



Real-time bidding business accelerates RNTS Media's growth

BERLIN, Germany – July 29, 2016 -- The Management Board of [RNTS Media N.V.](#) ("RNTS"), a leading mobile advertising technology company, increases the pro-forma¹ revenue guidance from more than €160m to more than €185m for the full year 2016.

The guidance upgrade is mainly based on above-plan growth of the real-time bidding (RTB) business of [Fyber](#), in combination with improved outlook for [Inneractive](#) identified post-closing, similarly deriving from strong RTB business. Management expects to also translate the increased revenue into accelerated EBITDA improvement, while remaining negative on aggregate in 2016. For 2017, the company expects further strong revenue growth to more than €240m and EBITDA to reach break-even by the end of the calendar year, on a run-rate basis.

The Group has invested strongly into the RTB technology over the last 14 months, initially with the acquisition of [Falk Realtime](#) in May 2015 and recently with the acquisition of [Inneractive](#) in July 2016. [Falk Realtime](#), re-branded as [Fyber RTB](#) after full integration into the [Fyber](#) platform in H1 2016, enables programmatic trading and RTB for the existing ad exchange; and with [Inneractive](#), RNTS Media added a leading mobile RTB exchange, which services more than 630m active users per month, to its monetization offering.

In line with major market trends, both [Fyber](#) and [Inneractive](#) continue to invest into their programmatic trading capabilities, both with a focus on mobile video advertising.

Already this year, more than two-thirds of all US digital display advertising is expected to be traded programmatically, showing 40% growth compared to last year. Mobile and especially mobile video are driving this growth, with mobile video programmatic spending outpacing desktop by 2017 (eMarketer).

Andreas Bodczek, CEO of RNTS, said: "It is encouraging to see that our acquisition-driven growth strategy targeted towards programmatic trading and RTB was validated by strong market growth and a continuous shift in advertiser behavior towards these buying technologies, and it further strengthens our already strong competitive position. We are confident that RNTS Media is ideally placed to capitalize on these market trends, given its comprehensive product suite. Our integrated offering of Mediation, Ad Exchange and Ad Serving enables app developers and publishers to connect to RTB demand across ad formats and regions."

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¹ Pro-forma results show the financials of the Group as if [Inneractive](#), acquired on 19 July 2016, had been acquired on 1 January 2016



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 assets *Fyber*, acquired in October 2014, and *Inneractive*, acquired in July 2016. RNTS Media is listed on the Prime Standard of Frankfurt Stock Exchange under symbol '[RNM](#).' For more information, visit www.rntsmidia.com.

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