

## **Expert System successfully concludes capital increase for ADmantX, the market leader in online advertising technology**

*Over €2 million in new shareholder capital will be used to support rapid growth and strengthen market leadership*

**Modena, September 16, 2015**

[Expert System](#), (EXSY.MI), the leader in semantic technology for the effective management of unstructured information, today announced that its subsidiary, [ADmantX](#), the digital advertising technology company that specialises in smart data for brand planning and targeting, has successfully concluded a €2.16 million capital increase, which will be used to create new solutions for improving online advertising based on semantic analysis and audience targeting (first-party advanced profiling).

ADmantX, born as a spin-off of Expert System in 2010, is 60.7% owned by Expert System (69.4% before capital increase), with 18.1% held by Atlante Ventures Mezzogiorno (20.7% before capital increase) and 21.2% by private investors (9.9% before capital increase). The capital increase has a pre-money valuation of €15 million. The funding, collected and subscribed by the new shareholders (equal to 12.6%), will also be targeted at reinforcing the sales network to strengthen the company's position in international markets such as the UK, Northern Europe and the USA where ADmantX is already successfully working with customers such as NBC Universal, the Financial Times, WPP, Amnet, Integral Ad Science, and has secured strategic partnerships with leading online advertising platforms (Turn, Adform, AppNexus, Rubicon Project).

Throughout 2015, in addition to growing its sales force, ADmantX has expanded its product and service offerings in Northern and Eastern Europe, Asia and Latin America, also thanks to its extensive linguistic coverage (21 languages). The company has optimized its main products with *advanced contextual targeting* and through the introduction of new, in-depth categories of specific characteristics of 65 products from top market segments (services for banking, insurance and telephony/mobile, to fashion, pharmaceuticals, communications, travel, etc.). ADmantX has also introduced new services for simplifying seasonal campaign planning, and it has enhanced its *intelligent brand safety* offering with market-specific security segments and an innovative service for helping brands avoid placement on illegal streaming and downloading sites.

**Giovanni Strocchi, CEO, ADmantX**, commented on the new funding:

*"We are delighted with this latest round of funding, and as always, grateful for the continued trust and support from both our new and existing investors," said Giovanni Strocchi, CEO, ADmantX. "This funding will support our growth as we continue to expand our network of international customers as well as our*



*product offering. It will also allow for increased investment in the expansion of new services, including our first-party advanced profiling solution for developing interest profiles based on our unique ability to understand the content users view online and our advanced mathematical-statistical models for artificial intelligence and deep learning.”*

#### **About Expert System**

Headquartered in Chicago, Expert System Inc. is a leading provider of information access solutions based on the proprietary, patented, multilingual semantic technology of Cogito. Using Expert System's products, enterprise companies and government agencies can go beyond traditional keyword approaches for the rapid sense-making of their structured and unstructured data. Expert System technology has been deployed to deliver solutions for a vast range of business requirements such as semantic searches, open source intelligence, multilingual and big text analytics, natural language processing and the development and management of taxonomies and ontologies. Expert System serves some of the world's largest industries including Banking and Insurance, Life Sciences and Pharmaceuticals, Oil and Gas, Media and Publishing, and Government including companies such as Shell, Chevron, Eli Lilly, Wolters Kluwer, Networked Insights, Nalco Champion, US Department of Justice and the DTRA. For more information visit [www.expertsystem.com](http://www.expertsystem.com) or follow us on Twitter at @Expert\_System.