

DAVID JONES RAISES \$350 MILLION TO LAUNCH FIRST GLOBAL BRANDTECH GROUP

'YOU & MR JONES' TO BUILD BRANDS BETTER, FASTER AND CHEAPER USING TECHNOLOGY

First acquisition of Mofilm accompanies initial tech investments in Pixlee and Mashable

11 June 2015 – New York – David Jones today announced the launch of a new technology group that will help businesses build brands faster, better and cheaper.

Jones has raised \$350 million to create the world's first Brandtech group to bridge the gap between brands and technology.

You & Mr Jones will build a new global group that sits at the intersection of:

- the dramatic growth in mobile
- the tech revolution that has empowered people to create, produce and share unprecedented amounts of content
- and frustrated global companies looking for partners who are both brand and tech-savvy

The group will acquire companies in the following areas:

- User and machine generated content
- Creative, brand and content strategy
- Social media marketing
- Programmatic media buying
- Multi-channel networks
- Real-time measurement and analytics

Jones has also launched *You & Mr Jones Brandtech Ventures*. Headquartered in San Francisco, it will make investments in early stage and high-growth technology companies.

Backed by an initial \$350 million from a prestigious group of six investors, *You & Mr Jones* has acquired Mofilm and made minority investments in Pixlee and Mashable:

Mofilm (www.mofilm.com):

The global leader in creative crowdsourcing. Its proprietary technology connects its community of more than 30,000 filmmakers providing a platform to create content for some of the world's leading brands including Coca-Cola, Unilever, Google, Nestlé, Sony PlayStation, American Express, General Motors, IBM, Accenture and Microsoft.

Recently named by the UK's Sunday Times in its Tech Track 100 – the 100 fastest growing tech businesses in the UK – Mofilm was founded by former Accenture Marketing Sciences Global CEO Jeffrey Merrihue. Board members and shareholders include Avatar & Titanic Producer Jon Landau, Group Chief Executive of Accenture Digital Mike Sutcliff, former Hyatt CEO and Orbitz Founder Scott Miller, Dreamworks Board Member Michael Montgomery, former Microsoft Global CMO Mich Matthews and Ken Smialek former senior officer at H.J. Heinz and partner at Lion Capital.

Headquartered in London, Mofilm has offices in Los Angeles, Bangalore, Mexico City, Sao Paulo, Cape Town & Shanghai.

As part of the acquisition, Jeffrey Merrihue will become a Partner at *You & Mr Jones* and David Alberts will leave Mofilm to pursue other opportunities.

David Jones was one of the founding members of the Facebook Client Council and formerly the global CEO of advertising & media group Havas.

David Jones, Founder of You & Mr Jones, commented:

“There’s been a revolution in the world, but not yet in how we build brands. Technology now enables every part of the brand-building process to be done better, faster and cheaper – from creating content, to producing it, to sharing it, to targeting and measuring. And it’s also created a global creative department of more than one billion people, all of whom can now create, produce and share. We’re building a new technology group that aims to leverage all of this for brands.

“I’m delighted that our first acquisition is Mofilm – they are one of the world’s leading people-powered marketing companies, and a terrific example of how people and technology can change the way we build brands. They are a great first building block as we set off on the journey to create our global Brandtech group.”

Jeffrey Merrihue, Founder & CEO of Mofilm, commented:

“Technology has created a revolution in a brand's ability to share content, but not yet to create it, and that is at the core of our business.

“Mofilm's tech platform puts the new abundance of creative, production and media talent at the service of brands allowing passionate people to create great quality content.

“We've always been excited about changing the industry and joining *You & Mr Jones* gives us the ability to do that at global scale.”

Carolyn Everson, VP of Global Marketing Solutions of Facebook, commented:

“David Jones is a brilliant leader who understands technology and believes in its potential to transform marketing. As one of the founding members of the Facebook Client Council, he was a passionate contributor on topics around mobile, personalized marketing and ensuring that we consistently used the power of our platform for social good.”

