



Ebiquity announces the sale of Advertising Intelligence business

Today we have announced that we have entered into an agreement to sell our Advertising Intelligence business to Nielsen. The business comprises our Portfolio advertising monitoring platform, ePublisher validation and verification platform and communications insight services operating in Australia, Germany, the UK and the US.

The Advertising Intelligence business will complement and broaden Nielsen's existing capabilities in key countries and is aligned with Nielsen's broader strategy for Total Audience Measurement. In addition, our new digital ad intelligence solution has the potential to reduce Nielsen's dependence on third party solutions.

For the time being nothing will change, and we will continue to deliver our existing Advertising Intelligence services to clients. The sale is subject to UK Competition and Markets Authority approval, and completion is anticipated to take place during the second quarter of 2018. When the sale completes, all of the employees associated with the business, the assets and the trade will transfer to Nielsen. Further details can be found on the [investor section of our website](#).

For Ebiquity, this sale will accelerate our aim of becoming the world's leading tech-enabled marketing and media analytics consultancy. A more operationally-aligned, streamlined business will allow us to better respond to our clients' needs in areas of growing importance, including:

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

Michael Karg, CEO Ebiquity plc, commented: *"This is a transformational moment for Ebiquity. We are now fully focussed on seizing market opportunities in our faster growing Media, Analytics and Tech practices, which we will enhance through our ability to invest in these services. Nielsen is the logical home for our colleagues and we wish them every success for the future."*

For enquiries, please contact:

Christian Polman
Chief Strategy Officer, Ebiquity plc
+44 (0) 20 7650 9621