



21 September 2016

RNTS Media
(The “Company” or The “Group”)

H1 2016 Interim Report

Strong adoption of Real-time business leads to 90% growth in the first half of 2016

Highlights

RNTS Media’s strategic goal is to become the leading independent monetization technology partner for mobile app developers and digital publishers. The focus on Mobile, Video and Real-time Bidding (RTB) that has been defined 18 months ago is today addressing the three top themes of the ad tech space. In H1 2016 it has already shown an impressive impact on the Group’s performance:

- Pro-forma revenues accelerated by 90% to €94.8m and EBITDA improved to €-5.5m, including both Inneractive and Heyzap as of 1 January 2015. Revenues (reported) accelerated by 84% from €32.6m in H1 2015 to €59.8m in H1 2016 with EBITDA improving vs. H2 2015 by €2.4m to €-9.0m
- Strong growth in Programmatic trading & Real-time bidding as well as Video advertising
 - RTB acquisitions accelerating growth - Fyber RTB revenues increased more than twelve-fold YoY to €20m and Inneractive revenues up 158% in H1 2016 to €34.6m
 - Share of revenue from video ad formats grew from 18% in H1 2015 to more than 44% in H1 2016 on a pro-forma basis, growing more than 350% during this time
- Combined Group reached more than 1 billion monthly active users, (pending deduplication between acquired companies), and offers comprehensive ad monetization solutions for app developers and digital publishers across all relevant ad formats
- Upgraded guidance for pro-forma gross revenues from more than €160m to more than €185m for 2016 and introduced guidance for 2017 with more than €240m in gross revenues and EBITDA break-even on a run-rate basis for the end of the year
- Placed €50m in convertible bonds as the final tranche of the €150m convertible bonds launched in 2015
- To fully capitalize on its successful strategic progression and significant acceleration in the growth of its RTB and programmatic businesses, RNTS Media has decided to appoint CEO and co-founder of Inneractive, Ziv Elul, as COO and CEO designate of the Group. After a transitional period, Ziv will take over the responsibility as CEO while current CEO Andreas Bodczek will be appointed Group President, focusing on the further development of the strategy, the successful post-merger integration of the recently acquired companies and the building of new strategic relationships

Key Financials

	6 months ended 30 June		Change (%)
	2015 (€m)	2016 (€m)	
Pro-forma figures¹			
Revenue	49.9	94.8	90.2
Gross margin (%)	34.4	30.3	-4.1 pp
Adjusted EBITDA ²	-5.8	-2.3	-59.9
Adjusted loss after tax ²	-7.4	-12.4	n/m

1 Pro-forma results show the financials of the Group as if Heyzap and Inneractive had been acquired on 1 January 2015

2 Results adjusted to exclude separately disclosed items as explained in the notes to the consolidated financial statements in the Annual Report 2015

Andreas Bodczek, CEO of RNTS Media, commented: “The successful closing of the Inneractive transaction marks a step change in RNTS Media’s scale and technological offering. The strong growth we have seen already during the first months of this year is a proof point for the management’s strategic decision to focus the Company on digital advertising technology, powering the app economy with solutions for smarter ad monetization. We have identified the importance and potential of programmatic trading and RTB for this sector early and positioned RNTS Media, with Fyber and Inneractive at its core, to fully participate in the continuous strong market growth. Fyber RTB, former Falk Realtime, was acquired almost pre-revenue and has since then increased revenues to €20m, benefitting, like Inneractive, from the strong and fast-growing market adoption of the buying technology. Considering that programmatic trading and RTB for brand advertising are still in the early stages of its development, we are confident that ad spending will continue to rise in the coming years.

Pro-forma revenues during the first six months of 2016 grew 90% to €94m, compared to the same period last year. This was mainly driven by strong growth of Fyber’s Rewarded Video, with ad impressions up 190% compared to H1 2015 including Heyzap on a pro-forma basis, and RTB. Fyber RTB showed strong adoption, benefitting both from organic growth in their core business of monetizing large media publishers and ad networks, in addition to enabling all of Fyber’s client base to access programmatic advertising demand. In line with the overall market developments we see the same trend in the Inneractive business. Inneractive exceeded the forecasts drawn up before the acquisition, contributing to the increased revenue guidance the Group communicated in July.

While Offer Wall continues to be a stable contributor to the Fyber Group revenues, we expect more versatile ad units such as Video, Native and Interstitial to power future growth. These products can be best leveraged across all business units as they appeal to all publisher verticals, whereas Offer Wall focuses on powering gaming apps.

Requirements for product excellence, a comprehensive portfolio of ad formats and monetization tools are increasingly more important as revenue streams from mobile advertising become more meaningful to developers. For RNTS Media, this translates into continued strategic investment into engineering and product development. With more than 40% of our employees dedicated to Product and R&D, we put



developing and delivering tailored technology and ensuring leadership through technological edge at the heart of everything we do.

In July, we increased pro-forma gross revenue guidance from more than €160m to more than €185m for the full year 2016, as well as adding a gross revenue goal of more than €240m for 2017. This is largely based on the strong adoption of our RTB business, with both Inneractive and Fyber RTB outperforming their forecasts, and good traction of Fyber.

With a strong emphasis on the integration of the acquired companies and an immediate focus on organic growth, RNTS Media is heading for EBITDA break-even in the fourth quarter of 2017 on a run-rate basis. Falk Realtime, Heyzap and Inneractive have either been profitable or reached break-even since acquisition and are contributing to cash generation for the wider Group.

The connection with the Inneractive platform and the retirement of the Heyzap infrastructure in 2017 will drive further synergy. Investments made ahead of growth can now be leveraged across the Group, including the strong management team, back-office systems and the server infrastructure, enabling us to scale into profit over the coming year.

With this we have also reached a milestone that provides the opportunity to re-define the future Management Board of the RNTS Media. Ziv Elul, co-founder and CEO of Inneractive, has already joined RNTS Media's Management Board, where he is now taking on the responsibilities as Chief Operating Officer (COO) and at the same time becomes the designated CEO with immediate effect. After a transitional period, Ziv will be taking over the responsibilities as CEO from me while I will move to the new position of President to focus on the further development of the Group's strategy, the successful post-merger integration of the recently acquired companies and strategic relationships and partnerships. I am convinced that this further enhances our ability to execute against our clear vision of becoming the leading independent monetization technology partner for mobile app developers and digital publishers."

###

About RNTS Media N.V.

RNTS Media is a leading mobile advertising technology company. Headquartered in Berlin, Germany and founded in 2010, it empowers app developers and publishers to generate business-critical revenue streams with targeted in-app advertising through its core assets Fyber and Inneractive. RNTS Media is listed on the Prime Standard of Frankfurt Stock Exchange under symbol '[RNM.](#)' For more information, visit www.rntsmmedia.com.

Investor Contact:

Sabrina Kassmannhuber
ir@rntsmmedia.com
+49 30 609 855 555

Media Contact:

Bob Huxford
Bob.Huxford@newgatecomms.com
+44 20 7680 6550