



Launch of EnQii – Global digital out of home solutions

London 14th September. Following the acquisition of several best in class technology and media organisations EnQii announces the launch of its Digital Out Of Home (OOH) solutions business.

EnQii is a new private equity backed company, formed to take advantage of the growth in the global digital media network market and has completed three acquisitions to date:

- **Digital View Media**, the market leading and global digital media network provider with over 6 years experience and a core software business servicing over 90 clients across four continents. Its customers include retailers, transport service providers, health facility providers, hospitality and leisure services and media businesses
- **Redeemit**, a mobile marketing agency which provides interactive campaigns and other key marketing services for retailers and brands
- **Screen-Edge**, A highly-skilled and cost-effective content organisation based in Hong Kong that provides channel strategy development and content creation services for Digital OOH networks and is already servicing EnQii's Asia Pac and US customers.

These organisations are brought together under one roof in order to deliver end to end Digital OOH solutions for EnQii's customers and partners. The full service will incorporate strategy development and commercial modelling, technology design and deployment, content creation and delivery and channel development services, together with ongoing development of interactivity, performance measurement and reporting.

Speaking about the new venture, EnQii's chairman Richard van den Bergh said "having observed this industry for several years we see this as the right time to create a strong and well financed global organisation that will work closely with its clients and partners to create and develop truly high value domestic and international networks. In making these investments, there were three key considerations," Richard noted. 'Firstly we wanted a platform that is proven to be truly robust. Secondly we wanted to offer a full service solution that would deliver genuine benefits, whether in terms of reach, Point of Decision interactivity, audience engagement, data collection and management and (not or) compliance. And thirdly, we aimed to build a strong management team of experienced people in each region who really know what works, and just as importantly, what doesn't!

We are convinced that our core investments mean that EnQii offers an industry-leading proposition combining its high value features, the expertise and experience of the team and its proven robustness. Indeed, this conviction is proving fully justified in seeing the progress with many customers and partners after our first few months.

Our investors are very excited by what is being achieved and in our plans of what is still to come.'

"EnQii arrives today as a global leader in the use of innovative media, services and technologies for out-of-home digital media markets," said Ajay Chowdhury, who was named Chief Executive Officer of EnQii.

Mr. Chowdhury was formerly Founder and General Partner of IDG Ventures Europe and Chief Executive Officer of LineOne "The digital out-of-home media market is currently worth more than \$1 billion a year and is growing at over 40 percent annually, but remains a fragmented category with no established leaders," Mr. Chowdhury said.

"EnQii fills that void and provides that leadership with a comprehensive and integrated set of capabilities including strategic consulting, interactive technologies, relevant content, and most importantly, the measurement of results achieved," he added.

Mr. Chowdhury said EnQii would soon announce several additional deals, further expanding the company's footprint and capabilities on a worldwide basis.

For further information, please contact:

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About Richard van den Bergh

Richard van den Bergh is the Chairman of Palace Ventures Ltd., an FSA authorised investment and corporate finance firm whose joint-venture partner, Ithmaar Bank, is EnQii's ultimate controlling shareholder.

Mr. van den Bergh started his career with Arthur Andersen in London and Geneva, later joining WS Atkins Group, Battelle Institute in Germany, Hutchison 3G and later 3 where Richard was the Marketing Director and the InterMatrix Group, where he was Managing Director.

Until EnQii's acquisition of Digital View Media, Mr. van den Bergh was, for four years, a Non-Executive Director of Digital View Group. He also holds a number of Non-Executive Board positions including VS Design Works, Oracle Tanker Chartering and MoVo PLC.

About Ajay Chowdhury

Ajay Chowdhury was founder and General Partner in IDG Ventures Europe. Prior to that he was European President and CEO of NBC Internet (a NASDAQ quoted integrated media company) before which he was CEO of LineOne, a joint venture between United News and Media and British Telecom, which he grew into one of the U.K.'s largest portals and Internet Service Providers.

Mr. Chowdhury joined United News and Media in 1991 and was Founder and Managing Director of United Interactive, its news media division. Before joining United, he was a manager at Bain & Company, a global strategy consulting firm.