Karim Tamsamani, APAC President of Google, commented:

“I first met David when he was a first mover in Digital and launched what became Australia's largest digital advertising agency. He's always had an excellent sense for where technology is headed and marries that with a strong understanding of consumers to create the most impact for brands.”

Keith Weed, Chief Marketing Officer of Unilever, commented:

“David has always encouraged brands to think innovatively and has been a strong advocate of the ability of technology to help them engage with customers more effectively.

“The mobile revolution has transformed the way the world communicates, but this has posed a challenge for brands. This is a really interesting move for the industry and one that is setting out to deliver what the world’s major advertisers need – someone who can combine the fundamentals of brand building with the power of technology.

“We are extremely excited about *You & Mr Jones*, a group we feel has the talent, ambition and technical know-how to help fill this gap.”

Pete Cashmore, Mashable Founder said:

"David has been a wonderful investor in Mashable by not only adding capital but guidance and expertise along the way," said Pete Cashmore, Founder and CEO of Mashable. "There's a need in the market to bring the best of creative and tech together in one central hub to reach the digital generation on the platforms they're using the most, and I'm excited to see *You & Mr. Jones* quickly grow and develop under David's brilliant leadership."

Pixlee (www.pixlee.com):

Pixlee sits at the heart of the user-generated and machine-learning revolution. Its technology identifies and collects customer photos from social media and makes them accessible to brands as high-performing marketing assets.

Pixlee’s platform includes a content management system that secures the rights to use images and helps brands display top social content across all customer touch points. With Pixlee's Dynamic Display technology, brands are able to determine what will have the highest impact on sales and optimize displays in real time. Brands like Kenneth Cole, Mattel, 1-800-Flowers, and One Kings Lane use Pixlee to drive new sales on mobile and e-commerce and increase brand engagement through more personal interactions with their customers.

With the investment, *You & Mr Jones* becomes the largest external shareholder in the company.

Mashable (www.mashable.com):

You & Mr Jones was also one of the first external investors in Mashable. Founded in 2005 by Pete Cashmore, Mashable has grown to become the leading global media company that informs, inspires and entertains the digital generation. It focuses on the importance of digital innovation and attracts an audience of 42 million each month

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About David Jones, Founder *You & Mr Jones*

Honored by the World Economic Forum as a Young Global Leader, David Jones is major proponent of corporate responsibility and social change, and *The Guardian's* 2013 Sustainable Business Leader.

He was the youngest global CEO in the history of advertising, heading both Havas and Havas Worldwide, and the only British CEO of a French publicly traded company.

David was one of the founding members of the Facebook Client Council and is the only person to have both advised Facebook and run a publicly traded communications group. He was inducted into the American Advertising Federation's Hall of Achievement in 2005, and was voted one of the two top executives of the decade by readers of *Adweek*.

He is the founder of One Young World (described by CNN as the "Young Davos"), a nonprofit organization that provides brilliant young people with a global platform through which to effect positive change.

David is the creator of the Social Business Idea and author of best-selling book *Who Cares Wins: Why Good Business Is Better Business*, published in 2011 by Pearson/FT Publishing.

About Jean-Marc Antoni, Founding Partner and CFO You & Mr Jones

Founding Partner and Chief Financial Officer of You & Mr Jones is Jean-Marc Antoni, the former Global Chief Financial Officer at Havas Creative Group and Havas Worldwide. Jean-Marc oversaw the acquisition and integration of over 200 companies during his time at Havas.

About You & Mr Jones (www.youandmrjones.com)

You & Mr Jones is the world's first Brandtech group, a global marketplace for content creation and distribution that will use technology to help businesses to build brands better, faster & cheaper.

Sitting 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 and frustrated global companies looking for brand and tech-savvy partners, the group focuses on the following areas: user and machine generated content; creative, brand and content strategy; social media marketing; programmatic media buying; multi-channel networks; and real-time measurement and analytics.

Founded by David Jones, *You & Mr Jones* is headquartered in New York and through the acquisitions has immediate on-the-ground presence in 10 cities including San Francisco, London, Bangalore, Sao Paulo, Los Angeles, Shanghai, Sydney, Mexico City and Cape Town.

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