

Aedgency strengthens team with three senior strategic hires

Appoints Head of Operations, Head of Price Comparison and UK Sales Head

Friday, 23 October 2009 – Barcelona – European performance-based marketing specialist Aedgency is developing its business with three strategic hires for newly created senior roles. Christophe Philip joins as Head of Operations, James Applin takes on the role of Sales Manager UK and Philippe Morin has been recruited as Head of Price Comparison.

Christophe Philip has been brought in to streamline Aedgency operations across the organisation by standardising business processes across all sales teams and to share best practice. The appointment will make Aedgency more scalable by consolidating processes across the company. Philip is a French national with a technical and online sales background; following seven years in IT consulting he moved into the digital advertising space. He spent four years running the ad operations team for AOL France and AOL Europe before moving to Google where he implemented YouTube and Google Display's EMEA ad operations team.

Commenting on his new role, Philip said: "Since Aedgency works in such diverse markets and is pioneering new business models in the online marketing sector it would be fair to say this will be a challenging role. I look forward to being able to play such an important part in informing the company's processes going forward."

Aedgency is further extending its business in the UK with the hire of James Applin as Sales Manager UK. Applin is tasked with striking new partnerships with advertisers, agencies and publishers. He takes on overall responsibility for new business across Aedgency's entire product range in the UK. Applin has five years of experience in senior online sales roles at companies including Adconion Media Group and TradeDoubler.

"This year the UK overtook Germany as Europe's largest online retail market so 2009 was the right time to bring Aedgency to this market" said James Applin, Sales Manager UK. "Aedgency has grown exponentially since it launched five years ago and we've made great progress since we launched in the UK in March and I'm excited to be onboard."

Philippe Morin brings close to a decade's worth of internet retail experience to the newly created Head of Price Comparison role at Aedgency. He was previously Head of e-Commerce at fashion and home furnishings specialist Redcats in the UK. Morin will be responsible for implementing Aedgency's price comparison business as the company expands into new European markets.

Morin said: "Aedgency is a rapidly expanding company and there's so much ambition to grow the business. Price comparison is at the forefront of Aedgency's new consumer-focused strategy so I relish the opportunity to develop the technology that will play such a major part in Aedgency's consumer offering."

Vincent Labey, CEO at Aedgency, said: "These new appointments demonstrate Aedgency's ongoing commitment to invest in the right senior people to build out our business. Our ability to attract such a high calibre team reflects the great confidence that the market has in what is still a relatively young company."

About Aedgency

Aedgency, headquartered in Dublin, is a pan-European performance-based marketing specialist which offers a gateway to privileged communication channels between brands and e-buyers.

Founded in 2004 Aedgency has been growing rapidly ever since and now operates across six European markets. Aedgency's focus is on increasing advertisers' conversion rates and it places equal emphasis on monetising its publishing networks and independent publishers' websites.

Aedgency offers brands access to millions of online consumers across Europe. Its bespoke analytics engine uses deep contextual segmentation to closely target users through the communication channel that is most likely to get a result. Through Aedgency's deep understanding of data it is able to predict exactly what a web user is looking for and offers four routes to a sale, Aedgency Contextual, Aedgency E-mail, Aedgency Cashback and Aedgency Partners.

For full details of Aedgency's integrated product suite please visit www.aedgency.com

For further press information, please contact:

Andy Riley

AxiCom

T: +44 (0) 208 392 4073

C: +44 (0) 7809 495 760

E: andy.riley@axicom.com