razorfish global

# RAZORFISH GLOBAL ACQUIRES 2DATAFISH TO EXPAND COMMERCE & DATA ANALYTICS CAPABILITIES IN AUSTRALIA

*Strengthens Intelligence Practice With Unmatched Offering in End-to-End Cloud Marketing Services, Optimisation Consulting, Analytics and Personalisation*

31 August 2015: Sydney — Razorfish Global, a leader in business transformation services for the empowered age and a part of Publicis Groupe [Euronext Paris: FR0000130577, CAC40], today announced the acquisition of Sydney-based 2DataFish, the leading Adobe data analytics and marketing optimisation consultancy in Australia and APAC.

The acquisition strengthens Razorfish Global's Intelligence Practice by adding significant commerce and data analytics capabilities and makes it the only Adobe partner in Australia and the wider APAC region that can provide end-to-end cloud marketing services at scale, including systems integration, data analytics, media and content platforms, creative and experience design. It is the latest milestone in a strong growth period for Razorfish Global in Australia, with recent major client wins, including Foxtel, eBay and Bank of Queensland. Razorfish Global is a global Strategic Partner of Adobe, while 2DataFish is the first analytics consultancy in the region certified as a global Adobe Analytics Specialisation Partner.

Specialising in online testing, content optimisation, analytics, audience segmentation and tag management, 2DataFish was founded in 2010 by Steven and Kim Hann, who will both continue in the business as co-directors.
Current 2DataFish clients include Telstra, Virgin Australia, Commonwealth Bank, Westpac, Fairfax Media, Suncorp Group, Energy Australia, Dick Smith, IAG and GE Capital to name a few.

"We're pleased to welcome 2DataFish to the Razorfish Global family and Publicis.Sapient platform," said Michael Karg, International CEO at Razorfish Global. "This move positions us to accelerate growth in the Australian market while building on a clear competitive advantage in our Intelligence Practice through the addition of world-class talent, data analytics and customer intelligence capabilities, technology platforms and intellectual property."

"2DataFish significantly boosts our data analytics capabilities, which are critical to our ability to

help clients transform their business. Clients will now benefit from intensely specialised skills across data, technology, insights, commerce and media that result in a truly holistic solution," said Razorfish Australia Managing Director Doug Chapman.

2DataFish Founder Steven Hann added: "We are excited about the possibilities that our combined talents can offer clients and proud to join forces with the talented team at Razorfish Global."

2DataFish will complete its move into Razorfish Australia's Sydney offices by the end of August 2015 and will maintain a separate brand name at this stage.

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**ABOUT RAZORFISH GLOBAL**
Razorfish Global, part of the Publicis.Sapient platform, is a network of leading digital agencies within Publicis Groupe that brings together customer experience, technology, media and intelligence to drive business transformation for clients on a global scale. Its 4,500 team members and 42 worldwide offices span Australia, Canada, China, France, Germany, Hong Kong, India, Italy, Singapore, the United Kingdom and the United States.

**About 2DataFish**
Driven by creating innovative digital solutions, 2DataFish is Australia's leading agency specialising in analytics, conversion rate optimisation (CRO), tag management solution and audience segmentation. Founded in 2010 by Steven and Kim Hann as Australia's first optimisation agency, Sydney-based 2DataFish has grown rapidly and works with some of Australia's leading brands, including a host of major banks, Telstra, Energy Australia, Fairfax Media, Virgin Australia and Suncorp to name a few. 2DataFish creates the best enhanced user experience to help clients achieve a competitive advantage and increased ROI.

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