

## ADCONION IS SECOND FASTEST GROWING COMPANY JUDGED BY MEDIA MOMENTUM AWARDS

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**London, United Kingdom, 18<sup>th</sup> May 2010:** Adconion Media Group, the world's largest content distribution and monetisation platform, has ranked second in the 'Fastest Growing Company' category of the Media Momentum Awards.

Media Momentum, the benchmark for Europe's fastest growing media companies, is considered one of the most prestigious media awards events and has been called the 'Digital Media Oscars'. It ranks companies by their annual revenue growth rate between the most recent financial years.

Adconion – one of five companies shortlisted – was invited to present to the judging panel two weeks prior to the awards ceremony yesterday, allowing the judges to decide which company, in their opinion, has the most exceptional growth potential. The 17-strong judging panel included Anil Hanjee Head of M&A EMEA at Google, Michael Nutley, Editor-in-Chief of New Media Age, Martha Lane Fox co-founder of lastminute.com, and Richard Brass, Director of Schroders Private Banking.

Adconion demonstrated incredible growth through 2009, with revenues rising by 60% over the previous year. The company also entered into an exclusive partnership with Goldbach Media Group, one of Europe's leading marketer for private electronic, interactive and mobile media. Through this partnership, Adconion increased its global reach by more than 25 percent to nearly 400 million unique users, taking it up to 20 billion impressions per month in 10 new markets. The company was also named by Business Week as one of 2009's top 50 technology start-ups in Europe.

Adconion is now geared to continue its growth through 2010, with headcount expected to rise by 50 percent from 300 to 450 worldwide. Following the acquisition of Joost assets last year, Adconion recently launched the Joost Video Network, which offers advertiser and agency clients the most robust end-to-end online video advertising solution in the marketplace – ranging from online video ad serving and distribution to creative services. Last month Adconion debuted at number 2 in comScores' Video Metrix in the U.S. – demonstrating that Adconion's reach within American online video audiences is now second only to Google. The company expects to make a similar impact when it launches on comScore's Video Metrix in other markets in the coming months.

Matt Hunt, managing director Adconion, says, "We are really honoured to have been recognised by the Media Momentum awards. It is a testament to the great shape Adconion is in as a company, as we forge ahead in online video and help evolve today's traditional ad network model into the audience network of tomorrow."

The Media Momentum Awards were organised by specialist media and technology investment bank, GP Bullhound. They are in their sixth year.

Sponsors are, Schrodgers Private Bank, Acton Capital Partners and law firm Kemp Little and Grant Thornton.

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The Adconion logo is available at <http://www.adconion.com/uk/about-us/downloads.html>

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## About Adconion

Adconion Media Group ([www.adconion.com](http://www.adconion.com)) is the largest independent global audience and content network. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customised technology and products designed in-house, while delivering massive global reach across multiple platforms through a single network.

Adconion reaches nearly 350 million unique users worldwide – 1/3 of the total global Internet population – and is ranked number three in the global comScore ratings. Adconion is also an international leader in evolving the ad network model to create, distribute and monetise video content.

The company completed a record £40.9 million (US\$80 million) Series C round of funding led by Index Ventures in February 2008, and won the Investor AllStars award for 2008 “Deal Envy of the Year,” in addition to being named in the Library House list of the hottest 100 private mediatech companies in Europe.

Adconion has 16 offices in 7 countries around the world, including London, Munich, Hamburg, Dusseldorf, Paris, Madrid, Toronto, Los Angeles, New York, San Diego, Chicago, Sydney, Melbourne, Detroit, San Francisco and Brisbane. Adconion is a member of the International Advertising Bureau (IAB) and IASH Europe.

## About GP Bullhound:

With offices in London and San Francisco, GP Bullhound is a leading investment banking firm providing advice on mergers & acquisitions and institutional capital-raising to emerging growth companies in the Technology sector.

The firm was established in 1999, and has completed over 90 M&A and Private Placement transactions since its founding. Comprised of some of the most experienced technology advisory professionals, our long track record and dedicated approach has helped us establish a leading global position. We have strong domain expertise in the areas of Internet and Digital Media, Software and Services, and CleanTech and Hardware, where we focus on providing preeminent advisory services to some of the best entrepreneurs, management teams and investors around the globe.