

ASCENTIAL

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Ascential plc

Acquisition of 4K Miles

Ascential plc (LSE: ASCL.L), the specialist information, analytics and eCommerce optimisation company, today announces that it has agreed the acquisition of 4K Miles, a leading digital commerce advertising, execution and marketplace insights business serving challenger Chinese brands trading on Amazon globally. The deal is expected to close in December.

Through its software-based offering, 4K Miles provides advertising execution, sales data analytics and inventory tracking to over 500 challenger brand customers based in China, trading on Amazon marketplaces including the US, major European countries, Mexico, India and Japan. Headquartered in Guangzhou, 4K Miles employs c.160 staff, led by its co-founders: Stephen Chen (CEO), Raymond Zhao (COO) and Chengsen Duan (CTO).

4K Miles will join Ascential's Digital Commerce business unit, building towards its mission to help brands and marketplaces win by optimising and accelerating their digital commerce performance.

Duncan Painter, CEO of Ascential, commented:

"4K's leadership in serving the unique and complex needs of Chinese challenger brands on Amazon opens this fast growing customer group to our digital commerce capabilities, while building further scale in this important region. In particular, 4K's offering in China's challenger brand space complements Perpetua's position in North America, while it also offers expertise in market sizing and targeting, enhancing our all-round Digital Commerce proposition for this customer segment."

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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 4K Miles

4K Miles helps hundreds of online sellers promote their products globally on Amazon. Through inhouse marketplace big data tools, they set up and execute optimised advertising for their customers, together with comprehensive management of their online operations.

www.4kmiles.com