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Adventis Group acquisition drive backed by leading global financial institutions

Adventis Group plc (“Adventis” or “the Group”) has today announced significant investments by Oceanwood Capital Management LLP and Morgan Stanley International Limited. In addition to taking a stake in the Group, Oceanwood may also provide financing to fund a significantly larger acquisition programme.

Since float in July 2004 Adventis Group profits have increased by 135% through a combination of organic growth and selective, high margin acquisitions in its niche markets of property, healthcare and financial services. The support offered by these new institutional investors should enable the Group to accelerate this acquisition programme in terms of both scale and speed.

Charles Phillpot, CEO of Adventis stated. “In the last two years we have more than doubled the size of the Group while also achieving a 44% improvement in margin. These results demonstrate a strategy that is both robust and able to derive real benefits from increases in scale. We have been particularly pleased with how our online business has grown and are confident that this aspect of the group’s offering will reap substantial rewards in the near future. This investment by institutions of this calibre is a demonstration of their confidence in both our strategy to acquire and ability to integrate marketing businesses and will greatly support our drive towards a £100m capital value. 2007 promises to be an exciting year!”

The Board of Adventis would like to thank Key IP Ltd for enabling this successful placing.

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Editor's Note

Oceanwood Global Opportunities Master Fund

Oceanwood Capital Management LLP has invested on behalf of Oceanwood Global Opportunities Master Fund. It is an international investment group with offices in London and Boston.

Adventis Group plc

Adventis Group's strategy is to focus its marketing and media buying services on three main sectors, in which it has the opportunity to build significant market positions.

There are three main strands to Adventis' strategy to develop the business:

- Consolidation of its position in the residential and commercial property markets, which, as noted above, are predominantly serviced by a large number of small operators;
- Diversification into other specific sectors, notably healthcare and financial services, for which marketing is governed by regulatory disclosure and which therefore, like the property sector, have a requirement for expertise;
- Increase profit margins by providing services that are currently sub-contracted to third parties.

Management intends to achieve these objectives through a mix of organic development, acquisitions and by creating structures to attract new key senior staff, who have proved revenue earning potential and appropriate sector expertise.