

What the boss says

"The group continues to deliver above industry average organic growth," said chairman Richard Eyre in the latest trading update.

"This is large part due to its focus on data and technology to re-enforce its creative capabilities.

"With the geopolitical landscape remaining in flux, clients are looking for greater certainty from their marketing programs which our agencies and data businesses are proving able to provide."

What the broker says: Peel Hunt

For the year ending 31 January 2019, City broker Peel Hunt is forecasting sales of £227.3mIn (2018: £196.8mIn) and underlying earnings (EBITDA) of £44.1mIn (2018: £35.7mIn).

"Next 15 issued a trading update this morning which shows that FY19 results are anticipated to be in line with board's expectations," read a recent note to clients.

"Organic growth in H2 continues to outrun sector averages. Our forecast organic growth for FY19 is 7.8%."

"Post the placing last year, we expect to see more acquisitions from Next 15 for the remainder of 2019; in particular to further add to their data and marketing technology expertise."

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