

# Next Fifteen Communications Group PLC

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## Next Fifteen higher as it forecasts "positive change" from Archetype agency in second half

Next Fifteen Communications Group PLC (LON:NFC) shares were higher on Wednesday after it reiterated its full year guidance following a period of "positive changes" at its Archetype marketing agency.

In an update to be delivered at its AGM on Wednesday, the digital communications firm said trading at the start of the year had been in line with its expectations, with the results from the "significant" changes at Archetype expected to be felt in the second half.

**READ:** Next Fifteen CEO sees "lots of scope" for acquisitions in new year as profits jump in 2018

The company added that its recent acquisitions were making a "strong contribution" to growth and it continued to have a good pipeline of purchases in both the US and the UK.

As a result, the group was confident in its prospects for the full year.

Next also announced that Helen Hunter, the chief data officer of FTSE 100 supermarket J Sainsbury PLC (LON:SBRY), would be joining the board as an independent non-executive director.

Hunter has worked for Sainsbury's for nine years and over that period has proposed and developed propositions such as the supermarket's Brand Match scheme and its new Nectar initiative.

Richard Eyre, Next Fifteen's chairman, said Hunter would be "a highly valuable addition" to the board.

"Her expertise as an exceptional leader in data management and customer relationships lies in the intersection of data, technology and creativity, areas at the heart of Next 15's strategy", he added.

Meanwhile, the company said Genevieve Shore, the firm's senior independent director, would step down at the end of the AGM.

In mid-afternoon trading the shares were up 3.8% at 627.7p.

--Adds share price--

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**Price:** 472

**Market Cap:** £408.53 m

### 1 Year Share Price Graph



### Share Information

**Code:** NFC

**Listing:** LSE

52 week	High	Low
	668	433

**Sector:** Media

**Website:** [www.next15.com](http://www.next15.com)

### Company Synopsis:

*Next 15 is a communications business which employs over 1,350 people across 32 offices in 14 countries. The Group incorporates 17 subsidiary agencies, spanning digital content, marketing, PR, consumer, technology, marketing software, market research, public affairs and policy communications.*

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