



Aleph acquires 86% in Connect Ads, MENA's Launchpad for Digital Innovations

The Acquisition is done to extend Aleph Holding's Global Footprint

Cairo/Miami/Dubai

July 14th, 2021.

Aleph Holding, global partner to the world's biggest digital media players, has today announced its acquisition of 86% of Connect Ads in a cash and shares' swap transaction. The acquisition sees Aleph Holding entering the MENA market as it continues its drive to expand globally and increase its presence in new territories, now reaching 90 markets and territories.

Aleph provides leading digital platforms such as Facebook and many others access to new geographies and under-served markets through its complementary suite of digital media service companies which include Httpool, Internet Media Services, Wise.Blue, Social Snack and AdDynamo.

The majority acquisition of Connect Ads extends Aleph's services across the MENA region through Connect Ads' more than 14 other exclusive media partnerships with global and leading digital media names including Twitter, TikTok, Verizon Media, Spotify, Adobe Advertising Cloud, Huawei Ads, Bigo Ads and many more.

In 2021, Aleph is on track to generate \$1 billion in sales with an expanded footprint reaching over 90 markets supported. The acquisition marks a key milestone in this journey.

"There is huge value in expanding throughout MENA, both to serve our current partners and clients and to expand on existing relationships in other parts of the world. We have been following Connect Ads' growth and geographical expansion over the last five years and I am excited to welcome them to the Aleph family and we will work together with Connect Ads and A15 to make this a successful partnership" said Gastón Taratuta, Founder & CEO of Aleph Holding.

"A15 is happy with the phenomenal results, value and growth that Connect Ads created over the years; it validates A15's venture building strategy in creating outliers. This is A15's second dragon exit from fund I, and our third major exit overall." said Karim Beshara, General Partner of A15.

He adds "A15 is looking forward to continuing this journey with Aleph and Connect Ads and contributing to a global digital powerhouse. We are excited about the growth opportunities and potential returns this deal will bring in the future."

"We see this as a giant leap in the right direction for Connect Ads and all our stakeholders including our teams, partners, and clients. Being a part of Aleph, this truly global structure, will give us more leverage in managing our business as well as



global exposure and potential that goes far beyond MENA and EMEA. The numerous synergies and shared vision make this a very exciting time for us. The enhanced accessibility that this entails will enable us to grow faster and bigger than ever before" said Mohamed El Mehairy, CEO of Connect Ads.

About Aleph Holding

Aleph is the largest global digital media partner. In over 90 markets worldwide, we are trusted to connect the biggest players in digital media with the advertisers that rely on them.

Aleph helps advertisers maximize the value of their investment through a complete service ecosystem - comprising innovative proprietary technology, digital expertise and deeply embedded local market knowledge. Our teams help brands to master the leading digital platforms, bringing them closer to their customers. These services are delivered through our portfolio of digital media service brands: IMS; Httpool; WISE.BLUE; Social Snack; and AdDynamo.

At the same time, we act as an extension to the leading players in digital, giving them access to new and under-served markets. Our global infrastructure and scale mean that we can build any market into a new success story.

As a trusted partner to the whole of the digital community, we believe that growth generates growth. That is why we unlock the last mile in digital media.

For more information please visit: www.alephholding.com

About A15

A15 is an entrepreneurial company that creates and invests in digital products and technology brands; aspires to empower the human race to overcome its limits and expand its capabilities.

It has over 24 portfolio companies operating in 20 markets and more than 1,000 employees.

Part of its portfolio, there are 9 leading growth companies in the region including Connect Ads, the number 1 digital media house in the Middle East. There are also 15 innovative ventures such as PayMob, the rising Fintech Start-up for payments acceptance.

A15 is the first investor in the Middle East and Africa who created a Dragon exit from one of its investments which is TPay's exit in 2018. The MENA's First Dragon exit is the second major exit for A15 in three years after the sale of Otlob -now Talabat- in 2015.

As a leading tech investor, A15 is focusing on both venture capital and venture building of tech and tech-enabled companies in verticals like Fintech, E-Commerce, SaaS and Adtech.

To Learn more visit: www.A15.com



About Connect Ads

Connect Ads is one of the leading digital media powerhouses and advertising solutions provider in EMEA; a multinational company operating in 15 markets through 9 on-ground offices. Dynamic and passionate, we have been leading the digital media industry in the region since 2001.

When the biggest names in the digital industry decide to access the region, they always choose Connect Ads. We have kick-started and developed the digital advertising business for global tech giants such as Facebook, Twitter, Verizon Media (previously Yahoo), Spotify, LinkedIn, Shazam, TikTok, Speakol, BIGO Ads (imo and Likee), Huawei Ads and many more.

Connect Ads utilizes the latest in digital advertising technologies with exclusive media and tech partnerships to offer comprehensive 360-degree solutions covering all buying models and formats. Connect Ads is currently serving more than 600 brands and advertisers quarterly.

We believe that when people do business, they do it with people they trust! We are transparent, we are true partners, and we take pride in our integrity, impeccable business ethics and great reputation in our markets.

We are the pioneers, the trendsetters and thought leaders of digital media and digital advertising in the region. We believe in knowledge transfer and education, and we are keen on this with both our partners and clients.

For more information please visit: www.connectads.com

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