# ISPD

# ISPD strengthens its presence in Italy through the acquisition of Rocket PPC

**Madrid, October 18, 2023 – 8:30am -** ISPD (ISIN ES0109429037), a global cognitive marketing group, today announces the acquisition of Rocket PPC, an agency specialising in performance marketing.

Founded by Gabriele Contilli and Pasquale Altamura, Rocket PPC works for some thirty brands in a wide range of sectors and employs around twenty digital marketing experts. The agency expects to manage around €10m of client's media budget in 2023 (€1.6m revenues), with an EBITDA margin of almost 20%.

*"The acquisition of Rocket PPC strengthens our presence on the Italian market, with a fine portfolio of clients, a range of effective solutions and experienced managers. Their media management expertise is highly complementary to that of the Group and will enable us to accelerate the development of our Digital Media Trading activities on an international level. I would like to welcome the Rocket PPC team to the ISPD Group",* said Andrea Monge, CEO of ISPD.

ISPD today acquires 51% of Rocket PPC's share capital, with payment of the remaining 49% indexed to EBITDA over the next 3 years. The two founders will manage all the Group's Italian activities, under the authority of CEO Alessandro Volpi and a board of directors controlled by ISPD.

**Next date**: FY 2023 revenues, 12 March 2024 (before stock market opening)

## About ISPD

ISPD is a cognitive marketing group redefining how people and brands relate. We blend cognitive science and creativity to provide our customers with end-to-end capabilities across our network of agencies. Our 500+ multidisciplinary experts from research, data science, strategic planning, creative storytelling, shopper marketing, gaming, media, technology solutions, and consulting deliver breakthrough results for our clients.
Visit us at ispd.com to learn more.

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