

2 January 2025

**THE MISSION GROUP plc**  
**("MISSION", "the Group" or "the Company")**

**DIRECTORATE CHANGE**

The **MISSION** Group plc (AIM: TMG), the Brand Performance Group, comprising of digital marketing and specialist communications Agencies, has today announced the sale of April Six Limited and its subsidiary April Six Inc (together referred to as "April Six") to Marketbridge, Inc.

Fiona Shepherd, founder and CEO of April Six, will remain with April Six and has resigned from The **MISSION** Group plc Board with immediate effect following 14 years' service as a Board member.

Fiona has worked in the technology industry for over 20 years, holding both Client and Agency positions, with some of the world's largest technology brands. Fiona was a founder of April Six and has been instrumental in expanding the Agency from its UK origins to its current position as a well-respected global technology, science and mobility Agency with offices across the globe. Fiona joined The **MISSION** Group Board in April 2010.

**David Morgan, MISSION's Non-Executive Chair, commented:**

"A special thank you must go to Fiona Shepherd who founded April Six in the UK over twenty-five years ago and shortly after Fiona joined the **MISSION** Board she opened offices in the USA to build April Six into the Agency that it is today.

Fiona's drive, commitment and understanding of the technology market is outstanding, she will be an enormous asset to the new Group and we wish her every success in the future.

Thank you, Fiona."

**ENQUIRIES:**

Cat Davis - Group Marketing Director  
E: [cdavis@themission.co.uk](mailto:cdavis@themission.co.uk)  
The **MISSION** Group PLC

Via Houston

Simon Bridges/Andrew Potts/Harry Rees  
**Canaccord Genuity Limited**  
(Financial Adviser, Nominated Adviser and Broker)

020 7523 8000

Peter Tracey  
**Blackdown Partners Limited**  
(Financial Adviser)

020 3807 8484

Kate Hoare / Alexander Clelland / India Spencer  
E: [mission@houston.co.uk](mailto:mission@houston.co.uk)  
**Houston PR**

0204 529 0549

**NOTES TO EDITORS**

The **MISSION** Group Plc. is The Brand Performance Group.

Delivering measurable, results-driven campaigns as the preferred creative partner for real business growth. We offer top-tier Agencies, strategic specialisms and global reach delivering outstanding

growth. We offer top-tier Agencies, strategic specialists and global reach delivering outstanding performance for brands. We call it Work That Counts™ [www.themission.co.uk](http://www.themission.co.uk)

The information contained within this announcement is deemed to constitute inside information as stipulated under the Market Abuse (Amendment) (EU Exit) Regulations 2019. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@seg.com](mailto:rns@seg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

BOAQFLFBFLEBBK