



The Brandtech Group acquires 100% of Jellyfish, creating the world's No1 digital-only marketing group

New York, New York, June 1, 2023, 13:00 UK / 08:00 ET: The Brandtech Group (founded in 2015 as You & Mr Jones) has acquired 100 percent of Jellyfish, the leading global digital media and marketing group. The deal creates the No1 digital-only marketing group in the world with more than \$1BN in revenue, over 7,000 employees, working for eight out of ten of the world's largest advertisers, and 49 of the top 100¹.

Today's announcement follows a period of exclusive negotiations, which were announced in August last year. The acquisition further establishes The Brandtech Group as the key partner to global brands, able to help them connect content, data, and media at vast scale, using technology and AI.

Jellyfish was founded in 2005 by Rob Pierre and now has more than 2,000 employees across 38 offices around the world. It joins The Brandtech Group after its most profitable year yet. The company is a global partner in digital and performance marketing to some of the world's leading brands such as Google, Netflix, and Uber. It is one the most globally certified companies across today's platforms including Google Marketing Platform, Google Cloud, Salesforce, Snap, Amazon, Facebook and other major social platforms.

Rob Pierre pioneered a new disruptive model, obsessively focused on building the best partner for brands in a platform world, he put an end to traditional agency designs and built a community of experts, designed to create the optimal conditions for employee and client success. He is widely seen as a visionary founder who has disrupted norms both within and outside the media industry and has built a company with a unique culture that he will continue to nourish.

Pierre's prodigious talents will now focus on the future and what is next for the business. He will move to a newly-created Jellyfish role of Chair and, together with Brandtech Group founder and CEO David Jones, will focus on M&A to build out and scale Jellyfish's global footprint, leading platform relationships, and continuing to nurture the Jellyfish culture, while partnering with Jones on broader Group opportunities.

Nick Emery, founding partner and CEO of Brandtech Media, will become CEO of Jellyfish, responsible for its day-to-day operation. A new Jellyfish board will comprise Rob Pierre, David Jones, Nick Emery, Brandtech Group partner Emma Cookson, Vice Chair and Brandtech Media CFO Dawn Dickie, Group General Counsel Betty Louie, Jellyfish CFO Chris Lee, and Jellyfish COO Ed Ball. Nick Emery will chair the board. The new roles take effect immediately.

French group Fimalac acquired a majority stake in Jellyfish in November 2019. It integrated data specialist Tradelab into Jellyfish, extending its global footprint and creating a new kind of global business partner. As part of this transaction, Fimalac becomes one of the largest strategic and long-term shareholders in The Brandtech Group, and Webedia President and Jellyfish Chairman, Véronique Morali, and Fimalac Directeur Général Délégué, Thomas Piquemal, will join The Brandtech Group's board.

Jellyfish joins the Group after a period of four years during which The Brandtech Group has significantly outperformed not only the legacy ad holding companies but also the technology platforms, with annual organic revenue growth at an average of more than 30 percent over the four-year period. The Group is also one of CB Insights' Most Valuable Private Unicorns², and was named one of Fast Company's World's Most Innovative Companies³.

Jones raised \$300MM and launched the company in 2015, setting out to acquire high-growth, highly disruptive companies that solved marketers' biggest pain points in areas from in-housing to influencer marketing, to data, e-commerce, metaverse/gaming, and AI. This is the Group's ninth acquisition and comes after its July 2022 deal to acquire Acorn-i, the global AI-driven e-commerce SaaS platform and Advanced Amazon Partner, and it solidifies the Group's position as the next-generation partner for next-generation marketers.

Jellyfish founder, Rob Pierre, says: "Fast-paced, fragmented and platform-led, today's media landscape is changing at lighting speed. Supporting the ambitions of today's global brands requires something unique and that's what I believe we have been building at Jellyfish. The chemistry with The Brandtech Group was instant and compelling. Joining the Group will supercharge our capabilities and ambitions as we move into the next chapter of the Jellyfish story. I couldn't be more excited."

Brandtech Media founding partner and Jellyfish CEO, Nick Emery, says: "David brought me in to help build a new age global marketing and media operation for the Group. Jellyfish not only delivers real global scale in digital media but also significantly enhances our data, technology and content capabilities, with more to come. Together, we become the world's number one, digital-only marketing group with a unique ability to connect content, data and media at global scale, using technology: solving the key pain points for clients."

Fimalac CEO, Marc Ladreit de Lacharrière, says: "What The Brandtech Group has built and accomplished in just seven years is truly remarkable. We're excited to become important long-term partners. David and I connected at our first meeting - we both ran big companies and left them to pursue a disruptive entrepreneurial journey. I understand exactly the model he's building and am excited to be a shareholder."

The Brandtech Group founder and CEO David Jones says: "Marketing gets ever more complicated and our clients come to us for one thing: to help simplify this very complex world. When I created the company we set out to be the best in the world at helping clients connect content, data and media using technology and bringing Jellyfish into the Group allows us to take this to the next level.

"I first met Rob and Jellyfish back in 2016 and it's been incredibly impressive to see what he and the team have built over the years. Both companies are industry disruptors at global scale, both built on founder energy, and both are obsessive about solving our clients biggest marketing challenges. And we also share the belief that technology is the key to doing this. I'm obviously excited about bringing them into the

Group but even more excited for what we are now going to be able to deliver for our clients. And I'm thrilled to welcome Fimalac as shareholders and board members."

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References:

1. [AdAge Data Center](#)
2. [CB Insights](#)
3. [Fast Company, The World's Most Innovative Companies](#)

About The Brandtech Group

The Brandtech Group's mission is to be the best company in the world at helping leading global brands drive growth by connecting content, data and media using technology.

It was founded in June 2015 (as You & Mr Jones) by former Havas Global CEO David Jones, with a simple mission to help brands do their marketing better, faster and cheaper using technology. It was renamed The Brandtech Group in January 2022.

Today it generates more than \$1BN in revenue and is the largest global digital content partner for many of the world's biggest brands and companies, often using its unique in-housing model. It works with eight of the world's top 10 global advertisers and 49 of the world's top 100. Clients include Banco Itaú, Danone, Intuit, LVMH, Microsoft, Morgan-Stanley, Reckitt, Renault-Nissan, PayPal, TikTok and Unilever.

In addition, the Group invests in cutting-edge marketing technology companies and has been investing in the AI, AR and the metaverse space since 2015. The Group was the very first external investor in Niantic (creators of Pokémon Go), alongside investments in AI Foundation (2018), Automat (AI chatbots, 2016), Elsy (AI media planning, 2016), Jivox (dynamic automated content, 2016), Crossing Minds (deep learning AI recommendation system, 2017), VidMob (automated content, 2018), CreativeX (AI-driven content optimization, 2022), Zappar (AR, 2017), Provenance (blockchain, 2022) and GGP (the world's largest gaming fund).

The Group is one of the most prominent marketing industry voices on the prediction and movement to AI-driven marketing, including Generative AI. It was named one of the World's Most Innovative Companies 2021 by Fast Company, and by CB Insights as one of the World's Most Valuable Private Unicorns.

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