

Creston shareholders vote in favour of going private

16th December 2016. Following a unanimous recommendation by Creston's independent directors, Creston shareholders have today overwhelmingly voted in favour of accepting the Offer made by DBAY to acquire all the shares in the company. The Offer was announced on 17th November 2016 and, following today's shareholder vote and subject to court sanction, the company is expected to be delisted from the London Stock Exchange on the 23rd December 2016.

DBAY has been a significant investor in Creston for over two years and is looking forward to developing the business, alongside its management team and employees, and supporting it in achieving its long-term ambitions.

Nigel Lingwood and Kate Burns, non-executive directors of Creston, will step down as board directors once the Offer is effective, expected to be on 22nd December 2016.

Creston plc will become Creston Ltd and continue to be the parent company of the Unlimited Group, as well as partner to Serviceplan Group, Ariadna, Foresight Factory, Propeller Communications and Goodstuff.

Barrie Brien, Group Chief Executive, comments:

"We're delighted Creston shareholders have voted overwhelmingly to accept the Offer and today's vote allows our shareholders to realise value from their investment in cash at an attractive premium. Furthermore, it offers the business, with the support of DBAY Advisors, an exciting opportunity to continue to grow the Unlimited Group as a private company, which we believe is in the best interests of our clients and colleagues."

For the history of Creston, visit: www.creston.com/history

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About Creston Group

Creston Group, incorporating the Unlimited Group, is a marketing communications group delivering a range of digital technology based marketing solutions to blue-chip global clients. Encompassing consultants and discipline experts from across the industry and beyond, The Unlimited Group unlocks the power of creative collaboration to realise the opportunities that exist for brands and businesses in today's rapidly evolving world. www.creston.com / www.unlimitedgroup.com

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