

ASCENTIAL

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Ascential plc

Ascential announces partnership with Future Now

London: Ascential plc (LSE: ASCL.L), the specialist information, data and ecommerce optimisation platforms company, today announces a partnership with Future Now.

FUTURE NOW is a US-based charity committed to building future leaders in media. Diversity and inclusion are core to FUTURE NOW's mission of providing equal opportunity, exposure and access to advancement for the next generation and future generations of business leaders, technologists, content creators, storytellers, journalists and creative artists. FUTURE NOW produces live events and programming to educate, mentor, train, and give college and graduate students and recent graduates unprecedented opportunities to connect with and learn from today's most influential leaders, executives and professionals in media and entertainment.

The annual **FUTURE NOW Media & Entertainment Conference** brings together students from all over the country with today's top industry leaders and professionals. The conference is designed to give students the opportunity to hear directly from leaders in the industry, connect, network and be mentored by them. Recruiters from various companies are also on site to recruit FUTURE NOW students for internship and job opportunities. A range of speakers from Ascential took part in the recent Future Now Conference in May, including President, Ascential Marketing and Chairman and CEO, MediaLink, Michael Kassan. Volunteers from across Ascential and other participating organisations took part as speakers and mentors in speed mentoring sessions, and also conducted a special 'Meet the Recruiters' session.

Ascential's sponsorship will continue beyond the conference, providing ongoing support for FUTURE NOW, through a series of programmes and events, aimed at educating the student participants on the business of the media industry, and exposing them to the wide range of roles available.

Michael Kassan, President, Ascential Marketing and Chairman and CEO, MediaLink said,

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“Future Now’s CEO, Margaret 'Peggy' Kim, is a powerhouse and true agent for change in our industry. I’m excited that we’re launching this partnership to help bring welcome change to media and marketing, and to create opportunities for the next generation talent that represents our industry’s bright and promising future”.

Margaret Kim, CEO, Future Now added: “I am thrilled and so grateful to have the support and partnership of Ascential and luminaries like Michael Kassan, who is leading important work and conversations in media and marketing worldwide. We are at an inflection point in our industry and culture, and we have the opportunity to rethink and reimagine what we do, how we do it, and WHY we do it. For us at FUTURE NOW, it is about investing in our future leaders, bringing people together, and creating opportunities where everyone wins.”

Duncan Painter, Chief Executive, Ascential, added “Following our recently-announced partnership with Black British Network in the UK, our partnership with Future Now in the US further demonstrates Ascential’s ongoing commitment to creating a more diverse and inclusive workplace. We look forward to getting behind the valuable work of Peggy and the team at Future Now to create real change.”

In January 2021, Ascential published [Ascential’s Diversity & Inclusion Report](#). The report includes the results of the 2020 Diversity Data Survey - completed by 83% of Ascential colleagues - alongside Ascential’s vision and commitments to improving and sustaining diversity and inclusion.

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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.

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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.

- Digital Commerce - measurement, optimisation and execution for digital commerce growth.
- Product Design - consumer product trend forecasting, data and insight to create world-class products and experiences.
- Marketing - services and tools to measure and optimise marketing creativity, media and platform effectiveness and efficiency.