



GumGum and ShowHeroes Announce Exclusive Global Partnership Focused on U.S. Market

Santa Monica, CA & Berlin, Germany – 17 June, 2024 – GumGum, a leading contextual-first, global digital advertising platform, and ShowHeroes, a global leader in contextual online video and CTV advertising, have announced an exclusive global partnership, with a special focus on the U.S. market.

Starting today in North America, GumGum, through this partnership, offers its advertisers access to ShowHeroes' global premium video real estate, reaching over 2 billion unique users per month. Clients can book both In-Stream and Out-Stream video formats via managed service, with direct and programmatic booking options available immediately.

This partnership significantly expands GumGum's existing reach and is powered by its MRC Content Level Accredited Contextual and Brand Safety service, Verity™, promising on-point targeting and maximum brand safety, ensuring that ads are delivered in the most suitable and relevant contexts.

“We are thrilled to make this partnership public, as it has been in the making for quite some time. GumGum's strong presence in the U.S. market perfectly complements ShowHeroes' unrivaled global footprint in the video and CTV space. Hence, this collaboration manifests a significant opportunity for us to expand our activities.” said Ilhan Zengin, CEO of ShowHeroes. “We are excited to introduce our premium video inventory to a broader audience and drive results for our publishers in the process.”

Echoing this sentiment, GumGum's CEO, Phil Schraeder, stated, “We are very excited to tap into ShowHeroes' video expertise and offer their exclusive supply starting today. Brands and agencies are increasingly prioritizing precision-driven marketing strategies to achieve cost-effective and

efficient results. They are focused on streamlining processes and centralizing technology providers globally. Now, with GumGum's accredited advanced contextual solutions in OLV, CTV, and display, we can deliver robust, proprietary insights that influence smarter targeting, better creative, and strategic planning. In partnership with ShowHeroes, we offer scalable solutions in OLV, CTV, and display advertising to deliver exceptional outcomes for our clients.”

The partnership emphasizes the strengths of both companies in the contextual space and provides immediate access to new inventory for GumGum clients, particularly in the U.S., offering incremental cross-device video reach, enhanced targeting capabilities and measurable, outstanding results - all backed by the robust technological infrastructure of both companies.

About ShowHeroes

ShowHeroes is a global leader in digital video, offering content, technology, and sustainable advertising solutions. As a co-publisher to leading online media outlets, ShowHeroes upholds editorial excellence across a network of nearly 2 billion unique users and almost 80 billion views per month. The company promotes quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes' cookieless solutions, such as contextual and semantic targeting technology, paired with matched video content, drive value and relevance for both users and advertisers.

Founded in 2016 by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner, ShowHeroes Group was launched in 2020. Comprising its core brand ShowHeroes, production entity ShowHeroes Studios, performance marketing solutions provider Agon Digital, and The Digital Distillery, a networking event and content platform, the group employs 400 people worldwide with operations in 25 markets throughout Europe, LATAM, the U.S., and Asia.

About GumGum

GumGum's contextual intelligence solutions are leading the digital advertising industry into a cookie-less future. With a \$75 million investment from Goldman Sachs Growth and the acquisitions of Amsterdam-based programmatic company JustPremium and Australian-based attention platform Playground XYZ, GumGum is solidifying its international presence.

Based in Santa Monica, California, GumGum operates 12 offices spanning North America, Asia, Australia, and Europe. Serving a diverse market that includes the U.S., Canada, UK, EMEA, and APAC regions, GumGum employs 480 people globally, working together to advance the digital advertising landscape.

For more information, please visit <https://gumgum.com/> and <https://showheroes.com/>.