



RNTS Media N.V. announces acquisition of *Fyber GmbH*

Transaction to accelerate RNTS' global expansion, mobile advertising reach, revenue growth and product innovation

Berlin, Germany, 27 October 2014 – Following the approval by the General Meeting at the EGM on 23 September 2014, [RNTS Media](#), a global digital media company, has acquired [Fyber](#), a leading advertising technology company, in a cash-and-stock transaction on 22 October 2014. The transaction was financed through the issuance of 58 million new RNTS Media shares, which has been applied to be on the official list of the Luxembourg Stock Exchange for trading on the Euro MTF market. The respective prospectus has been delivered to the Luxembourg Stock Exchange authorities and the approval is expected for 28 October 2014.

As a result of the transaction, Fyber has become a subsidiary of RNTS Media and will continue to operate as a business unit under its existing leadership team. Fyber co-founder and CEO Andreas Bodczek has become Managing Director and CEO of the RNTS Media Management Board, and Janis Zech, co-founder and CRO of Fyber, has also joined this Management Board.

The addition of Fyber will significantly expand the product offerings of RNTS Media, and Fyber will become the centerpiece of RNTS Media's future strategy. The new alliance will enable the joined companies to expedite penetration into new regions and markets globally.

RNTS Media, with its balanced exposure to the Mobile App ecosystem, is uniquely positioned to take advantage of the rise of Mubiquity whereby content is consumed Everywhere-at-Anytime in a medium-agnostic way. Fyber plays a pivotal role towards (1) new monetisation streams (advertising, sponsorship) and (2) anticipation of consumer trends due to its unique positioning between Advertisers and Publishers from all industries. Alongside Fyber, RNTS Media's subsidiary Big Star Global is uniquely positioned to capture the Edutainment opportunities in the apps world, from kindergarten e-learning to higher education.

Its vertically integrated business model provides RNTS Media with a multitude of cross-selling opportunities. Geographically, RNTS Media will leverage Fyber's solid exposure to Europe and the US and Big Star Global's deep knowledge of Asia and Emerging Markets to drive growth.

Through this transaction, Fyber will gain access to public capital markets and to a broad range of resources to enable strategic market growth in new vertical sectors and penetrate key geographic regions. The transaction will allow Fyber to further innovate and accelerate the development of its mobile supply side platform and support the plans to hire 60 more employees globally by the end of the year. As of September, Fyber's US base in San Francisco has already tripled the number of employees in 2014.

"The confluence of RNTS' cross-platform digital media expertise and the agility and ferocity of a transatlantic startup company is powerful," said Ryan Kavanaugh, RNTS Media Supervisory Board member and CEO of Relativity Media. "Since its inception in 2009 and over the recent years, Fyber has steadily established a solid position in the digital advertising



space with a strong leadership team, growing globally to approximately 200 employees. This makes the company an attractive partner to leverage for our networks around the world, and will become a tech gateway for us to the mobile app ecosystem.”

“This transaction is another great milestone for Fyber, as it allows us to supercharge our product innovation and enhance our technology and services to meet the complex monetisation challenges that mobile developers face today,” said Andreas Bodczek. “By joining RNTS Media, Fyber will be armed with the right resources to be able to rapidly scale its operations and seize the \$18 billion mobile ad revenue market.”

As a major player in mobile advertising, Fyber supports thousands of customers including GREE International, Inc., Glu Mobile, Inc., Kongregate (GameStop Corp) and Pixelberry by helping them integrate, manage and optimize their mobile ad revenue through a single, unified, mobile supply side platform. Currently serving approximately 150 million unique users monthly, Fyber’s revenue has grown steadily at an average annual rate of 76% from 2010 to 2013, and was inducted into the Top Ten Mobile Advertising Companies Index in January 2014 by VentureBeat.