



## **RNTS Media acquires Heyzap to strengthen its position in mobile advertising mediation**

23 December 2015

RNTS Media N.V. ("**RNTS**") announces today that it has signed binding documentation for the acquisition of 100% of the share capital of Heyzap Inc. ("**Heyzap**"), a fast growing mobile advertising technology company based in San Francisco, US, for an initial cash consideration of USD 20m. In addition, there are potential earn-out payments in cash and shares of up to USD 25m upon achievement of certain ambitious targets until 2017.

Heyzap has a mobile B2B supply-side platform, enabling app developers to monetize their advertising inventory. The platform provides mediation, cross-promotion and user acquisition services across banner, interstitial, video, and native ad formats.

Heyzap expects to more than double its ad revenues under management in the coming year and to reach USD 20m in revenues for 2016. It has been profitable in the second half of 2015. Through the combination of Heyzap's technology and product with its subsidiary Fyber, RNTS anticipates an even stronger product offering and substantial revenue synergies.

The transaction is expected to close in due course after satisfaction of certain customary closing conditions.

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