

RTL Group to acquire video technology company Yospace

- **Yospace solution provides targeted and seamless advertising insertion on streaming services**
- **Key technology to further grow RTL Group's global ad-tech business and to build local streaming champions**

Luxembourg/London, 08 January 2019 – RTL Group today announced that it has signed an agreement to acquire control of the UK-based video technology company Yospace. The transaction is expected to close 1 February 2019.

Yospace has developed one of the most advanced technologies for Server-Side Dynamic Ad Insertion (SSDAI) which allows the replacement of existing commercials from a broadcast stream with more targeted, personalised advertising. SSDAI is expected to become the de facto standard to seamlessly serve advertising spots in premium streaming environments. In essence, the groundbreaking Yospace technology delivers the right advertising, at the right time, according to the rules established by the media owners. The Yospace technology currently serves major media owners throughout Europe, the United States and Asia. Customers include BT Sport, TV4, ITV, and Seven West Media.

Yospace focuses on the premium streaming segment which is also the fastest growing and most significant market for RTL Group's global ad-tech company SpotX. This market segment includes video on demand (VOD) and live video that is streamed to any internet-connected device. As a result, the acquisition of Yospace complements RTL Group's ad-tech stack by ensuring a key technology that can win, retain and scale premium media clients, including RTL Group's broadcasters and streaming services.

Bert Habets, Chief Executive Officer (CEO) of RTL Group, says: "The acquisition of Yospace is an important step in building out our Total Video portfolio and will help drive two strategic goals at the same time. First, we gain a competitive, fully integrated and profitable solution which is key to further grow our ad-tech business. Our goal is to continue expanding SpotX into a leading, independent monetisation platform for broadcasters, video on demand services and publishers.

Secondly, this acquisition will also help build local streaming champions in the markets where we have strong families of channels. The Yospace technology makes advertising on streaming services more personal, which means a better consumer experience for superior monetisation of our premium advertising inventory."

Tim Sewell, CEO at Yospace, says: "Our clients make significant investments in their video offerings and content licenses. Yospace has proven that it can provide an unmatched quality of service even with millions of concurrent users. This new relationship with RTL Group will not only allow us to extend our customer base to all entities of the biggest European broadcast and video network, but RTL Group is also fully committed to support the further roll out of our services to bring more innovative products to media owners around the world."

RTL Group will pay up to US-\$33 million (approx. €29 million) before cash and debt adjustments in connection with the full acquisition of Yospace, including upfront and performance related components.

Under the terms of the transaction, RTL Group will appoint three of five members to the Board of Yospace. Yospace CEO Tim Sewell and Chief Technology Officer (CTO) David Springall will continue to manage the day-to-day operations of the company, reporting to its Board.

For further information please contact:

RTL Group – Media

Oliver Fahlbusch
Corporate Communications
Phone: +352/2486 5200
oliver.fahlbusch@rtlgroup.com

RTL Group – Investor Relations

Andrew Buckhurst
Investor Relations
Phone: +352/2486 5074
andrew.buckhurst@rtlgroup.com

About RTL Group

RTL Group is a leader across broadcast, content and digital, with interests in 60 television channels and 30 radio stations, content production throughout the world and rapidly growing digital video businesses. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain. RTL Group's families of TV channels are either the number one or number two in eight European countries. The Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, Spain and Luxembourg. RTL Group's content production arm, Fremantle, is one of the largest international creators, producers and distributors of scripted and unscripted content in the world. Fremantle has an international network of production teams, companies and labels in over 30 countries, producing over 12,500 hours of original programming and distributing over 20,000 hours of content worldwide. Combining the on-demand services of its broadcasters, the multi-platform networks BroadbandTV, StyleHaul, Divimove, United Screens and Fremantle's more than 300 YouTube channels, RTL Group has become the leading European media company in online video. RTL Group also owns the advanced video ad serving platform SpotX. For more information, please visit RTLGroup.com and follow RTL Group on Twitter @rtlgroup.

RTL Group – Entertain. Inform. Engage.

Follow us on

 rtlgroup.com

 facebook.com/rtlgroup

 linkedin.com/company/rtl-group

 twitter.com/rtlgroup

 instagram.com/rtl_group