

Azerion acquires Woozworld

Latest high-quality IP to bolster gaming content portfolio

Amsterdam. 9 July 2019. Azerion has purchased [Woozworld](#), strengthening its position as the biggest casual gaming company in the Netherlands and a major player in the global market. Azerion purchased the Company from a group of Canadian shareholders lead by Telesystem.

Woozworld is an industry-leading virtual game platform that provides teens and tweens a safe and fun environment. It is fully COPPA and GDPR compliant and entertains 500,000 active users on web and mobile each month. 26 virtual-gaming experts will transfer to Azerion.

“Gaming is a crucial part of our trusted digital ecosystem for consumers, advertisers and publishers so this acquisition is a big deal for us,” says Jur van Teunenbroek, vice-president games of Azerion. “Woozworld significantly grows our user base and introduces a new demographic for our clients in advertising and publishing to connect with. Plus, the folks coming over from Woozworld bring extensive experience that will benefit our other virtual games such as, *Habbo* and *Hotel Hideaway*.”

Woozworld will form an important building block within Azerion's gaming content business which consists of acclaimed products like *HabboHotel*, *Governor of Poker*, *Stratego*, *Operate Now: Hospital*, *Uphill Rush*, *Gamedistribution.com* and *kizi.com*. Together these attract well over 125 million gameplays.

Azerion continues its stellar growth by welcoming *Woozworld* to the family. Other recent acquisitions which have been successfully integrated include: Improve Digital, Widespace, Sellbranch, Sulake, Smeet, Semilo, Adpulse, Adux and the mobile division of Spil Games.

Azerion will expand *Woozworld*'s audience throughout Europe.

“We're very pleased to join the Azerion team and introduce them to the large and vibrant Canadian gaming landscape,” said Nicolas Lee, president and CEO of Woozworld.

NOTES TO EDITORS:

About Azerion

Azerion is a media, gaming and technology company that provides safe, reliable and valuable content and services. Its mission is to engage users while helping advertisers and publishers connect with them in a meaningful and

valuable way. Azerion is headquartered in Amsterdam with a local presence in more than 15 European countries. This allows it to tailor advertising- and content solutions to every market and language while providing all the benefits of a pan-European scale of hundreds of millions of unique and valuable users every month.

www.azerion.com