

# Welcome to the Silverbullet Group.



# Company Overview.

## About Us.

### One Group. One Story.

Silverbullet Group is a data and digital transformation company that delivers future-proofed solutions for a privacy-first, post-cookie era. Our combination of technology and expert professional services encompasses first-party data strategy and customer journey activation advisory, adtech and martech services, and a contextual intelligence engine that generates powerful business outcomes and customer-centric experiences.

Headquartered in London, UK, the Group employs 70+ people in five countries, across The Americas, Europe, and Asia Pacific.

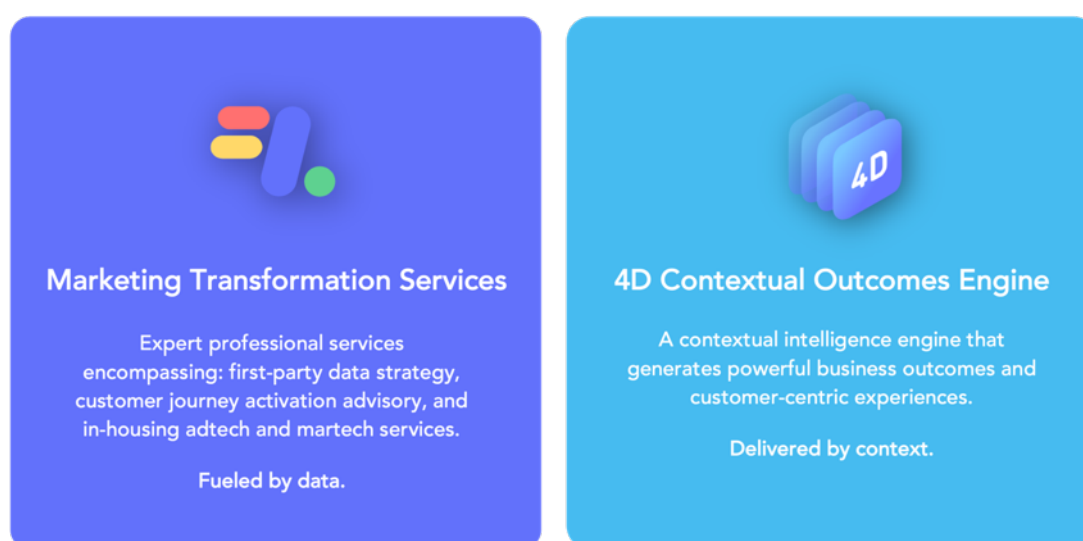
### One Group. One Mission.

Our mission is to be the leading data and digital transformation company that delivers future-proofed solutions for the post-cookie era; one that generates powerful business outcomes and customer-first experiences.

### One Group. Two Divisions.

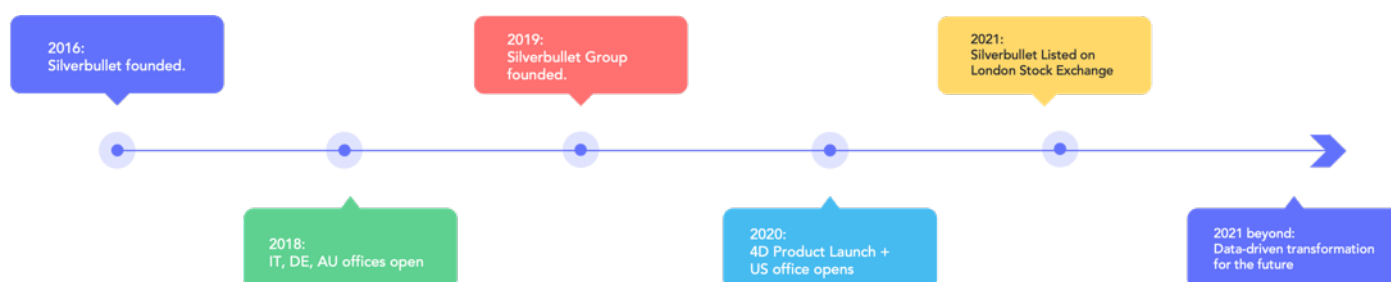
Silverbullet Group is made up of two core components:

- **Marketing Services Division & Activation** (data and tech strategies centred around first-party data)
- **4D: Context Outcomes Engine** (contextual intelligence product for the post-cookie era)



## Our journey to date.

Founded in 2016, Silverbullet has grown exponentially since the very beginning. Highlights include the opening of its European and APAC offices in 2018, the launch of its contextual intelligence product 4D in 2020, the opening of its US offices on 2021 and listing on the London Stock Exchange in June 2021.



## What makes us unique?

Our collective expertise originates from agencies, consultancies, system integrators, technology vendors and brand teams. This crossover of professional backgrounds, expertise, and exposure to different areas of marketing puts us in a very unique position in the marketing industry.

Our people create the best products and services to solve the biggest challenges our clients face today and tomorrow. With a global remit, we serve clients 24/7, globally, regionally, and locally.

Our impressive global client base includes Heineken, Channel 4, SBS, Lumene, Fiat Chrysler Automobile, Network 10 and Dolce&Gabbana.



## The Founding Team and Office Locations.

Silverbullet was founded in 2016 by two co-founder; Ian James CEO and Co-founder, and Umberto Torrielli CSO and Co-founder. Entering the industry as an expert services and strategic consultation provider, Silverbullet remains true to its core today; only bigger, better and with a future-proofed product.



**Ian James**

Co-founder and Group CEO

Ian has 20+ years digital marketing and data activation experience, and brings a wealth of industry knowledge to the business. With previous leadership roles including European CEO of Starcom MediaVest, Acxiom and Verve, Ian drives the leadership team and business, while extending into key partnerships and commercial opportunities.



**Umberto Torrielli**

Co-founder and Group CSO

Umberto co-founded Silverbullet in 2016 alongside Ian James. Having led varied technical and strategic teams throughout his career and most recently at Bluekai/Oracle, Umberto brings a unique technical view of the customer data and technology landscape and helps shape the overall strategy for the group's products and services division.

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