



July 21, 2021

ALTICE INTERNATIONAL

Teads Announces Launch of Initial Public Offering

Altice International S.à r.l (“Altice International”) announces today that the global media platform Teads, a subsidiary of Altice International, has announced the launch of the roadshow for its initial public offering of 38,500,000 Class A common shares pursuant to a registration statement on Form F-1 filed with the Securities and Exchange Commission (“SEC”). The initial public offering price is expected to be between \$18 and \$21 per share. In addition, the selling shareholders expect to grant the underwriters a 30-day option to purchase up to an additional 5,775,000 Class A common shares at the initial public offering price, less underwriting discounts and commissions. Teads has been approved to list its Class A common shares on the NASDAQ Global Select Market under the symbol “TEAD.”

Goldman Sachs, Morgan Stanley and JP Morgan are acting as lead bookrunners for the offering. BNP PARIBAS and Citigroup are acting as additional bookrunners for the offering. JMP Securities, Raymond James and William Blair are acting as co-managers for the offering. The proposed offering will be made only by means of a prospectus. A copy of the preliminary prospectus, when available, may be obtained from: Goldman Sachs & Co. LLC, Attn: Prospectus Department, 200 West Street, New York, New York 10282, telephone: 1-866-471-2526, facsimile: 212-902-9316 or by emailing prospectus-ny@ny.email.gs.com or Morgan Stanley & Co. LLC, 180 Varick Street, 2nd Floor, New York, New York 10014, Attn: Prospectus Department.

A registration statement on Form F-1 relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold nor may offers to buy these securities be accepted prior to the time the registration statement becomes effective.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.



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About Altice International

Altice International S.à r.l. is part of the Altice Group, “Altice”, a convergent leader in telecoms, content, media, entertainment and advertising. Altice delivers innovative, customer-centric products and solutions that connect and unlock the limitless potential of its customers over fibre networks and mobile broadband. Altice is also a provider of enterprise digital solutions to millions of business customers. The Altice Group innovates with technology, research and development and enables people to live out their passions by providing original content, high-quality and compelling TV shows, and international, national and local news channels. Altice delivers live broadcast premium sports events and enables its customers to enjoy the most well-known media and entertainment.

About Teads

Teads operates a leading, cloud-based, end-to-end technology platform that enables programmatic digital advertising across a global ecosystem of quality digital media. As an end-to-end solution, Teads’ modular platform allows partners to leverage buy-side, sell-side, creative, data and AI optimization technologies. For advertisers and their agencies, Teads offers a single access point to buy the inventory of many of the world’s best publishers. Through exclusive global media partnerships, Teads enables advertisers and agencies to reach 1.9 billion unique monthly users* in brand safe, responsible advertising environments, while improving the effectiveness and efficiency of digital ad transactions. Teads partners with the leading marketers, agencies and publishers through a team of 800+ people in 26 countries.

**Global reach as of April 2021*