

# Huntsworth adds French PR consultancy Eurotandem to European network

**16 February 2006**

## **HUNTSWORTH PLC**

Huntsworth PLC ("Huntsworth"), the international public relations group, has acquired Eurotandem SAS, a leading independent public relations consultancy based in Paris. This is a further step in the strategic development of the group in Europe, emphasising Huntsworth's commitment to offering its clients an integrated range of communications services. After acquisition, Eurotandem's operations will be merged with those of Trimedia France.

Eurotandem was founded in 1990 and employs a team of 25 offering corporate, technology and consumer public relations. Current clients include BT, Ask Jeeves, Opodo, Computacenter and Tourism Australia together with other blue chip names.

For the year ended 31 December 2004, Eurotandem had gross revenues of €2.7 million (£1.9 million) and profit before taxation of €1.0 million (£0.7 million). Gross assets as at 31 December 2004 were €1.8 million (£1.2 million).

Huntsworth will acquire the entire share capital of the company for an initial consideration comprising cash of €4,064,675 (£2.8m) and the issue of 1,469,455 new ordinary shares of 50p each in Huntsworth. Further consideration is dependent on the future financial performance of Eurotandem and will be payable in cash or shares, at Huntsworth's sole discretion. The maximum total consideration payable is €8.65 million (£6.0 million).

Michael Murphy, Chief Executive Officer of Trimedia International, said:

"Trimedia France has been performing very well but we did not have sufficient scale in the important French market place compared with our operations in other European countries. The combination of Trimedia France and Eurotandem will take us immediately to the number five position in the French market place".

Huntsworth also operates in France separately under the Citigate Dewe Rogerson brand.

Under the terms of the UKLA listing rules, the Eurotandem acquisition is a Class 2 transaction not requiring shareholder approval. Application to the UK Listing Authority and to the London Stock Exchange is being made today for the admission of these shares to trading on the Official List of the

London Stock Exchange. Dealings are expected to commence on 22 February 2006.

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