

GroupM Global Press Kit

UPDATED JUNE 2023



GLOBAL PRESS KIT

About GroupM

MISSION STATEMENT

GroupM is shaping the next era of media where advertising works better for people.

BOILERPLATE

GroupM is WPP's media investment group and the world's leading media investment company with a mission to shape the next era of media where advertising works better for people. The company is responsible for more than \$60 billion in annual media investment, as measured by the independent research bureau COMvergence. Through its global agencies Mindshare, Wavemaker, EssenceMediacom, and mSix&Partners, and cross-channel performance (GroupM Nexus), data (Choreograph), entertainment (GroupM Motion Entertainment) and investment solutions, GroupM leverages a unique combination of global scale, expertise, and innovation to generate sustained value for clients wherever they do business. Discover more at www.groupm.com.

40,000+

Colleagues
worldwide

2003

GroupM
was founded

\$63B

In global media
billings, 2022

Source: COMvergence, 2022

2

"Top 5" global
agency networks

2M

Campaigns
managed every
year

#1

Buyer of Amazon,
Baidu, Google, Meta,
Sky and Twitter

40%

Of digital investment is
commerce focused, as
defined by our clients

2,100

Colleagues who
are Google Search
Certified

60%

2021 YOY
e-commerce
spend growth

49%

Share of Digital
Billings in 2022

Source: COMvergence, 2022

30%

Of all global
media billings

Source: COMvergence, 2022

\$100M+

Investment in
research, technology
development and
data

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Agency overview

MINDSHARE

Mindshare is a media services company that accelerates Good Growth for its clients in the age of transformation. Good Growth is business growth that is enduring and sustainable whilst also helping to shape society and the world for the better.

Wavemaker

Wavemaker positively provokes growth for clients by reshaping consumer decision-making and experiences through media, content and technology.

essence**mediacom**

Essence and MediaCom are joining forces to launch an innovative and new global agency designed to help clients grow in a rapidly evolving media landscape. EssenceMediacom will infuse the digital strategy, data-driven creative, analytics, and technology capabilities of Essence with MediaCom's world-class scaled multichannel, audience planning and strategic media expertise.

mSix & Partners

mSix&Partners is one of the fastest growing media agencies in the world. A progressive and entrepreneurial media network that was born digital, the agency embraces a unique ownership structure between The&Partnership and GroupM and is led by its partners who pride themselves on a pioneering, energetic approach and honest culture.

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GroupM portfolio

DATA & TECH, ACTIVATION SERVICES & CROSS-CHANNEL PERFORMANCE, INVESTMENT

The logo for GroupM Nexus, featuring the word "group" in a lowercase sans-serif font with a superscript "m", followed by the word "nexus" in a bold, lowercase sans-serif font.

ACTIVATION SERVICES &
CROSS-CHANNEL PERFORMANCE
10,000 PROFESSIONALS

“We provide the activation services and intelligence, enhanced by technology and AI that make advertising work better for people.

GroupM Nexus is the world's leading global media performance organization, uniting GroupM's performance talent and technologies. The global organization will be underpinned by a new cross-channel performance platform and international delivery hubs to set new benchmarks for performance innovation and efficiency for GroupM's agencies and clients.

GroupM Nexus will help empower agencies to set new standards for cross-platform and multi-channel outcome planning, delivery and optimization to help clients achieve better, more connected growth. Clients will be able to access all the technology, services and solutions offered by GroupM Nexus through their agencies. GroupM Nexus provides:

- Access to the largest digital media performance practice in the world.
- Improved brand and campaign performance thanks to a new AI-powered approach to outcome planning and more frequent in-platform and cross-platform optimization.
- Ability to incorporate creative production and optimization at scale.
- Better informed and connected insights that allow brands to learn more about what the real growth drivers are for them.
- Open architecture to better integrate with Choreograph as well as clients' own tech stack and data assets.
- Flexible commercial models are available to suit client needs, including an outcomes-based approach.

