

Displayce expands outside Europe with the opening of an office in São Paulo and the arrival of Kauê Magrini

São Paulo, 12 August 2024 - Displayce, Europe's leading programmatic demand-side and data platform for digital out-of-home advertising, has taken another step forward in its international development by opening its first office outside Europe in São Paulo, Brazil. The company brings to the market its technological solutions and support to simplify the execution of digital out-of-home programmatic campaigns for advertisers and media agencies. To lead this expansion, Kauê Magrini has been appointed Head of Sales.

Following the opening of four offices in Europe, São Paulo marks a new milestone in Displayce's international expansion. Already operating more than 21,000 programmatic screens in Brazil, Displayce's arrival in this country and in Latin America reflects the company's strong growth and its desire to reinforce its leadership in the global programmatic DOOH market. Displayce, a specialist programmatic DOOH platform, offers media agencies and advertisers one-click access to a vast inventory of digital billboards, totalling more than 1,000,000 in 80 countries. This proprietary technology, based on artificial intelligence, provides automated purchases per panel in real time, differentiated and cookieless targeting capabilities, optimal campaign impact and broadcast quality measurement.

The future of the sector in Brazil is promising, with forecasts indicating continued growth in investment and greater adoption by brands. According to a recent study by Kantar, OOH media attract the attention of 89% of the Brazilian population, offering strong potential for Displayce's expansion.

"Displayce's strong international growth reflects our commitment to delivering innovative and effective programmatic DOOH advertising solutions to our customers around the world. The opening of this new office in Brazil demonstrates our commitment to having a physical presence in the markets we enter. We are putting in place dedicated local teams to guarantee close proximity and high-quality support. We are delighted to welcome Kauê Magrini, whose expertise will be invaluable in supporting our expansion," shares **Laure Malergue, CEO of Displayce.**

"With our accelerated digitalization process in Brazil, programmatic advertising is gaining more and more relevance and importance for the advertising market. Solutions for DOOH, such as the one launched by Displayce, allow advertisers to run segmented, contextualized, customized, and dynamic campaigns on the main assets of the sector. Furthermore, programmatic advertising enables the evolution of campaign metrics, the use of data tools, and better results for advertisers. Innovations in the programmatic market are strategic and fundamental to generating even more engagement between brands and consumers," says **João Binda, Commercial Director of JCDecaux Brazil.**

"Welcome to Brazil, Displayce! The arrival of Displayce in Brazil opens new opportunities for healthy competition and greater innovation in programmatic buying in out-of-home media. This new landscape drives other DSPs to raise their standards and offer improved solutions that benefit both advertisers and agencies (on the demand side) and publishers (on the

supply side). At Clear Channel, we are committed to programmatic buying, which is why we have established connections with leading supply-side technologies, enabling integration with Displayce. We incorporate precise data to ensure that advertisers have access to real-time metrics of their campaigns, optimizing the effectiveness and impact of their out-of-home media strategies. We are excited about the new possibilities Displayce brings and confident that its presence in the Brazilian market will elevate the level of programmatic buying in out-of-home media.” shares **Gorka Báez, LATAM Programmatic Director at Clear Channel.**

“It is really interesting to see how the pDOOH market is evolving, especially with the entry of companies like Displayce. Programmatic DOOH offers significant advantages, such as the ability to target audiences based on data and real-time optimization of ads displayed on digital screens. Audience buying is an increasingly popular approach, allowing advertisers to reach specific audiences with greater precision, making campaign delivery even more effective across our inventory of over 100 shopping centers and 5,000 residential buildings throughout Brazil,” says **Ricardo Hilsdorf, Head of Programmatic at Helloo.**



KAUÊ MAGRINI APPOINTED HEAD OF SALES TO DEVELOP DISPLAYCE'S BUSINESS IN BRAZIL

With various experiences in digital and advertising agencies in Brazil, Kauê Magrini has an in-depth knowledge of programmatic and the Brazilian market. Before joining Displayce, he worked at SunsetDDB, PubMatic, AOL/Yahoo and Taboola, where he acquired significant expertise in programmatic DOOH, media strategy and business development. Kauê's main mission is to expand Displayce in Brazil and strengthen its international presence. He will work with local agencies, publishers and partners to integrate programmatic DOOH into campaign planning strategies and establish Displayce as

the benchmark buying platform in the market.

“I am very excited to have joined Displayce and to play a key role in the expansion of its platform in Brazil. Working with local agencies and advertisers to encourage the use of programmatic DOOH is an exciting challenge. Displayce is an innovative and constantly growing company, and I am delighted to be part of its development and to be its first recruit outside Europe,” shares **Kauê Magrini.**

About Displayce

Displayce is a leading ad-tech platform that bridges the gap between media owners and brands so that they can easily create, broadcast and optimize targeted campaigns in real time on over 1 000 000 screens and outdoor billboards worldwide. This proprietary AI-based technology offers automated per-panel buying, differentiated targeting capabilities, optimized campaign impact and broadcast

quality measurement. Founded in 2014 and headquartered in Bordeaux, DISPLAYCE is revolutionizing out-of-home advertising. DISPLAYCE has over 40 experts, with offices in France, Spain, The United Kingdom, Belgium and Brazil. Since July 2022, JCDecaux has taken a majority stake in the structure and this alliance gives Displayce the means to accelerate its development.

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