

Adobe vil købe videoannonceringsplatformen TubeMogul for 3,7 mia. DKK

Adobe har indgået en aftale om at købe TubeMogul for ca. 540 mio. USD svarende til 3,7 mia. DKK.

TubeMogul er en ledende aktør inden for videoannoncering, og deres platform gør brands og bureauer i stand til at planlægge og købe videoannoncer på tværs af enheder som fx pc'er, smartphones og tv'er.

Adobe vil købe videoannonceringsplatformen TubeMogul for ca. 3,7 mia. DKK. Med købet af TubeMogul vil virksomheder blive i stand til at udnytte det massive skifte, der sker henimod online video. I dag er videoannoncering den hurtigst voksende kategori inden for reklamer og annoncering.

Med integrationen af TubeMogul og Adobe Marketing Cloud er Adobe i stand til at styrke sin ekspertise inden for search-, display- og social media-annoncering i forhold til planlægning, indkøb og distribution via Adobe Media Optimizer (DSP) til videomarkedet, der ifølge MagnaGlobal vil vokse til 1,3 billioner annoncekroner (196 mia. USD) i år.

Sammen med DMP (Adobe Audience Manager) og Adobe Analytics vil Adobe Marketing Cloud blive den første uafhængige end-to-end-løsning, der håndterer data og annoncering på tværs af digitale formater og tv.

Læs mere i den internationale pressemeddelelse for mere information, herunder en liste over de to virksomheders fælles kunder: <http://adobe.ly/2eFizF0>.

For mere information om Adobe og TubeMogul, kontakt:

Adobe, kommunikationschef Jes Schyum, tlf. 26 70 46 70, e-mail: jschyum@adobe.com

NOTE: The announced transaction, which is expected to close during the first quarter of Adobe's 2017 fiscal year, is subject to customary closing conditions, and there is no certainty that the transaction will close on the anticipated timeline or at all. For a discussion of other risks and uncertainties, please refer to Adobe's press release (<http://news.adobe.com/press-release/corporate/adobe-acquire-tubemogul>), as well as Adobe's SEC filings.

Securities Law Disclosures

In connection with the proposed acquisition, Adobe will commence a tender offer for the outstanding shares of Titan. The tender offer has not yet commenced. This document is for informational purposes only and is neither an offer to purchase nor a solicitation of an offer to sell shares of Titan, nor is it a substitute for the tender offer materials that Adobe and its acquisition subsidiary will file with the SEC upon commencement of the tender offer. At the time the tender is commenced, Adobe and its acquisition subsidiary will file tender offer materials on Schedule TO, and Titan will file a Solicitation/Recommendation Statement on Schedule 14D-9 with the SEC with respect to the tender offer. The tender offer materials (including an Offer to Purchase, a related Letter of Transmittal and certain other tender offer documents) and the Solicitation/Recommendation Statement will contain important information. Holders of shares of Titan are urged to read these documents when they become available because they will contain important information that holders of Titan securities should consider before making any decision regarding tendering their securities. The Offer to Purchase, the related Letter of Transmittal and certain other tender offer documents, as well as the Solicitation/Recommendation Statement, will be made available to all holders of shares of Titan at no expense to them. The tender offer materials and the Solicitation/Recommendation Statement will be made available for free at the SEC's web site at www.sec.gov.