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Green will be off on a Tangent

By Ray Snoddy

When former Carlton boss Michael Green pioneered computerised direct mail in the early 1960s things didn't always go according to plan.

One mass mailing on behalf of a stockbroker was supposed to refer to "shifting" assets. It came out with another t instead of the f.

Things are better organised these days and Green's career has gone full circle through his majority stake in Tangent Communications, a company devoted to sending marketing messages by email, mobile and print.

The quoted company is run by Green's nephews Nicholas and Timothy Green. The Chairman is Piers Caldecote, the former strategy director at Carlton. This week the "one-to-one" marketing group came

out with its full-year results. There was a near quadrupling of underlying profit to £896,000 and pre-tax profits up from £20,000 to £131,000. Ongoing turnover at £6.6 is ahead 24 per cent.

But the perception of the company will return to its "advisor" and 52.6 per cent shareholder Michael Green. He has been invisible since shareholders blocked his passage to chairmanship of ITV plc two and a half years ago.

Is it all over now for Michael Green? Unlikely. Although outbid in attempts to buy UCI cinemas and the Moving Picture Company, he will not go away. You can be certain that life in his French Chateau will not be enough.

You could be hearing a lot more from Tangent Communications.