

Antevenio launches its esports and gaming offering with the acquisition of Foreseen Media

Antevenio Shakers, the new offering, combines Antevenio’s e-marketing expertise and Foreseen Media’s in-depth knowledge of the esports and gaming world and codes to meet advertisers’ needs on a market that is growing exponentially

Madrid, March 4, 2019, 5:45 pm - The [Antevenio](#) Group (ISIN ES0109429037, PEA-PME eligible), the marketing content and technology market leader in Southern Europe and the Americas, is announcing its acquisition of Foreseen Media, a specialist esports and gaming agency. By integrating these new expert capabilities, Antevenio is able to provide a complete marketing solution for brands that are looking to establish or strengthen their presence in the rapidly growing world of esports and gaming.

This new offering, named Antevenio Shakers, will be launched in Spain in March and extended to Mexico and all the countries where Antevenio is present shortly afterwards; it will combine the esports and gaming expertise of Foreseen Media’s teams and Antevenio’s advertising, content marketing and email marketing automation capabilities.

Foreseen Media’s three founders, Vicente Horcajada, Álvaro Luzón and Adrián Montalbo, will retain 30% of the new subsidiary’s capital, with the other 70% acquired by Antevenio. This acquisition is equity-financed, with a marginal impact on cash as Foreseen Media is a young firm.

For Álvaro Luzón, Foreseen Media’s Business Development Manager: “Faced with the success of our company, launched just a year ago, we quickly understood that the best strategy to ensure our development was to link up with a market leader for e-marketing. Antevenio quickly emerged as the ideal partner, thanks to its leading position in the Spanish-speaking world and its advances with marketing technologies”.

Pablo Perez García-Villoslada, Antevenio’s President, adds: “Antevenio is delighted to welcome on board the young teams from Foreseen Media, who bring rare and valuable expertise to serve the buoyant esports and gaming market. The new Antevenio Shakers offering developed together will probably go far beyond a new content vertical as it will impact all our business lines”.

Foreseen Media: marketing agency adapted for the esports and gaming revolution

Foreseen Media is a young Spanish agency created by esports and gaming professionals. It primarily targets brands looking to enter the world of esports and gaming, and also covers the marketing needs of gamers, clubs and sector influencers.

The agency was founded in 2017 by three young entrepreneurs, Vicente Horcajada, Álvaro Luzón and Adrián Montalbo, who all have links with the world of esports and gaming. Vicente was a video game designer and previously headed up a digital marketing agency. Adrián was a professional Call of Duty player, Spanish champion (Final cup 5) and worked for Spain’s professional gaming league (LVP) as an event producer. Álvaro Luzón has experience managing marketing budgets for esports and gaming with firms from this sector, such as Warner Bros Games, and founded an esports team (eMonkeyz).

Esports and gaming: exponentially growing market

The global esports market will reach \$1,000m in 2019 (source: Newzoo, 2019 Global Esports Market Report) and has seen annual growth of over 30% for several years. Marketing investments (advertising, sponsorship and media rights) represent more than three quarters of the market, with the rest made up of ticket revenue and games licenses. The global audience was estimated at nearly 400m viewers in 2018 and is expected to reach 580m by 2021. The global games market represented over \$130bn in 2018 (source: Newzoo, 2018 Global Games Market Report).

Spain, Antevenio’s initial market for its new esports and gaming services, is the world’s ninth biggest market for video game sales and already has an audience of 5.5 million esports viewers, attracting interest from growing numbers of advertisers.

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: 2018 full-year earnings on April 11, 2019 (initially planned for April 18, 2019)

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