



FOR IMMEDIATE RELEASE

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ITP IGNITE

ITP Media Group announces the launch of social media agency

ITP Media Group has today announced the launch of its latest division, ITP Ignite.

The new division has been created to offer the full range of the group's services and expertise to clients, offering a one stop solution for media projects. It works across the following divisions: social media management, content creation, brand enhancement and customer publishing.

ITP Ignite is already working with a number of clients, ranging from retail to hospitality and fitness to finance, to develop their social media strategies and fully manage their social media accounts. This includes creating and posting content on their own social media platforms, as well as amplifying reach through ITP Media Group's digital brands and social media portals. It will also work with ITP Media Group's digital talent agency ITP Live to promote content and develop brands.

Ali Akawi, CEO of ITP Media Group, said: "ITP Ignite is an exciting new addition to the company. Leveraging our portfolio of brands, and the vast editorial resources of the group, we are now able to offer content creation for a range of clients; which extends to developing and implementing fully integrated communication strategies."

He added: "As the media landscape continues to radically change, our group is not only adapting to the change but leading it, with our commitment to innovative, digital first, solutions."

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Notes to editors

About ITP Ignite

ITP Ignite has been created to offer the full range of the group's services and expertise to clients, offering a one stop solution for media projects. It works across the following divisions: social media management, content creation, brand enhancement and customer publishing. The group works with clients to develop their social media strategies and fully manage their social media accounts. This includes creating and posting content on their own social media platforms, and also developing their brands on ITP Media Group's social media portals.

ITP Ignite also works with companies and individuals to enhance their brand, including through content creation across print and digital platforms. ITP Ignite advises a range of clients on PR strategies, and works with a number of organisations to produce bespoke publications, research & reports and event management.

About ITP Media Group

ITP Media Group (ITP) is one of the largest media companies in the Middle East, with a portfolio of more than 100 brands. The company delivers quality up to date content to its readers, viewers, delegates and guests through digital, print, events, awards, video content, social media platforms and social media influencers. These brands include major international and regional names such as Time Out, Arabian Business, Harper's Bazaar, Hello! Middle East, Construction Week and Condé Nast Traveller ME.

ITP strives to offer its customers the largest audience in the GCC with the highest engagement levels by adopting a 360 degree approach.

ITP Live, which was designed to extend the company's digital footprint as well as enhance its total reach on social media, has five key business areas - the region's largest social influencers' agency, video content creation, digital sales representation, ecommerce and live events. On April 12th 2017 ITP Live broke its first Guinness World Record, just 4 months since its opening, at a live event to celebrate its launch.

The ITP Customer division publishes the catalogues, previews and daily show newspapers for all exhibitions organised by Dubai World Trade Centre as well as a host of specialist publications for major retail and financial organisations. ITP works in collaboration with a number of leading international partners including Condé Nast, Dennis Publishing, Dubai World Trade Centre, Epoch Messe Frankfurt, Hearst, Hola!, Mondadori, Northern & Shell, Revolution International, Rodale, Shortlist Media and Time Out International Limited.

ITP was founded in 1987 in the UK, and to reflect the international scope of its business, the company subsequently relocated to Dubai in the United Arab Emirates, where over 500 staff are based. The company also has offices in Mumbai and London, and is led by CEO Ali Akawi, with former Sunday Times Editor and BBC broadcaster Andrew Neil acting as chairman. www.itp.com