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Targetspot expands its presence in the European market with a new operation in the United Kingdom

AudioValley, the international specialist in BtoB solutions in the digital audio sector, (ISIN Code: BE0974334667/ticker symbol: ALAVY) has announced the opening of a sales office in the United Kingdom, thus strengthening its positioning in the buoyant European digital audio market.

The United Kingdom is a key objective in Targetspot's geographic expansion strategy. Over half of the UK population (52.6% in Q4 2018, growing continuously since the arrival of digital radio, RAJAR study published on 7 February 2019) listens to the radio on digital media. This shift in listening habits driven by the proliferation of digital media will be a key development factor for Targetspot in the British and Irish markets, and more widely throughout Europe.

To support Targetspot's commercial roll-out across the United Kingdom and Ireland, Adam Pattison is joining Targetspot as Managing Director in the division's new offices in London. Bringing almost 20 years' experience in sales development in the technological sector and with media agencies, Adam notably structured and successfully managed all the BBM (BlackBerry Messenger) international sales teams across the EMEA and North America.

"We are delighted to welcome Adam, whose track record is testimony to his great sales and managerial expertise, essential skills for the creation of a sales force in this strategic zone," commented Alexandre Saboundjian, Chief Executive and founder of AudioValley. *"The United Kingdom is today one of the most advanced European markets in digital audio. In this context, this commercial roll-out provides AudioValley with a unique opportunity to establish an ideal position to assert itself as a key player in the European digital audio industry and reap maximum benefit from market dynamics,"* he added.

Following on from the opening of sales offices in three European countries and Canada, and building on very rapidly growing North American business, the launch of Targetspot's activity in the United Kingdom and Ireland once again demonstrates the Group's commitment to establishing a dominant position in digital audio, in particular in Europe, to grasp the opportunities offered by this market in a rapid transition phase.

Future updates (after the stock market closes):

Turnover for H1 2019

16 July 2019

Half-yearly results for H1 2019

16 October 2019

Press release

www.audiovalley.com

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