably include media and press sites such as Vocento, Zeta, Editorial Prensa Ibérica and RBA. On a monthly basis, L'AGORA is also more than a 100 million advertising impacts across the entire Spanish population, for advertisers including Nissan, Volkswagen, Telefónica, Mercedes Benz, Vodafone, Renfe, Mapfre, Leroy Merlin and Halcón Viajes, amongst others.

The complementarity with the group's business in Spain will be commercial by creating a major actor on the Spanish Native Advertising market and technological, since L'AGORA will use AdUX's and its subsidiary QUANTUM's technology solutions.

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



# ADUX

ADVERTISING AND USER EXPERIENCE

The deal should improve the profitability of the Spanish operations as of 2019. The acquisition involved a price of €0.2 million paid in cash along with a price supplement based on the EBITDA generated in 2019, but limited to €0.4 million.

## 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 27 million euros in 2018. With its "Innovative Company" label, the company is listed in the Euronext Paris compartment C. 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

For more information [www.adux.com](http://www.adux.com) and [infofin@adux.com](mailto:infofin@adux.com)

Follow us on Twitter: @AdUX\_France

LinkedIn: [http://www.linkedin.com/company/adux\\_fr](http://www.linkedin.com/company/adux_fr)

## Contact for investors and analysts

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

## Press contact

Antidox

Nicolas Ruscher

[nicolas.ruscher@antidox.fr](mailto:nicolas.ruscher@antidox.fr)

*This press release may contain some forward-looking statements. Although AdUX Group considers that these statements are based on reasonable hypotheses on the publication date of this release, they are by their very nature subject to risks and uncertainties that could cause the actual results to differ from those indicated or projected in these statements. AdUX Group operates in a continually changing environment and new risks could potentially emerge. AdUX Group assumes no obligation to update these forward-looking statements, whether to reflect new information, future events or other circumstances.*