

London, 11 March 2020

Ciesco advises Mavens of London, a leading data-driven, digital marketing and analytics consultancy, on its sale to Kantar

Ciesco is pleased to announce the successful completion of its latest transaction, advising the shareholders of Mavens of London, a leading data-driven, digital marketing and analytics consultancy, on its sale to Kantar, the global leading data, insights and consulting company. This marks the first acquisition for Kantar since a majority stake in the group was acquired by Bain Capital from WPP last year.

Founded in 2009, Mavens of London is a strategic data consultancy with a premium, comprehensive service offering of deep digital expertise gained at the forefront of consumer insights, measurement, strategy and optimisation and performance content. Mavens helps its blue-chip clients make the most of their digital data, offering a smart combination of human and machine intelligence. The Mavens digital experts help marketers understand trends, patterns and needs and then optimise the performance of their digital environments, SEO, search and content strategies to address them.

The addition of Mavens's digital consulting capability, search and social analytics, performance content, and AI-based segmentation offerings bolsters Kantar's Analytics portfolio, transforming Kantar into a truly unique provider of a holistic view of a brand's ecosystem and allowing them to support clients across digital from strategy to activation.

Commenting on the acquisition, Richard Ingleton, Global CEO of Kantar's Insights division said, "On becoming independent, we signalled our intent to accelerate our investment strategy. Today's acquisition of Mavens illustrates that intent and the ambition we have for our business and clients. Our Analytics Practice is a key growth driver for Kantar, as clients turn to us to help them unlock deeper insights about consumers and how they think, feel and act to fuel growth for their business. Mavens' analytics consulting capabilities in particular are unique in their ability to combine data literacy, marketing strategy, commercial expertise, and technical delivery to offer solutions from strategy through to implementation".

Discussing the acquisition, Darren Bhattachary, Co-CEO Of Kantar's Insights division in the UK, said, "Mavens brings a fantastic and differentiated skill set into Kantar that really complements and strengthens our Analytics portfolio. Clients are focused on developing a detailed understanding of which digital investments and content have impact".

Daniel Singer, CEO of Mavens added, "Joining Kantar provides us with an opportunity to have an impact at scale. We know from the work we do with clients like Dove and Philips, that our smart combination of human and artificial intelligence delivers real return on their marketing investments. Kantar offers us the opportunity to integrate our AI and analytics capabilities with its world-class analytics team to build even more powerful tools and extend the impact we have to even more of the world's leading consumer brands".

Ciesco acted as the exclusive advisor to the shareholders of Mavens of London. Commenting on the deal, Chris Sahota, CEO of Ciesco, remarked, "We are very pleased with the outcome for the Mavens team. Their expertise in digital and their holistic, data-driven approach to understanding the clients' ecosystem and making strategic recommendations attracted very strong interest from across the buyer landscape. The market opportunity is substantial, and Mavens is well-placed to capitalise on that. Kantar has been steadily evolving its data platforms and its approach to analytics and data management across four main pillars: innovation, audience segmentation, customer analytics, and social analytics. Kantar was identified as the perfect fit for Mavens as it offers an opportunity to

integrate their proprietary tools and capabilities into Kantar's Analytics team, and hence amplify the existing offering and scale across the client base, that include the world's leading brands. We look forward to seeing Mavens accelerate their growth within Kantar".

Daniel Singer further commented: "Ciesco quickly grasped the nature of our business, what makes us desirable and how future ownership models could help us fulfil our growth ambitions. They ran a disciplined and highly professional process and worked tirelessly to provide us with multiple strategic options. We have deeply appreciated the support and insight Ciesco have provided to us."

About Ciesco – www.ciesco.com

Ciesco is a leading specialist M&A firm with a focus on the digital, media, marketing and technology sectors. Headquartered in London, we have offices in Germany and France and operate globally. Ciesco offers a unique combination at partnership level, of senior level industry practitioners and sector specialist investment bankers. This enables an extensive network of contacts and strong relationships that reach into organisations worldwide at C-suite sponsor levels. We are well-regarded in the market for our specialist advice derived from our deep understanding of the sector, industry and buyer landscape insights, and execution expertise.

About Mavens of London - <http://www.mavens.co.uk/>

Mavens of London is at the forefront of online measurement, research, and strategy, consulting for some of the world's largest brands. Its work is truly global, across industries and continents. Mavens uses analytics and data extracted from across the internet to enable brands to understand their consumers, optimise their digital properties, and make better strategic decisions.

About Kantar - <http://www.kantar.com/>

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.
