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Isobar expands global search network with Extenseo

Aegis Group plc ("Aegis") today announces that it has acquired Extenseo from Belgacom Skynet. Extenseo has gross assets of €1.4m.

Created in 1998, Extenseo is the leading search marketing agency in Belgium. It has capabilities in both search engine optimisation and search engine advertising, with a well-established client base and a reputation for excellence.

Extenseo will become part of Isobar's fast-growing search network. The integration plan includes re-branding the business as iProspect. This will bring the iProspect brand to a total of 12 countries. iProspect helps brands maximise return on their marketing investment through natural search engine optimisation, paid inclusion management and pay per click advertising through its own proprietary software. Established in 1996 as the US's first search engine marketing specialist, iProspect was acquired by Isobar in 2003.

Robert Lerwill, ceo of Aegis, said:

"This acquisition adds world-class search to our offering in Belgium and is another step towards building the leading global search network within Isobar. Extenseo is a successful company with great growth potential and will be a welcome addition to our group."

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