



Ingenta acquires advertising software company 5 fifteen Ltd

Oxford, 29th July 2016 – Ingenta, the leading software provider to the publishing industry, has acquired 5 fifteen Ltd, software supplier to the magazine and newspaper industry.

The purchase will allow Ingenta to strengthen its product portfolio and strategically build on its existing plans to diversify its client base, extending its offering into the media industry, in addition to trade and academic publishing markets.

Established in the UK in 1999, 5 fifteen is renowned for its web-based advertising platform, ad DEPOT, which allows media organisations to sell, manage and deliver print and digital advertising. The system has processed over £1BN in advertising income and is used by major organisations such as Hearst Corporation, Trusted Media Brands (Reader's Digest), Springer Nature and Elsevier.

David Montgomery, CEO of Ingenta, stated:

“On a number of levels this strategic acquisition marks a major milestone for Ingenta. The ad DEPOT product complements our web-based solutions perfectly and will broaden the overall appeal of our products. It has huge unrealised global market potential and we are confident that it will help Ingenta to establish a stronger foothold in the media industry, where we have only recently started to market and sell our solutions. The 5 fifteen team has done a fantastic job with ad DEPOT and we look forward to blending their skills and expertise with our own.”

Rod Fenwick, Managing Director and founder of 5 fifteen, who will remain with the company to assist with strategy and product integration, said:

“We are extremely excited with this deal as we become part of a larger company with a true global footprint. Ingenta has an excellent reputation within the industry and will add security, stability and resource to fuel growth and innovation; qualities that all our existing customers and partners will benefit from.”

Drawing on 5 fifteen's expertise and reputation in the market and Ingenta's proliferation in the US, Europe and the Far East, where it has an established client base and strong sales network, the partnership will unlock the largely untapped potential of the ad DEPOT product.

As part of the acquisition, ad DEPOT will be incorporated into Ingenta's product suite and will change its name to Ingenta Advertising. Development of the existing advertising product will continue in line with the current roadmap, although enrichment of the platform will be enhanced further through Ingenta's expertise in creating digital-first products as a result of the alliance.

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Notes to Editors:

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About Ingenta:

Ingenta is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with our suite of commercial products, CMS and advertising solutions and content services packages. Combining our unmatched publishing knowledge, global operations and customer support with our extensive technology and service products, we offer the industry's only full spectrum of solutions to help publishers manage and monetise their content effectively. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India and China. Assisting 450 trade and scholarly publishers for nearly 40 years, Ingenta solves the fundamental issues content providers face. Visit ingenta.com, follow @WeAreIngenta on Twitter, or connect on LinkedIn.