



RNTS Media N.V. to acquire Inneractive Ltd.

3 March 2016

[RNTS Media N.V.](#) (“**RNTS Media**”) announces today that it has signed a definitive agreement to acquire 100% of the share capital of [Inneractive Ltd.](#) (“Inneractive”), a mobile advertising technology company, based in Tel Aviv, Israel, for an initial cash consideration of USD 46 million. The agreement provides for additional potential earn-out and retention payments of up to USD 26 million upon achievement of certain ambitious growth targets over the next three years.

Inneractive operates a mobile ad exchange for display, native and video and reaches 630 million monthly active users, enabling monetization for apps in verticals like entertainment, productivity, messaging and social. Inneractive’s revenue in 2015 amounted to USD 43.2 million. The company is profitable and is aiming to double its revenues again over the next two years. To facilitate the integration, Ziv Elul, CEO of Inneractive, will join the RNTS Media Executive Board upon completion of the transaction

With the acquisition of Inneractive, RNTS Media will significantly increase the number of users on its platforms and addressable audience for the group’s advertising partners, broaden its product and ad format offering and complement its publisher base with non-gaming apps. Inneractive will be run largely independently and continue to pursue its growth plan. Following the acquisition, RNTS Media is now expecting to achieve a revenue run-rate at the end of 2016 of more than EUR 200 million.

The transaction is expected to be completed in Q2 of 2016 after the satisfaction of certain customary closing conditions and the expiry of the statutory 50 days waiting period for mergers in Israel. The initial consideration will be funded from the proceeds of the convertible bonds issued in July 2015; the objective is to raise further funds in due course. RNTS Media has committed to pay a break fee of USD 8 million if it is not to complete the transaction.

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