

February 2019

Ebiquity Statement of Independence

Our Statement of Independence

Ebiquity plc is a public limited company listed on the Alternative Investment Market (AIM) of the London Stock Exchange. Ebiquity plc, through its subsidiary trading companies (including FirmDecisions) operates as a leading independent media and marketing consultancy.

In order to provide independent, unbiased and trusted advice in the marketplace, we have remained firmly media agnostic over our 20+ year history.

We adhere to the following key principles of independence:

- › We do not offer media execution and trading services

- › We do not engage in media buying or conduct any negotiations with media owners or publishers on behalf of our clients

- › We are independent of the media supply chain and do not pitch for media work or compete with media agencies in their core media trading capabilities

- › Our focus in media is on advocating a media supply chain that operates in the interest of advertisers

- › We occasionally work with clients on 'test & learn' projects that involve some media buying, almost always conducted by their media agencies, where we focus entirely on measurement to help independently optimise media performance

- › While we work closely with our clients' media agencies, we are not directly associated with any media agency or media owner in a way that compromises our neutrality in the marketplace

These principles are designed to ensure that we operate with our clients' best interests in mind, of growing importance in a marketing ecosystem that is often highly opaque and becoming increasingly complex.

By engaging with advertisers, agencies, and the leading marketing associations, we are helping to define industry standards. That's also why we have published our [Code of Conduct](#), which sets out the standards and practices that we adhere to and that we believe brands should demand of their independent consultants.

Ebiquity is the world leader in **media investment analysis**

We harness the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and **improve business outcomes.**

We are a data-driven solutions company helping brand owners drive efficiency and effectiveness from their media spend, eliminating wastage and creating value.

We provide analysis and solutions through five Service Lines:

- › **Media management**
- › **Media performance**
- › **Marketing effectiveness**
- › **Technology advisory**
- › **Contract compliance**



Ebiquity is able to provide **independent, unbiased advice and solutions** to brands because we have no commercial interest in any part of the media supply chain.



More than **500 media specialists** operate from our 19 offices worldwide, covering **80% of the global advertising market.**



Ebiquity has the most comprehensive, independent view of today's global media market. We **analyse \$55bn of media spend from 75 markets** annually, including trillions of digital media impressions. Our Contract Compliance division, FirmDecisions, **audits \$40bn of contract value** annually. As a result, more than **70 of the world's top 100 advertisers today choose Ebiquity** as their trusted independent media advisor.