

## INVERSIONES Y SERVICIOS PUBLICITARIOS, S.L. TAKES CONTROL OF ANTEVENIO, S.A.

**Madrid, August 3rd, 2016** - The [Antevenio](#) Group (ISIN ES0109429037, eligible PEA PME), publishing and marketing technology leader in Southern Europe, announces that one of its main shareholders, Inversiones y Servicios Publicitarios, S.L. («ISP»), has acquired from Antevenio's founder and CEO, Joshua Novick, all the shares he had in Antevenio, S.A., a *sociedad anonima* incorporated under Spanish law («Antevenio»), that is 500,166 shares, representing 11.89% of the share capital and voting rights, for a price of 6 euros per share, pursuant to a share purchase agreement dated August 3<sup>rd</sup>, 2016 (the «Block Acquisition»).

As a consequence of the Block Acquisition, ISP and Aliada Investment, B.V. (a company belonging to the same group) hold, in the aggregate, 2,135,047 Antevenio shares, representing 50.74% of Antevenio's shares capital and voting rights.

ISP intends to launch a contractual voluntary tender offer on the remaining capital of Antevenio not held by ISP and Aliada Investment, B.V. (excluding the treasury stock), for the price of 6 euros per share (the «Offer»), which should be open early September 2016. The Offer will thus be addressed to a maximum of 1,874.100 Antevenio shares, representing 44.54% of the company's share capital and voting rights. ISP has no intention of delisting Antevenio from Alternext following this Offer.

Antevenio's Board of Directors will hold a meeting on August 5<sup>th</sup> 2016 in order to give its opinion on the terms of the Offer.

On June 30<sup>th</sup>, 2016, the firm BM&A Advisory & Support was appointed by the Board of Directors as the independent expert in charge of preparing a report on the terms of the Offer, which concluded that the Offer price is fair, from a financial standpoint, for the shareholders of the company.

Don Epperson, cofounder and CEO of ispDigital –a technology-based marketing services company owned by ISP and encompassing in turn Antevenio, Acceso and Digilant– has declared: *“This is an important step for ispDigital as it allows us to accelerate the integration of our three companies and provide brands with closed loop marketing solutions at the intersection of earned, owned and paid media”*. Joshua Novick has reiterated his commitment to the company and his intention to continue as CEO. He has stated that Antevenio will continue to operate as an independent company while benefiting from the synergies created by ispDigital in terms of product development, commercial activity and geographic expansion.

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### About Antevenio

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[Antevenio](#) is an innovative company in publishing and marketing technology, leader in Southern Europe (Spain, Italy, France). It helps brands to convey their value proposition to consumers through a comprehensive offering combining advertising, content marketing and cross-channel technology. This offer is available either as a service or as a licensed cloud-based software with its MDirector suite. In 2015, Antevenio posted a consolidated turnover of €24 million. Antevenio is listed on Euronext Paris Alternext since February 15<sup>th</sup>, 2007 (ISIN code: ES0109429037) and is eligible for French «PEA PME» tax shielded investment in SMEs.

**Next release: first-half 2016 results, October 18th before market opening**



### Contacts

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