

YOU & MR JONES MEDIA APPOINTS WILL HEINS AS PARTNER

Market-leading brandtech group's new media division, led by Nick Emery, hires Media by Mother's Will Heins

New York, New York, May 3, 2021: You & Mr Jones Media, the recently launched media division of global brandtech group You & Mr Jones, is adding its first partner, Will Heins, who joins from Media by Mother in New York, where he was Chief Operating Officer.

Heins has extensive experience building out digital media, performance, and e-commerce businesses. Prior to Media by Mother, he was responsible for developing Accenture's global e-commerce operation.

He joins You & Mr Jones Media Founding Partner, former Mindshare CEO, Nick Emery, as the new division sets out to disrupt the media industry model by putting brands back in control of their media, putting it at the heart of their businesses, empowering them through transparency, technology, and in-housing. The new business is armed with a US \$300 million war chest to build a totally new media model for brands, unencumbered by legacy structures. You & Mr Jones, which grew by 27 percent organically last year, raised a further \$260MM at a \$1.36BN valuation in 2020.

You & Mr Jones Media Partner, Will Heins, says: "You & Mr Jones' portfolio of companies has built fantastic solutions for brands with a simple philosophy: doing marketing better, faster, and cheaper through technology. Despite all the innovation in the media space over the past 15 years, that promise has yet to be realized there. I'm looking forward to working across the firm, with brands, platforms, publishers, and our future acquisitions to create an offering that delivers on that same promise."

You & Mr Jones Media Founding Partner, Nick Emery, says: "Companies are happier places when you hire people better than yourself and Will is a certified genius. I can't wait to work with him and make brilliant things happen."

Heins' new role starts immediately.

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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 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, Sao 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.

<http://www.youandmrjones.com>