

Making Science enters UK market and continues its international expansion with the acquisition of Nara Media

- *The acquisition is Making Science's first in the UK market, part of the company's ambition to be present in the twenty largest digital advertising markets within 5 years*
- *It brings Making Science's technological expertise to a new market and strengthens the company's app development capabilities*

London, February 8th, 2021. – [Making Science](#), a European technology and digital marketing consultancy specialising in ecommerce and digital transformation, has announced the acquisition of [Nara Media](#), a London-based digital marketing agency specialising in mobile app marketing and app marketing measurement.

The acquisition is part of the company's continued international expansion and signals its entry into the UK market, with plans for further UK investment in the future. It follows a recent expansion to Italy with the acquisition of Omniaweb, and to France with the acquisition of Celsius, and marks a significant step forward in fulfilling the company's ambition to be present in the twenty largest digital advertising markets within five years.

Commenting on the announcement, **José Antonio Martínez Aguilar, CEO of Making Science**, said: "This is a strategically important acquisition for Making Science as the UK represents the largest digital advertising market in Europe. Nara Media's expertise in mobile app marketing strengthens our capabilities in this area and complements our existing portfolio of digital marketing solutions. The acquisition of Nara Media strengthens our position for 2021 and brings us closer to our goal of being the industry's leading 360 digital partner with excellent client service at the core."

Lloyd Davies, co-founder of Nara Media, added: "The opportunity to be part of the Making Science portfolio marks a step forward for our business, allowing us to grow and to share the expertise of our dedicated team with a wider client base, but at the same time continuing our mission of driving great performance in digital marketing while offering total transparency."

Making Science is listed in Euronext Paris and BME Growth in Madrid, since February 2020 and has more than 280 professionals and digital experts with international experience. The company offers a bespoke service to clients and has a strong legacy of innovation, acting as a leader in the development of technological solutions. As it continues to grow into the chosen partner for full-service digital marketing solutions, a focus on continuing to invest in businesses with local-market expertise will be key.

About Making Science

Making Science is a company specialized in comprehensive marketing and technology solutions for digital business. Its business model responds to the growing need for companies to digitize throughout their value chain, particularly in the area of marketing. The markets in which Making Science operates are digital advertising, data analytics, e-commerce and cloud; all with high growth rates.

The Making Science Group was born in 2016 as a technology and marketing group from the integration of the companies The Science of Digital, S.L and Make Marketing y Comunicación, S.L.

In the last three years, the company has integrated five partnerships with complementary equipment and know-how.

The company has been elected SME of the Year 2019 by the Madrid Chamber of Commerce and, recently, it has received the CRECE (Rapid Expansion Company with Exponential Growth) award from the Ernst and Young consultancy within the framework of the Entrepreneur of the Year Awards.

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