

Media Intelligence company UNICEPTA acquires Adwired

- UNICEPTA expands position in Swiss market
- Strengthens Media Intelligence offering with innovative brand steering platform

UNICEPTA, a leading global provider of media, marketing, and corporate intelligence, has acquired Swiss company Adwired. Co-founded in 1995 by Patrick Schürmann, Adwired has grown to become one of Switzerland's leading media intelligence companies over the past 15 years, supporting communications and marketing departments with bespoke media monitoring and analysis solutions. The insights supplied by Adwired help companies to steer and position their businesses and brands. Its clients include leading international corporations, with a focal point on the consumer goods industry, as well as the industrial, financial, pharmaceutical, and automotive sectors.

"There is an ever-growing need for highly relevant, data-based insights among decision-makers in communications, marketing and other strategic business areas. Particularly in times of a changing economic environment, such insights empower them to identify opportunities and risks at an early stage, and take targeted, coordinated action," explains Jochen Freese, CEO of UNICEPTA Group. "We are delighted to welcome the Adwired team to the UNICEPTA Group. There are great synergies to be realized for our international clients in Switzerland and other countries, especially in the area of marketing intelligence."

"Our focus has always been on gaining insights of high significance and relevance. In UNICEPTA, we have found an ideal partner who shares our values and enables us to take the next big step in terms of growth. First and foremost, we benefit from direct access to the enormous data pool and our partner, who supports our strength in technological innovation," comments Patrick Schürmann, founder and CEO of Adwired.

In its BrandTicker product, Adwired has developed an analysis tool which enables companies to monitor and analyze their brands in detail in a preconfigured setup. Data from millions of print, online, and social media sources is analyzed for this purpose, with more than one million tested and manually translated attributes and topic keywords used. Users are thereby supplied with precise insights on brand perception, customer satisfaction, reputational risks and ESG issues, or brand valuation on a daily basis via an interactive dashboard, segmented by company-specific criteria such as company, media channels, or business segments.

"It is important to us to always provide our customers with the best possible technologies in close cooperation with the best industry experts. The acquisition of innovative companies gives us the opportunity to do this and at the same time expands our client portfolio. I very much look forward to working with our great new colleagues, and I am certain that we

stand to learn a lot from one another,” Freese says in conclusion. The clients of UNICEPTA include global corporations and leading SMEs.

Adwired's experienced management board, as well as its 15-strong team, will be retained. The transaction was closed as of October 2022.

The transaction was accompanied by Transaction Partner AG on behalf of Adwired and by KPMG on behalf of UNICEPTA.

About UNICEPTA

UNICEPTA is a global provider of Media & Data Intelligence. As a leader in innovation, UNICEPTA delivers the best insights for important decisions: Smart insights. Strong performance. With AI-driven technology and over 450 analytics and monitoring experts, UNICEPTA analyzes globally available content from social, online, print, TV and broadcast media as well as numerous other data sources - in real time and at any other desired time. The high-quality analyses and insights serve global companies and organizations as a basis for decisions in corporate management as well as in communication and marketing. UNICEPTA's offices are located in Berlin, Cologne (headquarters), Krakow, London, São Paulo, Shanghai, Washington DC and Zurich. In Germany, around 70 percent of Dax-listed companies trust in the expertise of UNICEPTA.

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