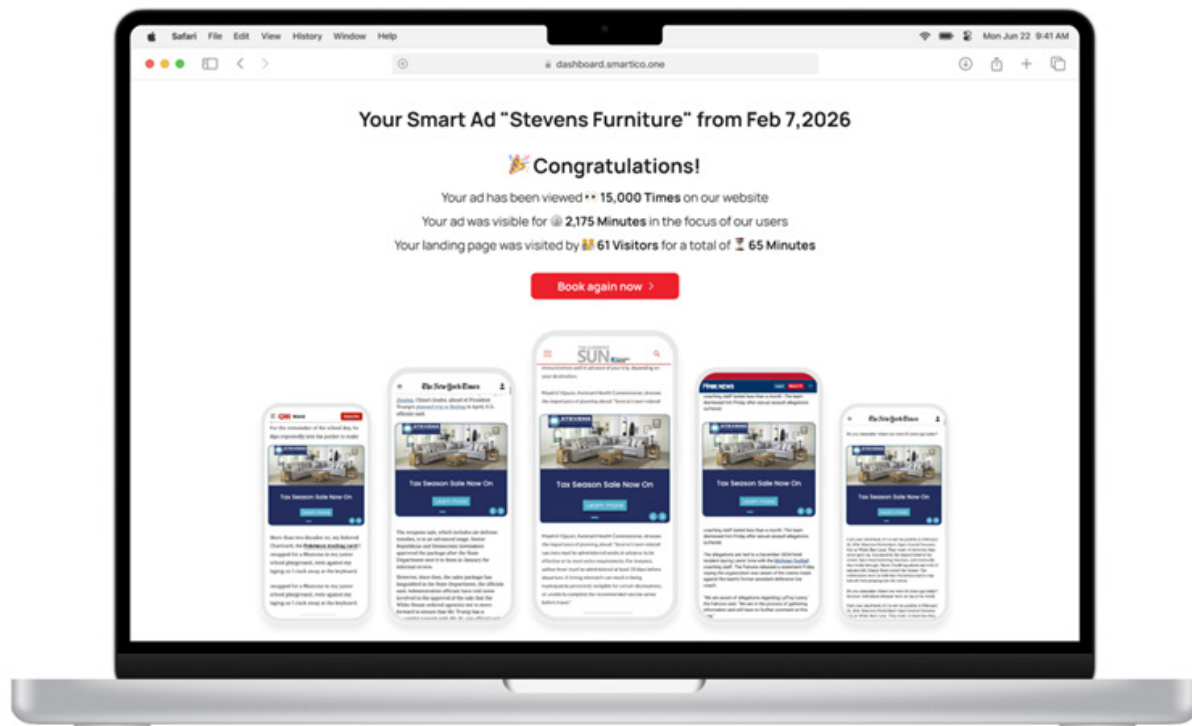


SCS AND SMARTICO ANNOUNCE STRATEGIC PARTNERSHIP, BRINGING INNOVATIVE DIGITAL REVENUE OPTIONS TO PUBLISHERS USING CAS

SCS is proud to announce a strategic partnership with Smartico. Smartico’s flagship solution, Smart Ads, transforms any print ad into a full digital campaign, complete with carousel banners, landing pages, and visual performance dashboards.

Smartico uses AI with a human touch to automatically build fully packaged digital campaigns and landing pages, ready to run on a publisher’s owned and operated inventory (and beyond), generating significantly higher CPMs than remnant programmatic, especially for small and medium-sized advertisers and ad packages starting as low as \$49.



Smartico’s visual dashboards help publishers clearly demonstrate the true value of digital advertising on their websites, moving beyond clicks to metrics that matter: attention, view time, and engagement.

A streamlined interface between SCS and Smartico ensures high-fidelity data transfer that captures all essential ad criteria. Upsell options selected during ad entry or added later determine which ads are exported to Smartico, automatically bundling images and delivering a visually complete listing to the client.

"For most publishers, the biggest untapped opportunity isn't new advertisers. It's better monetizing the ones they already have. Our partnership with SCS brings Smart Ads directly into the core booking workflow, making it easy to turn every print ad into a scalable digital revenue stream," states Christian Scherbel, Founder and CEO of Smartico. "Together with SCS, we enable publishers to instantly transform any booking into a complete digital campaign, combining automation with human quality control. That's how digital becomes both scalable and sellable."

"It's important that newspapers have access to the best monetization tools available to support sustainable local journalism," says Phil Curtolo, VP of Sales at SCS. "We are always looking for solutions to help our customers and found in Smartico not only a highly innovative partner, but a team with a real passion for local advertising and small businesses. That combination stood out immediately. Their product delivers exceptional value for local advertisers, and we're excited to make it easily accessible to every SCS customer."

Together with early partners such as Featured Media and the Cape May County Herald, SCS and Smartico are already demonstrating how this approach translates into real digital revenue.

About SCS:

SCS offers an extensive line of publishing-related applications, including Layout-8000™. More than 500 sites producing over 16,000 publications in 10 countries in 5 languages use SCS mission-critical software every day. SCS also resells award-winning digital asset management software from FotoWare based in Oslo, Norway. SCS is privately owned by Kurt Jackson. Learn more at www.newspapersystems.com.

About Smartico:

Smartico enables regional news publishers to deliver thousands of local display and video ads for their local SMB advertisers without any effort. Trusted by 500+ publishers worldwide, Smartico powers over 1 million campaigns annually, driving scalable profit and making SMB advertising simple and low maintenance. Learn more at www.smartico.one.