

## Entravision Announces Closing of Strategic Investment in Leading Digital Marketing Services Company Jack of Digital

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Company expands digital platform across Pakistan with additional opportunities throughout South Asia

SANTA MONICA, Calif.--(BUSINESS WIRE)-- Entravision (NYSE: EVC) (“Entravision” or “the Company”), a leading global advertising, media and ad-tech solutions company, announced today the closing of the previously announced strategic investment stake in Jack of Digital, a digital marketing services company that serves as the exclusive advertising sales partner of TikTok in Pakistan.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20220803005933/en/>

Founded in 2020 by ad-tech and marketing industry veteran Faisal Sheikh, Jack of Digital specializes in international platform partnerships with some of the world’s top advertising, marketing and data platforms. Jack of Digital provides marketing and communication, advertising sales and relationship management services to a growing client base. The Company maintains exclusive advertising and data sales representations in Pakistan with short-form video platform TikTok, full-stack programmatic platform Eskimi, app entertainment tool SHAREit and ad fraud protection service Spider AF.

“We are delighted to officially welcome Jack of Digital into the Entravision portfolio of digital ad-tech solutions,” said Juan Saldívar, Chief Digital, Strategy and Accountability Officer of Entravision. “A core part of Entravision’s digital strategy is to expand our partnerships with leading social media platforms on a global basis. With our strategic investment in Jack of Digital, Entravision takes its exclusive partnership with TikTok in South Africa to Pakistan,

bringing us access to nearly 100 million digitally connected consumers.”

Approximately 1.8 billion people, or 23% of the world’s population, live in South Asia, including the countries of Pakistan, India, Nepal, Bhutan, Bangladesh, Afghanistan and Sri Lanka. In Pakistan, where Jack of Digital is headquartered, over 98 million people are digitally connected, representing just under half of the total population. Pakistan is now amongst the over 35 countries that comprise Entravision’s digital operations.

“Partnering with Entravision is the next key step in our long-term growth trajectory,” said Faisal Sheikh, Chief Executive Officer of Jack of Digital. “We are excited to have access to Entravision’s extensive digital resources and sales expertise, that when combined with our strong foothold in Pakistan should lead to success for both companies. The growth opportunities are substantial, and we look forward to continuing to expand our efforts throughout South Asia.”

All Jack of Digital employees will remain with the company, and Faisal Sheikh will continue to serve as CEO of the business based out of its headquarters in Karachi, Pakistan.

## About Entravision

Entravision is a leading global advertising, media and ad-tech solutions company connecting brands to consumers by representing top platforms and publishers. Our dynamic portfolio includes digital, television and audio offerings. Digital, our largest revenue segment, is comprised of four business units: our digital sales representation business; Smadex, our programmatic ad purchasing platform; our branding and mobile performance solutions business; and our digital audio business. Through our digital sales representation business, we connect global media companies such as Meta, Twitter, TikTok and Spotify with advertisers in primarily emerging growth markets worldwide. Smadex is our mobile-first demand side platform, enabling advertisers to execute performance campaigns using machine learning. We also offer a branding and mobile performance solutions business, which provides managed services to advertisers looking to connect with global consumers, primarily on mobile devices, and our digital audio business provides digital audio advertising solutions for advertisers in the Americas. In addition to digital, Entravision has 49 television stations and is the largest affiliate group of the Univision and UniMás television networks. Entravision also manages 45 primarily Spanish-language radio stations that feature nationally recognized, Emmy award-winning talent. Shares of Entravision Class A Common Stock trade on the NYSE under ticker: EVC. Learn more about our offerings at [entravision.com](https://www.entravision.com) or connect with us on [LinkedIn](#) and [Facebook](#).

## About Jack of Digital

Jack of Digital is a digital marketing company that specializes in international platform partnerships. Currently, Jack of Digital partners with TikTok, Eskimi, SHAREit and Spider AF and represents them in Pakistan. The primary areas

of partnership include Advertising Sales, Marketing & Communications, and Relationship Management with advertisers and their media & creative agencies. Learn more about Jack of Digital's offerings at [jackofdigital.com](http://jackofdigital.com) or follow us on **LinkedIn** and **Facebook** for updates.

## Forward Looking Statements

This press release contains certain forward-looking statements, including without limitation the Company's current expectations and intentions with respect to the filing of its Form 10-K. These forward-looking statements, which are included in accordance with the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, may involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results and performance in future periods to be materially different from any future results or performance suggested by the forward-looking statements in this press release. Although the Company believes the expectations reflected in such forward-looking statements are based upon reasonable assumptions, it can give no assurance that actual results will not differ materially from these expectations, and the Company disclaims any duty to update any forward-looking statements made by the Company. From time to time, these risks, uncertainties and other factors are discussed in the Company's filings with the Securities and Exchange Commission.

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### Entravision:

Christopher T. Young  
Chief Financial Officer  
310-447-3870

Kimberly Esterkin  
ADDO Investor Relations  
310-829-5400  
[evc@addo.com](mailto:evc@addo.com)

### Jack of Digital:

Faisal Sheikh  
Chief Executive Officer  
+92 321 3770100  
[faisal@jackofdigital.com](mailto:faisal@jackofdigital.com)

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