

## THE MARKETING GROUP PLC

### TMG takes minority stake in Narratr

**LONDON, 28 February 2018:** The Marketing Group plc ("TMG") is pleased to announce that it has taken a minority stake of 14% in micro-influencer platform Narratr.

Narratr's last private equity round values the business at €4.1M; through a total cash investment of €485,000, financed from TMG's current resources, TMG becomes a strategic investor in a martech platform serving one of the fastest growing marketing disciplines today.

Narratr (One9Social Pte Ltd) was co-founded in 2015 by Laurent Verrier, who also runs wholly owned TMG subsidiary One9Ninety. In September 2016 TMG made a small investment that was not deemed to be material at the time. This week, TMG has increased its investment as part of a Seed Plus investment round alongside other investors.

Narratr provides social media influencers and marketers with a big data, AI powered, web and mobile automation platform to manage influencer marketing at scale.

Currently deployed across Asia, South America and soon Europe, Narratr offers active audience data for 32 million influencers globally. Its programmatic approach is used by high profile customers such as Unilever, Proctor & Gamble, Johnson & Johnson, and Coty.

Laurent Verrier – Co-Founder and CEO of Narratr, commented:

*"The synergies and collaboration opportunities between Narratr and the TMG network are obvious. We are thrilled with the possibilities this latest investment round brings to the Team, from increasing the speed of our geographical expansion to strengthening our tech stack."*

Adam Graham, CEO of TMG, commented:

*"Our investment in Narratr supports our platform based approach to global marketing and is highly complementary to our service offering. It enables us to deploy campaigns for some of the world's biggest brands in a rapidly expanding market place. We are very excited by Narratr's growth trajectory and future opportunities."*

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### **The Marketing Group plc (“TMG”) in brief**

TMG is building a global full-service marketing network, powered by technology, that provides a fresh alternative for global brands that want to see more bang for their buck. With offices in America, Europe, Asia and Australasia, TMG’s collaborative network of agencies provide a holistic service to deliver highly effective results.

The Marketing Group is listed on Nasdaq First North, Stockholm. [www.tmg-plc.com](http://www.tmg-plc.com).  
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