

April 23, 2020 – 17:40 CEST

AudioValley : Sébastien Veldeman ♦ investorrelations@audiovalley.com ♦

Actifin : Victoire Demeestère ♦ vdemeestere@actifin.fr ♦

Launch of Passport Explore, the most advanced platform for optimising and managing digital audio campaigns

AudioValley, an international specialist in BtoB digital audio solutions (ISIN Code: BE0974334667/Ticker: ALAVY), is announcing the launch by Targetspot of Passport Explore, the most advanced platform for optimising and managing digital audio campaigns. The rollout of this innovative platform represents a major competitive advantage and confirms the Group's technological edge in all areas in which it operates.

Innovation is not being hampered by Covid-19. Despite the current crisis, Targetspot's R&D teams continue to be focused on the development of new solutions that add significant value. The launch of Passport Explore is an example of this dedication and confirms the Group's technological edge on its market.

The new ultra-functional platform is now available for all digital audio players, whether announcers, agencies or publishers. In Europe and North America, the promotion of this new offer by a local team will enable Targetspot to continue operating its commercial activities and is likely to give rise to new contracts very quickly.

With Passport Explorer, in just a few clicks you can set up local, national and international advertising campaigns across all forms of digital audio media, whether streaming, webradio or podcasts. Its optimised ergonomics allow targeting of audiences, monitoring of performances and optimisation of campaigns in real time.

Passport Explore's Meta-SSP module gives it the best connectivity on the market. Its unified interface adds significant value through the aggregation of digital audio audiences and their monetisation across all available platforms and marketplaces.

For publishers, Passport Explore allows much more fluid and enhanced monetising of advertising spaces through audio campaigns, dynamic forecasting, targeting, effective yield management, as well as billing.

With Passport Explore, Targetspot offers a simplified means of connecting all digital audio players, whether announcers, agencies or publishers. Using a single technological platform, players will have every market tool on hand to rapidly and comprehensively manage their digital audio campaigns.

Alexandre Saboundjian, CEO and founder of AudioValley, says: *"Drawing on more than ten years of experience in the digital audio space, we have combined on one platform all of the power, functionalities and intelligence needed to respond in a strong and unique manner to the needs of the market. With this unrivalled technology, we can offer digital audio players a solution for managing and optimising their campaigns in a way that will enable them to easily tap into opportunities on the market. With Passport Explore, we are proud to reveal an innovative solution that opens up new performance prospects for our Group and our clients."*

Press release

www.audiovalley.com

AudioValley

April 23, 2020 – 17:40 CEST

AudioValley : Sébastien Veldeman ♦ investorrelations@audiovalley.com ♦

Actifin : Victoire Demeestère ♦ vdemeestere@actifin.fr ♦

CONTACTS

AUDIOVALLEY

Sébastien Veldeman

+ 32 (0) 2 466 31 60

investorrelations@audiovalley.com

ACTIFIN, financial communication

Victoire Demeestère

+33 (0)1 56 88 11 11

vdemeestere@actifin.fr

ACTIFIN, financial press relations

Jennifer Jullia

+33 (0)1 56 88 11 19

jjullia@actifin.fr

investorrelations@audiovalley.com