

Aegis Group plc
2009 Annual Report and Accounts

A E G I S

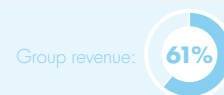


Aegis at a glance

Aegis Group plc is one of the world's largest marketing services companies with annual revenues of over £1.3 billion and a worldwide coverage in over 80 countries. Aegis provides a broad range of marketing services through its two divisions: Aegis Media and Synovate

Aegis Media

The worlds largest independent media buyer



Aegis Media is the largest independent media buyer in the world. Across all companies in the sector including vertically-integrated companies with creative divisions, Aegis ranks as the fourth largest globally.

Although Aegis Media is managed and reports its performance on a geographical basis, it is the 'umbrella' brand for the four principal marketing-focused businesses. It has become one of the world's largest media agencies with revenues in 2009 of £825m and has a market leading position in the fast growing digital sector which now accounts for over 30% of the business.



Carat

Carat is the largest independent media planning and buying agency in the world, free from creative agency ties. Carat covers the full spectrum of traditional media to digital interactive media buying and planning, providing innovative and integrated advice and consultancy as well as buying services to its clients.

Presence:
82 countries

Employees:
4,700 worldwide

Major clients:
Philips, Pfizer, Procter & Gamble

Posterscope

Posterscope

Posterscope specialises in outdoor media for the Aegis Group. The business targets the out of home segment, centered around the medium of building wraps and digital displays. It is the second largest global out-of-home agency operating through 48 offices with billings of over US\$2 billion.

Presence:
20 countries

Employees:
600 worldwide

Major clients:
Coca Cola, MasterCard, Nestlé



Vizeum

Vizeum was established in 2003 as an alternative brand to Carat within the Aegis Media network. Vizeum is building on its European base, where it has a top ten position, to penetrate the North American and Asia-Pacific regions in a meaningful way.

Presence:
50 countries

Employees:
1,100 worldwide

Major clients:
20th Century Fox, Panasonic, Pernod Ricard



Isobar

Isobar is one of the largest digital marketing networks in the world. It provides clients with local and international digital services, including strategy and consulting, online advertising and media, website build, paid and organic search, social and viral marketing, mobile and CRM. Each of Isobar's agencies is a leader in its field, either in its specialist expertise or as a leading local market capability.

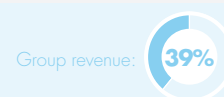
Presence:
39 countries

Employees:
2,600 worldwide

Major clients:
Adidas-Reebok, Fiat, Johnson & Johnson

Synovate

The leading global research group



Synovate

Synovate is Aegis' market research division with revenues in 2009 of £521m. It was launched as a new global research brand in 2003 and now accounts for approximately 40% of Aegis' revenues. Synovate's strength is its custom research capability and its client base, which includes 53 of the Fortune 100 companies and over 4,000 clients worldwide.

Presence:
62 countries

Employees:
6,000 worldwide

Major clients:
Nokia, Shell, Unilever