



advertising &  
user experience

**GENERAL MEETING**  
**MAY 17th**



**1. COMPANY POSITIONING**

**2. 2017 FINANCIALS**

**3. CORPORATE GOVERNANCE**

**4. GENERAL MEETING RESOLUTIONS**



# 1. COMPANY POSITIONING

# A USER CENTRIC VISION

AdUX promotes a vision of Ads with a better UX



# A MARKET ANALYSIS

AdUX answers and anticipates advertiser's needs

- ▶ **NATIVE ADS** will **replace display**

---
- ▶ **MOBILE GEOMARKETING** will complete/take the lead on **radio and outdoor**

---
- ▶ **SOCIAL PUBLISHING** will **become the new TV for consumer brands**

# A LEAN PRODUCT ORGANIZATION

A focus on 3 hotspots of the Ad Tech market



quantum



# Native advertising

The screenshot shows a news website with a navigation bar at the top containing categories like 'ECONOMIE', 'BOURSE', 'ENTREPRISES & FINANCE', 'HI-TECH', 'VOS FINANCES', 'IDÉES', 'MÉTROPOLES', and 'CARRIÈRES'. The main content area features several articles with headlines such as 'Trumpcare': 24 millions d'Américains perdraient leur couverture...', 'Free prend de court la fin annoncée des frais d'itinérance', 'Trump fait bondir l'émigration vers la Nouvelle-Zélande', 'Partenaire | L'élégance technologique', 'Pour gonfler ses recettes fiscales, Bercy a trouvé la martingale !', 'Italie : vers un forfait impôt à 100.000 euros pour les plus riches', and 'Où va le prix du pétrole ?'. On the right side, there is a vertical sidebar with a 'LE PRIX DU PÉTROLE' banner, a 'Présidentielle 2017' section, and a 'ÉDITIONS ABONNÉS' section showing a mobile app interface for 'L'ARABE'.

-  **Non Interruptive**
-  **100% Viewable**
-  **integrated in the content stream**
-  **Editorialised and informative**
-  **Fully matching any sites look&feel**

**DESKTOP/Mobile**  
User is exposed  
to an integrated teaser

The screenshot shows a beauty website with a pink header and navigation bar. The main content area features a large image of a woman's face with a text overlay: 'CONSEILS BEAUTE Teint lumineux en hiver : 6 astuces anti-grise mine'. Below this, there is a video player showing a woman's face, with a red banner over it that says 'OFFRE PROPOSÉE PAR NISSAN'. The video player has a play button and a progress bar. The video title is 'Nissan QASHQAI'.

**TEASER VIDEO**  
Video content integrated  
with 100% viewability

# Main Advertiser's gain in 2017



PSA  
GROUPE

HSBC



Mercedes-Benz

monabanq



JAGUAR

E.Leclerc



Le nouveaux  
commerçants



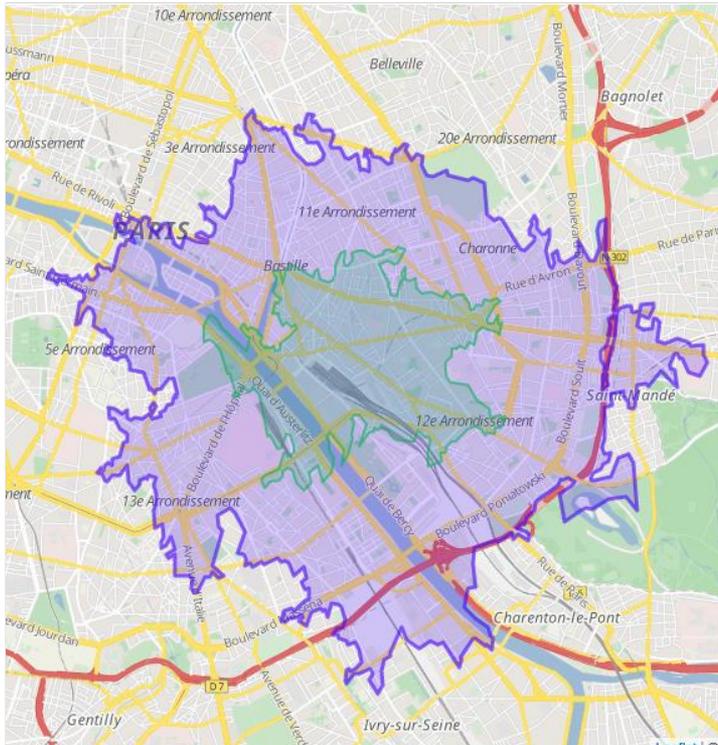
L'ORÉAL  
PARIS

SUZUKI



Club Med

# Drive to store





**POI**



**Buidling**



**Zone**



**Cluster**

- ✓ Isometric (radius around POI)
- ✓ Isodistance (public roads)
- ✓ Isochrone (transportation length)




