

# Making Science expands global reach by joining Local Planet as its specialist digital consultancy partner

- *Making Science joins Local Planet, the world's largest privately held media agency network, with a 7% stake in the holding company.*
- *Making Science becomes the group's chosen specialist partner for digital performance marketing and data analytics globally, with access to a network of 62 agencies in 78 markets.*

**London, 25<sup>th</sup> October 2021** - [Making Science](#), an international technology and digital marketing consultancy specialising in ecommerce and digital transformation, has joined [Local Planet](#), the world's largest privately owned media agency network managing \$17 billion of consolidated media spend globally. Making Science joins Local Planet as the global network's specialist digital, technology and performance marketing and analytics consultancy partner.

Local Planet is an integrated network of 62 agencies providing media, marketing and communications solutions in 78 markets around the world. The addition of Making Science to the portfolio will allow individual agencies within the group, alongside its global clients, to access the consultancy's bespoke digital performance marketing and technology solutions. In turn, Making Science will be able to expand its global client base. The partnership also means that Making Science now holds a 7% share in the business and Making Science CEO José Antonio Martínez Aguilar will become a member of Local Planet's Global Board of Directors.

Commenting on the partnership, **José Antonio Martínez Aguilar, CEO of Making Science**, said: "Joining Local Planet will open up new opportunities for international growth for Making Science. With Local Planet's global reach, we will be able to offer our best-in-class digital marketing solutions to a wider range of clients. Making Science is in a phase of global expansion and we are confident that this new partnership will accelerate our growth both within and outside of the European market".

**Martyn Rattle, Global CEO of Local Planet**, added: "We are delighted to welcome Making Science to Local Planet. The company's ambition and talent are valuable assets, which perfectly match the mission and ethos of Local Planet. In addition, the digital technology and consultancy expertise that Making Science brings is something that many of the network's agencies and clients will benefit from."

This announcement comes as Making Science continues its international expansion and marks a significant step forward in fulfilling the company's ambition to be present in the world's twenty largest digital advertising markets within five years.

## About Making Science

Making Science is a technology and digital marketing consultancy specialising in e-commerce and digital transformation. Its business model responds to the growing need for companies to

digitise their entire value chain, particularly in the marketing area. The markets in which Making Science operates are digital advertising, data analytics, e-commerce, cloud analytics, e-commerce, and cloud, all of which have high growth rates. The Making Science Group currently employs more than 750 people and has a presence and technological development in Spain, Portugal, Mexico, Colombia, France, Italy, United Kingdom, Ireland, and the United States.

The company has been chosen SME of the Year 2019 by the Madrid Chamber of Commerce and has recently received the C.R.E.C.E. (Rapidly Expanding Company with Exponential Growth) award from the consultancy firm Ernst and Young as part of the Entrepreneur of the Year Awards.

It has also obtained the 71st position in the FT1000: Europe's Fastest-Growing Companies 2021 ranking, prepared by the Financial Times, positioning itself as the first fastest-growing European company in the marketing and sales sector. Making Science has also joined the Pledge1% initiative, supporting non-profit organisations in our community with a commitment that will have a major impact in the future.

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