

Acquisition of the business and assets of Sales Activation Solutions

17 January 2012

Redbus Media Group (“RMG”), the UK’s leading retail and destination media owner has successfully completed the acquisition of the business and assets of Sales Activation Solutions (UK) Limited and Sales Activation Solutions Group Limited (together “SAS”) from SAS’ Administrator.

SAS, the in-store and online marketing business, was backed by Committed Capital Pty Limited and the Fleming Family & Partners Group who invested in excess of £11m in recent years. SAS held contracts with ASDA, Tesco and Superdrug as well as with ASDA.com where it proved itself to be a market leader in on-line retail media sales.

SAS will be integrated into RMG’s retail media business which operates media networks in over 2,000 stores in ASDA, Sainsbury’s, Tesco, Waitrose and others. RMG’s grocery media network now reaches around 200 million shoppers every 4 weeks following its appointment by ASDA as its exclusive in-store trolley media partner in February 2011. The acquisition comes on the back of a record year for the business which sold in excess of 4 million posters in 2011.

Stefan Borson, Chief Executive of RMG commented:

“Following a record 2011, we are pleased to make another acquisition as part of our strategy of combining organic growth with selective acquisitions. We will be expanding our networks to more stores and retail partners in 2012 as well as continuing our exciting investment in digital media in both new and existing environments.”

Enquiries

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Notes to Editors

About Redbus Media Group

Redbus Media Group is the largest UK outdoor advertising media owner specialising in 'destination' advertising networks, which target consumers with advertising solutions when they arrive at their destination, rather than when they are on the move.

Redbus Media's network focuses on three destination networks:

- Retail – our retail media targets supermarket and convenience shoppers at the point of sale through exclusive relationships with Asda, Sainsbury's and Tesco in the Grocery sector. Major FMCG and non-FMCG brands reach target consumers through Redbus' trolley and basket advertising across thousands of stores nationally. The Company also operates retail media within the DIY sector within B&Q and Homebase, and in the health and beauty sector with Boots as well as Waitrose and others.
- Retail Parks – Redbus operates the UK's largest network of 6-sheets across UK retail parks, enabling advertisers to reach shoppers as they arrive at the retail destination
- University Campus "X-Sites" – Redbus operates a digital and static 6-sheet network covers 118 campuses in the UK and targets the elusive £10 billion student market for brands looking to build 'life loyalty'.

Redbus Media Group is privately owned and is based in London with a national sales team. Operations and fulfilment centres are based in Wembley.

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