

FOR IMMEDIATE RELEASE

district m joins technopolys to promote Quebec as a digital innovation stronghold

October 6th, 2017 (Montreal): district m is proud to announce its contribution to technopolys, a movement built to promote Quebec's technology industry.

Montreal-based, district m relies heavily on Quebecer expertise and workforce to lead the majority of its operations and thus, contributes to the startup industry that's been blooming over the past few years in Montreal.

"The technology industry has substantially grown over the past decade. As a byproduct of that growth, we have seen new startups, new technologies and new products emerge, and what is really exciting is that we see many of them rise from Quebec." said JF Cote, co-founder, President and CEO at district m.

As a Quebecer company, district m had to mature rapidly to compete on the U.S. and international markets. Proud of its roots, the company now wants to promote Quebecer expertise and leadership by supporting this new initiative.

"When district m started, we were a small business, based in Montreal but in just over four years, we managed to reach a top leadership position in the industry - Globally" adds Cote. "It's now time for Quebec to stand out as a stronghold for digital and tech innovation. Canada and Quebec are strong incubators for talented entrepreneurs with an enlightened vision of the technology industry, so I am excited to see a movement being organized to shine a light on them."

technopolys represents, for the players of the technology industry, an opportunity to be a united voice for Quebec as a whole on the international stage. As a digital company, district m feels like it ought to be part of this voice.

About district m

district m is a full-service advertising exchange that creates open, transparent marketplaces through which publishers and advertisers can quickly and easily connect to maximize today's digital advertising demand. Since our inception, we have served as a trusted monetization partner to 7,500 websites globally by bringing incremental demand through over 200 unique brand partnerships.

With offices in New York, Montreal and Toronto, and propelled by an investment by Fonds de solidarité FTQ, we continue to grow and increase our footprint in the digital media industry. As of today, our company is comprised of more than 70 talented experts who are all responsible for its international success and influence.

FOR IMMEDIATE RELEASE

district m is consistently ranked as a Pixalate Global Seller Trust Index leader. Accolades include Deloitte's Technology Fast 50 2015 Jury's Favourite award and Deloitte's Technology Fast 50 2016 Company-to-watch award. For the second year in a row, CEO and President JF Cote was nominated for the EY Entrepreneur of the Year.

For more information, contact:

Alice Williams, NKPR
alice@nkpr.net
647.382.0456