

Kantar acquires Qmee, setting a new standard for trust and data quality

London, Friday 13 May 2022: Kantar, the world's leading marketing data and analytics company, and capital D, the next-generation private equity fund manager, today announce they have reached an agreement for Kantar to acquire Qmee, the Reading, UK-based app survey platform and fraud prevention technology provider. Post-completion, Qmee will become a part of Kantar's Profiles Division, which is responsible for primary research within Kantar. The transaction is expected to close in June 2022.

Announcing the deal, **Chris Jansen, Kantar's Chief Executive** commented: "Today's announcement builds on our recent acquisition of Blackwood Seven and the sale of our Kantar Public business. It is another illustration of the progress we are making in focusing our portfolio on providing highly differentiated and advanced analytics-based products and services to consumer-facing brands. Consumer insights are a key input in developing business, marketing and creative strategies; the acquisition of Qmee further strengthens our leadership position in delivering the most trusted and robust research to inform those strategies."

Qmee offers brands access to consumers' opinions and attitudes via a fun and easy to use app which has a reputation for delivering the industry's best response rates. Behind the consumer facing app, Qmee provides a panel of more than 750,000 active and loyal consumers across North America, the UK and Australia, and most recently France and Germany, alongside best-in-class advanced neural networks anti-fraud technology. The company's rapid growth has continued over the past year, with survey completes increasing by 44% on 2020 and 119% on 2019.

Caroline Frankum, CEO of Kantar's Profiles Division, commented: "We are already a global leader in panel quality and fraud detection and prevention - this move is a doubling down on that commitment to quality. With Qmee as part of our portfolio, we will build on our leading position within the \$3.4 billion panel sourcing industry. We will now be able to offer the most compelling products for clients, where sample and data quality matter most.

With our own proprietary panels of more than seven million consumers, including our exclusive LifePoints asset, we already have an excellent reputation for providing trusted, high-quality research data, as well as a leading score for both panelist satisfaction and the prevention of fraudulent activity in surveys. The integration of Qmee further ensures clients can have the greatest possible confidence that their strategies are built on trusted, representative and meaningful data."

Jonathan Knight, Qmee Co-founder and CEO, added "Today's announcement is a terrific endorsement of the vision Nick Sutton and I had when we founded Qmee ten years ago. We would like to thank the capital D team for supporting us over the past year of tremendous growth for Qmee.

Kantar saw the value our unique technologies bring to solving our industry's biggest challenges. Applying these technologies at a global scale is a wonderful challenge for me and the whole Qmee team. Both Nick and I are excited to join Caroline's leadership team to combine our technology with Kantar's proven IP and processes to set a new standard for trust and data quality in the research industry."

Jean-Marc Jabre, Co-founder of capital D said: "We identified how Qmee's technology is disrupting the research and consumer insight space and as majority owner of Qmee we have worked closely with Jonathan and Nick to create a strategic first-class asset in this industry and to achieve their global ambitions. The investment in Qmee aligns well with our strategy of backing fast growing, highly scalable and disruptive businesses and partnering with founders to help them mature their business.

It has been a pleasure to work together with Jonathan, Nick and the team at Qmee and we wish them well with Kantar."

Financial terms of the transaction have not been released.

Kantar was advised by Travers Smith whilst capital D and Qmee were advised by Lazard and Latham & Watkins.

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About Kantar: Kantar is the world's leading data, insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.

About Qmee: Qmee uses high-performance technology and data science to deliver best-in-class results for programmatic sample allowing brands and researchers to gather human insights at speed and scale. The Company was recently ranked 11th in The Sunday Times Tech Track 100, 24th in the Deloitte Fast 50, and 64th in the Financial Times' annual list of the 1000 Fastest Growing European Companies.

About capital D: capital D is a next-generation private equity fund manager focused on disruptive mid-market businesses across Europe. capital D invests at the intersection of macro, technological and behavioral trends, in businesses which will be the winners of the disruption economy. capital D adds purpose and agility to traditional investment lenses and believes companies with those characteristics are better equipped to succeed. Qmee will be the second exit of capital D's debut fund capital D SCSp which closed in January 2019. www.capitalD.com