### Injection of INSEE (.fr) data about targeted zone (IRIS)

Population	Ménages	Etudiants	Salariés
 1 428	 524	 101	 50
Revenu médian	% CSP+	% Maisons	% Propriétaires
 48 628 €	 33,52 %	 82,32 %	 80,5 %

# Main Advertiser's in 2017



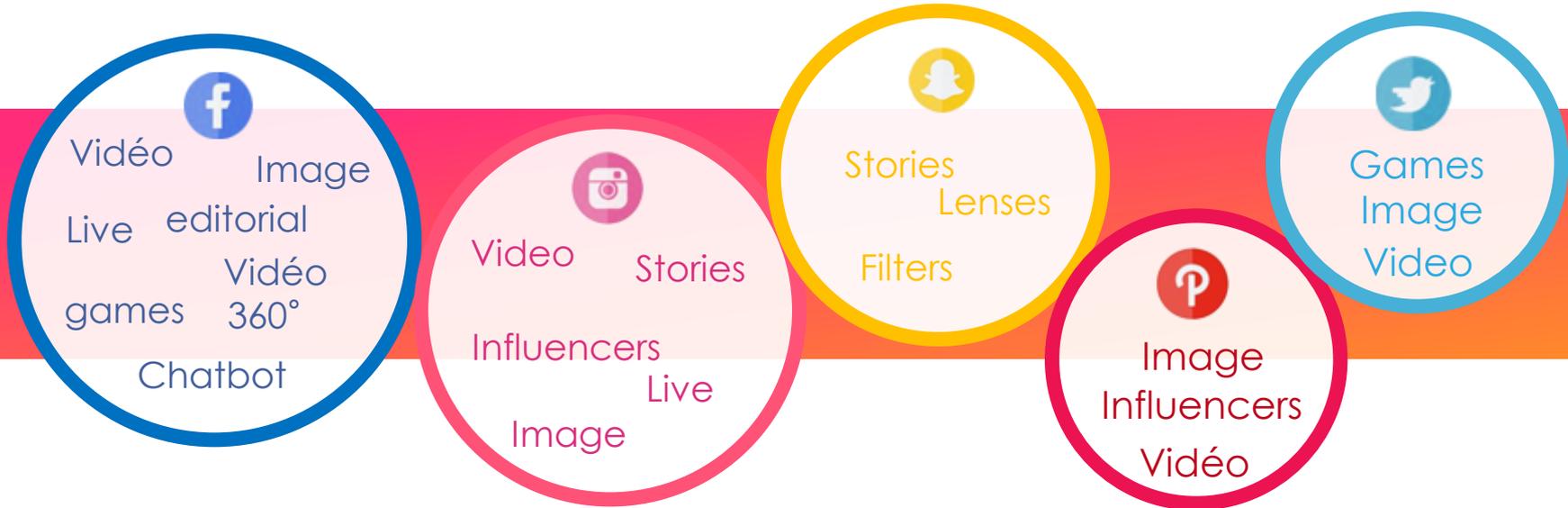
CLEOR



Reebok 



# Social Marketing



Social Listening

Content Marketing

Social Publishing

# Main Advertiser's gain in 2017



# BACKED BY STRONG TEAMS AND ASSETS

AdUX has a unique expertise in the market

- ▶ **A SEASONED MANAGEMENT TEAM**

---
- ▶ **STRONG IT TEAMS** organized in 3 fields **front end, back end, data&infra**

---
- ▶ **SYNERGIES** will increase between 3 areas of excellence
  - Programmatic optimization algorithm (Quantum)**
  - Data analysis and targeting (Admoove)**
  - Social and conversational marketing (AdPulse)**



## 2. FINANCIALS 2017

# Financial Highlights – 2017

In €M	2017	2016
Revenue	34,2	39,3
Gross profit	17,9	20,0
EBITDA	1,7	1,4
Depreciation and amortization	(2,7)	(1,7)
Operating profit	(1,4)	(0,5)
Earning of the consolidated companies	(2,0)	(0,7)
Net income from discontinued operations	(2,8)	(0,6)
Net income	(4,7)	(1,3)
Net income - Group share	(4,3)	(1,1)

