

London, 22nd April 2022

Ciesco advises MediaPath Network, a data-led, technology-enabled media consultancy, on its sale to Ebiquity PLC

Specialist M&A advisory firm Ciesco is delighted to announce the completion of its latest transaction, advising MediaPath, a leading global media consulting company specialising in agency selection processes, media performance measurement, and media benchmarking delivered through technology enabled services, on its sale to Ebiquity PLC.

Ciesco was the exclusive sell-side advisor for MediaPath and was selected based on its specialist sector expertise.

Founded in 2008 in Stockholm, MediaPath is a technology-driven multi-national media consultancy. The MediaPath Group specialises in performance measurement, benchmarking, and pitch management, delivered by pioneering a unique and powerful performance-based methodology for advertisers while simultaneously acting as media experts; this is delivered through offering improved processes, high-quality tools, and frameworks for all their media governance requirements. The company operates through a globally distributed model across 12 countries. The MediaPath Group serves global blue-chip clients including ABInBev, Disney, Heineken, KraftHeinz, Pandora, Sky, JPMorgan Chase & Co and McDonalds.

The acquisition accelerates Ebiquity's vision to become a fully integrated world leader in media investment analysis with a formidable breadth and depth of media talent, global reach, and national market expertise, and further strengthens the combined group's position as such.

The founder, Susanne Elias has 24 years of experience operating in the media space and will join the Ebiquity Executive Leadership team as Chief Business Integration Officer on completion of the MediaPath acquisition. MediaPath will also re-brand as Ebiquity soon after completion.

Susanne Elias, stated: "Using technology for innovation and delivery of our services to our clients has been a key driver for us and that, now combined with Ebiquity's global reach, broad service offerings as well as highly skilled team of media specialists, creates stellar opportunities for our combined businesses, clients and teams all over the world.

Susanne added: "Over the past months, Ciesco has been an instrumental partner whose expertise and commitment have helped us make this transaction happen."

Chris Sahota, CEO and Founder of Ciesco, said: "We are delighted to have advised MediaPath and its shareholders during this process; MediaPath and Ebiquity are an excellent fit from a strategic and commercial perspective. This transaction will undoubtedly set the gold standard in the media investment analysis industry, and we are excited to see what the future holds for the group."

The transaction marks Ciesco's third deal in this vertical market, after the acquisitions of RightSpend by LDC, and of MediaSense by Apiary Capital.

About Ciesco – www.ciesco.com

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

About MediaPath – <https://media-path.com/>

MediaPath is a technology-driven multi-national media consultancy founded in Stockholm, Sweden in 2008 by Susanne Elias. The MediaPath Group specialises in performance measurement, benchmarking and pitch management delivered through a proprietary technology platform. It operates through a globally distributed model and has 45 team members across 12 countries that operate remotely. The MediaPath Group has an international client list such as ABInBev, Disney, Heineken, KraftHeinz, Pandora, Sky, JPMorgan Chase & Co and McDonalds.

About Ebiquity PLC – <https://www.ebiquity.com/>

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.

Press Release Enquiries

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