



**Press release<sup>1</sup>**

Tassin-la-Demi-Lune, France

September 24, 2020

For immediate release

## **Adthink acquires a digital distribution startup**

**Adthink ([ALADM](#)) announces the acquisition of OBRGN, a specialist in web marketing, particularly on Facebook and in video. Diversified in 2020 in B2C distribution with more than 40,000 customers in the USA, the new service forecasts a turnover of over €2 million euros for 2020.**

Adthink is accelerating its internationalization and the development of its global digital platform for distribution to consumers by absorbing 100% of a French hyper-growing startup in the American entertainment market.

The digital platform, developed within Adthink Labs this year, is positioned on the growing markets of premium digital content and services (video, music, ebooks, video games, apps, etc.) and e-commerce. This strategy is based on Adthink's experience in digital marketing, the group's core business, in electronic payment and subscription services, which generate recurring revenue.

The acquisition of OBRGN strengthens Adthink's ability to distribute digital and physical services in the B2C market. This acquisition will also increase essential and high value-added know-how, including the optimization of video advertising campaigns on social networks such as Facebook, YouTube, Pinterest, Snapchat and TikTok.

Restructured, the group announced strong growth in first half results and strategic commercial projects over the coming months. Adthink continues to pursue its objective of returning to revenue growth.

---

<sup>1</sup> Translated from French using neural machine translation, proofread by humans. English version is provided for accessibility only and no guarantee is made on accuracy.

## About Adthink

Expert in digital marketing, Adthink addresses the B2C market by developing a global digital and physical distribution platform and the B2B market by providing advertisers with its trading desk and affiliate platform to develop their customer acquisition. With its proprietary adtech solution [AdAccess](#), media publishers can optimize and multiply their revenue channels.

Founded in 2001 to market the first video streaming advertising offer, the Adthink group is now present in Lyon (head office), Paris, Geneva and Porto and has 35 employees at the end of June 2020. Its 2019 turnover amounted to 10.1 million euros.

Adthink is listed on the Euronext Growth market of Euronext Paris (ALADM - FR0010457531) and is part of the Top 100 Digital (PwC study - TECH IN France, July 2018). Listing Sponsor: Genesta, Hervé Guyot, Phone: +33 145-636-860, email: [hguyot@genesta-finance.com](mailto:hguyot@genesta-finance.com)

Learn more at: [adthink.com/investors](https://adthink.com/investors)

Follow us on: [linkedin.com/company/adthink](https://linkedin.com/company/adthink)

Press contact: Presse & Com Ecofi, Ségolène de Saint Martin, phone: +33 616-409-073, email: [sdestmartin@p-c-e.fr](mailto:sdestmartin@p-c-e.fr)

