



Press Release

Tassin-la-Demi-Lune, January 21, 2020

Evolution of Management

On January 2, 2020, the Board of Adthink appointed Sébastien Balestas and Jonathan Métillon as Deputy General Managers.

The General Manager of Adthink, Bertrand Gros, is passing responsibilities of daily operations to Mr. Balestas and Mr. Métillon. The co-founders, Mr. Gros and Sylvain Morel, Non-executive Chairman, keep their seats at the Board and will continue to advise the management on global strategy.

MSc from Skema business school, Sébastien has been growing digital businesses since 2007, starting in New York then Shanghai where he drove international development of Avazu, a programmatic advertising platform. He joined Adthink in 2015 and runs the Agency branch, integrating a trading desk for advertisers and a sales-house for publishers.

Digital marketing entrepreneur and manager for 20 years, Jonathan was Chief Revenue Officer at Teads before joining Adthink in 2013. As Director of Innovation, he built the Adthink Labs and now manages the Monetization branch, encompassing traffic generation solutions and value-added services providing recurring revenues.

Bertrand Gros, General Manager, commented: "I'm very glad to have two experienced pillars of Adthink taking the helms. Based on their vast combined experience, I fully entrust them to pursue the effort of bringing back the company growth by setting up a strategy that's fit to the market, with a swift and efficient execution."

Sébastien Balestas, Deputy General Manager, commented: "It's with the desire to strengthen the positioning of our Agency on the martech market and with the ambition to support Adthink in the internationalization of its business that I am proud to take up this new challenge. Our sole objective must remain the satisfaction of our customers

and we will continue our efforts by placing them at the center of our priorities. The Agency division has demonstrated its value in previous years by reconnecting with technical innovation and economic profitability. Adthink is now more agile, faster in its decision-making and benefits from a complete expertise, carried by its talents.”

Jonathan Métilon, Deputy General Manager, commented: “The global success of digital consumer and business services and media is tremendous and Adthink has all the knowledge and technology required to rebound on it. Plus our quantitative and automated approach to traffic generation is key to scale on any market. We have gone through rough times in sectors that are consolidating but Adthink is now more efficient to adapt and build on all opportunities to get back to growth.”

Adthink will publish its 2019 annual revenue on Friday, February 7, 2020 after the close of the markets.

About Adthink

Adthink supports advertisers in online lead and customer acquisition through a full range of performance-based advertising solutions. Expert in audience monetization, Adthink offers solutions to digital publishers to increase their revenues.

Founded in 2001 when proposing the first video streaming advertising offer, Adthink is now present in Lyon (head office), Paris, Geneva and Porto.

Adthink is listed since 2007 on the Euronext market at the Paris stock exchange (ALADM) and is part of the Top 100 Digital (PwC study - TECH IN France, July 2018). Listing Sponsor: Genesta, Mr. Hervé Guyot, tel: +33 660-296-599, email: hguyot@genesta-finance.com

Learn more at: <https://adthink.com>

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