

MBA Group Limited

London
MBA House, Garman Road
London N17 0HW

T: 020 8376 4300
E: contact@mba-group.com
W: www.mba-group.com

Warrington
1050 Europa Boulevard
Warrington WA5 7FH

T: 01925 713 130
E: contact@mba-group.com
W: www.mba-group.com

Press Release

MBA Group acquires Inc Direct to widen capabilities and customer offering in dynamic UK marketplace

- Multichannel communications provider MBA Group acquires Inc Direct Limited.
- Existing synergy between the two companies will see the Inc Direct business further compliment MBA's group-wide capabilities.
- The successful £6 million T/O Inc Direct business will push MBA beyond £50 million and into new market sectors.
- With data at the heart of both organisations the drive will be to continue to improve customer experience for MBA and Inc Direct clients.
- Inc Direct will remain as Inc Direct Limited operating from its existing Enfield site with relocation to a shared base within the MBA Tottenham infrastructure planned for the future.

As MBA's Chairman, Bachar Aintaoui explains, "Acquiring Inc Direct is an important strategic decision for our organisation. Not only are we gaining an experienced team, but Inc Direct are also a great fit with our current operations and services at MBA Group. The acquisition will undoubtedly add an even greater depth to our customer offering and increase the group's profile in the dynamic UK marketplace."

Inc Direct CEO, Noel Warner added...

"MBA and Inc Direct are close neighbours but we've always operated in a totally different space and we very rarely compete. Our collective skills and capabilities are therefore extremely complimentary and combining them to add even greater value to our respective clients and strengthen our position



URS 17405



URS 17405



URS 17405



URS 17405



Cheque &
Credit
Clearing
Company

Registered Office:
MBA House, Garman Road
London N17 0HW
Registered in England No. 2343859

MBA Group Limited

London
MBA House, Garman Road
London N17 0HW

T: 020 8376 4300
E: contact@mba-group.com
W: www.mba-group.com

Warrington
1050 Europa Boulevard
Warrington WA5 7FH

T: 01925 713 130
E: contact@mba-group.com
W: www.mba-group.com

in the marketplace overall is a sound strategic move that will benefit everyone.”

“With our combined experience, capabilities and massive firepower we’re able to offer an even more compelling proposition which will ultimately allow us to capture a larger share of the market”.

-Ends-



URS 17405



URS 17405



URS 17405



URS 17405



Cheque &
Credit
Clearing
Company

Registered Office:
MBA House, Garman Road
London N17 0HW
Registered in England No. 2343859



MBA Group Limited

London
MBA House, Garman Road
London N17 0HW

T: 020 8376 4300
E: contact@mba-group.com
W: www.mba-group.com

Warrington
1050 Europa Boulevard
Warrington WA5 7FH

T: 01925 713 130
E: contact@mba-group.com
W: www.mba-group.com

| About MBA Group |

MBA is a leading provider of multi-channel communications in the UK. With over 35 years' experience we offer cross media solutions to businesses, from creative review and customer journey mapping to production and delivery.

Direct Mail, transactional output and commercial print are our core services with electronic media enabling MBA to provide a true 'single source' manufacturing solution.

We take great pride in providing our clients with a variety of tailored solutions and cost-effective services that improve the quality of their customer communications, streamline processes, consolidate costs and ultimately, deliver a greater return on investment.

At MBA we continue to invest in accordance with our customers' needs. Working within a consistently evolving marketplace, we keep abreast of all new developments that can impact on costs and improve ways in which we deliver our customers information.

For further information, please contact:

Kevin Stewart
Sales Director
Tel: +44 (0)20 8376 4300
E-mail: kstewart@mba-group.com

Visit our website: www.mba-group.com
Read our media: www.mba-group.com/media-centre
Follow us on Twitter: www.twitter.com/MBA_Comms
Connect with us on LinkedIn: www.linkedin.com/company/mba-group-ltd

| About Inc Direct |

Founded in April 2000 by Noel Warner, multi-award-winning Inc Direct is a £6m full service marketing communications company specialising in highly personalised, results driven CRM (customer relationship management) and direct marketing solutions spanning digital print, direct mail, mobile, online and web2print.

Inc Directs unique and unrivalled approach to helping their clients achieve a much higher return on investment and increase response rates has seen them pick up no less than fourteen top industry awards.



URS 17405



URS 17405



URS 17405



URS 17405



Cheque &
Credit
Clearing
Company

Registered Office:
MBA House, Garman Road
London N17 0HW
Registered in England No. 2343859