



## **Agile Content acquires OTTN from the american UUX Holding Company**

- **The company has acquired from UUX Holding Company –an enterprise in which the Mexican Grupo Salinas holds a majority stake- 100% of Over The Top Networks, its business linked to Pay-TV**
- **The operation is valued at 7.9 million dollars, and all of the executive team will be incorporated into the Agile Content group**
- **Grupo Salinas, one of Mexico's main economic groups, will become a shareholder of Agile Content, being a partner of great significance to the business of the Spanish company**

Agile Content, a technological enterprise, specialized in audiovisual content management and bigdata for audience segmentation, has signed an agreement with the American group UXX Holding Company in which it purchases their Over-The-Top business, through the acquisition of 100% of the three corporations that distribute this service, with headquarters in Austin (EEUU), Sao Paulo (Brazil), and Madrid. The societies are: Over The Top Networks International INC, Over The Top Networks SA, and Over The Top Networks Ibérica SL, respectively, from now on referenced together as OTTN.

OTTN develops technology for Pay-TV platforms, that allows telecom operators and media groups to offer a new television viewing experience through the consumption of on-demand video, by means of recordings and live TV from any device. With a robust and proven solution, with millions of active clients worldwide, it provides services to customers such as Telefónica, DirecTV, Sky or NET, among others, with operations in the U.S.A., Latin America and Europe. Financially, OTTN reached a turnover of 7.5 million dollars in 2015, being a debt-free group and with recurring contracts that guarantee the cash flow generation in the mid-term.

It is a strategic operation for Agile, that considers that the growth of the consumption of video on-demand and personalized TV are modifying the advertising environment and the way we watch TV. The technological combination between Agile Content and OTTN will enable the companies to offer solutions for advertising optimization and segmentation for TV, that are already being successful on the internet. According to a recent study, the Pay-TV services represent a great business opportunity, with a potential market of 17 billion dollars in 2017.

In this regard, Hernán Scapusio, CEO of Agile Content has valued this acquisition very positively, highlighting the importance of the synergies of the operation, that will allow Agile Content to optimize its geographical presence and cost structure. *'This operation is another step forward within Agile Content's growth strategy, progressing towards*

*the consolidation of our project. It allows us to accelerate our innovation process, becoming a relevant agent in video solutions for telecom companies and media enterprises, in a moment in which television is being redefined.'*

The operation is valued at 7.9 million dollars plus a variable tranche subject to the compliance on OTTN aide of certain financial variables, concerning the financial year 2016. The settlement of the price contemplates a mix of cash payment (5 million dollars, in two due dates; one in the initial stage and the other one in 12 months) and a part of the capital increase by credit compensation through the issuance of new shares of Agile Content corresponding to the remaining part.

This way, Grupo Salinas, as well as two of the main executives of the OTTN, will become key shareholders in AGILE, assuming a commitment to remain in the company as a way of showing their support for the resulting enterprise, participating as well in the Administrative Board with the appointment of one board member, once the operation is completed. Grupo Salinas, one of Mexico's main corporations, is the owner of one of the main Hispanic media conglomerates, that includes TV Azteca, and becomes a partner of great relevance for Agile Content's business and the development of the company.

All of the executive team of OTTN, with professionals with great experience and track record in the field, will be incorporated into the AGILE group, to guarantee both the continuity as well as the effective integration of the operations. The two main executives will progressively move into global positions of the Group: Ricardo Cidale, current CEO of UUX, who has held executive positions in enterprises such as RealNetworks, Dell or Compaq in the past, will take on the position of Chief Commercial Officer (CCO) on the AGILE group, contributing to business development from the U.S.A.; Reynaldo Fagundes, current COO of UUX, with great experience in the management of technological teams and in software development, will take on the position of Chief Technology Officer (CTO) on the group.

### **About Agile Content**

Agile Content is a technological company that offers in-cloud solution to media companies, telecom enterprises and other corporations. Its solutions, focused on the transformation of business to digital, allow business to create, publish, and monetize content and audiences.

In November 2016, it debuted in the MAB, with a capital increase that was an answer to the plans of deep internationalization that Agile Content has, since it already has a strong presence in the Latin American market through various subsidiaries, that it now boosts with this operation.

With this acquisition, AGILE goes one step further in its solution of video and audience monetization, by integrating advanced services on linear TV and OTT for Pay-TV. Thus, AGILE strengthens the competitive position of its video management solution as the only European company mentioned by Gartner in its 2015 report, among other 15 solutions worldwide.