

ASCENTIAL

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Ascential plc

Acquisition of Sellics

Ascential plc (LSE: ASCL.L), the specialist information, analytics and eCommerce optimisation company, today announces that it has signed an agreement to acquire Sellics GmbH, a business which provides media execution services to challenger brands trading on Amazon.

Sellics provides a mix of advertising spend optimisation, campaign automation and profit analytics, through a suite of software solutions, to challenger brands that trade on Amazon across the US and Europe. Headquartered in Berlin, Sellics employs c.90 staff, led by its co-founders : Franz Jordan (CEO), Josef Vataman (CTO) and Thomas Ropel (CMO).

Sellics will be merged into challenger brand specialist Perpetua, within Ascential's Digital Commerce business unit, utilising its scaled platform, while significantly increasing penetration of the European market for this fast growing customer segment.

Duncan Painter, CEO of Ascential, commented:

"Sellics' strong presence in the European challenger market and engineering expertise will accelerate Perpetua's growth outside its existing US operations, while Perpetua itself will provide exciting growth opportunities for the Sellics' customer base through its advanced product set."

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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 2,800 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 Sellics

Sellics' mission is to make Amazon Advertising easier and less time-consuming for eCommerce brands while improving their advertising performance and growing their business.

Sellics achieves this by pairing an innovative software platform for advertising optimization and automation with market-leading actionable insights and competitive intelligence, as well as expert Advertising services.

www.sellics.com