

## PRESS NOTE EXTERIOR PLUS

### Exterior Plus acquires Impactmedia and becomes leader of DOOH in Spain

Madrid, October 23<sup>rd</sup>, 2018

Exterior Plus enters in shopping mall business with the acquisition of Impactmedia, the company number one in mall advertising in Spain with an estimated audience of 630 million visitors shared among 91 malls. For Exterior Plus, this operation is a big step forward, and sets the company as a leader in digital outdoor advertising, with a highly competitive portfolio and reaching many different target audiences.

Current shopping malls are real cities, icons of modernity and social coexistence where very different audiences spend their leisure time. Impactmedia is a well-known leader in digital advertising and ambient marketing in malls. It is remarkable their digital network with more than 1.200 screens throughout Spain. In addition to that, they have recently added Carrefour supermarkets to their portfolio, installing more than 700 new screens which will impact more than 180 million annual visitors. With this acquisition, Exterior Plus guarantees a relevant commercial presence at retail areas, a key factor demanded by the market.

Exterior Plus owns more than 25.000 advertising panels in Spain. Including the shopping malls, Exterior Plus commercializes more than 1.600 digital screens. Besides, it's an growth opportunity in an area where real time communication, content delivery, omnichannel strategies and interactivity are becoming more and more important for advertisers.

"Impactmedia is a great company, leader in its area and fits perfectly in our business plan, enrichens our offer with and added value for our clients", says Pablo González Ayala, CEO of Exterior Plus.

Exterior Plus is a company part of the HIG Capital's portfolio.

About Exterior Plus:



Exterior Plus is a group of companies focused in outdoor advertising services with the objective of giving answer to market's demands in five main business areas: Street Furniture, Large Format, Transport, Car Parks and Shopping Malls.

About H.I.G. Capital:

H.I.G. is a renowned venture capital and alternative investments multinational with a capital of more than 28 billion dollars under management. H.I.G. is specialized in financing and capital contribution to small and medium companies, applying a flexible strategy, focused on the operational level and on the added value. Since its foundation in 1993, H.I.G. has invested in more than 300 companies worldwide with an annual aggregated turnover of more than 30 billion dollars. If you require more information, please visit H.I.G.'s website: [www.higcapital.com](http://www.higcapital.com)

Press contact:

Xabier Urrestarazu

[www.exteriorplus.es/en](http://www.exteriorplus.es/en)

[comunicacion@exteriorplus.es](mailto:comunicacion@exteriorplus.es)

+34 916 238 207