



PRESS RELEASE

BANZAI: BANZAI MEDIA ACQUIRES 100% OF ADKAORA

- **Banzai Media and AdKaora together to build the main Italian player on mobile advertising market**
- **Great synergies between Banzai's large mobile audience and AdKaora's innovative solutions in mobile advertising**
- **Remarkable added value for advertisers through a wide range of multi-device and data-driven marketing & advertising solutions**

Milan, 6 October 2015

Banzai, Italy's first national e-Commerce platform and one of the leading Italian digital publishers with 17,2 million of unique monthly visitors¹, listed on the STAR segment of the Italian Stock Exchange, announces that today Banzai Media has acquired 100% of **AdKaora Srl**, one of the most innovative and fastest growing companies in the field of mobile advertising and multi-device marketing solutions. Thanks to this acquisition, Banzai completes the range of its solutions for digital and multi-device advertising, in response to the impetuous revolution taking place in the Italian media consumption habits.

Paolo Ainio, Chairman and CEO of **Banzai**: *"Banzai has always considered innovation its most important asset. The acquisition of AdKaora is consistent with our goal of providing advertisers with solutions with exponential added value, exploiting the powerful transformations offered by digital. Mobile is currently the main driver of audience growth at Banzai and we count today on almost 10 million unique daily users from mobile devices². Thanks to AdKaora and the synergies that will be activated, mobile becomes also a key driver of revenue growth. Data, Video and Mobile make digital the most interesting and relevant media. We believe this, bringing in each of these paradigms our interpretation through continuous internal innovation and acquisitions of companies and talents."*

Davide Tran, Managing Director and co-Founder of **AdKaora**: *"Joining Banzai represents a great growth opportunity for AdKaora and we are proud to join such a prestigious company. Since the beginning of our journey we have always thought that market needs an omni-channel approach and excellence, to be developed with the support of great professionals and people. We are confident that the synergies that will be activated from the very beginning will lead us in a short time to be the main player of the mobile advertising market in Italy. "*

AdKaora was founded in 2013 by a team of four young talents who understood how mobile and apps would have revolutionized the world of communication. The company is focused from the beginning on implementing marketing and advertising mobile solutions, especially in-app, with campaigns that provide customers with the maximum return on investment. In just two years the company went from a turnover of a few hundred thousand Euros to € 2.5 million expected in 2015, with significant growth rates despite the difficult market environment, and recording a positive EBITDA since its first year of life. The company now consists of a team of 14 young professionals and offers its customers innovative solutions of Mobile Performance and Mobile Optimisation, Video Mobile Strategy and In App Display ADV.

The combination of the large audience and Big Data of Banzai and the technological and commercial innovation of AdKaora create the right conditions to offer best in class marketing solutions and multi-device communication.

Text, photos and videos are now delivered through a variety of screens and channels, in which web, television and apps become interconnected media. The paradigms of advertising are therefore changing by focusing more and more on users, knowledge of their tastes and habits, opportunities to reach them at different places and times with increasingly targeted and measurable solutions. Every day 17 million Italians browse on mobile devices. Following this global trend, the mobile advertising market in Italy grew by 80% in 2014 according to eMarketer and it is growing by a further 50% in 2015, exceeding the total value of € 400 million.

¹ Source: Audiweb Total Audience, June 2015

² Source: Audiweb Mobile Audience, June 2015



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Banzai will control 100% of the shares of AdKaora, which will remain commercially and operationally independent in the coming years.

This Press Release is available on the Company's website www.banzai.it and www.1info.it

Banzai is the number 1 Italian e-Commerce platform and one of the largest digital publishers in Italy. Founded by Paolo Ainio, one of the Internet pioneers in Italy, Banzai has over 470 employees and associates. It is one of the leading Internet companies in Italy with revenues of €185 million in 2014. Every month, 17 million unique users visit Banzai's e-Commerce and media websites including, among others, ePRICE, SaldiPrivati, Giallo Zafferano, Pianeta Donna, Studenti, ilPost and Liquidia. ePRICE is one of the major Italian online stores specialized in high-tech products (electronic goods) and large domestic appliances. With over two million registered users, SaldiPrivati is one of the most important online outlets selling clothing, footwear, accessories and household products. The two brands share a network of 80 Pick&Pay sites in 60 cities. These are pick-up and payment points that combine the advantages of online shopping with the convenience and security of a proximity store. Due to its unique and innovative product range, Banzai is a distribution channel for thousands of brands and a communication channel for over 450 advertising investors. The company is expanding rapidly and is fully focused on the development of the digital business in Italy.

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