

YOU & MR JONES ACCELERATES GEOGRAPHIC EXPANSION WITH ACQUISITION OF LEADING LATAM DATA & TECHNOLOGY COMPANY, DP6

Brandtech group deepens global tech and data capabilities with key LatAm Google and Salesforce partner, as it announces more than 50 percent organic growth year-to-date

New York, New York, October 1, 2021: Fast-growing global brandtech group, You & Mr Jones, has acquired a majority stake in DP6, Latin America's leading marketing technology and data company.

Brazil-based DP6, founded by Tiago Turini and Leo Naressi, delivers technology and data solutions for many of the region's largest businesses as well as numerous global brands operating there, including Carrefour, CNN, BASF, Natura, Nubank, Raia Drogasil and Whirlpool. The company provides technology and data expertise, from data measurement to media attribution, martech integration, data science, AI-powered marketing analytics and content optimization. Headquartered in São Paulo, DP6 is a key partner of Google and Salesforce.

You & Mr Jones has established a strong presence in LatAm, with offices in São Paulo, Mexico City, Buenos Aires, Bogotá and Panama City. This acquisition expands the group's already extensive geographical data and technology footprint. You & Mr Jones data company 55 (acquired in 2016) operates across Europe, North America and Asia, with offices in Paris, Geneva, London, New York, Shanghai, Hong Kong, Taipei and Shenzhen, and this acquisition will expand its ability to deliver for global clients in LatAm.

The deal comes as marketers face growing challenges around data and marketing intelligence with the impending removal of third-party cookies, and numerous regulatory moves concerning data and privacy underway around the world. You & Mr Jones is experiencing increasing demand from global marketers seeking expert partners able to leverage the evolving opportunities. The brandtech group's move comes at a time when Google has expressed concern about the legacy ad holding companies' data expertise and capabilities.¹

The group, which, as well as 55 and in-housing pioneer and market leader Oliver, includes Gravity Road, Mobkoi, Mofilm, Blood, and Collectively, is having an exceptional 2021 with year-to-date August organic revenue growth of more than 50 percent, following 27.1 percent net revenue organic growth rate for last year. The increasing acceleration of demand for the group's brandtech services reflects the continuing disruption of the marketing sector.

You & Mr Jones founder David Jones says: "Brazil is one of the largest and most advanced marketing technology markets in the world and DP6 is a brilliant company, so it was a no-brainer to bring them into the group. At the heart of every great technology company is a data core. In

55 we have one of the top global companies in the space and this move gives us the ability to further expand our global data capabilities in one of the world's most important and fast-growing digital markets.”

DP6 co-founder and co-CEO Tiago Turini says: “Brands are facing enormous pressure for transformation around data maturity and the DP6 team is more than happy to join You & Mr Jones and collaborate on always-growing, data-driven marketing projects around the globe. We believe this is an incredible opportunity for talented people to develop future careers in brandtech, data and analytics in DP6 and You & Mr Jones group companies.”

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References:

1. <https://adage.com/article/digital-marketing-ad-tech-news/google-urges-holding-companies-buy-analytics-firms/2365946>

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, São 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.

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