



FACILITATE SIGN REGIONAL CONTRACT WITH GLOBAL AGENCY GROUP

Sydney, Australia (Thursday December 19, 2013)

Facilitate Digital, a global provider of workflow and trading technology to media agencies today announced that the company has secured a regional contract with Omnicom Media Group (OMG), the world's second largest agency group. OMG will deploy Facilitate Digital's *Symphony* platform across the Asia-Pacific Region.

"We are delighted that an agency group the scale of OMG has committed to a multi market deployment of our *Symphony* technology, said Facilitate Digital CEO, Ben Dixon. Combined with our existing agency client base, including ongoing deployments across APAC for GroupM (the world's largest media agency group), this reinforces *Symphony* as the dominant digital media workflow and trading solution for agencies in the region."

It is anticipated that deployments of *Symphony* for OMG and other agency groups already under contract, will see significant growth in the volume of online display ad spend captured and executed via the *Symphony* platform in 2014.

Mr Dixon said "this new agreement further validates the rationale for the soon to be completed Adslot transaction. As adoption of *Symphony* grows, and the quantum of display advertising dollars channelled through it, our opportunity to embed automated trading capabilities that benefit both buyer and seller materially improves".

About Facilitate Digital

Facilitate Digital creates digital advertising and direct marketing solutions that emphasise simplicity, integration and flexibility for agencies and marketers worldwide. We are the provider of *Symphony* - the world's leading digital workflow and trading platform for agencies. Our clients include global agencies and holding companies such as Mediabrand, Publicis, Omnicom, and GroupM. Our proven products and expertise in workflow & trading, display advertising, search marketing and lead generation empower clients to drive efficiency whilst producing measurable results that increase their return on investment. With offices in Australia, Asia, Europe, and USA, Facilitate Digital works across cultures as well as digital marketing channels.

For more information on the company's digital marketing solutions or the global office locations, visit www.facilitatedigital.com.

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