



Press release¹

Tassin-la-Demi-Lune, France

February 5, 2021

For immediate release

Adthink appoints Jonathan Métillon as President & CEO

Adthink ([ALADM](#)) announces the appointment of Jonathan Métillon as President and Chief Executive Officer of the company, effective January 5, 2021.

Mr. Métillon had held the position of Director of Innovation for 3 years when he was appointed Deputy CEO in January 2020, along with Mr. Sébastien Balestas, Deputy CEO at the head of the Agency branch. During a year disrupted by the Covid-19 pandemic, Mr. Métillon completed the restructuring of the group and initiated a repositioning towards still growing markets while limiting dependence on advertising budgets, which have been severely impacted in certain sectors.

He succeeds Sylvain Morel for the presidency and Bertrand Gros for the general management. Founders of the group created in 2001, they will continue their collaboration as growth hacker & strategic advisor and electronic payment director respectively, while maintaining an administrator status.

« We are convinced that Adthink has all the assets to succeed in the next phase of its course under the direction of Jonathan », said Sylvain Morel. « With 20 years of experience in the digital media and services sector, Jonathan has demonstrated leadership and performance throughout his career. This only reinforces our confidence in its ability to drive long-term growth and innovation. This new positioning, instilled by Jonathan, on activities with high growth potential, paves the way for regaining, and even surpassing, the results of Adthink's best years ».

« We are very pleased to appoint Jonathan to drive the continued growth of our business and continue our development as a leading digital services group. Jonathan brings a

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new vision as well as all his passion and energy to serving our clients », added Bertrand Gros.

« I am honored to take on the presidency of Adthink, currently undergoing transformation and rapid growth in the digital distribution industry. Throughout my career, in different markets around the world, I have always been keen to train and lead diverse and high performing teams, and to always bring more innovations. I am very enthusiastic about the idea of leading this dynamic company which clearly shows its desire to reinvent itself and regain growth, after having already found profitability », said Jonathan Métillon. « On behalf of all present and past Adthink employees, I would like to thank Bertrand and Sylvain for the 20 years of energy spent without counting on making our group one of the greatest digital marketing experts in France ».

Adthink showed notable resistance to the Covid-19 crisis with a turnover of €5.14M in the first half of 2020, a limited decline of 2.12% compared to the first half of the year precedent and a strong increase in profitability with an operating result of €0.70M.

Adthink will publish its annual revenue on February 9, 2021 when the market opens.

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

Learn more at: adthink.com/investors

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