



## Antevenio strengthens its presence on the French market with the acquisition of Clash Media France

Madrid, August 1st, 2012, **Antevenio (ISIN ES0109429037)**, Spain's leading interactive marketing and advertising firm **announces the acquisition of the lead generation and emailing specialist Clash Media France, a subsidiary of the British group of the same name.**

Through this operation, Antevenio takes a strong position in the French market, acquiring a company with a staff of 11 employees, a prestigious customer base - both advertisers and publishers - and a proprietary database of 4 million opt-in emails.

Founded in 2009, Clash-Media connects advertisers and consumers through its lead generation websites by producing millions of qualified contacts each month. Clash-Media targets the precise audience sought by each advertiser and generates about two million leads per year for worldwide client corporations such as Nissan, Casino, Brandalley or Nestle.

Joshua Novick, Chairman and CEO of Antevenio says: *"the acquisition of Clash Media France allows us to accelerate our internationalization strategy, and to take a significant position in the French market, which is for Antevenio a "natural" market on which we already have a strong image thanks to our listing on Alternext. The current crisis affecting the European market holds opportunities for a group like ours, with a clear positioning and strong cash. "*

The cost of the transaction, including debt of Clash Media France, is about 1 million euros, thus preserving the Group's strong financial position. In addition, an earn-out based on FY 2014 and 2015 results and payable in 2015-2016 will be attributed to the managers of Clash Media France, all of whom have chosen to continue to grow the business within the Antevenio group. For the record, Antevenio's net cash was \$ 5.5 million at December 31, 2011.

### Next date

2012 first-half results, on October 24th, 2012 (after stock market close)

### About Antevenio

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Founded in 1997, Antevenio is Spain's leading interactive marketing and advertising firm. The company provides a wide range of services through four complimentary offerings (Emailing, Display Ad Sales House, Performance Marketing and Proprietary Portals). The company provides brands adapted and innovative solutions to their issues of branding, customer acquisition and customer retention on the internet. In 2011, Antevenio posted a turnover of €24.2 million.

Antevenio is listed on Euronext Paris Alternext since February 15<sup>th</sup>, 2007 (ISIN code: ES0109429037).

### Contacts

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