

For release at 07.00 Feb 6<sup>th</sup> 2007

## **ADVENTIS GROUP PLC**

### **ACQUISITION OF LEAPFROG MEDICAL COMMUNICATIONS LTD**

Adventis Group plc ( "Adventis" or the "Company", ticker ATG), the specialist multimedia and marketing group, is pleased to announce that it has acquired LeapFrog Medical Communications Limited ("LeapFrog"), a leading medical education company, for a total maximum consideration of £2.65 million.

The total consideration will be satisfied by the payment of initial consideration of £1.306 million, payable as to £0.874 million in cash and £0.432 million by the issue of 975,169 new ordinary shares in Adventis ("New Ordinary Shares"), and by deferred consideration of £0.72 million payable in tranches of £0.24 million on each of the first, second and third anniversaries of the acquisition. Each deferred consideration tranche will be satisfied as to 60 per cent in cash and as to 40 per cent payable in new ordinary shares in Adventis. There is further deferred consideration payable of up to £0.624 million, based on the achievement of certain profit growth related criteria over the following three years to be satisfied annually according to performance as to 50 per cent in cash and 50 per cent payable in new ordinary shares in Adventis.

LeapFrog, whose clients include, GSK, Pfizer, MSD, Roche and Novartis, was established in 2001. It provides a range of medical education programmes to the healthcare industry, promotional aids for sales representatives and also initiates PR campaigns aimed at healthcare professionals and consumers for improving clients' product brand awareness. For the year ended 30 November 2006, LeapFrog reported audited turnover of approximately £1.57 million and pre-tax profit of approximately £0.39 million. Net assets at that date amounted to approximately £0.25 million. Tim Schofield and Gail Rowe, LeapFrog's principal directors, will remain with the company following the acquisition.

The acquisition will create one of the industry's top three pharmaceutical industry service providers, becoming part of an enlarged Healthcare services division embracing Affiniti Advertising, acquired in 2005, and Roundhouse HealthAd, acquired in 2006.

The addition of LeapFrog to Affiniti and Roundhouse creates a formidable, award-winning team in the Adventis Healthcare division, with over 50 employees working in centralised premises in the Thames Valley. The enlarged Healthcare services operations, whose other clients include Boehringer Ingelheim, Allergan, Baxter and Merck Serono, will have the capability to provide a complete range of integrated marketing services, from medical education, to advertising to new media. It will also provide the opportunity for an increased level of cross-selling and the ability to provide multinational clients with a greater local understanding of target markets service.

Application has been made for the admission to AIM of the New Ordinary Shares, which will rank pari passu with the Company's existing issued ordinary shares, and dealings are expected to commence on 9<sup>th</sup> February 2007.

Charles Phillpot, CEO, Adventis Group, said: "We will now be one of the few companies in the industry to offer a full service marketing capability and the ability to handle larger and more complex campaigns for clients. We are now among the top three players in two of our three chosen market sectors."

Tim Schofield and Gail Rowe said: "We see joining forces with the two top creative agencies in our industry as a unique way of adding value to our clients. Being able to address their various needs within one group will be a tremendous bonus for us all."

ENDS

Enquiries:

Adventis Group Plc	
Charles Phillpot, CEO	020 7034 4750
Peter Linnell, Finance Director & Company Secretary	020 7034 4795

Adventis Financial PR	
Chris Steele	020 7034 4759
Peter Binns	020 7034 4760

Editor's Note:

Adventis Group plc, provides a complete range of communications services, including corporate identity programmes, advertising campaigns, media and planning and buying, literature, public relations, packaging, exhibitions, research and planning, interiors signage and digital media. The group employs 145 staff in London and the southeast.

Adventis has two other divisions focusing on providing a range of services to the property and financial sectors. Adventis Group was admitted to AIM in 2004, mainly operating as a media and marketing services provider to the property sector. LeapFrog becomes the group's ninth operating company.

[www.adventis.co.uk](http://www.adventis.co.uk)