

Ebiquity plc

Statement re Competition and Markets Authority (“CMA”) Provisional Findings Transaction Provisionally Approved

Ebiquity plc (“Ebiquity”), a leading independent media and marketing consultancy, welcomes the publication of the CMA’s Provisional Findings regarding its inquiry into the proposed disposal of Ebiquity’s Advertising Intelligence business to Nielsen Media Research Limited (“Nielsen”), which has provisionally approved the transaction on an unconditional basis. Together with Nielsen, Ebiquity looks forward to continuing to engage with the CMA as it works towards its Final Report ahead of the 9 December statutory deadline.

Commenting on the publication, Michael Karg, CEO of Ebiquity said:

“We are encouraged by the CMA’s Provisional Findings report following its in-depth investigation. The planned disposal of Advertising Intelligence to Nielsen will allow Ebiquity to continue investment in its core consultancy practices, better align the business to the significant market growth opportunities and materially reduce net debt.”

The full report will be made available on the CMA’s case page for this investigation at the following web address: <https://www.gov.uk/cma-cases/nielsen-ebiquity-merger-inquiry>

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