

PRESS RELEASE

Out There Media appoints Greg Bruwer as Sales Director, Out There Media South Africa

His extensive experience in the media industry will significantly strengthen the company's presence in the booming South African market

Johannesburg, 22 February, 2023 –: [Out There Media](#) (OTM), the global leader in telco-centric digital advertising, announced the appointment of Greg Bruwer to the position of Sales Director for the South African market. Bruwer is in charge of the company's sales team in South Africa, where Out There Media already has a successful presence, building on its long-term collaboration with both Vodacom and the MTN Group.

Greg Bruwer has 23 years of experience in media sales in South Africa. During this time he played a pivotal role in launching and/or growing key businesses in the country's media and advertising sector including GMR Transit Media, TLC, MassivTV and AdColony.

Andrew Kramer, Managing Director, Out There Media South Africa, commented: "We welcome Greg to the Out There Media family. South Africa is a rapidly growing market, in which Out There Media has already implemented ground-breaking campaigns featuring, among others, rich messaging for leading brands such as Budweiser, Knorr, Dove and Nedbank with amazing results. Under Greg's leadership, our sales team will further solidify Out There Media's leadership position in the strategic market of South Africa."

Greg Bruwer, Sales Director, Out There Media South Africa, added: "I am very excited to be joining Out There Media, a leader in the mobile advertising industry in South Africa, as well as in so many important markets across the world. My team and I are already talking with major existing and potential clients and we are very optimistic about our role in the South African market going forward".

Recently Out There Media rolled out mobile advertising campaigns in South Africa for major clients including Unilever, Budweiser and Nedbank. The campaigns featured rich messaging that offered an immersive experience to users, and produced impressive results, well beyond industry standards to date.

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Notes to editors:

About OTM

Out There Media is the global leader in telco-centric digital advertising that uniquely links mobile operators with advertisers via its proprietary, award-winning technology, Mobucks™.

The company's platform enables operators to become a substantial player in the digital ad space and unlock significant revenue streams for them, and brands and agencies to reach their audiences, in a highly targeted manner, leading to unprecedented levels of consumer engagement.

OTM works with Fortune 500 companies such as Unilever, Pepsi, Nestle, L'Oreal, Coca Cola, P&G and mobile operators such as Vodafone, Vodacom, Telenor, Starhub, Zain or MTN Group. The Company is headquartered in Vienna, Austria with operations across the globe.

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