

Ebiquity Plc

("Ebiquity" or the "Company")

Ebiquity acquires digital media monitoring firm Digital Decisions B.V. ("Digital Decisions")

Ebiquity plc, a leading independent marketing and media consultancy, today announces the acquisition of Digital Decisions, a digital media monitoring and optimisation service, for an initial consideration of €0.7 million. The acquisition is highly complementary to Ebiquity's Media division and will enhance the services that it offers to its global client base.

Launched in 2017, Digital Decisions provides 'Source Data Monitoring' – an innovative solution that helps global advertisers to monitor and optimise their digital marketing and media spend. This service enables brands to improve transparency and buying performance throughout the digital media supply chain, across multiple geographies and buying platforms. Digital Decisions has developed the capability, through automated data processing, for brands to efficiently and regularly review billions of dollars in digital media investments.

Digital Decisions' solutions have been adopted by a number of global brands including Heineken and PepsiCo. Josep Hernandez, Senior Director Media and Connections Planning at PepsiCo said *"Digital Decisions and Ebiquity are a perfect match, future-proofing ad spend efficiency drivers in a digital age"*

The acquisition is structured on an earn-out basis, with an up-front cash purchase of 100% of Digital Decisions' shares to be followed by two tranches of deferred consideration. The first will be based on Digital Decisions' performance in 2020 and the second on the average for 2021 and 2022. The final deferred consideration payment will be paid in a mix of cash and Ebiquity plc shares, to be determined by Ebiquity.

Ebiquity is acquiring the Digital Decisions' shares from Cosimo Capital B.V. (55%) and Stichting Administratiekantoor Pinnacle Invest (45%), both firms owned and controlled by Ruben Schreurs, Founder and CEO of Digital Decisions. For the 18-month period to 31 December 2018 (its first financial period), Digital Decisions reported revenue of €419,000, profit before tax of €118,000 and as at 31 December 2018 had gross assets of €151,000.

Digital Decisions is headquartered in the Netherlands where it was founded and has recently established a sales team in London. It will continue to operate as an individual service proposition, while integrating within Ebiquity as appropriate to support continued innovation of its media performance measurement services, as well as marketing and service delivery to clients. The USA is one of the Company's significant potential markets and it is planned that Ruben Schreurs will be based there following completion.

Alan Newman, Ebiquity's interim CEO said:

"Digital Decisions aligns perfectly with Ebiquity's value proposition to clients and further strengthens our digital media advisory services. Its team has developed a market-leading, purpose-built media transparency and accountability solution to help brands evaluate and build trust in their digital ecosystems. We are confident that Ebiquity's global network and client base will help Digital Decisions rapidly to scale internationally"

Ruben Schreurs, Digital Decisions' CEO said:

"Ebiquity is the ideal home for Digital Decisions. Their work with 70 of the top 100 global advertisers, deep media expertise and knowledge, and breadth of data and benchmarks makes Ebiquity a natural fit and the perfect launch pad to take Digital Decisions into the next era of growth. I'm excited about the added value that we can jointly provide to our clients' global media and procurement heads."

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