



**collaborate:** work with another on a project

## kae: marketing intelligence to be listed on AIM

### **New deal provides the resources for continued growth at the international strategic marketing consultancy**

In a deal announced this month, **kae: marketing intelligence** has negotiated a reverse takeover of **Optimisa plc**, an AIM-listed investment company (EPIC: OPS). Optimisa has historically focussed on investment opportunities in the marketing services area, an area that is experiencing strong growth and is characterised by a large number of small, profitable companies.

Both parties expect consolidation in the sector to accelerate, spurred by the recent activities of a number of acquisitive listed companies and it was this mutual understanding that brought the two sides together, leading to this exciting development.

The Directors on both sides believe that this presents a significant opportunity to grow shareholder value both organically and through further acquisitions in marketing services-related sectors.

On completion of the transaction, Simon Dannatt, David Rankin and Jonathan Waters, the directors of KAE, will join the Board of the enlarged group. John King and Ron Littleboy will remain on the Board and Bharat Amin will be appointed to the Board in a non-executive capacity.

The group's operating business will be that of KAE. KAE is a long established business with a record of generating profits. The current year has started well and sales are ahead of budget for the year to date. The Directors are confident that it will be in a position to increase its growth both organically and by acquisition as part of the new group.

Simon Dannatt, Chief Executive of KAE said of the deal, "KAE has gone from strength to strength in recent years, both in terms of revenues and scope, and this move signals the start of a new growth phase. We are excited by the opportunities that it affords us to grow our core business and extend our competencies to complementary areas."

## Note for Editors

### **About KAE**

KAE is a strategic marketing consultancy dedicated to making clients more successful by providing the insight, intelligence, analysis and support needed to protect existing revenue and expand products and services into new markets. For 35 years the company has delivered profitable new products, invaluable competitor intelligence, accurate market forecasts and effective marketing strategies. KAE works by uniquely combining challenging creativity, incisive bespoke research, analytical rigour and practical thinking drawn from business understanding.

Source: kae: marketing intelligence

Contact: Jonathan Waters, 44 (0) 20 7960 3361, jonathan@kae.com

<http://www.kae.com>