## □ 24,2 €M revenue with core businesses :

- Native + 85% in 2017
- Social Marketing + 50% in 2017
- Drive To Store -30% in 2017

→ 70% of the revenue in 2017

→ this part should increase in 2018

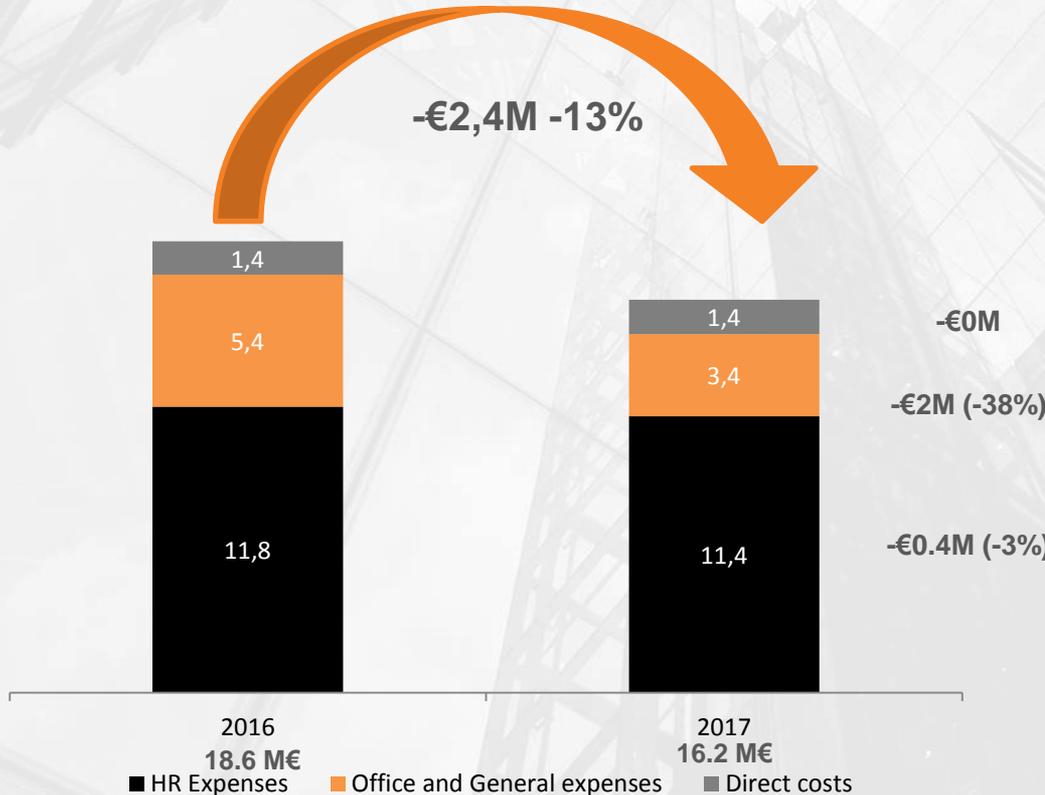
## □ 10 €M revenue with other businesses

## □ (2,8) €M net income from discontinued operations includes :

- Loss related to Spanish goodwill (6,3) €M
- Impact of the Latam sale +2,2 €M

→ The final price for the historical Italian activity would be definitive before the end of June 2018

# Consolidated costs are decreasing and under control

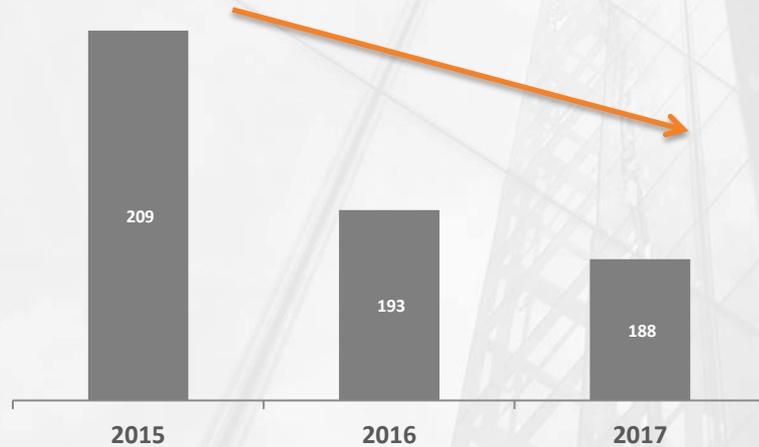


**€16M FY 2017 vs. €18,5M FY 2016**

- -€2.4M (-13%) between 2017 & 2016
- Direct costs (advertising/hosting) are stabilized
- HR costs have been decreased by -€0,4M (-3%). The headcount has been reduced on the other businesses whereas Quantum and Apdulse team have been reinforced
- Office & General (rental charges, marketing, audit and legal fees, travel and representation...) costs have been reduced by -€2M (-38%). A million is explained by a change in the holding company's property lease.

