



Press release¹

Tassin-la-Demi-Lune, France

February 8, 2021

For immediate release

Nicolas Lehé appointed Chief Revenue Officer

Adthink (ENXTPA:[ALADM](#)) announces the appointment of Nicolas Lehé as CRO of the company.

Mr. Lehé had held the position of Director of the Affiliate Platform for 5 years and retains this responsibility. He brings 13 years of experience in affiliate marketing, notably in the igaming industry within The Stars Group (NASDAQ:TSG, TSX:TSGI) and Chiligaming, founded by Alexandre Dreyfus from Lyon and acquired by Bally, now Scientific Games (NASDAQ:SGMS). His expertise and network have enabled it to develop the Adthink affiliate platform, which is showing +37%² growth in 2020.

« Nicolas has a deep understanding of the metrics and drivers of affiliate marketing, media buy and more generally B2C digital distribution products », declared Jonathan Métillon, CEO of the group. « He has demonstrated his capacity for resilience and for developing growth in a complex environment. It is in this context that Nicolas will now lead Adthink's new B2C growth drivers. His appointment is part of an ongoing effort to build on Adthink's current momentum. He will be responsible for leading efforts to identify new sources of revenue and move the business forward for its next phase of growth. »

« The team has done a tremendous job of moving the business forward. I look forward to playing a key role in accelerating this growth by expanding our operations into new markets while strengthening relationships with our existing customers and partners », said Nicolas Lehé.

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

² Unaudited, reciprocal accounts included.

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

