



Press Release

THE MARKETING GROUP LAUNCHES FAST GROWTH INCUBATOR

- **Unique incubator vehicle established to facilitate acquisition and development of fast growth and marketing technology companies**

Stockholm, September 16th, 2016 – THE MARKETING GROUP PLC, the world’s leading digital marketing and advertising agglomeration, today announced an important initiative reinforcing its commitment to its growth model through the expansion of its advertising and marketing services in key geographies.

Complementing its acquisition targets, The Marketing Group will set up a wholly owned subsidiary, which will be an incubator to facilitate and support the development of fast growth and marketing technology companies. With the varied expertise and geographical diversity of The Marketing Group companies collectively, the incubator will serve as a platform for the group to provide support to these companies.

Jeremy Harbour, Executive Chairman, The Marketing Group comments: *“With the new incubator, we are well-equipped to not only identify but also nurture and support valuable talent and businesses that can potentially create more value for our shareholders. We look forward to each future acquisition as the talent and service offerings will add to our repertoire and strengthen our position in key markets.”*

This groundbreaking initiative will offer subsidiaries throughout The Marketing Group’s international network significant opportunities to collaborate with one another and enhance their respective offerings.

Jeremy will be hosting an Investor Call at 9am(CET) on 17th September 2016 in regards to this press release, with the link below: <https://zoom.us/j/803434453>.

For more information, please contact

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This information is information that The Marketing Group plc is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 10am CET on 16th of September 2016.

The Marketing Group in brief

The Marketing Group PLC is a global marketing and advertising company that brings together a portfolio of successful and independent digital marketing businesses, each offering unique and complementary products and services. Together these businesses make up a global network offering a full suite of digital marketing and advertising services. The consolidated group supports its subsidiaries with management and coordinating activities as well as a common operating platform. The Marketing Group was incorporated in May 2015 and listed on Nasdaq First North Stockholm on 8 June 2016. Mangold Fondkommission AB, +46 8-5030 15 50, is the Company’s Certified Adviser and liquidity provider.

For more information, please visit the Company's website www.marketinggroupplc.com.

