

General Meeting ratifies the Antevenio - Rebold merger

- **Creation of a data and performance marketing leader**
- **ISP Digital contributes 100% of Rebold's capital for 10,683,767 Antevenio new shares**
- **Antevenio/Rebold exchange ratio of 28/72**

Madrid, September 4, 2020 – 5.45 pm - Antevenio (ISIN ES0109429037, PEA PME eligible), the marketing content and technology market specialist in Southern Europe and the Americas, and Rebold, the data-based digital marketing specialist, are today announcing that their business combination has been approved by the shareholders of Antevenio in an Extraordinary General Meeting on 4 September 2020.

The shareholders were called to vote on the contribution by ISP Digital of 100% of the capital of Rebold to Antevenio, in exchange for 10,683,767 new Antevenio shares. This contribution was valued at €14.372 million, based on criteria which, when applied to Antevenio, give a value of €5.66m for Antevenio, resulting in an exchange ratio of 72 to 28 in favor of Rebold. The valuation criteria and method applied for both companies are detailed in the report prepared by Antevenio's Board of Directors, which was made available to shareholders with the invitation to attend the General Meeting.

The resolution was adopted by 100% out of 4,071,977 voting rights from shareholders present, represented or having voted by correspondence, i.e. 96,78% of the total voting rights.

The capital increase is effective as of September 4, the date of the General Meeting, with a settlement-delivery date for the new shares and Rebold securities set for September 8, 2020.

This merger follows the reviews carried out over the past year between Antevenio, Rebold and their principal shareholder ISP Digital, to further strengthen the activation of synergies within the Group. This will be presented in more detail to investors during a videoconference on September 17.

About Rebold

Rebold is a data-driven digital communication, marketing and advertising company that generates growth opportunities for brands based on a deep knowledge of consumers, marketing technologies and data ecosystems. Rebold is present in Spain, U.S.A. and LATAM and operates through 3 areas: (i) *intelligence* (listening, monitoring and analysis of brands, media and consumers); (ii) *analytics* (data and information analysis, data science and creation of predictive models to optimize the return on investment in marketing and advertising); and (iii) *activation* (omni-channel activation strategies for digital advertising campaigns based on data and deep consumer knowledge to guarantee relevant and personalized messages). Le Groupe a réalisé un chiffre d'affaires consolidé de 66,9 millions d'euros en 2019.

About Antevenio

Antevenio is an innovative publishing and marketing technology firm and the market leader for Southern Europe and the Americas. It helps brands to convey their value propositions to consumers through a comprehensive range of solutions that combine advertising, content marketing and cross-channel technology. These solutions are available as a service or a licensed cloud-based software with its MDirector suite. In 2018, Antevenio recorded consolidated revenues of €30 million. Antevenio has been listed on Euronext Growth Paris since February 15, 2007 (ISIN: ES0109429037).

Next date: 2020 half-year earnings on October 8, 2020



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