



Joint Press Release

## Onetag, a Wise Equity portfolio company, acquires Aryel to create a new Value Exchange in Programmatic Advertising

*This is a strategic deal for Onetag that brings together a unique intersection of **premium inventory, immersive creative technology and AI-decisioning** in a truly self-serve platform built to deliver business outcomes for the Open Internet*

Londra / Milano / Pisa, 02 March 2026 – **Onetag**, the global exchange and smart curation platform, today announced the acquisition of **Aryel**, the Italian AdTech company specializing in immersive and interactive advertising experiences. Supported by **Wise Equity**, majority shareholder of Onetag through *Wisequity V* private equity fund, the transaction marks a clear milestone in Onetag's evolution as the **next-generation value exchange** for the Open Internet. For the first time, **quality media, creative technology, data and AI-driven decisioning** have been brought together to deliver measurable business outcomes at scale. With the Aryel acquisition, Onetag will reach, on an aggregate basis, net revenues exceeding €60 million and EBITDA of over €30 million in 2025.

### Moving beyond curation to a true value exchange

As advertisers increasingly question the ROI of their advertising spend, simplify media workflows, and measure business outcomes, the industry has reached the limits of fragmented buying models and undifferentiated curation layers. Onetag's strategy addresses this challenge by redefining how value is created, exchanged, and measured across the Open Internet.

By integrating Aryel, Onetag brings together three critical pillars in a single proprietary platform:

- **Quality media**, a global exchange connected directly to premium publishers
- **Immersive, high-impact creative experiences**, designed to drive meaningful user interaction with formats that brands love
- **AI-driven decisioning for outcomes**, optimizing campaigns toward concrete business objectives rather than surface-level metrics

All of this is delivered through one truly self-service solution, removing **operational complexity** to support higher adoption, while empowering buyers and advertisers to secure successful outcomes.

## **Creative intelligence embedded into media delivery**

Aryel's immersive and interactive formats will be natively integrated into Onetag's Exchange, delivering immersive experiences across more than 50,000 high-performing placements, enabling creative performance data to directly inform real-time media-decisioning.

This tight connection between creative and delivery allows campaigns to dynamically evolve and adapt, in-flight, to maximize attention, engagement, and full-funnel impact. Rather than treating creative as a separate asset, the integrated platform makes it a **core input into optimization**, closing the loop between exposure, interaction, and outcome.

## **AI-decisioning powered by unique data at scale**

At its core, this combined technology is built on **unique data, at global scale**, spanning across audience data, performance insights, and measurement across **every single interaction**.

This data fuels Onetag's AI-driven decisioning layer, enabling smarter buying strategies aligned to real business outcomes, such as consideration, engagement and conversions, across the Open Internet. The result is a more accountable and outcome-oriented model, where media quality, creative impact, and measurement are intrinsically linked.

## **Global scale with premium reach**

Onetag's global exchange connects over **2,000 publishers and 5,000 advertisers** across North America, EMEA and LATAM, providing immediate scale and access to premium inventory. Aryel's strong footprint with brands and agencies, particularly in luxury, beauty and fashion, further strengthens the group's ability to deliver differentiated, high-value solutions internationally.

"Aryel was created to push digital advertising beyond passive impressions," said **Mattia Salvi, CEO of Aryel**. "Our immersive formats are designed to capture attention, drive interaction and generate meaningful signals while respecting the user experience. By becoming part of Onetag, that creative intelligence is now embedded directly into media delivery, where every interaction can actively contribute to performance and measurement."

"The industry doesn't need more complexity, it actually needs a better value exchange," said **Filippo Gramigna, Co-CEO of Onetag**. "With Aryel, we're unifying quality media, creative technology, unique data and AI-driven decisioning into one solution, making it easier and quicker for brands to achieve real business outcomes, with simplicity and ease."

**Valentina Franceschini, Senior Partner di Wise Equity** added: "the acquisition of Aryel strengthens Onetag's strategic positioning and reinforces its ability to deliver innovation at scale. The combined platform is well placed to set a new standard for value creation in programmatic advertising."

With this acquisition, Onetag has taken a decisive step toward reshaping digital advertising, **from fragmented transactions and poor user experience to a unified value exchange built on quality, intelligence, and outcomes**.

The advisors involved in the transaction:

- **Legal due diligence: Belab**, with a team led by managing director Michel Miccoli and coordinated by legal & tech specialist Giulia Cobelli.

- **Financial due diligence: Spada Partners**, with a team composed of Antonio Zecca, Francesco De Buglio, and Alessia Molinengo
- **Due diligence and tax assistance: Spada Partners**, with a team composed of Guido Sazbon, Francesco Podagrosi, and Gaetano Piazzolla
- **Legal assistance for the buyer: BonelliErede**, with a team led by partners Eliana Catalano and Augusto Praloran, and composed, for corporate matters, of senior associates Elena Tellini and Niccolò Ghizzani and associate Alessandro Colasanti. Partner Vittorio Pomarici, associate Claudia Numerati, and Michele Fava acted on labor matters.
- **Legal counsel for the sellers: Orrick**, with a team led by partners Attilio Mazzilli and Livia Maria Pedroni, and composed, for corporate matters, of associate Gabriele Greco and Simone Iaione. Partner Flavio Notari acted on tax matters.

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### About Aryel

Founded in 2020, Aryel is an Italian AdTech scale-up delivering immersive and interactive digital advertising experiences for global brands. Its proprietary technology powers high-impact creative formats across multiple environments, including emerging AI-driven and conversational interfaces. Aryel collaborates with leading international brands across multiple industries, helping them strengthen relationships with their audiences through creativity, innovation, and cutting-edge digital engagement.

### About Onetag

Founded in 2015, Onetag is the next-generation value exchange for the Open Internet, combining quality media and AI-driven decisioning to deliver measurable business outcomes at scale. Through direct integrations with more than 2,000 premium publishers worldwide, Onetag enables over 5,000 brands and agencies to reduce waste and achieve better results, without adding operational complexity. Since 2022, Onetag has been part of the Wisequity V portfolio, **managed by Wise Equity SGR S.p.A.**

### About Wise Equity

Wise Equity is a company active in the management of closed-end investment funds investing in small and medium-sized companies with a focus on Italy. The funds managed by Wise Equity typically carry out Leveraged Buy-out and development capital operations dedicated to companies that have leading positions in their niche with two main objectives: to increase critical mass, also through 'build-up' operations to improve the competitiveness and marginality of the companies, and to foster their international development. Wise Equity currently has three funds under management:

- Wisequity IV with a subscribed capital of € 215 million, invested in eight companies, seven of which have been fully realized, with one company remaining;
- Wisequity V launched in July 2019 with an allocation of EUR 260 million, fully invested in eight companies, with two completed exits;
- Wisequity VI launched in May 2023 with a total commitment of EUR 400 million, partially deployed on five investments.

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