



Technological Company, specialized in solutions for audiovisual content management and audiences' bigdata

Agile Content will debut in the MAB the 23rd of November with a capitalization of 17 million euros

- **The private placement of 5.3 million euros in August, before its listing, has allowed 80 new investors to acquire shares of Agile Content**
- **Hernán Scapusio and Mónica Rayo, founding partners of Agile Content hold 40.37% of the assets**
- **The stock Price will be of 1.87 euros per stock**

Barcelona, 18th of November, 2015.- Agile Content, technological company specialized in audiovisual content management and bigdata for audience segmentation, will be listed in the Mercado Alternativo Bursátil the 23rd of November, with a capitalization of 17 million euros, after) having the Coordination and Incorporations Committee of the Alternative Stock Exchange Market submit to the MAB's Administrative Board a positive assessment report on the fulfilment by Agile Content of the incorporation requirements to the growing companies segment.

In its debut in the Stock Market, 8.989.739 shares will be incorporated into the market at a price point of 1.87 euros, after the latest capital increase of 5.3 million euro that the company finalized in August. After that increase, in which Andbank acted as the placing bank, allowed the company to expand its shareholder base with 80 new investors that will hold 31% of the share participation in the company.

The rest of the is located in the hands of the founding partners of Agile Content, Hernán Scapusio and Mónica Rayo, that hold 40.37% of the capital through the corporation Knowkers Consulting & Investments. Other core shareholders are Inveready with 15.7% of the shares and Fides Capital with 5.82% of the shares, both have been present in the company since 2009.

For the listing in the MAB, the company relies on Norgestión as nominated advisor, BDO as audit firm and Inversis Banco as liquidity provider. The Company will allocate 0.3 million euros and its equivalent in shares to such contract.

Hernan Scapusio considers that *"the entry of new partners and posterior listing in the alternative market will allow us to accelerate the development of our innovation and growth strategy, enabling us to take advantage of the opportunities of acquisitions that we have already spotted in the market, as well as to reach a greater visibility and positioning of the brand in a commercial level "*.

International positioning

The capital increase and the listing in the MAB are mainly due to the plans of deep internationalization that Agile Content has, since it already holds a strong presence in the Latin American market through various subsidiaries.

Currently the Company, of great multinational profile, is completing the acquisition of an additional 45% of the Finnish company Enreach, in which it landed last August acquiring 6% of the firm. Both companies formalized a Joint Venture in the U.S., with which Agile Content has improved its international standing and that has led to the opening of an office in Miami, from which the American market will be approached.

With this international growth strategy, Agile Content's goal is to become an institution of the audiovisual online content management and audience monetization industry worldwide, with multinational present through a network of offices and local partners.

The principal axes in which the growth model is based are a policy of advanced innovation and commercialization of proprietary technology; and also a geographical expansion of product and clients. The levers for this strategy are supported in a combination of own value generation and the acquisition of companies that accelerate the innovation and the international standing.

Agile Content, a multinational technological company

Headquartered in Barcelona and with offices in Latin America and Miami, the Company operates in the market since 2007 and in 2014 it reached sales for 8 million euros, an increase of 45% compared to 2013, proving its growth in the market and its evolution. Its technological leadership and potential for growth has been acknowledged in the prestigious Gartner report, which situates the company among the best 18 enterprises in video management international, being the only Hispanic company in the report.

Agile's technology covers all the life span of multimedia content, facilitating media companies, operators and major brands the creation of content and its distribution to any destination from mobile, social media and websites.

Agile Content has a broad expertise in the current digitalization environment, highly competitive and that is experimenting exponential increases, where the relevance and content segmentation is key when offering users what they want in each moment and being able to catch their attention with personalized advertising. That is the reason why Agile Content through its bigdata technology, incorporates to its solutions audience bigdata management and analysis, which are critical for the success of digital business.

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