

Acquisition of OneSpace

Released : 13 Sep 2021 07:00:00

RNS Number : 4840L
Ascential PLC
13 September 2021

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Ascential plc

Acquisition of OneSpace extends eCommerce content optimisation capabilities

Ascential plc (LSE: ASCL.L), the specialist information, analytics and eCommerce optimisation company, has acquired 100% of OneSpace, a content optimisation business serving brands trading on eCommerce marketplaces.

Underpinned by its SaaS model, OneSpace manages product specific content catalogues, enables the creation of original material and customizes content in order to drive higher sales across multiple products and marketplaces. It serves, on a subscription basis, over 60 CPG customers in the US market. OneSpace, based outside St. Louis, employs 96 staff, led by Stephanie Leffler who founded the business in 2011.

Duncan Painter, CEO of Ascential, commented:

"OneSpace's expertise in content management, optimisation and distribution complements the leading execution capabilities we already possess within Digital Commerce. In particular, its content optimisation product set provides clear cross-selling opportunities for our Edge and Flywheel businesses, while the global reach of our Digital Commerce business overall offers a route to further accelerate OneSpace's growth."

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About Ascential

Ascential delivers specialist information, analytics and eCommerce optimisation platforms to the world's leading consumer brands and their ecosystems. Our world-class businesses improve performance and solve problems for our customers by delivering immediately actionable information combined with visionary longer-term thinking across Digital Commerce, Product Design and Marketing. We also serve customers across Retail & Financial Services.

With more than 2,000 employees across five continents, we combine local expertise with a global footprint for clients in over 120 countries. Ascential is listed on the London Stock Exchange.

About One Space

OneSpace is a leading digital shelf optimization company based in Swansea, Illinois. They provide a suite of tools and services to help CPG

brands win top position on the digital shelf by increasing organic search visibility and conversions across multiple online retailers.
<https://www.onespace.com/about/>

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