

Ebiquity Plc

26 April 2021

Directorate change

Appointment of Non-Executive Director

Ebiquity plc ("Ebiquity" or the "Group"), the world leader in media investment analysis, is pleased to announce the appointment of Lara Izlan as a Non-Executive Director to the Board, with effect from 1 June 2021. She will also be a member of the audit and risk, remuneration and nomination committees.

Lara is currently the Director of Data Strategy at ITV plc where she is responsible for leading data and AI strategic initiatives across the group. Prior to this, Lara led ITV's advanced advertising data strategy, delivering addressable products and measurement solutions for connected TV advertising.

Lara brings extensive experience from across the media industry with a particular expertise in advertising and marketing technology, having held senior strategic and commercial positions at leading media brands including Auto Trader Group Plc, Telegraph Media Group Ltd and AOL. Lara's role at AOL was mainly focussed on their European business. During her early career, Lara was based in the US, undertaking various analyst and research roles, including with Disney and OmniSky, a mobile internet start-up.

Lara holds a BA in Economics from Harvard University, an MBA from London Business School and an MSc in social psychology from the London School of Economics.

Rob Woodward, Chair of Ebiquity commented:

"I am delighted to welcome Lara to the Board, and I look forward to working with her. Lara has an in-depth knowledge of the media and advertising sector and her commercial experience in directing how media brands harness data and technology to drive digital transformation will be highly valuable to Ebiquity."

Enquiries

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Additional Information

The following information is disclosed under AIM Rule 17 and Schedule Two paragraph (g) of the AIM Rules for Companies:

Lara Izlan (formerly Izlan-Manley), aged 46 years.

There are no current or previous directorships or partnerships to be disclosed.

There are no current holdings in the Group's shares to be disclosed.

No further information is required to be disclosed under AIM Rule 17 or Schedule Two paragraph (g) of the AIM Rules for Companies.

About Ebiquity plc

Ebiquity plc (LSE AIM: EBQ) is a world leader in media investment analysis. It harnesses the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and improve business outcomes. 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.

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's clients are served by more than 500 media specialists operating from 19 offices covering 80% of the global advertising market.

The Company has the most comprehensive, independent view of today's global media market, analysing \$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.