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## Media Release

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### **SocietyOne appoints DDB and Map & Page as its advertising and PR agencies**

SocietyOne, Australia's pioneering marketplace lender, today announced it had appointed DDB Group Australia as its advertising agency and Map & Page as its PR agency.

DDB have been given responsibility for increasing SocietyOne's brand awareness and engagement including creating the company's first advertising campaign which will utilise TV, online, radio and print.

Map & Page will provide strategic PR advice and support and have been charged with creating content across consumer media as part of a targeted communications brand-building and media partnership approach involving TV, digital, social media, radio, print and events.

Jason Yetton, SocietyOne's Chief Executive Officer and Managing Director, said: "I'm delighted to welcome DDB and Map & Page to 'The Society'.

"Having pioneered marketplace lending in Australia and established ourselves as the leader in the personal loans sector, we are now looking to build our brand awareness through our first advertising campaign to highlight the benefits of what we have to offer to our borrowers and investor funders.

"DDB and Map & Page have proven and successful track records in building brands which will help us to achieve our aim to grow customer numbers to 100,000 and take a two-to-three per cent share of the \$100 billion consumer finance market by 2020-21.

"We have already made an exciting start thanks to the teams at DDB and Map & Page and everyone at SocietyOne is looking forward to creating a great campaign with them over the months ahead."

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#### **About SocietyOne**

SocietyOne was founded in 2012 and is Australia's leading online marketplace lender, connecting borrowers and investors to loans based on risk-based pricing through its world-leading ClearMatch technology platform. SocietyOne was named in April 2016 as the 20th leading company in the top 50 innovative "game-changers" in Australia and New Zealand by H2 Ventures and Investec Bank Australia. The company also won the Best Digital Offering of the Year category in the 2016 AB+F Australian Retail Banking Awards and the 2016 Fintech Innovation in Lending award in the inaugural Australian Fintech Awards. For more information, go to [www.societyone.com.au](http://www.societyone.com.au)