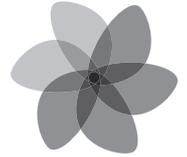


Leading European publisher **De Persgroep** selects Lineup Systems



DE PERSGROEP
N E D E R L A N D

De Persgroep, operating in Belgium, Denmark and The Netherlands is to implement Lineup's Adpoint advertising sales platform.

De Persgroep, one of the leading European media publishing groups with operations spanning Belgium, Denmark and The Netherlands, has chosen Lineup Systems to replace its advertising booking management systems.

De Persgroep, which has in excess of 20 million annual subscriptions and over 30 media brands, will use Lineup's cloud-based solution to consolidate its advertising booking business into a single, group-wide solution.

Headquartered in Belgium, De Persgroep employs over 5,000 people in three countries and operates in newspapers, magazines, websites, radio and TV stations. Its well-known media brands include Trouw, AD, de Volkskrant, Het Parool, L'Echo and Berlingske.

Having grown recently through acquisition, De Persgroep sought a partner that could help replace its numerous disparate advertising systems with a single platform. By introducing Lineup System's Adpoint solution across its brands and territories, the group also aims to more effectively manage its multichannel bookings, develop faster routes to market and introduce more streamlined working processes.

Stephane Jans, Chief Architect at De Persgroep, commented: **"We were extremely impressed with Lineup as a forward-thinking company as well as Adpoint as a product, and felt they were the best partner to help us achieve the strategic business objectives set. Our current disparate legacy systems are holding us back, and the agility Adpoint offers will help us ensure we are making the most out of future opportunities. We were also very impressed with Lineup's ability to deliver a solution that was flexible enough to meet different regional requirements. We are looking forward to working with them."**

De Persgroep is another example of a leading publishing company appointing Lineup Systems to help transform their large multichannel, multi-brand organisations operating across different territories.

Lineup CEO Michael Mendoza adds: **"This is a massive vote of confidence in us from one of the largest publishers in Europe. This also follows on from a number of significant client wins in the past year, including Gannett, Groupe Rossel, Russmedia, and JP/Politikens Hus, all of which demonstrates our serious commitment to our customers and the success of Adpoint as an industry leading solution."**

The first phase of the project is currently underway at Berlingske (Copenhagen) and will go-live during the first quarter of 2017, with the Netherlands and Belgium operations to follow.

ABOUT LINEUP SYSTEMS

Lineup Systems is the leading provider of media sales technology and our cloud-based system, Adpoint, is the world's #1 media sales solution. International customers includes Gannett, News UK, Time Inc. UK, News Corp Australia, Amedia, JP Politikens Hus, Groupe Rossel and De Persgroep, among others.

For more information Email: sales@lineup.com Visit: www.lineup.com