



The ADEX concludes financing round of 2.8 million euros with Capnamic Ventures and Iris Capital

- **Financial resources invested in further development of DMP (Data Management Platform)**
- **Expansion abroad in preparation**

Cologne, Berlin, 26 March 2015 – The ADEX, a leading provider of data management solutions, has concluded a series A financing round in the amount of 2.8 million euros with Capnamic Ventures and Iris Capital. ADEX plans to use the fresh capital to extend its Cross Device DMP (Data Management Platform) and expand it on an international scale. The first target markets are the UK, France, and Spain.

“We’re proud to have acquired two further highly reputable partners in the wake of our first seed financing round,” says Dino Bongartz, CEO and founder of ADEX. “Capnamic Ventures contributes the experience gained in the course of numerous participations in the field of digital media. In addition, we can now draw on the international network of Iris Capital, one of the world’s leading venture capital specialists in the field of digital media. The two partners augment our expertise and will help us to extend our data management platform and intensify our expansion in Europe.”

Jörg Binnenbrücker, general partner of Capnamic Ventures, adds: “The ADEX developed into a successful provider with immense growth potential on the market for data management solutions within an extremely short time. We’re delighted to be able to support the team with its international plans. In doing so, not only do we perceive ourselves as a capital provider; we will also contribute our network and our industry know-how.”

ADEX provides advertisers, publishers and agencies with information on their target groups along with many application options of the various data sourced. In addition to core functions for storage and use of data in conformity with data protection regulations, DMP offers other features such as cross device targeting, tag management and real-time enrichment of CMS systems with demographic characteristics. In the process, data users such as advertising enterprises like publishers and direct marketing enterprises are speedily and efficiently introduced to data owners. ADEX guarantees data storage in data centres of the respective countries and is in compliance with all European data protection legislation.

ABOUT THE ADEX

As a global technology specialist for data management, The ADEX provides all participants in automated trading of media services with data-supported access to digital real-time marketplaces. With ADEX DMP, The ADEX has developed a data management platform technology that aggregates, segments and analyses data from many and various data sources and structures. Customers can then use the relevant data for internal purposes or allow it to be used by external partners, making the data available real-time as target groups of relevance for advertising purposes on digital marketplac-



es for automated booking. In the process, there is no mandatory association between inventory and data providers. Various third-party data suppliers are integrated within ADEX DMP – for instance Schober as a partner for offline information such as demographics. Further particulars are available at: www.theadex.com

ABOUT CAPNAMIC VENTURES

Capnamic Ventures is an independent venture capital enterprise with offices in Cologne and Berlin that invests in business models along the digital value added chain. These include growth markets such as mobile, eCommerce, gaming, payment, advertising and software-as-a-service models. The Capnamic Ventures team can rely on the expertise acquired in the course of over 100 equity interests and 30 years of investment experience. The investors chiefly are enterprises and entrepreneurial families. In addition to its own fund, Capnamic Ventures also takes care of the entire portfolio of DuMont Venture, the holding company of the media group M. DuMont Schauberg. Further particulars are available at: www.capnamic.de

ABOUT IRIS CAPITAL:

Iris Capital is a pan-European venture capital fund manager specializing in digital economy. Since its inception in 1986, the Iris Capital team has invested more than € 1 billion in more than 230 companies. Iris Capital targets opportunities in service or technology companies, seeking growth capital in order to realize their strategy. It provides active support to its portfolio companies on the basis of its strong sector specialization and experience, and has offices in Paris, Cologne, San Francisco, Montreal, Riyadh, Dubai, Beijing and Tokyo. In 2012 Iris Capital has entered into a strategic partnership with Orange and Publicis to manage their joint venture capital initiative. www.iriscapital.com

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