

PRESS RELEASE

International expansion for sports content and marketing business

Leeds-based content and digital media company Independent Content Services Limited (ICS) is expanding its operations to cover 60 languages in 70 territories.

The company provides sports content, translation and digital media services. ICS has grown significantly since its launch in 2002 and now employs over 50 staff at its Leeds headquarters who work with a global network of over 250 sports freelancers.

The company has developed a global team of reporters and broadcasters who cover everything from football and horse racing commentary to in-depth previews, analysis and reports on football, cricket, rugby and eSports.

Clients include major bookmakers, leading publishers, radio stations, mobile networks and international media.

Sister company ICS-digital provides digital marketing services to an international range of blue chip companies that are seeking to improve their online profile.

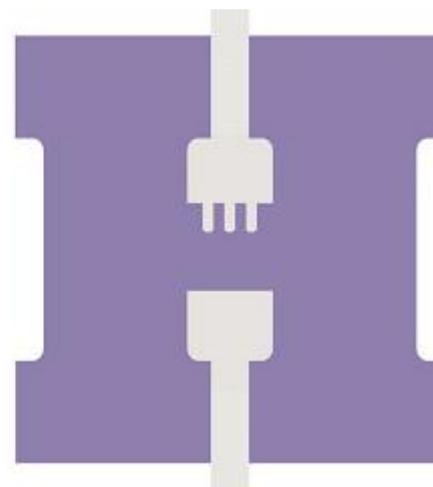
Key to the success of ICS has been the wealth of talent available in Leeds and the wider area, which has enabled the firm to recruit the staff needed to grow the businesses.

Commenting on the international growth of ICS, founding director Ian Holding said: *“Leeds is the ideal place to grow a global digital business, particularly as the local universities give us a wealth of digital and multi-lingual talent. The city also has a critical mass of digital skills from developers to data analysts. We have big ambitions for this business and Leeds is the place to realise them.”*

The company is supported by accountants and business advisors Hentons and guidance from the firm has proven critical to accelerating growth. The use of the government’s R&D tax credits scheme has boosted the amount ICS can invest in innovation, while Hentons also provides management accounts, payroll support, tax planning and business advice.

Holding continued: *“Proactive support from professional advisors is key to managing cash flow and freeing up capital for investment. It has allowed us to continue to innovate and accelerate our growth plans.”*

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The company's Leeds headquarters has seen investment in state-of-the-art audio and video studios along with new digital platforms over the last 12 months. ICS also recently launched an innovative horse racing website www.beforetheoff.com to provide expert analysis to followers of racing from all over the world.

ICS attributes much of its growth to the explosion in the global usage of mobile devices. Industry data suggests that more than half the world's population now uses a smartphone and over 50 percent of the world's web traffic comes from phones and tablets. This has driven the demand for mobile friendly content in a number of languages.

A new deal with Nigerian radio station Brila FM has created opportunities in Africa and driven demand for European football reporting, boosting the presence of ICS on the continent.

Holding said: *"The world has become more app based and content hungry as a result of the explosion in mobile usage, with people now consuming content around the clock. The market is always evolving, and we are investing to ensure we stay ahead of the curve."*

ICS-digital has also grown rapidly by providing SEO, social media and online PR to clients that look to grow in a competitive international online marketplace. Further global growth is planned over the coming year as ICS continues to roll out its content services and new online platforms.

Chris Howitt, a partner at Hentons, said: *"ICS is a real Leeds success story that has put innovation at the heart of its business model. As the organisation continues to expand internationally, it helps to build Leeds' reputation as a data and digital hub."*

Ends.

About Hentons

Hentons has clients ranging from medical professionals and property investors to manufacturers, academies and charities. It offers accounts, audit, business strategy and tax advisory services with a partner led approach for all clients.

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