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Ascential plc

Ascential joins the Black British Network

London: Ascential plc (LSE: ASCL.L), the specialist information, data and ecommerce optimisation platforms company, today announces a partnership with the Black British Network.

The Black British Network was founded by Cephias Williams, Founder of 56 Black Men, in response to the murder of George Floyd last May. Cephias' goal was to create a network that brought together the power of influential UK companies to create a collective and considered anti-racism strategy that would drive lasting systemic change. Cephias' first step was to release a letter, written to his newborn son Zion, about the changes he hopes to see within his son's lifetime.

As a partner, members of our leadership team and Ascential's Black in Business community will be joining the Network for a series of roundtables. The findings of these sessions will inform The Black Paper: a report demonstrating how companies can authentically drive diversity and inclusion within their businesses, and beyond. The Black British Network is also partnered with several large companies in the UK, including EY, O2 and Tesco.

Philip Thomas, President, Marketing Division, Ascential said "From the moment I met Cephias, I knew that he was an agent for change. He has a remarkable combination: he is both candid and constructive, resolute but not judgemental, focused but inclusive. If the Black British Network can reflect that, it will succeed. It challenges, it offers hope, and it paints a better future; what could be more inspiring? Ascential is committed to supporting the Black British Network in driving the necessary change to create a more equal Britain."

Cephias Williams, Founder of the Black British Network said, "The role companies like Ascential play within society is one of great significance. It is true that to achieve seismic and systemic change over time, we must stand shoulder to shoulder with companies across a wide range of industries in a way that is both authentically navigated in conversations led by the Black community and robustly reviewed through an iterative

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process in conversation with the leaders and decision makers throughout the corporate landscape. Phil was one of five leaders that called me after the death of George Floyd, just before the birth of my son - if my experience of Phil's character and our relationship is any indication of how a real relationship can bring about change then I have hope that Ascential will play a very key part in making sure the message is not only heard through its various channels and platforms, but it also translated throughout its business over time.

Duncan Painter, Chief Executive, Ascential, added "We know that the right partnerships and guidance will only accelerate our journey to becoming the most diverse and inclusive company we can be. Our partnership with the Black British Network marks the start of what I hope will be several key partnerships with organisations that will support us on that journey."

This partnership is a significant step in Ascential's ongoing commitment to creating a more diverse and inclusive workplace, following the publication of [Ascential's Diversity & Inclusion Report](#). Published in January 2021, the report includes the results of the 2020 Diversity Data Survey - completed by 83% of Ascential colleagues - alongside Ascential's vision and commitments to improving and sustaining diversity and inclusion.

Contacts:

Media enquiries:

Edward Bridges, Matt Dixon, Jamie Ricketts - FTI Consulting LLP - +44 (0)20 3727 1017

About Ascential:

Ascential delivers specialist information, analytics and ecommerce optimisation platforms to the world's leading consumer brands and their ecosystems.

Our world-class businesses improve performance and solve problems for our customers by delivering immediately actionable information combined with visionary longer-term thinking across Digital Commerce, Product Design and Marketing. We also serve customers across Retail & Financial Services.

- Digital Commerce - measurement, optimisation and execution for digital

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commerce growth.

- Product Design - consumer product trend forecasting, data and insight to create world-class products and experiences.
- Marketing - services and tools to measure and optimise marketing creativity, media and platform effectiveness and efficiency.