

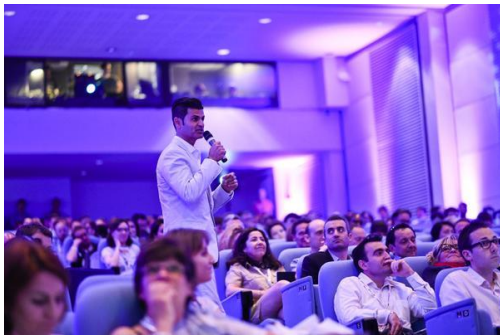


COMEXPOSIUM CONTINUES ITS INTERNATIONAL DEVELOPMENT WITH THE ACQUISITION OF DMG EVENTS' DIGITAL MARKETING DIVISION



The Comexposium Group, one of the world's leading events' organisers, is acquiring the **Digital Marketing division (dmg events Digital Marketing)** of **dmg events**, which operates the market leading ad:tech, iMedia and Digital Collective series of B2B events in the United States, Japan, India, Australia, New Zealand and the United Kingdom.

This strategic acquisition complements the Mobile Media Summit (MMS) network of events established in New York, San Francisco, Los Angeles, Chicago, London, Miami, Las Vegas, Barcelona and Cannes, acquired in February 2015.



Paran Johar, CEO & Founder of Mobile Media Summit and Matt Denton, President of dmg events Digital Marketing will be in charge of these events retaining the dmg events Digital Marketing team.

Thanks to this acquisition, Comexposium will benefit from an additional range of Digital Marketing and E-Commerce events on 4 continents

The combination of the **ad:tech, iMedia, Digital Collective and Mobile Media Summit** events will thus allow the group to offer an essential network of events dedicated to the digital marketing, mobile and e-commerce industries, aimed at major brands, influencers, communication agencies and the world's most innovative companies in the sector.



For Renaud Hamaide, CEO of Comexposium: *“Digital Marketing is a rapidly growing sector which falls within the Group's international development strategy, and increases a portfolio of leading events which match our existing events: the Mobile Media Summit, Digital Marketing One-to-One, E-Commerce and E-Commerce One to One. It will also allow Comexposium to become **the world leader in terms of Digital Marketing and E-Commerce events.**”*

The Jordan, Edmiston Group, Inc. (www.jegi.com), the leading independent investment bank for the global media, information, marketing, software and tech-enabled services sectors, represented dmg events in this transaction.

About Comexposium

The Comexposium Group, one of the world leaders in event organization, is involved in 135 BtoC and BtoB events, covering 17 different sectors of activity. Every year Comexposium hosts 38,000 exhibitors and 3.5 million visitors. Today Comexposium organizes 60 events around the world in varied sectors as food, agriculture, fashion, homeland security, construction, high-tech, optics and transport.

Contact : Pierre Barbe, Comexposium – Communication Director
pierre.barbe@comexposium.com or +33 (1) 76 77 11 41

