

RNTS MEDIA COMPLETES ACQUISITION OF INNERACTIVE AND SUCCESSFULLY PLACES OPEN €50m OF CONVERTIBLE BONDS

Significantly Expanding Reach and Accelerating Growth in Mobile Advertising

BERLIN, Germany – July 20, 2016 -- [RNTS Media N.V.](#) (“RNTS” or the “Group”), the parent company of [Fyber GmbH](#) (“Fyber”), a leading mobile advertising technology company, announces the completion of the [Inneractive Ltd.](#) (“Inneractive”) acquisition following the satisfaction of all closing conditions. The acquisition has been financed through full placement of the €50m tap issue remaining from RNTS’ 2015 €150m convertible bonds. Following yesterday’s [ad hoc announcement](#), the remaining €15m of the tap issue have been settled today. Sapinda Group, RNTS’ anchor investor, has strongly supported this process.

The acquisition further strengthens RNTS’ position as one of the largest, independent mobile supply-side platforms globally and delivers the following strategic benefits:

- **Step change in global reach and scale:** Combining Inneractive’s user reach of 630 million Monthly Active Users (MAUs) with Fyber’s 500+ million MAUs will significantly increase the addressable audience for the Group’s demand partners.
- **Expansion of core addressable mobile markets:** The acquisition of Inneractive expands RNTS’ programmatic capabilities beyond Fyber’s core publisher base into key verticals such as entertainment, productivity, news, messaging, social networking and utilities.
- **Drive liquidity of RNTS’ mobile advertising marketplace:** Connecting Fyber’s and Inneractive’s platforms will greatly increase the volume of parties buying and selling advertising inventory, creating a deeper, more liquid marketplace for optimizing revenue per unique user.

Although Inneractive will be run independently within RNTS to continue pursuing its growth plan, RNTS expects to generate important revenue synergies for the combined group by monetizing Fyber’s audience through Inneractive’s platform, combining the liquidity of both exchanges and collaborating on innovations to support mobile video growth.

To best leverage the combined capabilities and opportunities, Ziv Elul, CEO and co-founder of Inneractive will join the RNTS Management Board. His appointment was approved at the RNTS Annual General Meeting in June.



RNTS had previously communicated that pro-forma revenues for 2016, including full-year numbers for Inneractive, are expected to grow beyond €160m with improved EBITDA performance.

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About RNTS Media

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 asset *Fyber*, acquired in October 2014. RNTS Media is listed on the Prime Standard of Frankfurt Stock Exchange under symbol 'RNM'. For more information, visit www.rntsmedia.com.

About Fyber

Fyber connects app developers and media companies with advertisers through the power of technology, across every device. It is an independent advertising technology company devoted to delivering global audiences at scale through a powerful cross--platform monetization & advertising solution. Its SSP, Ad Serving, Ad Exchange and Mediation products empower thousands of the world's leading app developers and publishers and serve over 500+ million monthly active users globally. For more information, visit www.fyber.com.

About Inneractive

Inneractive is an independent global mobile ad exchange focused on powering native and video ads. The company's mission is to empower mobile publishers to maximize the full potential of their properties by providing powerful technologies for buying and selling mobile ads. The Inneractive programmatic platform is comprised of a mobile Supply Side Platform (SSP) and an Ad Exchange that combine RTB with native and video ad solutions. Inneractive was recently named a Deloitte Technology Fast500 Company, EMEA and a Deloitte Israel 2015 Technology Fast50 winner. Inneractive is headquartered in Tel Aviv with offices in San Francisco, New York, Beijing, and London.

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