

TREMOR

INTERNATIONAL Ltd.

Nexxen and H/L Bridge Linear-to-Digital Gap for Local Advertisers

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Partnership leveraging Nexxen's integrated tech stack enables local advertisers to solve for video fragmentation

NEW YORK, Aug. 01, 2023 (GLOBE NEWSWIRE) -- Nexxen, a global, unified advertising technology platform with deep expertise in video and Connected TV ("CTV"), has joined forces with H/L, a renowned multiservice and independent agency that's been making momentum for local, regional and national marketers for nearly 40 years. The partnership empowers both local and national advertisers to operate marketing campaigns across digital and linear environments, leveraging Nexxen's advanced data – including automatic content recognition ("ACR") data from its exclusive relationship with VIDAA – and cross-channel technology to reach regional audiences.

Building on their successful collaboration with the Nexxen DSP (or demand-side platform, formerly known as Amobee), H/L began to explore and utilize the additional layers within Nexxen's tech stack in 2022 – including the use of custom analytics, proximity to premium supply and proprietary data insights tools such as Nexxen Discovery (formerly Brand Intelligence). Now, H/L has matured its use of Nexxen's offerings to bridge the gap between digital and linear campaigns for advertisers, specifically at the local level. By embracing the breadth of Nexxen's platform, H/L and its advertising clients have successfully deployed cross-channel campaigns in an end-to-end fashion, thus elevating regional business growth and improving local measurement.

"Nexxen is the catalyst that brings together our creative development, traditional TV buying, programmatic and connected TV buying expertise," said Jeremy Cobb, Vice President of Digital Platforms at H/L. "We seamlessly blend the art and science of advertising, creating a unified view that harnesses the power of targeting, tracking and optimization. In today's evolving advertising landscape, with CTV as the rising star, it's not just about the platform or inventory you choose. It's about delivering compelling messaging and ensuring its effective delivery that determines the success or failure of campaigns."

Working with Nexxen, H/L enables its clients to analyze, plan, activate, measure and reinvest their marketing spend across media seamlessly — from linear to digital — through one holistic solution (rather than through multiple disparate partners), ultimately helping advertisers solve local video fragmentation. As a result, the agency is driving greater efficiency and savings for advertisers, eliminating the fees associated with working with multiple third-party entities.

"Our end-to-end platform is tailored to bring unparalleled support to our partners and their clients, both on a national and local level," said Kara Puccinelli, Chief Customer Officer at Nexxen. "As the digital and linear worlds converge, we are thrilled to partner with H/L, unleashing a consolidated, cross-channel approach that drives superior outcomes for advertisers on a local level."

About Nexxen

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize video and Connected TV in the ways that are most meaningful to them. Comprised of a demand-side platform (DSP), supply-side platform (SSP), ad server and data management platform (DMP), Nexxen delivers a flexible and unified technology stack with advanced and exclusive data at its core. Our robust capabilities span discovery, planning, activation, measurement and optimization – available individually or in combination – all designed to enable our partners to reach their goals, no matter how far-reaching or hyper niche they may be. For more information, visit www.nexxen.com

About H/L

Since 1985, H/L has been a trailblazer, fiercely independent and propelling Momentum. This leading advertising agency excels in local and national media activations, creative development, insights and analytics, full-scale digital and video production, multicultural marketing and PR. Headquartered in Oakland, California, with a nationwide presence and offices in Atlanta, Miami, Phoenix and St. Louis, H/L's dedicated professionals are driven by a shared commitment to pioneer new ways of propelling clients' businesses forward and serving their communities. Learn more at www.HL.Agency

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Forward-Looking Statements

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as "anticipates," "believes," "expects," "intends," "may," "can," "will," "estimates," and other similar expressions. However, these words are not the only way Nexxen identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding the H/L partnership and any benefits thereof, our tech stack, products any other offerings of Nexxen and any other subsidiaries affiliates. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause the Nexxen group's actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements. Nexxen cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in Tremor International's most recent Annual Report on Form 20-F, which was filed with the U.S. Securities and Exchange Commission (www.sec.gov) on March 7, 2023. Any forward-looking statements made by us in this press release speak only as of the date of this press release, and we do not intend to update these forward-looking statements after the date of this press release, except as required by law.

