



RNTS Media to Rebrand Itself as Fyber & Strategic Management Changes

Significant step on journey toward becoming an integrated ad tech powerhouse

BERLIN, Germany – 13 June 2017 – RNTS Media N.V., a leading digital advertising technology company, announces its rebrand to Fyber N.V. (“Fyber” or the “Company”) and changes to its global Management Board. These are further important milestones on the Company’s journey toward becoming an integrated publisher-side ad tech powerhouse.

The changes reflect the group’s transformation which, since 2014, has acquired multiple advertising technology companies. Fyber GmbH has been the centerpiece, defining the group’s exclusive focus on advertising technology for digital publishers and app developers, with the subsequent acquisitions of Falk Realtime, Heyzap, and Inneractive complementing and strengthening its core offering.

The integrated Fyber group aims to become one of the world’s largest publisher monetization platforms, building on its current global user base of one billion monthly unique users. Further leveraging the early market positioning in mobile, video and advanced programmatic advertising through a comprehensive offering for publishers will help to drive the group to profitability in 2017 on an adjusted EBITDA level.

These important milestones follow on from the Company reporting a strong start to the year, with good momentum in the core growth drivers of video and programmatic advertising in line with management’s expectations. In addition, the recent successful restructuring of the convertible bonds and the closing of a credit facility for the Fyber subsidiary were important steps towards full financing, with well advanced negotiations for further financing ongoing. This paves the way for accelerated full integration of group companies.

Rebranding to Fyber N.V.

RNTS Media N.V. renames to Fyber N.V., anchoring all subsidiaries under the Fyber brand. The ticker symbol will be changed from ‘RNM’ to ‘FBE’ effective within the next days.

Management Changes

As announced last September, the Company is intent on building globally aligned operations, part of which is the formation of a new global Management Board. The timely initiation of handover for the Chief Executive Officer (“CEO”) position will ensure a smooth transition to the new Management Board. The further changes announced today conclude the intended board amendments and establish strong foundations for the future growth of the Company.

Ziv Elul, currently Chief Operating Officer (“COO”) and CEO-Designate, is proposed to become CEO. As CEO, Ziv brings 15 years of industry and management experience, and will fully focus his attention on ensuring a rapid, successful integration of group companies, driving the Company to profitability, retaining and growing a talented global team and maintaining Fyber’s strong competitive position through targeted investments into the technology and the product offering. Ziv co-founded Inneractive in 2007 and under his management led the Company to cash flow positive and profitability. Inneractive has seen rapid growth in the past few years, and was recognized by Deloitte as one of the world’s fastest



growing, mobile RTB-based ad exchange businesses. Ziv is deeply involved in the Israeli high tech and start-up ecosystem. He holds an Executive MBA, graduating with honors.

Andreas Bodczek, current CEO of the group, shall take on an advisory role and will continue to work with the new Management Board on strategic partnerships, further integrating recent acquisitions and the unified group's strategy going forward.

Andreas Bodczek, commented: *“The Company has successfully delivered on its M&A strategy, as well as strong organic growth, and has become a global comprehensive publisher-side powerhouse. It is the right time to take the next step and further benefit from the strong market position by integrating the acquired assets. As one of the founders of Fyber I am proud of what the Company has achieved and I am confident the new board will have every success in meeting the many opportunities that are being presented.”*

Yaron Zaltsman has been nominated to join the Management Board as Chief Financial Officer (“CFO”). Yaron has extensive knowledge of working within public companies, worldwide. In his last CFO role he led the 2015 IPO of ADO Properties (market cap €1.5bn) on the Frankfurt Stock Exchange, raising €0.4bn.

Yaron replaces **Heiner Luntz**, who joined the group in October 2015, overseeing the global finance operations and driving, among others, the tranche placement of bonds, the acquisitions in 2016 and the establishment of a stronger capital market presence. Heiner will remain with the group until end of October to provide an orderly handover.

In addition, the Company is announcing the nomination of **Dani Sztern** to join the Management Board as Deputy CEO. Daniel has been COO at Inneractive for over three years, and has over 20 years of diverse experience at large public and private companies, mainly in the software industry, as both COO and CFO. He has vast exposure of financing in both private and public markets and actively managing M&A processes. He will be responsible for corporate development and the integration process of the acquired assets, overseeing the global operations and driving growth and optimization of processes across departments and offices.

Crid Yu, a member of the Supervisory Board since March 2016, is nominated for transferring to the Management Board to become COO of the group. Crid brings substantial operational and technology experience to the group and has experience building and growing businesses around the world. He spent the last 15 years in digital media, with a focus on mobile advertising, with companies such as Google and InMobi. Prior to his digital career Crid was a consultant with McKinsey & Company. He holds a PhD in Electrical Engineering from the University of California, Berkeley.

All nominations to the Management Board will become effective upon appointment by the Extraordinary General Meeting of shareholders (“EGM”) convened for 25 July 2017. Both Andreas Bodczek and Heiner Luntz will step down from their positions on the Management Board following appointment of their successors by the EGM.

Ziv Elul, said: *“Our company has significantly evolved over the past few years and we have tightened our focus on mobile advertising technology through multiple strategic acquisitions. Consolidating our offering under a single brand enables us to further leverage the synergies within the group. It allows us to offer one of the most comprehensive, market-leading publisher product suites with a strong focus on video, audience segmentation, and advanced trading mechanisms. We want to ensure that our publisher and mobile app developer partners are able to easily understand and access the wide range of monetization services that the Fyber group offers.”*



“This, coupled with the management changes announced today, will be essential in allowing us to take the Company to the next stage in its growth trajectory and achieve our strategic goals. We are delighted to welcome our new members to the board and we also wish to extend our thanks to Andreas Bodczek for building Fyber into the strong global company it is today and Heiner for his significant contributions. As new CEO I am excited about the opportunities being presented to Fyber and look forward to the future with confidence.”

More information on Fyber can be found on the newly launched Fyber investor section of the website at www.fyber.com/investors/.

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About Fyber N.V. (formerly RNTS Media N.V.)

Fyber N.V. is a leading advertising technology company. It empowers app developers and digital publishers to generate business-critical revenue streams with targeted advertising, enabling them to optimize the yield they generate from advertising. Through its core assets – Fyber and Inneractive – the Company’s technology infrastructure reaches more than one billion monthly unique users. Fyber’s technology is channel-neutral and provides an open-access platform for advertisers and publishers. Its platforms enable cross-device advertising with a global reach and a strong focus on video. Fyber N.V. was originally founded as RNTS Media N.V. in 2010 and is headquartered in Berlin, Germany. The Company is listed on the Prime Standard of Frankfurt Stock Exchange under the symbol ‘FBE.’ In 2016 the fast-growing group companies won a number of awards including: Deloitte Technology Fast 500™ 2016 EMEA company; was placed in Gruenderszene’s Top 50 growth ranking 2016, and won the Golden Bridge Gold Award 2016.

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