

www.truth.agency
@TheTruth_Agency

TMG'S TRUTH ANNOUNCES OLIVER SOUTHGATE AS CHIEF TECHNOLOGY OFFICER

LONDON: 31 January 2018 - TRUTH, the first global blockchain-enabled media agency, today announces the appointment of Oliver Southgate as Chief Technology Officer.

Southgate, who joins from retail technology platform Shopitize, has more than 20 years of experience of working in the publishing, marketing and ad technology sectors. He was previously Head of Data and Technology at Havas Media Group UK, MD at The Social Group and Technology Director at Digitas LBi.

TRUTH was launched on November 15th, 2017, to global acclaim and is set to revolutionise the media agency model. A new type of media agency, it utilises blockchain smart contract technology to provide 100% transparency in the media supply chain.

Mary Keane Dawson, CEO of TRUTH commented:

"Oliver joins us with a wealth of experience and market insight and we are immensely pleased to have him on board."

On his appointment, Oliver Southgate said:

"I'm hugely excited by the challenges that lay ahead at TRUTH. The opportunity to work with such a great team on such a massively disruptive and innovative project is something I relish."

ENDS

About TRUTH

Launched in 2017, TRUTH is a global media planning and buying service for advertisers. With offices in London, San Francisco, Singapore, Auckland and Sydney. TRUTH is a truly transparent agency that provides a single view across the value chain and a single clear fee for advertisers.

The Marketing Group plc ("TMG") in brief

TMG is building a global full-service marketing network that respects the individual cultures of each agency that joins. By providing a supportive platform for growth, and an agile management approach, TMG aims to provide a fresh alternative to the big holding companies: Independent Spirit – Global scale. Each company within the group provides specialist marketing services brought together, within complementary communities of practice, to form an international network that can address a global market. The central team supports its subsidiaries through a lean and nimble structure that can respond quickly to change and provide highly effective solutions for clients. The Marketing Group is listed on Nasdaq First North, Stockholm. www.tmg-plc.com. Mangold Fondkommission AB, +46 8-5030 15 50, is the company's Certified Adviser and liquidity provider.

Media contact for TRUTH

Lydia Oakes, Bluestripe

M: 07710 244573 / lydia@bluestripemedia.co.uk