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**Aegis Group plc  
Isobar to launch search engine marketing firm iProspect Thailand through acquisition of  
Globlet**

Aegis Group plc ("Aegis"), the marketing communications group, today announces the acquisition of Globlet in Thailand. The value of the gross assets acquired is £0.1 million.

Globlet is Thailand's leading search specialist. It provides search engine marketing consultancy and technical execution for a range of local clients across the retail, technology, healthcare and real estate sectors.

Globlet will reinforce Isobar's leadership position in Thailand. Its search expertise will complement the interactive services of Digithais, Thailand's leading interactive agency and part of Isobar since 2005. Digithais offers website development, online media, internet marketing, content management and e-commerce for clients including Coca-Cola, adidas, Honda and Nivea.

Following the acquisition, Globlet's staff will be trained and certified in iProspect's best practices through iProspect University, and Globlet will become part of the Isobar-owned network of iProspect search specialists agencies. Once Globlet is re-branded as iProspect Thailand, it will have access to iProspect's search tools, including the award winning iSEBA bidding agent.

The acquisition of Globlet follows those of search businesses in Belgium, Holland and Germany so far this year, as Isobar continues the global roll-out of iProspect offices.

Commenting on the acquisition, Robert Lerwill, ceo of Aegis, said:

*"The search market in Thailand is young, with exciting prospects. Globlet offers an immediate boost to our search capabilities, and will reinforce our position as Thailand's number one digital agency. Its conversion to iProspect Thailand will expand our Asian iProspect office network - already in Malaysia, Hong Kong, Singapore and Australia - as we establish iProspect as the leadership brand for global paid and natural search worldwide."*

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### **More on iProspect**

iProspect was founded in the US in 1996 as a search business with a unique bidding technology for search engine marketing keywords. Acquired by Aegis Media's Isobar in 2004, iProspect is now probably the most sophisticated search specialist in the world – ranked number one by Forrester among others.

In 2007 Isobar began to create a global iProspect network, rolling out into the Nordics, Holland, Hungary, Spain and Belgium in Europe and Hong Kong, Australia, New Zealand, Malaysia and Singapore in Asia. The iProspect network currently has 18 dedicated offices in 15 countries around the world and iProspect services can be accessed via 69 Isobar offices in 38 countries with some 600 search specialists worldwide.

### **More on Isobar**

Launched as a digital division of Aegis in May 2003, Isobar is the world's largest digital marketing network and is uniquely structured for an interconnected digital world. Isobar provides the vision, infrastructure, tools and processes that link a network of some of the very best digital agencies in the world -- all fully owned and driven by a clear vision of the future business world. Isobar celebrates diversity, creating competitive advantage through Creativity, Collaborative Innovation and Agility. Through its global network of 104 offices in 38 markets, Isobar services include strategy and consulting, online advertising and media, web site build, paid and organic search, social and viral marketing, mobile and CRM. Isobar has 3150 people, online billings in excess of \$1.5 billion and has won more creative awards in the last 2 years than any other digital network. Nigel Morris is the CEO of Isobar.

For more information, please visit <http://www.isobar.net>.