



MARKET RELEASE

04 July 2017

Spark New Zealand finalises acquisition of Ubiquity as part of growth strategy for Qrious

Spark New Zealand has today announced it has completed the acquisition of marketing automation provider Ubiquity in a move that blends the considerable marketing software strengths of Ubiquity together with the powerful smarts of Spark's big data and analytics software business Qrious.

Spark signed an agreement to acquire Ubiquity on 13 June 2017 consistent with its strategy to invest selectively where it sees opportunities.

ABOUT QRIOUS

Qrious is a big data and analytics software business, passionate about leveraging the power of data, enabling customers to grow in intelligence and thrive. Qrious is owned by Spark NZ and offers a range of products and consulting services including Data Powered Marketing, Location Apps, Data Platform, Business Intelligence & Data Warehousing, and Advanced Analytics. www.qrious.co.nz

ABOUT UBIQUITY

Ubiquity is for marketers who need to communicate with their customers in a more relevant way across multiple channels using the power of data and marketing automation. Ubiquity is NZ's only marketing automation provider that delivers complete end-to-end solutions - with both a software platform and in-house specialists that support clients with the expertise to drive superior data-driven marketing results. www.ubiquity.co.nz

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For media queries, please contact:

Richard Llewellyn

Head of Corporate Communications

+64 (0) 27 523 2362

For investor relations queries, please contact:

Spark New Zealand Limited

ARBN 050 611 277 Spark City, 167 Victoria Street West, Private Bag 92028, Auckland, New Zealand



Dean Werder
General Manager Finance and Business Performance
+64 (0) 27 259 7176