

Ebiquity

New CEO announced

CEO appointment

Media

23 April 2020

Ebiquity's new CEO is to be Nick Waters, joining from Dentsu Aegis on 1 July. His experience both at Dentsu, and previously at Mindshare, should be a good fit, bringing experience of media agencies and working with advertisers. The group is set to issue its formal FY19 results in early May. The COVID-19 update adds further detail to that published last month, with cost saving measures in place. The group had net debt of £6m at end March and has £5m of further headroom in its borrowing facilities. The earnings outlook depends to an extent on advertiser behaviour over the remainder of the year. In the absence of management guidance, our forecasts are currently suspended.

Year end	Revenue (£m)	PBT* (£m)	EPS* (p)	DPS (p)	P/E (x)	Yield (%)
12/17	64.2	7.9	6.2	0.71	4.2	2.7
12/18	69.4	5.2	3.5	0.71	7.4	2.7
12/19e	68.7	5.3	4.1	0.71	6.4	2.7

Note: *PBT and EPS are normalised, excluding amortisation of acquired intangibles, exceptional items and share-based payments.

Since the departure of the previous CEO in late 2019, the group's CFO and COO, Alan Newman, has been acting CEO. When Nick Waters arrives on 1 July, Alan will revert to his previous roles. Nick brings extensive experience in the media and agency sectors, having worked for over 20 years in various roles at Dentsu Aegis (most recently as executive chairman, UK & Ireland, previously CEO of Asia Pacific) and before that at Mindshare. This gives him sound credentials to be dealing with both agencies and senior management at clients.

Operationally, staff are working from home globally, with those based in China now returned to their offices. The group is conserving cash through 20% senior management and executive salary reductions, and taking advantage of furlough and government support schemes where available and appropriate. Dividend payments are also on hold. As at end March, the group had £13m of cash and £19m of debt, with further facilities of £5m available.

Price 26p

Market cap £21m

\$1.24:£1

Net debt (£m) at end December 2019 5.8

Shares in issue 80.1m

Free float 94.8

Code EBQ

Primary exchange AIM

Secondary exchange N/A

Share price performance



Business description

Ebiquity is a leading independent marketing and media consultancy, working for 70 of the world's 100 leading brands to optimise their media investments.

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