

Pelmorex Acquires Addictive Mobility Français



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Acquisition of mobile advertising leader enhances Pelmorex's position as a digital advertising leader, as a media publisher and now a data solutions and ad tech company.

OAKVILLE, ON, Oct. 10, 2017 /CNW/ - Continuing its transformation to an Information Networks and Data Solutions business, Pelmorex Corp., operator of The Weather Network, MétéoMédia, Eltiempo.es and Clima brands, today announced the acquisition of Addictive Mobility, Canada's largest mobile-first data management and media buying platform.

"Today's acquisition strengthens our position as a mobile advertising leader in Canada, enabling us to deliver more data and deeper insights to our Canadian marketing partners," said Sam Sebastian, President and CEO, Pelmorex Corp. "We're excited to leverage Addictive's expertise in targeting, creative development and media buying. Over the past 7 years, the company's end-to-end solutions have helped marketers better understand mobile data to plan, execute, and optimize programmatic advertising campaigns."

With over 40 million consumers connecting with Pelmorex globally, and more than a billion location records every month, Pelmorex was already well positioned as a big data, analytics and insights leader in Canada. However, today's acquisition allows Pelmorex to utilize Addictive

Mobility's digital audience buying platforms and pinpointed targeting to reach the right users, at the right time, with the right message and creative across the Programmatic Ad Ecosystem. This will enable easy execution of mobile advertising campaigns.

"We're looking forward to working with Pelmorex to provide richer offerings in the Canadian market, powering programmatic reach extension to increase scale in both media and data," said Naveed Ahmad, CEO of Addictive Mobility. "As a leader in the Canadian mobile ad-tech space, we will continue to deliver the premium quality of service and technological innovation, however, this time with the support of Pelmorex."

Pelmorex and Addictive plan to deploy a number of data-centric product integrations in the future, but the acquisition will bring several immediate benefits for clients of both companies. Clients will now have access to managed programmatic services, including mobile audience extension, leveraging insights from Addictive's proprietary mobile-first data management platform and Pelmorex's wealth of first-party data and inventory. Premium creative services and campaign reporting will also be available through both parties.

A global leader in multi-platform weather information services, Pelmorex is evolving beyond weather and media, into a data driven business, creating the Pelmorex Weather Networks Division and the Pelmorex Data Solutions Division to reflect these changes.

About Pelmorex Corp

Pelmorex Corp. is an international company delivering information networks and data solutions to consumers, advertisers and enterprise clients. It operates in North America, Europe, Latin America, India and Australia. Founded in 1989, it has evolved from a leading weather information networks player to breaking new ground in big data solutions and business insights. Pelmorex Corp., created the Pelmorex Weather Networks Division, that operates under the brands The Weather Network, MétéoMédia, El tiempo.es and Clima; and the Pelmorex Data Solutions Division to reflect these changes. Pelmorex Corp., also operates Canada's National Alerting Aggregation and Dissemination System (Alert Ready).

SOURCE Pelmorex Corp.

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