



Scale Marketing Expands Partnership with Nexxen

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Independent agency pairs Nexxen's enterprise DSP capabilities with flexible platform access to drive cross-channel performance and increase working media for major brands

NEW YORK, Sept. 09, 2026 (GLOBE NEWSWIRE) -- Nexxen, the advertising technology platform powered by unique data and media, today announced an expanded partnership with Scale Marketing ("Scale"), an independent, full-service agency based in Chicago. Leveraging Nexxen's unified platform and enterprise demand-side platform ("DSP") capabilities, Scale has successfully run high-stakes campaigns for major brands, directing more of their budgets toward working media.

For independent agencies managing national brands, the ability to operate with the sophistication of a holding company while preserving the agility of a boutique team has become a genuine competitive advantage. With Nexxen DSP, Scale's team has gained a more holistic view of campaign strategy and execution, buoyed by Nexxen's data and media expertise.

For example, for one of Scale's clients – a large, national home service business which aimed to drive measurable lower-funnel outcomes, such as booked consultation appointments – Nexxen's full tech stack ensured a greater share of the home service business' media investment was directly supporting its audience goals.

"Nexxen gives our team the scale and sophistication of an enterprise DSP, while its unified DSP/SSP architecture enables direct access to premium media so we can operate more efficiently, from audience strategy through activation," said Blake Hochberger, Partner, Scale Marketing. "Just as important, the Nexxen team has been nimble and accommodating, helping us make more of our clients' budgets work harder across channels."

"Scale came to us with a clear sense of how they wanted to operate, and our role was to make sure the partnership fit their needs, not the other way around," said Michael Lewis, VP, Enterprise Sales, Nexxen. "Nexxen has an extensive suite of solutions, but the way these solutions are deployed should be shaped by the people who know their clients best. What our unified platform was built to enable – and what Scale has leaned into – is a model in which technology works in the background, so more of the budget can work in market."

About Nexxen

Nexxen is the advertising technology platform that delivers full-funnel performance powered by unique data and media. Comprised of a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data Platform at its core, we meet the demands of today's converging media landscape with exclusive audience intelligence, automation and expertise.

Headquartered in Israel, Nexxen maintains offices throughout North America, Europe and Asia-Pacific and is traded on Nasdaq (NEXN). For more information, please visit nexxen.com.

Press contact:

Genevieve Wheeler,
Director, Communications, Nexxen
gwheeler@nexxen.com

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 Nexxen DSP and any benefits or insights associated with any of Nexxen's products and platforms. 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, including risks related to tariff impacts or policy shifts that could materially affect market sentiment, consumer behavior and advertising demand; global and local economic and geopolitical forces and unrest, including the war involving the United States, Israel and Iran, the war and hostilities involving Israel, Hamas, Hezbollah, and Yemen and the Ukraine/Russia war, 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 (<http://SEC.gov>) on March 4, 2026. 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.

