

SMART AdServer

Make your Ads Smarter

Smart AdServer: continuing with Excellent Performance, International success

Paris, 18 November 2008 – After a 63% growth during third quarter, Smart AdServer, a leader in Europe in the ad-serving and digital marketing field, continues its excellent performance combined with very strong international success. A success which translates, in the last quarter, into a turnover which has jumped 588% in order to now represent 20% of the business' total activity. The company continues to benefit from excellent perspectives, particularly in emerging markets.

Continuing to gain market shares in France

Smart AdServer continues month after month, to reinforce its position of top reference adserver in the French market with the signing of 5 new contracts, including "Selection du Reader's Digest", "Du côté de chez vous" and "Ecran Media"...

Strong international growth

With 9 new contracts and a 588% progression in its international turnover, Smart AdServer is rapidly increasing its development in Europe and North America. 20% of the company's business is now international.

Smart AdServer continued its growth in **Spain** by signing 3 new contracts (*Infoelder and Tupatrocinio (Groupe Intercom) and Filmax*) as well as in **Canada**, also with 3 new signings which include: "Branchez-vous", an advertising portal with a strong presence in French Canada.

Furthermore, Smart AdServer continues to accept contracts in **Germany**, in **Hungary** (*Inform Media*) and in the **Netherlands** (*AKN*).

These results validate Smart AdServer's very significant international development potential.

Perspectives

Smart AdServer will continue to benefit from a favourable market environment in the next few months:

- Emerging markets and markets that are not as mature will continue to equip themselves with ad servers
- Largest and most demanding stakeholders searching for an independent solution
- International costs are very high
- Solutions that are more innovative and which offer better service quality are sought

Furthermore, the levelling off of e-advertising will have a limited impact on Smart AdServer's activity. Its Business Model relies mostly on a website's audience, which is still structurally growing and progressing in many countries.

In order to better exploit market opportunities and to maintain optimal service quality, Smart AdServer will strengthen its organisation. The investment is based on client follow-up, commercial development in the different targeted geographical areas as well as innovation. The first returns are expected by the second quarter 2009.

About Smart AdServer

Smart AdServer SAS develops and markets one of the main aderving technologies for the management of online campaigns for media agencies and publishers. Created in 2001, the company Smart AdServer has soon become a key player in France, posting the fastest growth in Europe in terms of customers compared with its competitors, thanks to the innovative and unique functionalities offered by its product, and its ease of use. Smart AdServer has 130 customers for 1200 sites spanning four continents.

Among its clients are large media agencies such as Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Universal McCann, Brilliant Media ... as well as a large number of sites and companies, including PIXmania, Reed Business, Axel Springer Hungary, Radio Canada, MSD Global, Wolters Kluwer, La Vanguardia, Medioonet, Curse Gaming, Amiado...

www.smartadserver.com

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