



RNTS Media acquires Falk Realtime to strengthen position in programmatic advertising

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RNTS Media N.V. ("**RNTS**") announces today that it has agreed to acquire 100% of the share capital of Falk Realtime Ltd. ("**Falk**"), a fast growing mobile advertising technology company based in Germany, for a total consideration of €10.75m in cash and shares.

Falk is a supply-side ad tech platform, which comprises a programmatic ad exchange and ad server technology and targets large owned and operated publishers. The platform includes a wide variety of functionalities like real time bidding (RTB), private marketplaces, programmatic direct campaigns as well as selling campaigns via a self-serviced ad server.

RNTS plans to integrate Falk's solution into the technology and product offering of its subsidiary *Fyber* and as such expects to generate substantial revenue synergies from a wider technology portfolio and cross selling.

The consideration will be satisfied by a €6m cash payment and c.1.36m RNTS shares, worth €4.75m at a share price of €3.50. These will be existing shares, which will be made available by its shareholder *Sapinda Invest S.à.r.l.* The acquisition is expected to complete in due course after fulfillment of customary closing conditions.

"This acquisition demonstrates our commitment to be a driving force in the reshaping of the mobile advertising industry; and acquisitions in technology, product and scale are an essential part of our strategy. The acquisition of Falk Realtime will give us great technology in the area of programmatic advertising and an experienced team of ad tech experts. The enhancement of our RTB capabilities and the resulting broader offering will drive significant further growth of the enlarged business and create substantial value for shareholders," says *Andreas Bodczek*, CEO of RNTS Media.

About RNTS Media N.V.

RNTS Media is a holding company focused on mobile advertising and digital content. Headquartered in Berlin, Germany, it owns *Fyber* and *Big Star Global*. *Fyber* is a leading mobile advertising technology company that's headquartered in Berlin and with an office in San Francisco. It helps app developers monetize their content by connecting them to 320+ million monthly users. *Big Star Global* is a Seoul, Korea, based developer of digital educational content for children. RNTS Media is listed on the Luxembourg Stock Exchange (EuroMTF Market). For more information, visit rntsmmedia.com



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