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## **Tangent Communications acquires C360**

Tangent Communications plc, the digital marketing group, today announces the acquisition of marketing technology company, C360UK Ltd for a maximum consideration of £4.5m, in cash and shares.

### **Strategic Highlights**

- Tangent's technology offering leaps by twelve months for accelerated roll out across new media
- C360 operates in high growth markets including data hosting and data base construction, campaign tracking, SMS, e-mail and web marketing.
- C360's proprietary marketing technology system, Taobase, is highly complementary to Tangent's proprietary web ordering system Toolkit

### **Financial Highlights**

- Total maximum consideration of £4.5m funded from existing financial resources
  - Initial consideration of £500,000 in cash and £2m in Tangent equity, aligning C360's management's interests with Tangent's shareholders
  - Maximum further consideration of £2m based on EBIT targets and employment over three years
- All share consideration locked in for between 2 and 5 years.
- C360 generated EBIT of £140,000 for the 7 months to 31 May 2006 (EBIT of £133,000 in the 2005 financial year)
- Net assets on completion will be at least £200,000 (£100,000 at the end of the 2005 financial year.)

### **Nicholas Green, Joint Chief Executive, said:**

*"Data continues to drive our business. C360 delivered 150% sales growth last year and by combining their software with our existing business we will be able to offer our clients a complete end to end service including delivery, tracking and reporting."*

### **Nick Gillett, C360 Managing Director said:**

*"We have worked with Tangent for two years and believe that now, as part of Tangent, we will be able to take our technology to a wider audience, whilst our existing clients will benefit from access to greater resources and services"*

### **Further enquiries:**

Tangent Communications plc                      020 7553 6600  
Nicholas Green (Joint CEO)  
Graeme Harris (Finance director)

Brunswick Group LLP  
Andrew Garfield, Mark Antelme              020 7404 5959

## **Notes to editors**

### **About Tangent**

Tangent specialises in digital personalised communications and on demand services for the agency, retail and corporate community. The company employs 84 people and is ISO 9001 accredited.

### **About C360**

The business was founded in 2003 by three executives with experience in marketing, technology development and application:

- Greg Jackson - formerly a Procter & Gamble Brand Manager
- Nick Gillett - former Sales Director of Flytxt
- James Eddison - former Unilever systems manager and computer engineer

At the heart of C360's business are two critical elements:

1. Taobase™: Taobase is C360's proprietary data management platform. It is designed to manage client data and in turn create an integrated, multi-purpose database. Data within Taobase™ can then be used to create marketing programs across multiple platforms including mobile content, e-mail marketing, web site generation, print and interactive TV
2. Consultancy: C360's management team combines technology skills with an understanding of the constraints and objectives faced by marketing professionals and companies that seek to improve their sales potential generally.

### **Client Example**

Ted Baker: C360 provide the following services via Taobase:

1. Database management, hosting and segmentation.
2. Output of targeted e-mail, print, web and mobile marketing campaigns.
3. Tracking and reporting interface for all outgoing marketing campaigns
4. Data analytics and insight.

Other clients include SAP, Penguin Books, Harper Collins, Reed Exhibitions, the RSPCA, Nike, PHD Media and The National Lottery.