

*The information contained within this announcement is deemed by the Company to constitute inside information pursuant to Article 7 of EU Regulation 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018 as amended. Upon the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.*

27 March 2025

**Brave Bison Group plc**

("Brave Bison" or the "Company", together with its subsidiaries "the Group")

**Acquisition of Builtvisible**

*Bolt-on performance marketing acquisition*

*Second acquisition of 2025 following Engage Digital Partners in January*

Brave Bison, the digital media, marketing and technology company, today announces that it has entered into a binding agreement for the acquisition by the Group of the entire issued share capital of Builtvisible Holdings Limited ("Builtvisible") for a total consideration of up to £3.5 million (the "Acquisition").

Builtvisible was established in 2009 and has grown into a leading performance marketing agency specialising in organic performance strategies through the use of search engine optimisation to drive outcomes for clients including Aviva, Avis, Icelandair, Specsavers and Very Group.

Builtvisible will be integrated with Brave Bison's existing performance marketing and digital media operations, bolstering the Group's existing capabilities with an additional 35 professionals.

The total cash consideration for the Acquisition is up to £3.0 million, with initial consideration of £1.5 million payable on completion, deferred consideration of £1.0 million payable in tranches over 18 months from completion and contingent consideration of £0.5 million payable subject to performance conditions.

In addition, members of Builtvisible leadership have been granted restricted equity consideration in the form of nil-paid options to acquire 20,850,000 new ordinary shares in the Company (the "Equity Awards"). The Equity Awards will vest on the third anniversary of completion of the Acquisition in 2028, subject to achievement of performance conditions and continued employment with the Group. The Equity Awards are worth approximately £0.5 million based on the current Brave Bison share price of 2.6 pence.

Builtvisible generated £4.1 million of revenue and £0.3 million of Adj. EBITDA in the 12 months ending 31 December 2024 and had unaudited net assets of -£0.5 million at the period end. The Acquisition is expected to be accretive in the current financial year.

**Oliver Green, Chairman, commented:**

*"I'm delighted to welcome Geoff, Rebecca and the entire Builtvisible team to Brave Bison. Artificial intelligence is changing the way all of us discover and buy products online, making digital media buying even more complex. Builtvisible, and the wider Brave Bison, are here to help clients capitalise on this complexity with our technology-enabled approach to service delivery.*

*Brave Bison has now completed two transactions in 2025, following the acquisition of sports marketing agency Engage Digital Partners in January 2025. and we have the pipeline and balance sheet to take advantage of further*

engage digital leaders in January 2020) and to have the pipeline and capacity effect to take advantage of further opportunities"

For further information please contact:

**Brave Bison Group plc**

Oliver Green, Chairman

via Cavendish

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Nominated Adviser & Broker

Ben Jeynes

Dan Hodgkinson

**About Brave Bison**

Brave Bison is a different beast: a digital media, marketing and technology company purpose built for the digital era. Headquartered in London with hubs in Manchester, New York, Bulgaria, Melbourne, Bangalore and Egypt, Brave Bison boasts a globally distributed team across eight countries. The company's unique position as both a digital media owner and a marketing and technology partner allows it to own and operate its own channels and communities while providing clients such as SharkNinja, New Balance and Real Madrid with a comprehensive suite of advertising and technology services to reach digital native audiences.

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