



Press release

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For immediate release

Adthink will offer new NFT marketing services

Adthink ([ENXTPA:ALADM](#)), the French digital marketing specialist, announces the future launch of its NFT marketing offer to brands wishing to communicate in this universe and develop their own tokens.

Invented in 2014, NFTs, or non-fungible tokens, account for more than \$11 billion in transactions in 2021 so far, according to NonFungible.com. Economic reality, but also social with new forms of communities, themselves decentralized.

Already applied to art, music, cinema, collectibles, metaverses (virtual worlds), video games, DeFi (decentralized finance) and tomorrow to real estate, certifications, identification, supply chains and logistics, NFTs will enable new forms of communications for brands and creators. NFTs can be seen as a new way to connect directly to your customer base, but also to prospects and create new revenue channels. Brands are no longer restricted to offering physical products and services, but also virtual products.

Jonathan Métillon, CEO, adds: *"We are convinced that although an emerging technology, NFTs and their underlying blockchain technology will radically reshape the future of businesses. Several have already embarked on the creation of NFT, such as Nike, Asics, Pizza Hut, Coca-Cola, NBA, Formula 1 and Louis Vuitton."*

Adthink wishes to position itself in this new growing market by offering its expertise in digital marketing and monetization, applied to new decentralized technologies. These new services will include on the one hand advertising delivery within the emerging decentralized communication networks and virtual worlds and on the other hand the consulting, development and marketing of new tokens.

At the same time, the group announces its will to acquire tools and innovative projects taking advantage of the blockchain. Several strategic partnerships are under consideration.

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. More than 500 advertiser and publisher clients around the world rely on Adthink's expertise.

Created in 2001 to market the first video streaming advertising offer, the Adthink group is based in Lyon and has 32 employees at the end of June 2021. Its 2020 revenue amounted to 10.24 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).

Learn more at: adthink.com/investors

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