

smartclip LATAM Now Operating Under the ShowHeroes Brand

Berlin, March 15, 2022 - ShowHeroes Group has completed its post-merger integration with smartclip LATAM, an independent leader in digital video and CTV solutions.

smartclip LATAM will now officially begin operating under the ShowHeroes premium brand, offering solutions in multi-screen video, as well as other formats in Connected TV. In addition, in the coming weeks, the company will launch new solutions and technologies drawn from the ShowHeroes product portfolio.

Incorporating smartclip LATAM into ShowHeroes Group, a global leader in digital video solutions for publishers and advertisers, is an important step in the integration process, which began in February. As a result, the Latin market continues to rely on effective video solutions with broad visibility and innovation, a safe and reliable environment, and access to the ShowHeroes portfolio of semantic in-stream and CTV video solutions, expanding opportunities for advertisers.

As part of the efforts in the post-merger integration process, the group will bring the content production solutions through ShowHeroes Studios, a unit specializing in premium video content creation.

According to **Angel Pascual, Regional Director LATAM**, the transition marks an important step in the operation of the Brazilian market. “As ShowHeroes, we reinforce our innovative technology offering combined with sustainable monetization solutions for publishers and consequently delivering the best results for our clients, advertisers, and agencies,” highlights the executive.

To **ShowHeroes Group CEO Ilhan Zengin**, “the acquisition of smartclip LATAM was a strategically important step and the missing piece of the puzzle for us to become a global leader in video solutions in our sector. The expertise that the smartclip LATAM team offers will be a critical asset and differentiator to further launch ShowHeroes as a premium brand on a global scale”.

About ShowHeroes Group

Video is the most important medium of our time. It has become the center of all digital content: to tell stories, spread news, and as the core of digital brand marketing. After the age of large players such as YouTube, Facebook, and TikTok, the global media landscape now demands diversity, innovation, and independence.

ShowHeroes Group is a leading global, independent provider of video solutions for digital publishers and advertisers. The company was founded by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner in 2016 with headquarters in Berlin and employs more than 350 people worldwide in 28 strategic hubs throughout Europe, the Nordics, LATAM, and the US.

Since its inception, ShowHeroes Group has grown both, organically and through mergers and acquisitions. According to Deloitte, it is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021. More information at showheroes-group.com.