

PRESS RELEASE

ShowHeroes Announces Exclusive Partnership with Samsung Ads in Belgium

The new partnership unlocks premium CTV opportunities for brands across Samsung's FAST service 'Samsung TV Plus'

Brussels, March 18, 2025: **ShowHeroes, a global leader in delivering sustainable and innovative digital video advertising and CTV solutions, announces its exclusive partnership with Samsung TV Plus in Belgium, the advertising division of Samsung Electronics.** This collaboration brings together ShowHeroes' expertise in CTV advertising and Samsung's premium quality inventory on Samsung TV Plus, Samsung's free streaming service available exclusively on Samsung Smart TVs, creating unparalleled opportunities to engage Belgian audiences with high-impact, brand-safe CTV solutions.

This partnership strengthens ShowHeroes' growing CTV footprint in Belgium, complementing its existing exclusive relationships in the market. ShowHeroes' innovative ad formats, including interactive QR codes, voice-command technology, and custom animations, align perfectly with Samsung TV Plus' premium viewing experience.

Sarah Lewis, Global Director CTV, ShowHeroes:

"We are thrilled to launch this exclusive partnership with Samsung Ads in Belgium. Samsung's Streaming platform, Samsung TV Plus' is at the forefront of the CTV revolution, and our collaboration allows brands to reach Belgian audiences at scale in a premium, high-attention environment. ShowHeroes' creative formats combined with Samsung's brand-safe content and programming allow advertisers to maximize their impact with innovative, engaging messaging."

Ruben Geeraerts, Country Manager Belgium, ShowHeroes:

"FAST is the future of TV, and Samsung TV Plus is leading the charge in Belgium. With over 1 million Samsung addressable TVs and a 96% ad completion rate, this platform ensures that

advertisers get maximum visibility and engagement. ShowHeroes is excited to bring its creative ad innovation to brands looking to make an impact in the Belgian market."

As the #1 Free Ad-Supported Streaming TV (FAST) app on Samsung TVs, Samsung TV Plus provides advertisers access to an engaged and growing audience in Belgium. With over 1 million Samsung Ads addressable TVs in Belgium and 47+ channels spanning a wide range of content including news, entertainment, sports, kids, and more advertisers can now reach viewers in a premium, non-skippable ad environment.

Alex Hole, SVP and GM at Samsung Europe:

"We believe that TV advertising has never been more exciting for brands. Audiences today are increasingly open to engaging with ads in exchange for high quality free content. With our own Samsung TV Plus service leading as the number one FAST app on Samsung TVs, we are thrilled to partner with ShowHeroes to deliver our premium, brand-safe content to advertisers in Belgium."

With Belgium's digital ad market growing [3% year-over-year](#), and Samsung TV Plus emerging as a dominant FAST player, this partnership offers advertisers an unmatched opportunity to capitalize on the rise of free, high-quality streaming content. ShowHeroes and Samsung are committed to delivering premium, viewable, and high-performance ad solutions to brands looking to tap into Belgium's expanding CTV audience.

ABOUT SHOWHEROES

ShowHeroes is a global leader in delivering sustainable and innovative digital video advertising and CTV solutions that create meaningful connections between brands and consumers, ensuring impactful media experiences.

As a co-publisher to leading online media outlets, the company upholds editorial excellence across a network of close to 2 bln unique users and almost 80 bln views per month (total/ across all channels), promoting quality journalism from the most reliable information and entertainment sources.

With a privacy-first approach, ShowHeroes' video solutions 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 with headquarters in Berlin, the company launched ShowHeroes Group in 2020.

Composed of 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 US, and Asia.

According to Deloitte, ShowHeroes Group is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021, 2022 and 2023. For the Financial Times' "FT 1000" 2023, which ranks Europe's fastest-growing companies, ShowHeroes Group is in the top 60 companies overall, second in Germany for growth, and third in the advertising and marketing sector.

More information on showheroes.com

About Samsung Ads

Samsung Ads, a division of Samsung's media & services business, harnesses the power of data, technology and scale to create a seamless advertising experience that amplifies brand stories across an ecosystem of devices. Leveraging its unique position with nearly 60 Million devices in Europe, Samsung Ads delivers high-impact, targeted advertising solutions across multiple screens, enabling brands to reach audiences in the moments that matter. Samsung Ads – where technology meets creativity to deliver advertising experiences that captivate and inspire.

Launched in 2015, Samsung Ads has offices in the U.S., UK, Germany, France, Italy, Spain, Australia, New Zealand, India, Brazil & Mexico and South Korea.

About Samsung TV Plus

Samsung TV Plus is free TV, with no subscription, no sign-up, no additional device, or credit card needed. Pre-installed from 2016 onward Samsung Smart TVs, and available for download from the Google Play and Galaxy Store on Samsung Galaxy smartphones and tablets in select territories. Samsung TV Plus instantly delivers an ever-growing number of channels across multiple genres including news, sports, entertainment, as well as a video on demand library of your favourite movies and popular shows. The free, ad-supported video service is available in the UK and 15 other European territories, all you need is an internet connection. For the latest on Samsung TV Plus, please visit samsung.com/tvplus.