

1 March 2021

**First Derivatives plc  
("FD" or the "Group")**

**Appointment of Scott Matthews as CEO for MRP**

FD (AIM: FDP.L, Euronext Growth: FDP.I) announces the appointment of Scott Matthews as Chief Executive Officer (CEO) for MRP, the Group's global predictive intelligence business enabling sales and marketing organisations to grow new business. Scott succeeds Kevin Cunningham, co-founder of MRP, who is stepping down after 13 years as CEO. Kevin will continue as an employee for a period to ensure a successful transition. Scott will report directly to Seamus Keating, FD's Chief Executive Officer.

In this role, Scott will have responsibility for leading MRP as it takes its enterprise-class predictive Account-Based Marketing (ABM) platform, Prelytix, into new customer segments. Scott will also lead efforts to continue driving MRP's reputation as a world-leader in predictive ABM by focusing on the firm's commitments to R&D and the competitive differentiation of the Prelytix platform.

Scott joins from Crowdtwist, a leading SaaS-based customer loyalty solutions provider that was acquired by Oracle (NYSE:ORCL). As CEO, Scott was instrumental in repositioning the firm's go-to-market strategy to achieve its ambitious growth targets. He built a high-performing, motivated workforce and a culture that consistently delivered significant increases in revenues, annual contract value and customer loyalty.

Prior to Crowdtwist, Scott was General Manager and CEO at Answers.com, a SaaS and Ad tech company, where he drove significant revenue growth for four acquired stand-alone marketing services companies. Scott has also held senior leadership and global sales positions at software firms in the security and supply chain support sectors. Throughout his career, Scott has combined strong sales and marketing expertise with visionary leadership to deliver bold, transformative strategies that energise colleagues, optimise business operations and drive growth. Scott holds two Bachelor of Arts degrees in Business from Pace University and Rochester Institute of Technology.

Commenting on his appointment, Scott said: "The phrase 'market leader' is often over-used but the Prelytix platform is genuinely world-leading. It is relied on by firms across the globe to justify and optimise their marketing investments and drive measurable revenue impact. I am looking forward to working with the team as we drive a new chapter of growth."

Seamus Keating, CEO of FD, commented: "The impact of data analytics on marketing continues to drive the growth of technologies that deliver more targeted, personalised experiences and measurable results. MRP is incredibly well placed to capitalise on these new market opportunities. I would like to thank Kevin for his contribution to the Group and I'm excited to welcome Scott as he brings a wealth of leadership experience building and growing data-driven businesses in this space."

**Enquiries**

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**About FD**

FD is a global technology provider with more than 20 years of experience working with some of the world's largest finance, technology, automotive, manufacturing and energy institutions. The Group's KX technology, incorporating the kdb+ time-series database, is a leader in high-performance, in-memory computing, streaming analytics and operational intelligence. KX delivers the best possible performance and flexibility for high-volume, data-intensive analytics and applications across multiple industries. FD operates from 15 offices across Europe, North America and Asia Pacific, including its headquarters in Newry, and employs more than 2,400 people worldwide.

For further information, please visit [www.firstderivatives.com](http://www.firstderivatives.com) and [www.KX.com](http://www.KX.com)