

YOU & MR JONES ADDS THREE NEW PARTNERS INCLUDING CTO WILL LUTTRELL ANNOUNCES 34.3% ORGANIC GROWTH FOR Q1 2021

Will Luttrell joins global brandtech group You & Mr Jones as partner and CTO, Karima Otmani promoted to associate partner and Group Deputy CFO, Mofilm Global CEO Rebecca Sykes promoted to associate partner, focused on client growth

New York, New York, May 26, 2021: Global brandtech group You & Mr Jones is making a trio of additions to its partner line up, while the business announces net revenue organic growth of 34.3 percent for Q1 2021.

US-based Will Luttrell, founder and CTO of Integral Ad Science, a global leader in digital ad verification and, more recently, founder and CEO of Amino, which uses blockchain technology to make media payments transparent, is joining You & Mr Jones as partner and Chief Technology Officer. Luttrell is widely recognized as a global authority in the marketing technology space. As You & Mr Jones Chief Technology Officer he will focus on connecting the group through technology and accelerating its technology roadmap. He will be based out of the group's New York HQ.

At the same time, London-based Rebecca Sykes is promoted to associate partner, after more than nine years with You & Mr Jones group company, Mofilm (acquired in June 2015), most recently as its Global CEO. Mofilm, the tech-enabled, dispersed global community of more than 10,000 content creators, has blossomed under Sykes' leadership. Often referred to as the Airbnb of content, it has evolved into the world's most diverse creative department. In her new group role, Sykes will lead client growth across the technology and automotive sectors.

Meanwhile, Paris-based Karima Otmani, who joined the group in July 2019 following a global role at Etam, and prior to that at luxury group, Richemont, is also promoted to associate partner and Group Deputy CFO. Otmani's promotion reflects the expansion in the group's operational capabilities as it continues to scale and grow.

You & Mr Jones, owner of companies such as Oliver, the global market leader in in-housing, 55, Gravity Road, Mobkoi, Blood, and Collectively, had an exceptional 2020 with +27.1 percent net revenue organic growth for the year. The group has started 2021 with even greater momentum, announcing net revenue organic growth of 34.3 percent in Q1, significantly outperforming the traditional legacy ad holding companies, which posted Q1 net revenue organic growth figures of between -1.8 percent and +3.8 percent, and the other new model brandtech groups.

You & Mr Jones' accelerating growth reflects the growing demand from clients for tech-enabled marketing. The group recently launched You & Mr Jones Media, led by founding partner, former Mindshare Global CEO Nick Emery. The new division is set to deploy a US \$300 million war chest to build a totally new media model for brands by putting them back in control of their media, putting it at the heart of their businesses, and empowering them through transparency, technology, and in-housing.

You & Mr Jones raised a further \$260MM at a \$1.36BN valuation in 2020.

You & Mr Jones founder David Jones says: "After a great 2020 we had a very strong first quarter. Our success has been built on a combination of talent and technology and these moves are extremely significant. Will is an exceptional talent with unparalleled technology expertise in the marketing space and, as we look to build out and scale our technology platform and accelerate our tech investments, he will make an invaluable contribution.

“Rebecca has done a brilliant job for us as Global CEO of Mofilm, building the world's leading people-powered marketing company. It's great to be able to now move her into the parent company and have her focus on our clients in the tech and automotive space. Finally, Karima's promotion to associate partner and Deputy CFO is both very well deserved and important as the company continues to scale and grow. After growing organically so strongly last year, and by more than 34% in Q1 this year, these three moves will ensure we stay on top of that growth.”

You & Mr Jones partner and Chief Technology Officer, Will Luttrell, says: “I am thrilled to be joining the You & Mr Jones family. My career has been focused on building technology to make digital marketing more transparent, safe, and cost effective. Those same values are at the core of what David and the You & Mr Jones team are creating. I couldn't resist the opportunity to join that mission, working directly with the world's largest brands, with technology as the foundation.”

You & Mr Jones associate partner and Group Deputy CFO, Karima Otmani says: "I'm delighted to be stepping up to an associate partner position. Really exciting to have the opportunity to help support and build You & Mr Jones, along with such a dynamic and ambitious management team, especially at a time when the group is growing exponentially. Onward and upward!"

You & Mr Jones associate partner, Rebecca Sykes, says: "Stepping into the You & Mr Jones role is all about growth - my own personal growth and the incredible trajectory of the group. I can't wait to bring some more of that to our automotive and technology portfolios, whilst continuing to build on the group's drive for diversity, an area I'm passionate about and loved fostering during my tenure at Mofilm."

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>