



Awin & Commission Factory

FAQ

1. How will this acquisition impact me as an advertiser/publisher?

The acquisition will not impact day to day business operations. If you are interested in new opportunities available as a result of the acquisition, please get in touch with your account representative.

2. What are the benefits of the acquisition for my company?

- i. Increased global reach in UK, USA, South America, Canada and Europe with Awin's network of publishers.
- ii. Expansion opportunities into UK, Europe, LATAM and North America with on-the-ground local expertise to support your expansion.

3. Are there any changes to my terms and conditions?

For all existing programs that remain on their respective platforms, current T&Cs will remain in effect. However if any programs expand into regions which require launching on another platform, these may require new T&Cs

4. Will I need to migrate my program to another platform?

All existing programs will remain on their current platforms. For any programs that are looking into expanding into UK, USA or Europe, there is a possibility they may need to launch this part of the program on the Awin platform due to language and currency availability.

5. Will the legal name of either company change?

No. Neither company's legal entity will change.

6. Who will be the CEO of Commission Factory?

Zane McIntyre will remain CEO of Commission Factory, as well as becoming the Managing Director of Australia and APAC at Awin.

7. Who should I contact if I have a question about the acquisition?

Please contact your account representative if you have any questions.