



Axel Springer Selects Outbrain for Cross-brand Global Partnership for Sponsored Content Recommendations

March 24, 2022

Axel Springer's digital news publications in Germany to cooperate exclusively with Outbrain

NEW YORK, March 24, 2022 (GLOBE NEWSWIRE) -- Outbrain Inc. (Nasdaq: OB), a leading recommendation technology company, announced it had been selected by Axel Springer, Europe's leading digital publisher, to power its sponsored content recommendations – placing it among Outbrain's top ten publisher partners. According to the agreement, the German digital offerings of the BILD and WELT Groups as well as B.Z., Rolling Stone, Musikexpress, and Metal Hammer will integrate Outbrain's recommendation technology to serve personalized editorial article recommendations and support Axel Springer's monetization with native advertising. BILD and WELT will start March 30, 2022, the other brands will follow shortly thereafter.

BUSINESS INSIDER Germany, finanzen.net, POLITICO in the USA as well as the media brands of Axel Springer in Spain already exclusively use Outbrain's recommendation technology.

Key factors in Axel Springer's decision to select Outbrain were the native platform's contextual technology, which provides both publishers and marketers with a solution built for the post-3rd-party cookie era, and Outbrain's commitment to quality, which was reinforced by the announcement of QualityRating last year. In addition, Outbrain's regional sales and account management team ensures broad and consistent demand through longstanding partnerships with the leading brands and agencies.

"As a media and technology company, we are committed to providing our readers and viewers with the best possible user experience with the information that is most relevant to them," commented Peter Würtenberger, Executive Vice President, Axel Springer SE. "Thanks to the cooperation with Outbrain, we are further expanding the possibilities to provide users with personalized recommendations. In a rapidly changing ecosystem, it is a great advantage for us that the algorithm is also based on contextual article data in particular."

"We are thrilled to further expand our strategic partnership with Axel Springer and warmly welcome Bild and Welt Groups and their many other quality brands to our platform," remarked Alexander Erlmeier, Managing Director International at Outbrain. "The shift of these brands to Outbrain will allow advertisers to benefit from massively expanded reach across the highest quality publications that now amounts to 92% of the German internet population. Axel Springer is a pioneer in digital publishing, and we look forward to this long-term partnership."

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "guidance," "outlook," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions. We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to: the risks described in the section entitled "Risk Factors" and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2021 and in subsequent reports filed with the SEC. Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

About Outbrain

Outbrain (Nasdaq: OB) is a leading recommendation platform for the open web. Our technology enables 10 billion daily recommendations to consumers across more than 7,000 online properties and connects advertisers to these audiences to grow their business. Founded in 2006, Outbrain is headquartered in New York with offices in 18 cities worldwide.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/99b976e2-97a6-4133-af48-982052aeefc6>

Outbrain and Axel Springer



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