



Press release¹

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For immediate release

Signing of annual master agreements for €14M

Adthink ([ENXTPA:ALADM](#)), the French digital marketing specialist, announces the signing of nearly ten master agreements, which could represent a cumulative potential of more than 14 million euros in annual revenue.

Since the start of the September academic year, Adthink has seen strong commercial traction, particularly in its performance-based offering, and has booked several orders for direct marketing campaigns in Europe, mostly from new customers. These campaigns will be delivered gradually over 12 months by leveraging all the expertise of its teams and the power of its GDPR-compliant cookie-free tracking and fraud defense tools.

Adthink empowers direct-to-consumer (DTC) brands to drive more sales, leads and traffic by only paying for measurable results. These performance-based advertising campaigns depend on many external factors. However Adthink, with over 20 years of experience, is confident in its ability to meet budgets and customer expectations while ensuring its own profitability.

About Adthink

Expert in digital marketing, Adthink addresses the B2C market by developing a global digital and physical distribution platform and the B2B market by providing advertisers with its trading desk and affiliate platform to develop their customer acquisition. With its proprietary adtech solution [AdAccess](#), media publishers can optimize and multiply their revenue channels. More than 500 advertiser and publisher clients around the world rely on Adthink's expertise.

Created in 2001 to market the first video streaming advertising offer, the Adthink group is based in Lyon and has 32 employees at the end of June 2021. Its 2020 revenue amounted to 10.24 million euros.

Adthink is listed on the Euronext Growth market of Euronext Paris ([ALADM - FR0010457531](#)) and is part of the Top 100 Digital (PwC study - TECH IN France, July 2018).

¹ Translated from French using neural machine translation, proofread by humans. English version is provided for accessibility only and no guarantee is made on accuracy.

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