



## **OpenWeb Acquires ADYOULIKE To Build More Sustainable and Healthier Web**

In its ongoing mission to save online conversation and empower content creators to build a healthier web, OpenWeb announced its acquisition of ADYOULIKE, a leading global advertising platform.

This comes on the heels of the company's recent purchase of Hive Media, a leading and innovative force in publisher tech, and following a Series E round of investment.

Founded in 2012, OpenWeb now has more than 300 employees in the U.S., Canada, The U.K., Ukraine, France, and Israel. The company is back by investors including Insight Partners, Georgian, Index Ventures, The New York Times, Samsung Next, and others, all dedicated to creating quality online conversations for everyone.

OpenWeb seeks to disrupt the walled garden by building the social layer of the open internet to improve online conversation. This parallel universe will include healthy conversations, transparent first-party data relationships, and mutual prosperity for all stakeholders.

With ADYOULIKE in its arsenal, OpenWeb now has capabilities previously reserved for walled gardens that it can bring to the open internet.

Since 2011, ADYOULIKE has been working to reinvent native advertising with innovative, engaging, and social ad formats that create unique and seamless user experiences across the open internet.

The company was launched in Paris by Julien Verdier, Yohan Elmaalem, Francis Turner, and Dale Lovell. Today, ADYOULIKE works with more than 4,000 brands, agencies, and publishers including The Guardian, Reach, Prisma Media, and Groupe Marie-Claire.

OpenWeb has partnered with more than 1,000 top-tier media, building engaged communities that turn into loyal users on the web. With the power of ADYOULIKE's cutting edge social advertising experience, OpenWeb will be able to connect audiences with brands across the web as part of the seamless on-site experience for its 100M+ active monthly users.