



**ataxo**



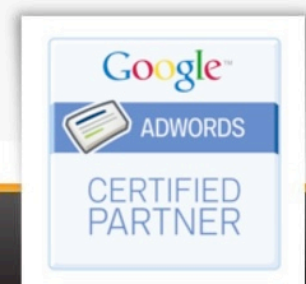
h1.cz



**ONLINE MARKETING FIRM ATAXO  
ACQUIRES H1.CZ**



**Press release; 12.1.2011**



## Leader in search engine marketing expands its scale in the Czech and Slovak Market place

Prague, Czech Republic, December 22, 2010 — Ataxo®, the Search Engine Marketing Firm, today announced that it has acquired 100 % of privately held H1.cz s.r.o., a leading search and interactive marketing agency with a world-class client roster that includes O2, Home Credit, Mountfield, Pojišťovna Generali and Heureka.

The acquisition is a key part of Ataxo's strategy to extend its leadership position in the search engine marketing arena. This deal increases Ataxo's scale in the Czech and Slovak Market place by more than 45 employees, bringing the agency's Czech and Slovak employee base to over 150. Ataxo will also be adding H1.cz's vertical expertise in the retail, travel, and hospitality sectors, as well as its flourishing training businesses to its recognized expertise in paid search and search engine optimization.

Ataxo, a subsidiary of the Ataxo Group with its HQ in the Netherlands has established the Ataxo brand in more than 7 offices in CEE.

*"Bringing the H1.cz team into the Ataxo family is a perfect fit on many levels, from our shared commitment to client relationships and world-class customer service to our established histories of industry leadership,"* said Dr. Peter Wiedemann, president and CEO, Ataxo. *"Our respective client bases represent the most sophisticated and demanding online marketers in the CEE region, and our combined expertise and technology leadership will serve as the core of a search marketing firm without rival."*

*"Becoming part of the Ataxo Group is a big opportunity for the H1.cz team,"* said David Spinar, president and CEO, H1.cz. *"We have regarded Ataxo for years as equal competitor, and we appreciate their work and expertise. Since 2005, we have been focused on offering our clients unprecedented customer service, innovative campaigns and fiscal accountability. We have extremely high standards at H1.cz and it shows in our work and through our clients' success. Ataxo is one of the only agencies in the business that I believe has comparable standards of excellence. So, joining forces with Ataxo, and utilizing each group's strengths, will only further strengthen our ability to drive forward our customers' businesses. Thanks to the integration with Ataxo we can be more focused on what we do best, in particular, to provide highly professional services to our VIP clients. Finally, the merger will allow our employees to have greater opportunities for professional growth."*

Clients of Ataxo and H1.cz will continue to be serviced by the staff and office locations to which they are accustomed. New clients will have the opportunity to be serviced out of the geographic location of their choice or where the agency's vertical expertise best suits their needs.

For the time being it will be business as usual for both Ataxo's and H1.cz 's clients, while the transition of two companies into one gradually takes place. David Spinar will continue to serve as the president of H1.cz, but will assume soon more responsibility within the Ataxo Group. Over time the H1.cz brand will be positioned on the top end of the market whereas the Ataxo brand will be further strengthened to enlarge its already dominant position in the mid market and SMB sector.

*"Ataxo has a track record as market leader when it comes to recognizing client demand for, and investing in, search marketing services. When we invested in Ataxo back in 2008, we knew we were acquiring the crown jewel of the search marketing industry, and since that time the Ataxo Group has continued to dominate this space. With its acquisition of H1.cz, the scale of Ataxo's Czech and Slovak search offering has increased, and the breadth and depth of its service offerings has been enhanced. Along with the launches of multiple Ataxo offices in Europe over the last year, this acquisition further demonstrates the continued leadership and growth of the Ataxo brand,"* said Arthur van Wijck Jurriaanse, MD, Garvest.

## About Ataxo

Ataxo has helped SMB and mid market businesses to develop and execute their online marketing strategies and has over time gained a leadership position in that space. As one of the largest interactive marketing and technology companies in CEE with over 10,000 customers, Ataxo helps its clients to build better brands by delivering business results through customer experiences. Ataxo combines the best thought leadership of the consulting world with the leading capabilities of the marketing services industry to support our clients' business needs, such as launching new products, repositioning a brand or participating in the social world. With a demonstrated commitment to innovation, Ataxo continues to cultivate our expertise in Social Influence Marketing, emerging media, analytics, technology and user experience. Ataxo has offices in markets across the Czech Republic, Slovak Republic, Poland, The Netherlands and the United Kingdom. Clients include Ceska Sportelna, E&Y, Shell, Robert Half, stereo.pl, direct.cz, finance.cz. Ataxo is part of the Ataxo Group Organization. Please visit our web site for more information ([www.ataxo.com](http://www.ataxo.com)). Follow Ataxo on Twitter at @ataxo, and visit us on Facebook.

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## About H1.cz

H1.cz is a leading search and interactive marketing agency that delivers measurable success through comprehensive, online marketing services, including paid search marketing, search engine optimization (SEO), online media placement and emerging media, strategic planning, performance optimization and more.

We currently offer strategic leadership and campaign management services to O2, Home Credit, Mountfield, Pojišťovna Generali and Heureka and many other smart clients.

H1.cz is headquartered in Czech Republic. Please visit our website at [www.H1.cz](http://www.H1.cz) or our Facebook profil or Twitter at @h1cz.

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## About Garvest

Garvest is a leading venture investment fund specializing on investments in the broad field of eCommerce. Transaction based models are our main focus. Garvest has currently ia invested in the Allegro Group (the biggest eCommerce company in the CEE), [www.ibood.com](http://www.ibood.com) (leading European social shopping site for the best daily offer), FixeAds (leading eCommerce company in Portugal with [www.standvirtual.com](http://www.standvirtual.com), [www.leiloes.net](http://www.leiloes.net) and [www.coisas.com](http://www.coisas.com)), [www.tokobagus.com](http://www.tokobagus.com) (leading general classified site in Indonesia), [www.sulit.com.ph](http://www.sulit.com.ph) (leading general classified site in the Philippines), [www.bidorbuy.co.za](http://www.bidorbuy.co.za) (leading eCommerce company in South Africa) and Garvest recently acquired 100% of the issued share capital of the Ataxo Group Holding, Ataxo NV ([www.ataxo.com](http://www.ataxo.com)). Garvest is headquartered in Poland, Poznan and has offices in Amsterdam and Singapore.

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