Press Release

Smarketer Group acquires leading data analytics specialist summ-it

- Enhance services with strong data analytics know-how
- Expansion of service portfolio with data warehouse and data analytics services
- Development of new innovative data and technology services
- Geographic expansion for summ-it towards the DACH market

Berlin, Germany - 31th May, 2023 – Smarketer Group, the leading performance marketing service provider with a dedicated focus on Google Ads, Microsoft Ads, Amazon Ads and Social Network Ads based in Berlin (Germany), is pleased to announce a strategic add-on acquisition. The Company acquired data warehouse and data analytics specialist summ-it headquartered in Poznan (Poland). This strategic move marks a significant milestone in Smarketer Group's growth story and reinforces its commitment to providing cutting-edge and data-driven performance marketing services to customers across Europe.

Since receiving a growth investment from EMH in February 2022, Smarketer Group continued to show strong growth and initiated an important step towards a data-driven group of highly specialized marketing service providers. Now employing more than 350 employees across six group companies (incl. summ-it), Smarketer Group will continue acquiring specialized marketing service providers as part of a buy-and-build growth strategy.

summ-it, founded in 2011 with offices in Poznan and Cracow, employs over 50 highly skilled professionals and is one of the leading data warehouse and data analytics service providers in CEE. The Company actively manages over 10k databases and completed more than 300 data projects with blue chip customers such as ABB, Hochland, IKEA or Bank Millenium. In addition to the provided services, summ-it developed proprietary software solutions in the field of data warehouse management and marketing data analytics.

summ-it brings a wealth of experience and technical know-how to Smarketer Group. By integrating data analytics into Smarketer Group's expertise and service offerings, Smarketer Group aims to enhance its comprehensive and data-driven performance marketing services. In addition, the integration of summ-it will facilitate the development of new innovative data and technology services, enabling Smarketer Group to deliver even more impactful results to its customers.
summ-it will enter the DACH market, leveraging Smarketer Group's established reputation and extensive network in the region. This strategic move will create new opportunities for summ-it, enabling them to offer their cutting-edge services to a broader client base and establish a strong foothold in the DACH market.

"We are thrilled to announce a first add-on acquisition with summ-it, one of the leading data analytics service providers in CEE, which aligns perfectly with our strategic vision and growth plans," said David Gabriel, Founder and CEO of Smarketer Group. "In a world where data is key, we are happy to have a strong partner on board with data analytics in their DNA.

This collaboration allows us to enhance our capabilities, combining our expertise in performance marketing with summ-its's data analytics expertise. Together, we aim to deliver comprehensive data-driven performance marketing services that drive measurable results and empower our clients to achieve their growth objectives."

Wojciech Wencel, Founder and CEO of summ-it commented: "This change opens a new chapter for summ-it as well as for Smarketer Group. We are extremely delighted to join the group with such a strong brand as well as consistent culture and values. It gives us a chance to accelerate our growth. Furthermore, we can execute our
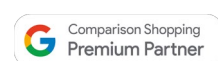
mission - we want to be sure that our customer reaches the summit as Tenzing Norgay did - and also support Smarketer being the leading data-driven performance marketing service provider."

As part of Smarketer Group's buy-and-build strategy, this acquisition marks a first strategic add-on acquisition of Smarketer Group's expansion plans. Smarketer Group is actively seeking additional entrepreneurs and managers with attractive specialized companies to further augment its service portfolio and build a meaningful growth story. By leveraging synergies, expertise and resources, Smarketer Group aims to stay at the forefront of performance marketing, empowering businesses to thrive in the dynamic online landscape.

About Smarketer Group:

Smarketer Group is the leading founder-managed performance marketing service provider with a focus on Google Ads, Microsoft Ads, Amazon Ads and Social Network Ads. Founded in 2011, the Company offers comprehensive multilingual technology and data-driven services in the areas of Search Engine Advertising on Google and Microsoft. Via its group companies, Smarketer Group offers Amazon advertising (AMZELL), Social Media advertising on Facebook, Instagram and TikTok (WLO.Social) as well as full-service performance marketing for SMEs (adsXpress). With more than 350 employees and over 1,000 customers, Smarketer Group is the clear market leader in the DACH region. Smarketer Group sees itself as a growth partner for medium-sized companies ("Mittelstand"). Due to its outstanding service quality, the Group has received numerous partner awards including CSS and Adwords Premium Partner of Google, Microsoft Elite Partner and Advanced Partner status of Amazon.

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About summ-it:

summ-it has been on the market since 2011, and the Company's major offerings are system integration and professional data management including analytics and AI. In this field, the Company has unique expertise and practical experience gained in projects successfully implemented for their clients. summ-it's leading services include managing database systems and building business intelligence systems, both in the private infrastructure of their clients and in public, private and hybrid clouds.
As of today, summ-it manages over 10k databases in Europe, UK, Asia and Middle East in a 24/7/365 model and analyzes data volumes calculated in petabyte dimension.

www.summ-it.eu