

PRESS RELEASE

Warsaw: March 16th 2020

Meetrics starts cooperation with Orkla Care in measuring online advertising space

Meetrics starts cooperation with Orkla Care (previously: Orkla Health). Both companies will cooperate in the field of advertising quality measurements (e.g. viewability) in campaigns of brands from Orkla Care portfolio, among which are brands such as Soraya, Jordan or Dermika.

Originating from Scandinavia, Orkla Care SA manufactures and distributes a wide range of cosmetics, dietary supplements and food products for athletes in Scandinavia and many other European countries, including Poland.

The contract between the two companies was signed for a year. Before signing they made test cooperation, measuring viewability of a campaign for one of the Orkla Care brands (Möller's).

The cooperation will cover quality measurements of advertising space purchased on the internet. Meetrics will run them for the needs of all brands from the Orkla Care portfolio, including: Soraya, Jordan, Salvequick, Bodymax, Möller's and Dermika.

- After successful test period, Orkla Care chose the long-term cooperation. Our activities will include measuring the entire range of display and video campaigns, both desktop and mobile, including YouTube and Facebook campaigns. The measurements will cover areas such as: viewability, adfraud, brand safety and target group match - says Hubert Świtalski, Country Manager Meetrics.

- Cooperation with Meetrics is a natural step in the optimization of digital activities in our company. Advertising formats and online consumer behavior are changing very dynamically, hence the need to use new valuable tools that will help us improve the efficiency of reaching our consumers. Meetrics offers such tools. We are convinced that thanks to this cooperation we will be able to understand how to improve the quality of our online communication and optimize it on an ongoing basis better. It is also the important solution for partners cooperating with us who

will be able to compare their measurement data with the data provided by Meetrics - explains Grzegorz Powalski, Digital Manager at Orkla Care.

For any questions or further information, please contact:

Marcin Grządka, marcin@lubudubupr.pl , tel.: 604 784 897

Paweł Usakowski, pawel@lubudubupr.pl , tel.: 660 662 200