NEWS RELEASE

Entravision's Mobile-First DSP, Smadex, Ranks #2 for Quality in Kochava Traffic Index

2019-02-19

SANTA MONICA, Calif., Feb. 19, 2019 /PRNewswire/ -- **Entravision Communications Corporation** (NYSE: EVC), a diversified global media and advertising technology company serving Latino consumers, today announced that Smadex, the mobile-first DSP (demand-side platform) that is part of its **Headway** business unit, was ranked #2 for quality in the latest **Kochava Traffic Index**.

Smadex was the newest addition to the Top 20 Traffic Index, and was recognized specifically for its excellent high-value user acquisition and long-term retention, scoring an A in traffic quality and ranking 2nd. It also ranked in the top five in the specific app categories of education, books and references, and sports.

"Kochava is the gold standard for the industry and this achievement is a direct reflection of our Smadex and Headway teams," said Walter F. Ulloa, Chairman and Chief Executive Officer of Entravision. "Across our digital offering we are committed to providing the highest quality digital advertising campaigns. Smadax has a proven technology platform, is building trust with advertising partners and is a key part of the digital marketing and data services we provide."

This recognition follows on the heels of Smadex's recent selection as one of the Top 10 most innovative machine learning companies. These recognitions reflect the efforts of the Smadex and Headway teams, who have built a leading mobile-first DSP, with a constant focus on improvement and innovation.

Kochava is an objective mobile measurement platform, and the Kochava Traffic Index is one of the principal media partner comparison resources for marketers and advertisers. As the digital advertising industry has grown to include thousands of traffic partners, and experienced many difficulties combating fraud and issues associated with

a lack of transparency, Kochava's quarterly analysis of the billions of transactions processed by mobile measurement platforms makes it possible to compare media partners based on their performance. The index takes into consideration the following metrics: signal clarity, fraud, traffic quality, and the ratio of clicks to installs.

About Entravision Communications Corporation

Entravision is a diversified global media, advertising technology and data analytics company that reaches and engages Latino consumers in the U.S. and other markets primarily including Mexico, Latin America and Spain. Entravision's portfolio includes digital media properties and advertising technology platforms that deliver performance-based solutions and data insights, along with 55 television stations and 49 radio stations. Entravision's digital and technology businesses include Headway, a leading global provider of mobile, programmatic, data and performance digital marketing solutions, as well as Pulpo Media, the top-ranked online advertising platform in connecting businesses with U.S. Latinos. Entravision is the largest affiliate group of both the Univision and UniMás television networks, and its Spanish-language radio stations feature its nationally recognized talent. Entravision also operates Entravision Solutions, a national sales and marketing organization representing over 300 owned and affiliated radio stations, radio networks and digital media platforms, and Headway's audio advertising platform, AudioEngage. Entravision shares of Class A Common Stock are traded on The New York Stock Exchange under the symbol: EVC. Learn more at: **www.entravision.com**.

View original content:**http://www.prnewswire.com/news-releases/entravisions-mobile-first-dsp-smadex-ranks-2-for-quality-in-kochava-traffic-index-300797049.html**

SOURCE Entravision Communications Corporation