

## **PRESS RELEASE**

22 December 2008

### **Communis is goes 'upstream' by acquiring customer data business, Ai**

**Communis is has today announced its acquisition of data services business, Absolute Intuistic Limited ("Absolute Intuistic" or "Ai")**

The Board of Communis is plc (the "Board") (RIC: CMS.L), the leading provider of print and marketing communication services, announces that it has acquired the share capital of Absolute Intuistic, a value-added data services company, for a total consideration of up to £12.6 million in cash.

For the past two years Communis is has been following a strategy to develop and increase its range of value-added services for customer communication. Technology and services are providing strong growing profit streams, replacing more commoditised offerings associated with traditional print and increasing competitive advantage. This acquisition is a logical step in this investment stream, bringing extensive, high quality data services into the Company.

Ai's proprietary technology enhances clients' direct marketing, helping them to target the most attractive prospects and build relationships with the most profitable and lowest credit risk customers. Ai services include customer list creation, combination and cleansing, analysis of campaign effectiveness and credit checking. Their clients, including RBS, BT and Lloyds TSB chose Ai because its services improve the quality and return on investment from marketing activities. Ai's founders and senior management will remain with the Company.

Ai has grown rapidly in the past few years, and has now begun to win large long-term contracts with key customers to provide all their data analysis requirements. The group reported revenue of £6.7 million, EBITDA of £0.9m and profit before tax of £0.75 million in its audited accounts for the financial year ended 31 August 2008. As at that date, Ai had gross assets of £2.8 million, and nil net debt.

The business brings together a range of added value technology based capabilities such as e-procurement solution (IQ), a suite of online services (Connect), document composition through HP Dialogue and Marketing Resource Management with Aprimo.

Having Ai within its Technology and Services business, headed up by Executive Director, Alistair Blaxill, will complement existing offerings. Ai's product and service portfolio will continue to be sold into the market by Ai, and also through the group's other sales channels including the major account channel, which is also headed by Blaxill.

"The acquisition of Ai represents another key step in delivering our strategy of moving away from commoditised businesses and focusing on a full range of value-added marketing

communications services to our customers,” said Blaxill. “It will enable Communisis to deliver highly targeted communications that increase customers’ return on marketing investment, based on accurate and intelligent data and skilled analysis”, Blaxill added.

Commenting on the acquisition, Steve Vaughan, Chief Executive Officer of Communisis, stated:

“We are delighted to be acquiring Ai. It is an attractive and high quality business, with strong management that has a track record of building long-term contractual relationships with clients. Customer data is the thread that runs through all of our services. The team at Ai is excellent at providing high quality analysis and segmentation to drive smarter campaigns. These services will be a great fit with our recent investments in sophisticated campaign delivery and complement our scale in direct marketing. We share lots of customers, and expect to be able to begin cross-selling between our client bases once integration is complete.

In the past six months we have disposed of the Bath Business Forms business, the most commoditised of our offerings, and recycled some of the proceeds into the very top end of our value proposition – data intelligence. It’s a perfect fit with our strategy.”

John Regan Chief Executive Officer of Ai Data Intelligence commented, “The acquisition of Ai by Communisis is a very exciting development. The synergies between the service offerings of the two businesses will allow us to further develop the data and analytics marketplace by joining innovative data and targeting solutions with Communisis high technology communications solutions.”

## **About Communisis**

**Communisis is a UK leading communications solutions business, specialising in helping customers make their communications processes and outputs more profitable.**

From using and deploying customer data smarter, creating and producing better documents to transforming entire processes – Communisis is helping to deliver significant value by making communications more relevant, more efficient more effective and more profitable for its customers.

### **No.1 in Direct Mail**

Europe’s leading Direct Mail producer

### **No.1 in Cheques and Security Print**

Europe’s largest producer of cheques

### **No.2 in Transactional Print**

Europe’s largest Transactional Print Facility

### **No.4 in Print Management**

### **No.1 Fastest growing Digital Printer**

Europe’s fastest growing business in Digital capability

### **HP’s largest worldwide investor in digital**

2007 revenue: £290m

Employees: 1500

Operations: Leeds, Newcastle, Lisburn (NI), Manchester, Leicester, Crewe, and London

History: Formed in 2000 with merger of Waddington plc and Rexam security print

Key clients: Barclays, HSBC, The Co-Operative, RBS, Centrica, P&G, Tesco, Post Office, DEFRA, COI

Sectors: Financial Services, Utilities, FMCG, Retail, Government, and Travel & Leisure

Services: Direct Marketing, Data Solutions, Transactional Print, Security Print, Document Process Outsourcing, Print Sourcing, Logistics, Technology Services

[www.communisis.com](http://www.communisis.com)

## About Ai

Ai Data Intelligence is a leading independent data and analysis business providing services that help clients use data more effectively in the acquisition, development and retention of profitable customers. Ai delivers robust and effective direct marketing solutions to over 100 clients in both the B2B and B2C marketplace across a variety of different vertical sectors. Key solutions include the industry leading processing platform, Ai Data Refiner® and the internal data hosting environment, Ai Prospector, both of which enable Ai to deliver the ultimate in data accuracy for marketing initiatives.

[www.aidataintelligence.com](http://www.aidataintelligence.com)

## Enquiries:

### **Ai Data Intelligence**

Jon Cano-Lopez

Managing Director

+44 7860 504 291

### **Communis plc**

Barry McPhillips

Marketing Services Director

+44 7768 012 199