



Nexxen International - Partnership with Kinective Media

October 3, 2024

RNS Number : 7241G
Nexxen International Ltd
03 October 2024

Reach announcement*

3 October 2024

Nexxen International Ltd
("Nexxen" or the "Company")

Nexxen Named a Preferred Data Platform Partner for Kinective Media by United Airlines, Driving Results for Endemic and Non-Endemic Brands with Scaled Traveler and Loyalty Insights

First-of-its-kind audience extension partnership supports leading brands in creating connection and loyalty with travelers across critical stages of the consumer journey

The airline industry's first traveler media network enables 64% more reach across "luxury travelers" versus other similar data partners via the new first-party data onboarding solution in the Nexxen Data Platform

Nexxen, a global, flexible advertising technology platform with deep expertise in data and advanced TV, has been named as a preferred platform for Kinective Media, United Airlines' new traveler media network. The partnership is already yielding positive results and valuable audience reach for Nexxen's advertiser clients, including retail and lifestyle brands.

The partnership extends the availability of the airline's rich first-party data from its customers and MileagePlus loyalty program members to advertisers leveraging the Nexxen DSP or SSP for activation across premium offsite CTV, linear and digital content. As a result, brands can reach travelers with tailored, real-time messages that advance connection and loyalty.

By utilizing Nexxen's new first-party data onboarding solution in the Nexxen Data Platform, brands like United Airlines with scaled, privacy-compliant consumer data sets can open new revenue streams, enhancing media networks' offsite solutions. In turn, Nexxen's advertiser clients can tap into this premium data and layer insights onto campaigns.

"We are excited to extend our valuable traveler audience to Nexxen's Data Platform and client base to drive results for advertisers from all industry verticals," said Richard Nunn, CEO, MileagePlus. "Nexxen's capabilities are a natural complement to our own media sales and enable brands to connect with travelers when they are consuming media before, during and after their journeys."

"The emergence of scaled, accurate data sets from loyalty programs - like those from Kinective Media by United Airlines - enables brands to enhance reach and enrich engagement with consumers in critical activation stages," said Kara Puccinelli, Chief Customer Officer, Nexxen. "With the Nexxen Data Platform, that consumer picture can be incredibly robust, with the ability for buyers to transact however they want on our end-to-end platform. We are proud to partner with United Airlines and the Kinective Media team, powering greater media effectiveness for our clients and a superior advertising experience for premium traveler audiences."

Kinective Media allows brands to access unique consumer sets, previously unreachable through traditional targeting alone. For example, a retail group and a digital wedding planning platform are using the platform to reach leisure/personal, frequent, outdoor and wedding travelers, segmented by age and gender. Using the

Nexxen Data Platform to analyze incremental reach, Nexxen found that Kinective Media helped these and other brands reach 64% more luxury travelers than those available through other third-party travel data partners.

Independent performance marketing agency Tinuiti - a partner of Nexxen - has been an early adopter, utilizing Kinective Media data to help brand clients tap into new audiences, in and beyond the travel industry.

"Right now, we're live with clients that are both endemic and non-endemic to the travel category," said Justin Manus, Chief Technology Officer, Tinuiti. "By activating campaigns with Kinective Media data - leveraging the Nexxen Data Platform - we've been able to empower these brands to reach new, scaled audiences in the travel space while also providing them with a 360-degree view of the consumer journey, regardless of where they sit. This data has been invaluable; it's an incredibly powerful tool."

About Nexxen

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize data and advanced TV in the ways that are most meaningful to them. Our flexible and unified technology stack comprises a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data Platform at its core. With streaming in our DNA, Nexxen's robust capabilities span discovery, planning, activation, monetization, measurement and optimization - available individually or in combination - all designed to enable our partners to achieve their goals, no matter how far-reaching or hyper niche they may be.

Nexxen is headquartered in Israel and maintains offices throughout the United States, Canada, Europe and Asia-Pacific, and is traded on the London Stock Exchange (AIM: NEXN) and NASDAQ (NEXN). For more information, visit www.nexxen.com.

For further information please contact:

Nexxen International Ltd.

Billy Eckert, Vice President of Investor Relations

ir@nexxen.com

Caroline Smith, Vice President of Communications

csmith@nexxen.com

KCSA (U.S. Investor Relations)

David Hanover, Investor Relations

nexxenir@kcsa.com

Vigo Consulting (U.K. Financial PR & Investor Relations)

Jeremy Garcia / Peter Jacob

Tel: +44 20 7390 0230 or nexxen@vigoconsulting.com

Cavendish Capital Markets Limited

Jonny Franklin-Adams / Seamus Fricker / Rory Sale (Corporate Finance)

Tim Redfern / Jamie Anderson (ECM)

Tel: +44 20 7220 0500

Forward Looking Statements

This press release contains forward-looking statements, including forward-looking statements within the meaning of Section 27A of the United States Securities Act of 1933, as amended, and Section 21E of the United States Securities and Exchange Act of 1934, as amended. Forward-looking statements are identified by words such as "anticipates," "believes," "expects," "intends," "may," "can," "will," "estimates," and other similar expressions. However, these words are not the only way Nexxen identifies forward-looking statements. All statements contained in this press release that do not relate to matters of historical fact should be considered forward-looking statements, including without limitation statements regarding the benefits associated with any Nexxen partnership (including with United Airlines), Nexxen's products and platforms including the Nexxen cross-screen measurement tools, Data Platform and CTV offering. These statements are neither promises nor guarantees but involve known and unknown risks, uncertainties and other important factors that may cause Nexxen's actual results, performance or achievements to be materially different from its expectations expressed or implied by the forward-looking statements, including, but not limited to, the following: negative global economic conditions; global conflicts and war, including the current terrorist attacks by Hamas, and the war and hostilities between

Israel and Hamas and Israel and Hezbollah, and how those conditions may adversely impact Nexxen's business, customers, and the markets in which Nexxen competes. Nexxen cautions you not to place undue reliance on these forward-looking statements. For a more detailed discussion of these factors, and other factors that could cause actual results to vary materially, interested parties should review the risk factors listed in the Company's most recent Annual Report on Form 20-F, filed with the U.S. Securities and Exchange Commission (www.sec.gov) on March 6, 2024. Any forward-looking statements made by Nexxen in this press release speak only as of the date of this press release, and Nexxen does not intend to update these forward-looking statements after the date of this press release, except as required by law.

Nexxen, and the Nexxen logo are trademarks of Nexxen International Ltd. in the United States and other countries. All other trademarks are the property of their respective owners. The use of the word "partner" or "partnership" in this press release does not mean a legal partner or legal partnership.

***About Reach announcements**

This is a Reach announcement. Reach is an investor communication service aimed at assisting listed and unlisted (including AIM quoted) companies to distribute media only / non-regulatory news releases into the public domain. Information required to be notified under the AIM Rules for Companies, Market Abuse Regulation or other regulation would be disseminated as an RNS regulatory announcement and not on Reach.

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAQKBBQABDDDBKK