



Purplebricks Chief Marketing Officer Jonathan Adler Relocates to U.S. to Spearhead Brand Strategy

- Seasoned marketing executive leads strategic marketing and advertising campaigns in U.S. -

LOS ANGELES, CA February 6, 2018 – Purplebricks Group plc (AIM: PURP) (“Purplebricks” or “the Company”), the next generation real estate agency that is making the process of buying and selling a home more convenient, transparent and cost effective, is pleased to announce that Jonathan Adler, Chief Marketing Officer for Purplebricks, has relocated to California from the United Kingdom to spearhead the Company’s marketing and advertising efforts throughout the United States.

Mr. Adler joined Purplebricks in April 2017, bringing more than 25 years of senior marketing, communications and advertising experience to the company. Prior to this, he served as Global CEO of H&O, a division of Ogilvy & Mather, the global network marketing and advertising firm. His experience in executive level management also includes serving as CEO of communications consultancy Bell Pottinger Sans Frontières and Managing Director of creative agency VCCP International. During his tenure at Purplebricks, Jonathan has been responsible for planning and overseeing the successful execution of Purplebricks’ multifaceted, “always-on” TV-led marketing campaign in the U.S.

“Jonathan is a highly experienced marketing and communications professional whose credentials make him the perfect person to lead our global marketing efforts,” said **Global CEO of Purplebricks, Michael Bruce**. “He’s done a tremendous job supporting our entry into the U.S. and helping to fuel the growth of our highly differentiated platform throughout California. The sophisticated marketing program that Jonathan is directing is critical to our long-term success in the U.S. and abroad. It’s designed to drive brand awareness and affinity among consumers and provide our agents with visibility necessary to build a successful business in a highly competitive market. The addition of Jonathan to our growing team demonstrates our commitment to investing in the right people and resources to advance our growth strategy.”

“Purplebricks has reinvented the way people interact with real estate agencies,” said **Jonathan Adler**. “By combining intuitive technology with highly experienced real estate agents, Purplebricks has created an easier, more transparent and cost effective way for consumers to buy and sell homes. I am thrilled to be on the frontline as this revolutionary platform is further embraced by Americans. Nowhere else does such a compelling value proposition exist, and I am excited about what the future holds for Purplebricks as we gain traction in the California market and look to expand in to other states across the U.S., including the New York/Tri-State area by the end of June 2018.”

About Purplebricks

Purplebricks, with offices in three major real estate markets including the United Kingdom, Australia and now the United States, is the pioneering next generation real estate brokerage, combining highly experienced and professional Local Real Estate Experts with an innovative and intuitive technology platform to make the entire process of selling and buying homes much more convenient, transparent and cost effective. Purplebricks is transforming the way people perceive real estate agencies, while in the process helping sellers save thousands of dollars, affording buyers greater transactional flexibility and control and offering agents the chance to build and grow their own profitable businesses.

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