

Ebiquity Plc

13 July 2021

Trading Update

Ebiquity plc ("Ebiquity" or the "Group"), a world leader in media investment analysis, announces a trading update for the six months ended 30 June 2021, ahead of the interim results announcement planned for 23 September 2021.

Overall, trading in the first half was in line with expectations. Ebiquity's business continued to build on the momentum of the second half of 2020 with revenue of approximately £32 million, 19% ahead of the previous year. This reflected both the recovery in demand from existing clients as they returned to more normal activity levels, and success in winning new business, including for our new digital media solutions which continued to grow rapidly. As expected, the Group was profitable in this half year, in contrast to the loss incurred in H1 2020 and it also improved profitability compared to the second half result in 2020.

The Group's net debt of £10.3 million as at 30 June 2021 (comprising cash balances of £9.3 million and gross debt of £19.7 million) was in line with expectations.

Nick Waters, CEO, commented:

"We are pleased to have delivered on expectations in the first half of 2021, reflecting the progress we are making as a business and continued recovery in activity across the advertising markets. The development of our new digital solutions portfolio is progressing to plan. We are seeing the results of solid new business performance and developing higher value strategic client relationships. We anticipate further progress in the second half."

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Via Instinctif Partners

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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.

As a result, more than 70 of the world's top 100 advertisers today choose Ebiquity as their trusted independent media advisor.

For further information, please visit: www.ebiquity.com

analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

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