

RNS Reach

Ingenta PLC
("Ingenta" or the "Company")

Ingenta announces new VAR partnership with Athens Technology Center S.A

Ingenta plc (AIM: ING), a leading provider of innovative content solutions, pleased to announce a value-added partnership with Athens Technology Center S.A ("ATC"), a VAR based in Greece, extending the breadth of solutions that Ingenta can offer to new and existing customers and expanding Ingenta's product reach.

This strategic partnership will allow Ingenta to market ATC's complementary product suite alongside its own and to embed them within existing Ingenta products, allowing Ingenta to offer even more comprehensive solutions to news publishers, syndication agencies, and other new markets. A particular note is ATC's Truly Media product, which has been specifically developed in conjunction with German broadcaster Deutsche Welle to help users successfully navigate the many pitfalls generated by 'fake news', and which counts Amnesty International and the European Parliament among its early adopters.

The agreement also permits ATC to market Ingenta's suite of products as a value-added reseller, expanding Ingenta's sales reach through ATC's international network.

Scott Winner, Managing CEO of Ingenta, commented: "We are delighted to announce our partnership with ATC, which enables our overall vision to provide a broader range of innovative solutions to content owners, aggregators and syndicators and to expand our global reach into new territories."

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For further information, please contact:

Michael Belcher +44 (0) 1865 397 844 michael.belcher@ingenta.com

About Ingenta

Ingenta is a leading provider of content solutions that transform businesses. We cover the publishing process with our suite of commercial products, CMS and advertising solutions and content services packages. Combining our publishing knowledge, global reach and customer support with our extensive technology and service products, we offer a range of solutions to help publishers manage and monetise their content effectively. Traded on the AIM market of the London Stock Exchange, the Company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), local offices in Brazil, India and China. Assisting trade and scholarly publishers for nearly 40 years, Ingenta helps to address the issues content providers face.

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