

YOU & MR JONES LAUNCHES MEDIA DIVISION WITH \$300 MILLION WAR CHEST FORMER MINDSHARE GLOBAL CEO NICK EMERY TO LEAD

Market-leading brandtech group sets out to disrupt media industry model, putting brands back in control

New York, New York, April 21, 2021: Global brandtech group You & Mr Jones is launching You & Mr Jones Media to bring its market-leading disruption to the media industry. Former Mindshare Global CEO Nick Emery is joining as Founding Partner to deploy a US \$300 million war chest to build a totally new media model for brands. You & Mr Jones raised a further \$260MM at a \$1.36BN valuation in 2020.

You & Mr Jones Media will put brands back in control of their media, putting it at the heart of their businesses, empowering them through transparency, technology, and in-housing.

The new business will use technology to bring to media the 'better, faster, cheaper' philosophy that the group launched with in June 2015, several years before the scale of digital disruption to the traditional ad holding companies was widely understood.

The You & Mr Jones group is the global market leader in content in-housing, and had an exceptional 2020, with +27 percent net revenue organic growth for the year, significantly outperforming both the traditional legacy holding companies, which all experienced a significant decline in revenue in 2020 (-9.2 percent average for the big seven) and the new entrants, such as S4 Capital (whose 2020 organic growth was 19.4 percent). You & Mr Jones is now going to bring that same disruption to media and build the global market leader in media in-housing.

Emery is joining as Founding Partner of the new practice, following his surprise exit from Mindshare, the company he spent 23 years building, last year. He brings unparalleled expertise in the challenges major global clients face along with a zeal for disruption, and a desire to create a fresh new model that can solve these challenges unencumbered by legacy structures.

The launch happens at a time when the traditional media industry model is increasingly challenged: millions of dollars are wasted through poor quality and badly targeted adtech, there is still a significant lack of transparency, processes are slow, and decision-making is disconnected from brands' commercial aims, often more driven by traditional media agency agendas than by those of clients. Clients are demanding a new solution.

You & Mr Jones Media will empower brands to take control of their first-party data and media technology completely transparently, at a dramatically reduced cost, and at a dramatically increased speed. Its offer will be built upon three pillars: transparency, technology, and in-housing, and it will focus on building one of the largest global players for the digital platforms that drive modern marketing and commerce.

As well as new acquisitions, You & Mr Jones Media will work closely with the brandtech group's current technology platform and its strategic media investments, from AI-driven media planning company Elsy, to dynamic content personalization business Jivox, as well as integrated solutions across You & Mr Jones group companies, ultimately, connecting content, media, and data.

You & Mr Jones Founder David Jones says: "We've built the clear global market leader in terms of its ability to deliver enterprise level technology marketing solutions to the world's largest brands. We

grew 27 percent organically in 2020, significantly outperforming both the old legacy players and the new brandtech groups. To date, we've done that focusing on content and data. We now intend to bring the same brandtech disruption to the media industry. Nick is a brilliant talent who knows exactly how to create a new model digital media company unencumbered by legacy, and we have more than \$300MM at our disposal to go and build that."

You & Mr Jones Media Founding Partner Nick Emery says: "We will make media the most creative, trusted and dynamic business to work in across everything from Marvel to Amazon, WeChat to Pinduoduo and Discord to Shopify. Media is a fantastic business to be in and I am delighted to be joining You & Mr Jones who have the rare ambition to make that happen and put clients back in control, making media as it should be, different, fun, inventive and a key source of client growth."

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About You & Mr Jones

You & Mr Jones is the world's first Brandtech group. Its mission is to help businesses do their marketing better, faster and cheaper using technology.

It was founded in June 2015 by former Havas Global CEO and Facebook Client Council founding member, David Jones. You & Mr Jones sits at the intersection of the dramatic growth in mobile, a tech revolution that has empowered people to create, produce and share unprecedented amounts of content, the impact of AI, AR, and blockchain, and frustrated global companies looking for brand- and tech-literate partners.

Group clients include Adidas, Banco Itaú, Danone, Facebook, Intuit, LVMH, Microsoft, Renault Nissan, PayPal, and Unilever.

You & Mr Jones is headquartered in New York and has offices in 40 countries & over 50 cities including Amsterdam, Bangalore, Bangkok, Bogota, Boston, Cape Town, Dubai, Geneva, Hong Kong, Istanbul, Jakarta, London, Los Angeles, Manila, Mexico City, Mumbai, Paris, San Francisco, Sao Paulo, Seoul, Shanghai, Shenzhen, Singapore, Sydney, Tokyo & Toronto.

You & Mr Jones was named one of The World's Most Innovative Companies 2021 by Fast Company.

<http://www.youandmrjones.com>