

Future Tech Media acquires AdZouk

Future Tech Media today announced the acquisition of AdZouk, a programmatic supply side network that works with advertisers and publishers across the MENA region, effective from November 2018.

This acquisition comes at a time of growing client needs, particularly in Africa and Asia, and strengthens Future Tech Media's strategic positioning across the region.

"In today's rapidly evolving and connected world, our clients are demanding more and more digitally cutting-edge solutions. This acquisition enables us to grow faster and offer clients a comprehensive solution encompassing content, media and technology," says Boye Balogun, MD of Future Tech Media.

"There is a perfect synergy between our existing product offerings and we've already started integrating AdZouk's products across our five offices. We will also continue to work on new product development as we advance our advertising technology roadmap."

Co-founder and MD of AdZouk, Jamie Atherton, adds: "This is a very positive step for the business as we are now part of a larger integrated digital technology business. We will be able to offer our clients Future Tech Media's products, including access to their content studio and influencer marketing technology. We are very proud of AdZouk's achievements over the last seven years and are confident that we are in a hyper growth phase with the right talents and leadership on-board."



Boye Balogun

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