



Market Update RNTS Media N.V.

February 3, 2015

RNTS Media N.V. has the pleasure to make the following announcements to the market:

1. **Fyber GmbH**, a full subsidiary of RNTS Media N.V. is releasing today a new product feature, namely “User Segmentation”, as part of its existing mobile advertising monetization platform.

We are convinced that this feature will positively impact the revenue structure to a considerable extent. As mobile users who are exposed to advertisements have distinctly different behaviours and expectations, mobile developers need to use custom targeting to optimize the ad experience that best fits the target user audience. Fyber’s new User Segmentation feature is designed to provide mobile developers with the tools they need to successfully segment and target their users based on a variety of usage, behaviour, and demographic metrics. This feature, in conjunction with our existing ad delivery rules, allows the ability to not only provide the target users with the best-fitting ad experience, but also helps to maximize the monetization strategy and extract the most revenue out of every user.

2. RNTS Media N.V. has decided to reshape its Korean business. The operational activities of RNTS Media Ltd. in Seoul will be either wound down or transferred to Big Star Global Ltd., the other RNTS Media subsidiary in Korea.

Mr. SeYol Kim, former CEO of RNTS Media Ltd., has announced his resignation effective today from his responsibilities as a member of the Management Board of RNTS Media N.V. for personal reasons.

3. The Supervisory Board of RNTS Media N.V. has resolved to hire a group CFO.