

PRESS RELEASE

Out There Media appoints Analú Solana Martinez as Managing Director, Out There Media Mexico

Highly experienced and respected business leader to drive the company's newly-launched operations in the booming market of Mexico

Mexico City, XX April, 2023 –: [Out There Media](#), the global leader in Rich Messaging, announced the appointment of Analú Solana Martinez to the position of Managing Director in Mexico. Solana will take the helm of Out There Media's operations in Mexico, where Out There Media is already active, in close partnership with Google and TelCel.

Analú Solana has more than 35 years of experience as a top management business executive, running international marketing & communication Companies within Mexico & LATAM. Her successful career to date features senior leadership roles with companies including Grupo Elektra, Marketing Solutions, Cheil, Saatchi & Saatchi and BBDO.

Kerstin Trikalitis, co-founder and CEO, Out There Media, commented: "We are delighted to welcome Analú to the Out There Media family. Mexico is a market of strategic importance for Out There Media. We are confident that, under Analú's leadership, Out There Media will establish a leadership position in the Mexican market, at the same time revolutionising its digital media sector."

Commenting on her appointment, Analú Solana added "I am very excited to be joining Out There Media, the global leader in Rich Messaging. I have long been very impressed with the company's creativity, innovative approach to digital advertising and successful penetration in important markets across the world. I am very excited to drive Out There Media's efforts in Mexico and very optimistic about our future in this exciting market".

Recently Out There Media rolled out Rich Messaging campaigns in Mexico for major clients including Burger King and Buffalo Wild Wings. 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 Out There Media

Out There Media is the global leader in Rich Messaging 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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