



Press release¹

Tassin-la-Demi-Lune, France

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For immediate release

Adthink partners with Coinbase to accept Bitcoin payments

Adthink ([ENXTPA:ALADM](https://www.euronext.com/paris/stocks/ENXTPA:ALADM)), French digital marketing specialist, is teaming up with Coinbase, the largest cryptocurrency exchange in the US, to accept payments in Bitcoin, Ethereum and four other cryptocurrencies.

Adthink implemented Coinbase Commerce which enables merchants around the world to accept crypto currency payments in a fully decentralized manner. As part of its B2C activities, Adthink is expanding its electronic payment capabilities, in addition to the networks Cartes Bancaires in France and Visa, Mastercard and American Express internationally, as well as mobile payments with direct carrier billing.

When implemented with decentralized control, cryptoassets operate with distributed database technology, typically a blockchain, allowing the storage and transmission of information without a control body. In the case of a cryptocurrency, it is a public database of financial transactions. Adthink notably accepts Bitcoin, the first decentralized cryptocurrency technology, launched in 2009.

Coinbase, founded in 2012, is the largest cryptocurrency exchange in the United States and serves approximately 43 million users, storing \$90 billion in assets. Coinbase Commerce for merchants launched in 2018 and announced a year ago that it has facilitated more than \$200 million in transactions. Coinbase announced its intention to go public on Nasdaq ([NASDAQ:COIN](https://www.nasdaq.com/stocks/NASDAQ:COIN)) on February 25. Already traded in the private market, Nasdaq announced a valuation of Coinbase of \$77 billion on February 17; revised by Bloomberg on March 8 to \$90 billion.

¹ Translated from French using neural machine translation, proofread by humans. English version is provided for accessibility only and no guarantee is made on accuracy.

About Adthink

Expert in digital marketing, Adthink addresses the B2C market by developing a global digital and physical distribution platform and the B2B market by providing advertisers with its trading desk and affiliate platform to develop their customer acquisition. With its proprietary adtech solution [AdAccess](#), media publishers can optimize and multiply their revenue channels. More than 500 advertiser and publisher clients around the world rely on Adthink's expertise.

Created in 2001 to market the first video streaming advertising offer, the Adthink group is based in Lyon with offices in Paris, Geneva, Porto, San Diego and has 34 employees at the end of December 2020. Its 2020 turnover amounted to 10.33 million euros.

Adthink is listed on the Euronext Growth market of Euronext Paris (ALADM - FR0010457531) and is part of the Top 100 Digital (PwC study - TECH IN France, July 2018). Listing Sponsor: Genesta, Hervé Guyot, Phone: +33 145-636-860, email: hguyot@genesta-finance.com

Learn more at: adthink.com/investors

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