



Rubicon Project Selected as Programmatic Platform for Digital Arm of Middle East's Largest Media Representatives

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Expands Global Footprint into MENA Region by Announcing Programmatic Partnership with Choueiri Group's Digital Media Arm, DMS, to Reach over 120 Million Users

DUBAI, United Arab Emirates & LOS ANGELES--(BUSINESS WIRE)-- Rubicon Project (NYSE: RUBI) today announced a partnership with Digital Media Services (DMS), which serves as the digital arm of the Middle East's largest media representation house – Choueiri Group.

DMS represents top bracket market-leading international and regional publishers, along with handpicked high-potential small-to-medium sized publishers and start-ups. The company's portfolio currently reflects on a global reach of over 120 million unique browsers, covering the largest audiences across key verticals. Embracing the vital driving pillars of creativity, state-of-the-art advertising technology and data-driven knowledge, DMS has positioned itself as a leader in digital media trading both regionally and internationally.

Rubicon Project's leading technology and programmatic marketplace will deliver mobile, display and video inventory for advertisers throughout MENA (Middle East and North Africa). Today's announcement marks an important evolution for advertising automation in the MENA region and confirms the fast adoption of a technology that is revolutionizing and disrupting media buying and selling.

"We are thrilled to help bring the power and scale of automation to help connect world-class brands and advertisers to tens of millions of consumers across the premium inventory portfolio of DMS," said Rubicon Project Managing Director for Southern Europe and MENA, Julien Gardès. "DMS brings advertisers access to rich content spanning three continents and our partnership is a clear indication of the potential for growth of digital advertising throughout the region as media owners and advertisers continue to embrace automation and capitalize on the benefits it brings to their businesses."

DMS' Chief Operating Officer, Michel Malkoun added: "Our commitment to our clients and our industry has always compelled us to seek out and leverage the best technology platforms in the world, and Rubicon Project's proven track record of delivering leading innovations for publishers globally makes them the ideal partner for DMS. As the MENA region's largest programmatic marketplace we greatly look forward to this partnership with Rubicon Project as we continue to create exceptional value and efficiencies for our portfolio of leading desktop, mobile and video offerings."

About DMS / Choueiri Group

DMS (Digital Media Services) was incorporated in 2010 as the official digital media arm of Choueiri Group. DMS extends a premium portfolio of online / mobile offerings, reaching 120 million Unique Users, generating 2 Billion Page Views and serving over 3.2 billion ads per month. DMS is headquartered in Dubai, with presence in key regional markets.

Choueiri Group's companies market and manage the advertising space of more than 50 represented media including leading Online, TV, Print, Out Of Home and Radio platforms. Choueiri Group operates in 16 markets covering the MENA region, Europe and Japan ensuring the best support for regional and international clients through an extensive network of 11 subsidiaries, 5 representative offices and more than 850 committed executives.

About Rubicon Project

Founded in 2007, Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.



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DMS / Choueiri Group:

Assad Jamil, 971 4 454 54 54

ajamil.mr@choueirigroup.com

or

Rubicon Project:

Raf Seneviratne, 44 77 598 12333

rseneviratne@rubiconproject.com