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Zoopla owner ZPG buys UK real estate marketing services firm Ravensworth

ZPG Plc (LON:ZPG), the parent company of Zoopla and uSwitch, has bought UK real estate marketing services firm Ravensworth for an undisclosed sum.

Ravensworth's provides print and marketing services to UK estate and letting agent branches to support in the sale of properties. The firm offers services for property listings, brochures, direct mail, email marketing and branch display products.

ZPG, which also owns the PrimeLocation and Hometrack websites, said the acquisition of Ravensworth will expand its estate agency partners and improve its product offering to include portal, software, website, data and print marketing services.

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"We are delighted to announce the acquisition of Ravensworth, which gives us a market-leading position in the provision of on-demand print and creative marketing services to UK estate and letting agents," said ZPG chief executive and founder, Alex Chesterman.

"In keeping with our strategy, by combining Ravensworth's products with our sales and marketing capabilities we will be able to offer our partners a fully integrated, best-in-class print solution and once again confirms our position as the most effective partner for UK property professionals."

Shares rose 2.47% to 361.20p in morning trading.

ZPG is partly owned by the Daily Mail and General Trust PLC (LON:DMG) and estate agent Countrywide PLC (LON:CWD).

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Share Information

Code: ZPG

Listing: LSE

Sector: Media

Website: www.zpg.co.uk

Company Synopsis:

ZPG Plc (LSE:ZPG) (ZPG) is a digital media, lead generation and workflow solutions platform that owns and operates some of the UK's most trusted digital brands including Zoopla, uSwitch, PrimeLocation, Hometrack and Property Software Group. Our mission is to provide the most useful resources for consumers when finding, moving or managing their home and to be the most effective partner for related businesses.

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