

PRESS RELEASE

ITALIAONLINE IS THE ITALIAN EXCLUSIVE ADV DEALER OF QUANTUM

Agreement with, the first European native advertising marketplace

Quantum entrusts its inventory platform to Italiaonline

Milan, 5th of November 2018

Italiaonline continues to strengthen its position in the digital advertising market and signs a partnership with AdUX for the exclusive sales representation of Quantum In Italy.

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.

At the European level, Quantum is the first native advertising marketplace thanks to innovative proprietary technological solutions that facilitate contact between advertisers and premium publishers.

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 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, said: "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 Italia 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”

ITALIAONLINE

The new 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 *

Translated with www.DeepL.com/Translator

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

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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