

# SMART AdServer

Make your Ads Smarter

## Smart AdServer continues to post strong turnover growth, its turnover up 43% over the 2008 financial year

Paris, 17 March 2009 - Smart AdServer, a leading player in Europe in aderving and digital marketing, continues to post strong growth in France and abroad. With turnover of 4.353 million Euros for the 2008 financial year, the French adserver can boast excellent growth of 43% over the previous year. In December 2008 Smart AdServer had 143 clients compared with 87 in 2007, or an increase of 64%, for 1200 sites in four continents. Finally, 2008 was also a clear international success for the company, in particular in Europe, and opening up to emerging markets.

### Seeking market share gains in France

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This year Smart AdServer has reinforced its position as a benchmark adserver on the French market, with the signing of **26 new contracts**, including *Elsevier Masson*, *SeLogerNeuf*, *Reader's Digest selection...*

### Very strong international growth

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With the signing of **30 new contracts** for this year and 484% growth in international turnover compared with 2007, Smart AdServer is really speeding up its development in the major European countries and North America.

*Smart AdServer* is continuing to develop its customer portfolio in **Germany** and the **Netherlands**.

Also, this year also saw the beginning of business in **Spain**, with the signing of almost 10 new contracts in one year, as well as in **Great Britain** and emerging economies such as **Hungary, Poland and Slovenia**.

Finally, *Smart AdServer* has consolidated its **positions in Canada (Radio Canada, Trader.ca...)**.

*In 2008, 139% of the French adserver's business was carried out abroad, compared with 3.5% in 2007. These excellent results confirm Smart AdServer's considerable potential for development abroad.*

### 2009 OUTLOOK

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Smart AdServer plans to strengthen its organisation to best exploit market opportunities and maintain optimum service quality. Investment will be made in the areas of customer monitoring, commercial development in the different geographical areas targeted, as well as in technical innovations to the advertising campaign management and distribution tool.

**About Smart AdServer ([www.smartadserver.com](http://www.smartadserver.com))**

Smart AdServer SAS develops and markets one of the main ad-serving 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 150 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, Toms's Hardware (Bestof media US), Reed Business, Axel Springer Hungary & Poland, Radio Canada, MSD Global, Wolters Kluwer, La Vanguardia, Canal+, Curse Gaming, Amiado...

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