

Completion of the disposal of the Advertising Intelligence division

Ebiquity plc

Ebiquity completes the sale of its Advertising Intelligence business

Ebiquity, a leading independent media and marketing consultancy, announces the completion of the sale of its Advertising Intelligence business to Nielsen Media Research Limited. This follows approval of the transaction by the Competitions and Markets Authority on 22 November 2018.

As announced on 13 February 2018, the cash consideration for the transaction is £26 million (net consideration of approximately £20 million after taxation and professional fees) subject to adjustments for working capital.

The completion of the sale accelerates Ebiquity's ambition of becoming the world's leading independent marketing and media consultancy. This will allow Ebiquity to have a more operationally-aligned, streamlined business and to better respond to clients' needs in areas of growing importance, including:

- Increased focus on evidence-based marketing, particularly in leveraging data to drive better marketing performance and marketing ROI
- A strong demand for media transparency across partners and suppliers
- Greater scrutiny of digital advertising performance and measurement
- Heightened complexity in advertising technology and data

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

"This is a transformational moment for Ebiquity. We are now fully focussed on seizing the significant market opportunities in our growing Media, Analytics and Tech practices, which we will enhance through our ability to invest in these services."

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