



PRESS RELEASE

For immediate release

District M named one of Canada's Best Managed Companies and appointed Rory Capern, Former Managing Director of Twitter Canada as Advisor.

MONTREAL, March 5th, 2020 - District M was recognized for overall business performance and sustained growth with the prestigious Canada's Best Managed Companies designation. In line with this success and in order to position the company as a leader in the programmatic advertising market, District M has recently appointed Rory Capern, Former Managing Director of Twitter Canada, as advisor.

The success story of District M

The Canadian company is currently one of the top ten programmatic exchanges in the world, only seven years after it was created. Their next challenge is to be among the best in the world, especially with Rory Capern joining their team.

Better targeting its audience with ever more innovative technologies is how District M manages to differentiate itself from the biggest players on the programmatic advertising market. The interface that District M offers is increasingly used between advertisers and content publishers, thus attracting brands – such as MINI, Air Canada Vacations or Clarins – through their media agencies or directly.

Their exponential growth and their sense of innovation has been awarded at Canada's Best Managed Companies. The 2020 Best Managed program award winners are amongst the best-in-class of Canadian owned and managed companies with revenues over \$25 millions demonstrating investment in talent and technology, innovation in a competitive environment, and an increased focus on global competition. Every year, hundreds of entrepreneurial companies compete for this designation in a rigorous and independent process that evaluates the caliber of their management abilities and practices.

"We are very pleased that District M won this award and that the company once again figures amongst the best companies in Canada. We want to go even further with our model and we will continue to work in this direction, particularly by incorporating new technologies such as artificial intelligence and by having Rory Capern in our team" shares JF Côté, CEO.

Rory Capern: from Multinationals to Canadian company consulting

With 20 years of experience at the intersection of Canada's Technology, Media and Communications industries and after having worked with some of the fastest companies in the world including as Managing Director of Twitter Canada and Google Canada's, Rory will support the leadership team in scaling District M with his strategic knowledge and his undeniable expertise in the online advertising sector. He will assist the company in facing the constant developments that this industry is subject to.



“I am really proud to bring my expertise and knowledge of this constantly evolving industry to District M. We share a common vision and it’s a company that understands the market and offers innovative and technological solutions” announced Rory Capern.

About District M

For the last seven years, District M has grown dramatically in the programmatic advertising space. What began in a kitchen, is now operated from their headquarter in the Mile End of Montreal, as well as offices in Toronto and New-York. The company continues to grow with help from investments from Fonds de solidarité FTQ and Investissement Québec. District M currently employs over a hundred brilliant minds in the programmatic advertising industry. The firm is currently one of the top ten programmatic exchanges in the world and is the fastest growing exchange in the first half of 2019.

Visit their website to know more about the company: <https://www.districtm.net/>

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