

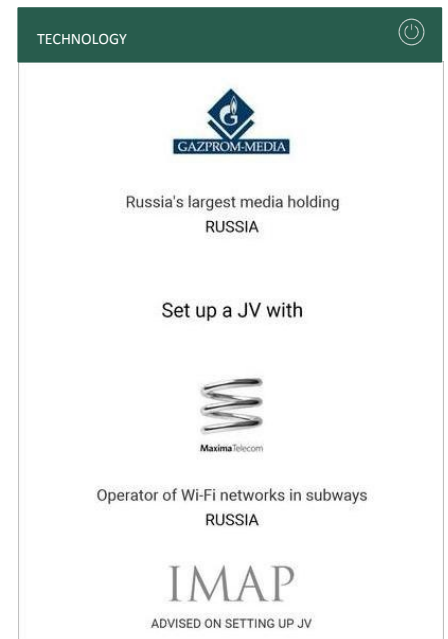
July 04, 2019

IMAP advises leading Wi-Fi operator MaximaTelecom on digital advertising JV with Gazprom-Media

IMAP is pleased to announce that MaximaTelecom, Russia's leading operator of Wi-Fi services for public transport, has reached an agreement with Gazprom-Media, to create a joint venture (JV) selling online advertising. Gazprom-Media is the largest media holding group in Russia.

Under the agreement, MaximaTelecom will spin off its internet business into a separate company, which will then be transferred to the JV. Gazprom-Media will control 51% of the JV and MaximaTelecom will own the remaining 49%. The JV will monetize both the advertising inventory of MaximaTelecom's networks, as well as the non-video inventory on the online platforms of a number of Gazprom-Media's assets.

The IMAP Russia team, led by Maxim Uryash and Dmitry Kasyanenko, advised MaximaTelecom on setting up the JV.



Maxim Uryash

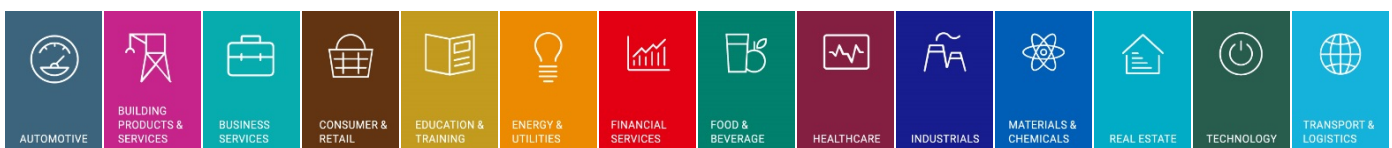
Director
IMAP Russia
maxim.uryash@imap.com



Dmitry Kasyanenko

Director
IMAP Russia
dmitry.kasyanenko@imap.com

For more information on IMAP transactions visit www.imap.com



IMAP is an International Mergers and Acquisitions Partnership, with 450 M&A professionals and a presence in 40 countries. IMAP has closed over 2,100 transactions valued at \$90 billion in the last 10 years and is consistently ranked among the world's top ten M&A advisors for mid-market transactions (Thomson Reuters). IMAP advises primarily mid-sized companies and their shareholders on sales and acquisitions globally, providing clients with entrepreneurial, unbiased advice and successfully helping them achieve their objectives.