# Headcount has been optimized and the workforce is scalable at reasonable cost

**188 people in 2017 vs. 193 people in 2016 (restated)**



- A strong reduction in the global headcount
- IT and backoffice teams have been organized in lower labour cost countries
- Deployment of Quantum and Admoove in new geographical area

# Cash Flow synthesis

M€	2015	2016	2017
<b>Cash - period start</b>	<b>48,7</b>	<b>7,4</b>	<b>5,7</b>
Cash from operations	<b>-18,0</b>	<b>-6,3</b>	<b>-4,1</b>
Cash from investment activities	<b>-6,5</b>	<b>3,0</b>	<b>3,6</b>
Current	-1,4	-1,3	-1,6
Non current	-3,0	-0,2	0,1
Acquisition of a subsidiary and Disposal after deduction of cash transferred	-2,1	4,5	5,0
Bank loans	<b>0,0</b>	<b>1,6</b>	<b>-0,6</b>
Cash affected to HiPay spin off	<b>-16,8</b>		
<b>Cash - end of the period</b>	<b>7,4</b>	<b>5,7</b>	<b>4,6</b>

- Working capital: substantial decrease
- Capex : an average of €1.5M per year
- 5M€ of disposal /acquisition of subsidiaries
- HiPay valuation at €0,4M as of December, 31<sup>st</sup> 2017
- Tax loss carryforward for €64M mainly in France



### 3. CORPORATE GOVERNANCE

# BOARD

## Majority of independant board members & 40% of women

- ▶ Odile Roujol (ex Orange CDO) : marketing and strategy, working for VC and start ups in the Silicon Valley
- ▶ Sandra Legrand (ex Kalidea CEO) : entrepreneurship, ex VP Croissance Plus
- ▶ Benjamin Teszner (ex Prestashop CEO) : investment, working @Otium Capital
- ▶ Eric Giordano : COO@AdUX
- ▶ Cyril Zimmermann : CEO@AdUX

# MANAGEMENT PACKAGE

## CEO's package

- ▶ 2016 : 190K€ fixed + 30K€ bonus (out of 60K€ potential)  
88K€ of other benefits (job loss, retirement, car, expatriation)
- ▶ 2017 : 200K€ fixed + 50K€ (out of 100K€ potential) based on gross margin and EBIT targets  
34K€ of other benefits (job loss, retirement, car)
- ▶ 2018 : 200K€ fixed + 100K€ potential bonus based on gross margin and EBIT targets  
35K€ / 40K€ of other estimated benefits (job loss, retirement, car)



## 4. GENERAL MEETING AGENDA

# GENERAL MEETING AGENDA

1. Approval of the parent company financial statements for the year ended December 31, 2017;
2. Approval of the consolidated financial statements for the year ended December 31, 2017;
3. Discharge to Directors;
4. Appropriation of net income for the year ended December 31, 2017;
5. Agreements referred to in Articles L. 225-38 *et seq.* of the French Commercial Code;
6. Approval of the 2018 policy and criteria for determining, allocating and awarding the fixed, variable and special compensation and benefits in kind to be paid to Cyril Zimmermann, Chairman and Chief Executive Officer;

# GENERAL MEETING AGENDA

7. Approval of the fixed, variable and special compensation and benefits in kind paid or awarded in respect of the year ended December 31, 2017 to Cyril Zimmermann, Chairman and Chief Executive Officer;
8. Renewal of the term of office as Director of Cyril Zimmermann;
9. Renewal of the term of office as Director of Sandra Le Grand;
10. Renewal of the term of office as Director of Odile Roujol;
11. Replacement of a Statutory Auditor;
12. Replacement of a Statutory Auditor;
13. Authorization for the Board of Directors to trade in the Company's shares;
14. Powers to carry out formalities.



advertising &  
user experience

quantum

adpulse

admoove