

27 March 2017

## Luther Luxembourg advises Altice in the acquisition of Teads

Luxembourg – Luther Luxembourg advises Altice N.V. in the process of entering into an agreement to acquire Teads, the leading online video advertising marketplace in the world with an audience of more than 1.2 billion visitors including 720 million via mobile.

Teads, founded in 2011, is the inventor of outstream video advertising and No. 1 video advertising marketplace in the world<sup>1</sup>. Publishers work with Teads to create brand new video inventory and manage their existing inventory, monetizing it through their own sales force, Teads sales force, or programmatic buying. Teads revenue grew by 44% in 2016 to an estimated €187.7 million.

The acquisition values Teads at an enterprise value of up to €285 million on a cash and debt free basis. The acquisition is subject to certain competition reviews and is expected to close in mid-2017.

### **About Altice:**

Founded by telecom entrepreneur, Patrick Drahi, Altice is a multinational cable, fiber, telecommunications, contents and media company with presence in four regions - Western Europe (comprising France, Belgium, Luxembourg, Portugal and Switzerland), the United States, Israel and the Overseas Territories (currently comprising the French Caribbean, the Indian Ocean regions and the Dominican Republic). Altice provides very high speed based services (high quality pay television, fast broadband Internet and fixed line telephony) and, in certain countries, mobile telephony services to residential and corporate customers. Altice is also active in the media space with a portfolio of channels (News, Sports, Lifestyle...) as well as providing Premium

content on nonlinear platforms; it also produces its own original content (Series, Movies...).

### **For Altice:**

Luther Luxembourg: Eric Sublon (Managing Partner), Selim Souissi (Partner), Yann Spiegelhalter (Senior Associate) (all Corporate)

---

### **Brief Profile Luther**

Luther is a leading German commercial law firm that offers comprehensive legal and tax services. The full-service law firm employs over 350 lawyers and tax advisors and is represented at 10 German economic centres and at important investment locations and financial centres in Europe and Asia with international offices in Brussels, London, Luxembourg, Shanghai, Singapore and Yangon. Our clients are medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions worldwide. On the Continent, Luther is part of a group of independent leading law firms who have worked together for many years on joint cross-border projects.

Located in the European Union's premier financial center, Luther Luxembourg offers comprehensive legal advisory solutions to multinational corporations, investment funds, private equity and financial institutions.

Luther is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. Our lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Further information is available at: [www.luther-lawfirm.lu](http://www.luther-lawfirm.lu)

---

### **Press contact**

Luther S.A.  
Aerogolf Center – 1B, Heienhaff  
L-1736 Senningerberg | Luxembourg  
[www.luther-lawfirm.lu](http://www.luther-lawfirm.lu)

Beate Dünschede  
Communication & Marketing Manager  
Phone +352 27484 674  
[beate.duenschede@luther-lawfirm.com](mailto:beate.duenschede@luther-lawfirm.com)