

Milestone Group PLC

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Milestone Group shares gain ahead of Passion Project launch

Milestone Group (LON:MSG) shares climbed 16% higher after the firm said its new youth employment initiative will kick off on Wednesday.

Called the 'Passion Project', the scheme helps disadvantaged children in communities by matching up their skills with employment opportunities.

Although the project has a charitable core, Milestone is hoping to grow the number of fee paying corporate memberships while also expanding its existing reach for digital services and mobile solutions offering in the process.

Businesses can spend a slice of their community budget to be part of the initiative, with an annual fee membership determined by number of staff, total assets and annual turnover.

Erith Demolition and The Rank Group joined last week with others are expected to be announced shortly.

Milestone's chief executive Deborah White sees the initiative as a chance for firms to build their community engagement and training while also promoting their own venues and activities.

The firm's main focus remains in the digital media and education space. At the same time it is developing relationships in the charitable sector, combining its vision to build shareholder value promoting its products and services designed to achieve "positive social value"

It has recently described the Passion Project as its "flagship product".

The company is holding an official launch event at the Cass Business School on Wednesday.

Shares were trading at 0.9p.

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Share Information

Code: MSG

Listing: AIM

Sector: Support Services

Website: www.milestonegroup.co.uk

Company Synopsis:

Milestone Group combines and leverages creative services and technologies to deliver high-value services and content. We develop solutions that are intelligent and effective, to ensure a positive impact on our clients' bottom line.

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