

Brave Bison Group plc

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

Primark appoints SocialChain as new global social media agency

Primark has appointed Brave Bison's social strategy and creative agency SocialChain as its new global social media agency following a competitive pitch process.

SocialChain will work closely with Primark's in-house team to shape the brand's global social media strategy, community management and reactive content creation, helping to further elevate the brand's digital presence and connect with audiences and customers in fresh and meaningful ways.

"We were incredibly impressed by SocialChain's passion, bold approach and deep understanding of what makes content resonate," said Kymberley Thomson, Senior Social Media & Community Manager at Primark. "Their community-first approach to turning online communities into real-world value and innovative thinking align perfectly with our ambitions for the future of Primark's social media, and we're really excited about this next step in our digital journey."

"We've worked hard over the past few years to really carve out a place in culture across our social media channels. We have the most amazing community of loyal fans online and we can't wait to turn up the dial on how we speak to and engage with that community - and SocialChain are the right partners to help us do that," said Kate Maunders, Head of Marketing Communications at Primark.

Jacinta Faul, CEO, SocialChain, commented, "Primark is a brand woven into everyday culture; bold, democratic and full of energy. Our job is to match that energy on social. We're incredibly proud to have been chosen to lead this next chapter. This win marks a new era for SocialChain, one defined by sharp thinking, inclusive storytelling, and big-stage creative made to drive both culture and commerce. Thank you to the team at Primark, we can't wait to get started."

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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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