



## Press Release

Monday 13<sup>th</sup> October 2025

# XCM Appoints Luke Ibbetson as CEO to Lead Next Phase of Growth

XCM today announced the appointment of Luke Ibbetson as **Chief Executive Officer (CEO)**, effective immediately. Luke steps up from his previous role as Managing Director to lead the company's next phase of growth, following a period of rapid development and expansion for its **proprietary CDP, analytics, and AI platform, Horizon**.

As CEO, Luke will take full responsibility for strategy, growth, and operational delivery, with a clear mandate to drive **commercial performance, client value, and product innovation**. Working closely with CTO Andrew Kershaw, he will accelerate Horizon's roadmap, sharpen XCM's go-to-market approach, and scale a high-performance culture across the business.

Luke's appointment follows **133% ARR growth in just two years** as XCM evolves from a market disruptor into a scaling, data-driven technology company. Horizon now powers data integration, customer understanding, and AI-driven analytics for leading brands across retail, sport, and hospitality.

Luke also led the **strategic partnership with Frasers Group**, which resulted in an equity investment from the retail giant into XCM.

*"Our focus is clearer than ever. To always deliver measurable outcomes for our clients as number one, which in turn drives sustained, exponential value for our shareholders. We have a fantastic team at XCM I am incredibly proud to be working with. Together, we will accelerate Horizon's roadmap, significantly strengthen our commercial execution, and ensure XCM continues to become a market leader in data-driven customer growth solutions."* **Luke Ibbetson, Chief Executive Officer**

Graham Ibbetson, who founded the business, will become Executive Chairman & Founder, providing strategic oversight and continuity for shareholders. With over 30 years of retail & commercial experience, Graham will chair the XCM Board and focus on corporate governance and long-term strategic direction, while continuing to mentor the leadership team.

*“This is a natural and exciting next step for XCM. Luke has been instrumental over several years in shaping the business and leading our growth. The Board is very confident he will drive XCM and our Horizon platform to new levels of success.”*

*Graham Ibbetson, Executive Chairman & Founder*

### **About XCM**

XCM is a fast-growing data, analytics, and AI company powering customer understanding and growth for leading brands across retail, sport, and hospitality. Its flagship product, Horizon, is a next-generation Customer Data Platform (CDP) that unifies, analyses, and activates first-party data to deliver measurable performance across channels. XCM partners with major brands including Frasers Group, WBA, River Island, and Barbour, and operates internationally across the UK, USA, and Middle East regions.