

YOU & MR JONES RAISES \$200MM TO FURTHER SCALE ITS ABILITY TO DELIVER ENTERPRISE LEVEL TECHNOLOGY-DRIVEN MARKETING SOLUTIONS FOR THE WORLD'S LEADING BRANDS

New investment values Brandtech™ group at over \$1billion and will accelerate its journey to disrupt an industry and invent a new category

NEW YORK (December 10, 2019) – Following four years of exponential growth, You & Mr Jones, the world's first Brandtech™ group, has raised an additional \$200MM to help leading global brands harness the power of technology to accelerate their growth and profitability. This Series B round has the company valued at a \$1.3 billion post-money valuation.

You & Mr Jones launched in June 2015 after raising an initial \$350MM from six investors to build an industry-disrupting Brandtech group that would help brands do their marketing [better, faster and cheaper using technology](#).

The company has since seen impressive growth (CAGR 2015-2019 of +134.8%) on its way to becoming the global leader in providing enterprise level, technology-driven marketing solutions to the world's biggest brands. Since launching with only two founding employees in June 2015, the group now has 3,000 employees in 40 countries and in more than 50 cities and clients include Unilever, Adidas, Microsoft, Reebok, PayPal, Hertz, Marriott, LVMH, Renault-Nissan, Danone, Google and RB. The group has made six acquisitions since launch (including the January 2019 acquisition of global in-housing pioneer and market leader, Oliver) and has made 34 investments in 21 tech companies - including a \$20MM investment in Pinterest and participation in every funding round for AR pioneers Niantic (creators of *Pokémon GO* and *Harry Potter: Wizards Unite*) since Niantic's spin-off from Google in 2015. It has also invested in the likes of blockchain-enabled payments solution Amino, AI conversational marketing company Automat, IoT cloud software company Evrythng, creative technology platform Vidmob and the revolutionary AI Foundation.

The latest funding will be used to further accelerate You & Mr Jones's global expansion with a focus on the APAC region, evolving the group's technology platform, and expanding its three core verticals: inside operating systems, data & consultancy, and content (creation & distribution).

David Jones, founder and CEO, You & Mr Jones, says: *"We launched You & Mr Jones in 2015 based on the strong belief that due to the mobile revolution clients needed a totally new kind of marketing partner: one that was expert in both brand and technology.*

"Since then, we have seen a radical realignment of the marketing industry, with massive declines in the valuations of the established order as they have fundamentally failed to adapt, and the arrival of interesting new entrants – even including the head of the largest traditional legacy business who launched last year emulating our positioning.

"We are now moving to phase two of our journey. We're strongly profitable, have no debt and a war chest of over \$250MM. Our focus is to further scale our ability to use technology to deliver better, faster and cheaper marketing for our clients and to capitalize on the huge opportunity that the market disruption affords us."

Emma Cookson, Partner, You & Mr Jones added: *"In a very short period of time, we have created a new category and an incredibly valuable and exciting technology company that is*

delivering a new marketing playbook for some of the world's biggest brands. And what's exciting is that we're only just getting started!"

Investors in this round include Baillie Gifford – which also invested in the Series A round - and which has major holdings in many of the world's leading technology businesses including Amazon, Tencent, Alibaba, Tesla and Netflix.

James Anderson, Head of Global Equities, Baillie Gifford, says: *"We are long-term believers in the power of technology and we invest in businesses that offer outside opportunities. For those reasons, we are delighted to be reinvesting in You & Mr Jones. David and the team demonstrated an early understanding that the marketing industry was being fundamentally disrupted by technology and they have created a compelling proposition for the world's leading brands."*

Giles Morrison, Global VP, Brand Communications & Global Brand VP, Unilever Brand said: *"We've partnered with You & Mr Jones group company Oliver to build our proprietary internal agency, U-Studio, and it has very quickly become our largest global digital agency working across 300+ brands. It's great for U-Studio to be able to tap into the You & Mr Jones ecosystem of companies to help us further evolve and expand our offering by leveraging their brandtech capabilities"*

Ben Silberman, Co-founder and CEO, Pinterest says: *"You & Mr Jones sit in a unique position at the intersection of the brand and tech worlds. They have been able to introduce us to leading global brands and help us better understand what brands need from technology platforms like Pinterest."*

John Hanke, founder and CEO, Niantic, creators of Pokémon GO, says: *"David and the folks at You & Mr Jones have been invaluable investors and partners for Niantic: they've brought unparalleled knowledge of the new brand technology industry with their unique business model that sits at the intersection of the most innovative tech companies and the most progressive businesses across the marketing and brand landscape. They've given us great support and advice. Importantly, they are building a group committed to making a positive social impact in the world – something that also sits at the heart of the Niantic mission."*

Mich Mathews, You & Mr Jones board member and former Global CMO of Microsoft, says: *"Technology has disrupted marketing beyond all recognition and made the CMO's job much more complicated. And this will only accelerate in the next decade. The You & Mr Jones team saw this very early, at a time when the traditional legacy businesses were still announcing record results, and this has given them a huge head-start on everyone else. They've scaled impressively since launch and are now able to deliver a brand new model for global brands and help them deliver technology-driven 21st century marketing"*

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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 impending revolution in AI, AR, and blockchain, and frustrated global companies looking for brand- and tech-literate partners.

Group clients include: Unilever, Accenture, Google, Adidas, Marriott, Microsoft, Reebok, PayPal, Hertz, LVMH, Renault-Nissan, Danone, Uber & RB.

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. <http://www.youandmrjones.com>"

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