



RNS Number : 4984T  
Reach4Entertainment Enterprises PLC  
13 October 2017

*Prior to publication, the information contained within this announcement was deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014 ("MAR"). With the publication of this announcement, this information is now considered to be in the public domain.*

**reach4entertainment enterprises plc**  
(‘r4e’ or the ‘Company’)  
**Appointment of CEO and Chairman**

r4e, the transatlantic media and entertainment marketing company, is pleased to announce the appointment of Marc Boyan as Chief Executive Officer of the Company with effect from 16 October 2017. In addition, Lord Michael Grade, a Non-Executive Director of the Company, has been appointed as the Company’s Non-Executive Chairman with effect from the same date.

Marc Boyan is the founder of Miroma International, a successful media trading business which works with brands, media agencies and media owners to enable brand owners to extract additional value from their marketing budgets. Marc founded Miroma International in 2003 and has extended the business under Miroma Ventures to focus on investing in, seeding and managing media and technology companies including, amongst others: i) social media platform Pinterest; ii) online beauty community BeautyCon; iii) pop-up shop exchange Appear Here; iv) youth culture media platform SBTv; v) short form video production studio Contented; and vi) youth-focused creative consultancy Twelve AM. Marc began his career in the media sector 20 years ago before going on to found Miroma International.

Lord Michael Ian Grade of Yarmouth was awarded a CBE in 1998 for his significant achievements in broadcasting and has over 40 years' experience in the entertainment industry. He was formerly Chairman of the BBC, Executive Chairman of ITV plc, Chief Executive of Channel 4, and he has held positions on the boards of a number of public companies, including Pinewood Group plc. Lord Grade is currently a director of Gate Ventures plc, a substantial shareholder in r4e. He is also a co-founder of The Gradelinnit Company Ltd, a prominent theatrical production company.

Marcus Yeoman, Interim Chairman, will revert to his role as the Company’s Senior Independent Non-Executive Director.

Marcus Yeoman, commented: “Marc is a highly successful entrepreneur with a wealth of experience in the media sector. Having worked closely with brands and media owners over a number of years in the fields of media trading and creative and content solutions, Marc has a unique understanding of how to navigate the media landscape and drive value-enhancing solutions to his clients. This experience is a natural fit with the businesses of r4e who look to provide an integrated solution to their entertainment client base. As a Board, we are delighted Marc is joining the Company and we are confident he is well placed to lead the business.

“Together with Michael’s appointment as Chairman, the Board believes the Company has in place an exciting mix of deep industry experience and entrepreneurship capable of combining to drive the business forward.”

Marc Boyan, commented: “r4e already has an excellent reputation across the markets it operates in and I believe there is significant further potential across the businesses to expand. I am therefore excited to be joining the team and I look forward to leading the business into its next stage of development.”

The Board recognises the need to incentivise employees and management and r4e has a share option scheme in place to enable the Board to grant options over ordinary shares representing up to 20% of the Company’s issued share capital. In recognition of Marc’s expected contribution to the Company and as part of his remuneration package, it is the intention of the Board that in the near future, Marc will be awarded options over ordinary shares in the Company representing around 10% of the issued share capital of the Company with gradual performance targets.

Miroma International has an existing agreement in place with Dewynters, r4e's UK subsidiary, for the provision of media services to Taste Festivals. The fees payable by Dewynters under the agreement are on the Company's normal commercial terms and are not expected to be material to the Company's annual trading or profit.

#### **AIM rules disclosures**

Marc Jason Boyan, aged 42, is, or has during the last five years been, a director or partner of the following companies and partnerships:

##### *Current directorships/partnerships*

- Miroma International Ltd
- Miroma Holdings Ltd
- Miroma Ventures Ltd
- Miroma Group Limited
- Miroma Music Ltd
- Miroma International, Inc
- Miroma International Pte. Ltd
- Miroma International Pty Ltd
- The Contented Digital Media Company Limited
- Twelve A.M. Media Limited
- In The Loop Limited
- In The Loop U.S. LLC
- New Stance (London) Limited
- Relax, LLC
- Buynowmedia Limited
- FLOTG Ltd

##### *Former directorships/partnerships within last five years*

- Experimental Space Ltd
- Hashtag Events Limited
- Miroma Investments Limited
- Popover Ltd
- SBTV Global Ltd

Panthalassa Limited, a company of which Marc Boyan was a director, was wound up by voluntary creditors' liquidation on 19 June 2012 with amounts outstanding owed to unsecured creditors totalling £305,160.

**Enquiries:**

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