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Press release, London 2016-06-02

The offering to acquire shares in The Marketing Group plc was subscribed to 314 per cent – trading on Nasdaq First North commences on 8 June 2016

**The Marketing Group plc (“The Marketing Group” or the “Company”) today announces the outcome of the offering to acquire shares in The Marketing Group in connection with the Company’s listing on Nasdaq First North Stockholm (the “Offering”). The interest for the Offering has been very strong and applications to acquire shares corresponding to 314 per cent the Offering were registered during the application period.**

The Marketing Group has completed a distribution of shares to the public and to selected institutional investors ahead of the Company’s listing on Nasdaq First North Stockholm. The Marketing Group now publishes its Company Description which has been prepared in accordance with Nasdaq’s rules and regulations and is available on The Marketing Group’s website [www.marketinggroupplc.com/investor-relations](http://www.marketinggroupplc.com/investor-relations). Trading in The Marketing Group’s shares on Nasdaq First North Stockholm commences on Wednesday, 8 June 2016, under the ticker TMG.

### **The Offering in brief**

- As previously announced, the price in the Offering was EUR 1.00 per share, implying a market capitalisation of approximately MEUR 14.4 based on The Marketing Group’s 14,410,000 shares outstanding.
- The Offering consisted of an offering to Swedish and international institutional investors as well as the general public in Sweden. In the Offering, 1,250,000 existing shares have been sold comprising 8.7 per cent of the total shares outstanding.
- Approximately 1,200 subscriptions were submitted and approximately 800 new investors were allocated shares as a result of the Offering.
- Nasdaq First North Stockholm has approved The Marketing Group’s shares for trading. Trading commences on Wednesday, 8 June 2016, under the ticker TMG.

### **Jeremy Harbour, Executive Chairman of The Marketing Group**

*“Together with my colleagues in The Marketing Group, I am very proud and pleased with the very strong interest that has been shown in becoming a shareholder of The Marketing Group. We welcome our new shareholders and look forward to accelerate our acquisition strategy as a publicly listed company.”*



The seller have, in consultation with Mangold Fondkommission AB and the Company's Board of Directors, decided upon the allotment of shares in the Offering, where the aim has been to distribute the ownership in order to fulfil Nasdaq First North Stockholm's requirements regarding distribution of shares and create a foundation for a high trading liquidity in the share. Notice of allotment will be provided as of today, 2 June 2016, on a contract note. Payment of allotted shares shall be made in accordance with instructions on the contract note, no later than 7 June 2016. Only those who receive shares in the Offering will receive notification. First day of trading on Nasdaq First North Stockholm is 8 June 2016.

### **Timetable**

2 June 2016	Allocation of shares in the Offering and contract notes are sent out
7 June 2016	Due date of payment for shares in the Offering
8 June 2016	First day of trading on Nasdaq First North Stockholm

### **Advisers**

Mangold Fondkommission AB has been acting as financial adviser and ebl miller rosenfalck has been acting as legal adviser to the Company in the Offering. Mangold Fondkommission AB will be the Company's Certified Adviser and liquidity provider on Nasdaq First North Stockholm.

### **For more information, please contact**

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### **The Marketing Group in brief**

The Marketing Group plc was incorporated in May 2015 with the purpose of gathering successful marketing businesses under one roof. During the first quarter of 2016, the Company acquired four companies within the marketing sector; One9Ninety (social media), Black Marketing (LinkedIn marketing), Nice & Polite (creative content) and Creative Insurgence (brand activation). The Company comprises a series of independent marketing teams, each with specific expertise and innovative services. The consolidated group supports the subsidiaries with management and coordinating activities as well as a common operating platform. For more information, please visit the Company's website [www.marketinggroupplc.com](http://www.marketinggroupplc.com). The Company's share is listed on Nasdaq First North Stockholm from 8 June 2016 and Mangold Fondkommission AB, +46 8 5030 1550, is the Company's Certified Adviser and liquidity provider.



## IMPORTANT NOTICE

*The shares covered by the Offering are not intended for persons who are residents of the United States of America, Australia, Hong Kong, Japan, Canada, Switzerland, Singapore, South Africa, New Zealand or in any other jurisdiction in which participation would require a prospectus, registration or other measures than those that follow from Swedish law. The press release may consequently not be distributed within or to any country or any jurisdiction in which distribution or the offering requires such measures or contravenes the rules of such a country or such jurisdiction.*

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10% net profit

€10m revenue