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Strategic partnership launched with Prisa Radio to monetise the digital audio audience of the world's leading Spanish-language radio group

AudioValley (ISIN Code: BE0974334667/ Ticker: ALAVY) today announces the launch of the partnership between Targetspot, the Radionomy division's advertising platform, and Prisa Radio in Spain, the leading Spanish media group on the Spanish-speaking radio market, subsequent to the agreement signed in August 2018.

In March 2018, the Radionomy division began rolling out its advertising platform, Targetspot, on the Spanish market with the opening of a sales office in Madrid. By launching this partnership aimed at monetising Prisa Radio's entire network, Targetspot has entered a new phase in its proactive commercial strategy on the Spanish and international market.

Under the agreement, Targetspot will provide its expertise in monetising digital audiences by planning and optimising the performance of ad campaigns spanning Prisa's network.

Monetising the digital audience of a world leader in Spanish-language radio

Prisa Radio is a Spanish media group that dominates the airwaves in several countries, both in Spain and Latin America, thanks to highly popular stations such as Cadena SER, LOS40, M80 Radio and Maxima FM. This portfolio represents 35% of the Spanish radio audience and averages more than 9.5 million daily listeners in the country.

In H1 2018, Prisa posted revenue in excess of €93 million for its Radio business in Spain.

Targetspot is now responsible for monetising the digital audio audience of digital radio stations and podcasts for the entire Prisa network in the following countries: Spain, France, Germany, Italy, the Netherlands, the United Kingdom, Canada and the United States.

Another successful milestone in the fast-paced roll-out of the advertising platform, Targetspot

After announcing it had set up shop in the Netherlands at the end of August, Targetspot consolidated its penetration of the international market in Spain and all Prisa Radio countries of operation. This partnership represents a decisive competitive advantage in these rapidly growing markets.

The expansion of Targetspot's geographic coverage is one more milestone in the implementation of AudioValley Group's international development strategy. Monetising Prisa Radio's audience and strengthening Targetspot's presence in Spain are perfectly in line with the Group's growth strategy, aimed at taking full advantage of the shift in advertising budgets to digital media in Europe.

Press release

www.audiovalley.com



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"We are thrilled with the launch of this agreement with PRISA, a leader on the radio market in Spain and several South American countries. Targetspot's know-how and expertise were critical selling points in creating this partnership. Our innovative and high-performance technological tools in digital audio targeting will build major value for Prisa's stable of radio stations and, I firmly believe, will generate substantial revenues for both parties." comments Alexandre Saboundjian, AudioValley CEO and founder.

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