

RNS REACH

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Ascential plc

Ascential appoints Stephen Martincic as Chief Brand and Marketing Officer

Ascential plc (the “Group” / LSE: ASCL.L), the international, business-to-business media company with a focused portfolio of market-leading events and information services products, has announced the appointment of Stephen Martincic to the newly created role of Chief Brand and Marketing Officer. Stephen will join Ascential on 3 October 2016, reporting to Duncan Painter, Chief Executive.

Stephen joins Ascential from FCB, the global, fully-integrated marketing communications company, where he was responsible for supporting local offices in 90 countries and building FCB’s brand across the globe. Prior to joining FCB, Stephen managed corporate communications and new business for the likes of Leo Burnett/Starcom, OMD and several Havas agencies in Paris.

Duncan Painter, Chief Executive Ascential, said: “Stephen is a global brand expert with a passion for creativity and the ever-changing media landscape. I am confident his skill and expertise will enable us to both develop our external product brands and, importantly, better share creative knowledge and marketing expertise across our talented teams internally. Stephen led our re-brand to Ascential and the excellent work he has already delivered for us gives him a keen knowledge of our business. I am delighted to welcome him to our executive team.”

Stephen commented: “Ascential is a dynamic and fast growing company in the media space. Having led the re-brand to Ascential I was privileged to get to know the company, its products and its amazing people. I am looking forward to building the brand around the world. “

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Notes to Editors:

About Ascential plc

Ascential plc is a leading international media company that informs and connects business professionals in 150 countries through market-leading Exhibitions and Festivals, and Information Services. Ascential powers the prestigious Cannes Lions festival for the branded communications industry, the world’s premier payments and financial services congress Money20/20, Spring Fair/Autumn Fair, the global fashion trend forecasting service WGSN and environmental risk data business Groundsure. 23 of Ascential’s 32 product lines are marketing leading and occupy number one positions. Ascential exists to provide our customers with world class content and connections empowering their businesses to be the best informed and best connected. Our products enable focus, growth and value. Ascential.com