As the industry's leading team of media performance experts in digital channels and platforms, search, social, programmatic, AI, cross-channel optimization, and data-driven technologies and software, our teams—comprised of GroupM Services, the Addressable Content Practice, Finecast, Xaxis, Acceleration and INCA—are collectively responsible for the activation of more than two million campaigns managed by GroupM each year.

- 10,000 practitioners globally across search, social, programmatic, AI, addressable content and TV and more
- Most Amazon and Google Search certified individuals of any other agency.
- Over 2,000 Search specialists within GroupM and its agencies.

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GroupM portfolio

DATA & TECH, ACTIVATION SERVICES &
CROSS-CHANNEL PERFORMANCE, INVESTMENT



DATA & TECHNOLOGY
1,000 PROFESSIONALS

“We provide the data, data products and technology that make advertising work better for people.

Choreograph, our global data products and technology company, unlocks data inside brands to power deeper customer connections that fuel growth. Bringing together a constellation of leading products and expertise, Choreograph delivers an end-to-end data enablement solution that helps clients address their most critical data-driven marketing challenges.

A modern solution created on the premises of flexibility, openness and privacy, Choreograph provides a fully customizable data and technology offering that can be configured to match marketers' data needs, including:

- Data ownership to build, own and control data assets and identity solutions
- Data enrichment to expand understanding of customers and prospects
- Data-driven activation to plan, activate, manage and optimize media and creative

CHOREOGRAPH DATA POINTS

1,000

Technologists,
product developers,
and data scientists

19

Global
offices

74

Markets
served

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GroupM portfolio

DATA & TECH, ACTIVATION SERVICES &
CROSS-CHANNEL PERFORMANCE, INVESTMENT

group^m | INVESTMENT | 5,000 PROFESSIONALS

“We design responsible, at-scale, and innovative investment solutions that make advertising work better for people.

Combined with GroupM’s global scale, our media investments—guided by brand safety, leading privacy principles and premium relationships—represent 1 out of 3 ads in the global marketplace. Through modern investment services, we put money against goals that move businesses forward.

As the #1 global buyer of all media, including being the biggest purchaser across Amazon, Alibaba, Google, Meta, TenCent, Twitter, and others, we invest more than \$60 billion a year on behalf of our clients, according to COMvergence. We have a unique partnership approach with key global, regional, and local media vendors, which allows us to bridge the gap between their data and ours to drive stronger planning activation and create disproportionate deal value. As a result, our clients gain benefits across Pricing, Innovation, Data and Research, and Consulting.

Our scale and leverage allow us to build and deploy the best products and services, and we have access to transparent, high-quality media supply via our Trusted Marketplace. We help educate and enforce marketplace integrity, maintaining clear communication with clients and assuring compliance through regular audits.

Invest
more than

\$6B

a year on behalf
of more than

5,000

clients

#1

Ranked globally
by volume
spender in
each medium



The most
accredited
across Amazon,
Google and
Meta

#1

Buyer of Amazon,
Baidu, Google,
Meta, Sky and
Twitter

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Shaping the next era of media



In 2020, GroupM embraced a transformational journey with a new mission: to make advertising work better for people. Since then, we have renewed our business and culture around this shared, single purpose. Advertising that works better for people works better for society, for individuals, for publishers and news organizations, and—ultimately—for our clients.

In 2021, we reorganized our business around a new concept—a Responsible Investment Framework—that embeds our mission into everything we do and serves as an incubator for innovation at every intersection between our business and society. The five main pillars of our Responsible Investment Framework (RIF) are: brand (and public) safety, platforming diverse voices and inclusive representation, the ethical use of data and application of AI to advertising, investment in responsible journalism and hard news, and decarbonizing the media supply chain by 2030.

THE RESPONSIBLE INVESTMENT FRAMEWORK

GroupM has long served as industry leaders in areas like brand safety, diverse and inclusive media practices, the ethical use of data, support for credible news and media supply chain sustainability.

Over the last few years, GroupM has been refining our investment approach to support our mission to shape the next era of media where advertising works better for people. The visible declaration of this approach is our Responsible Investment Framework (RIF) that reflects our stand that scale should be leveraged for social good.

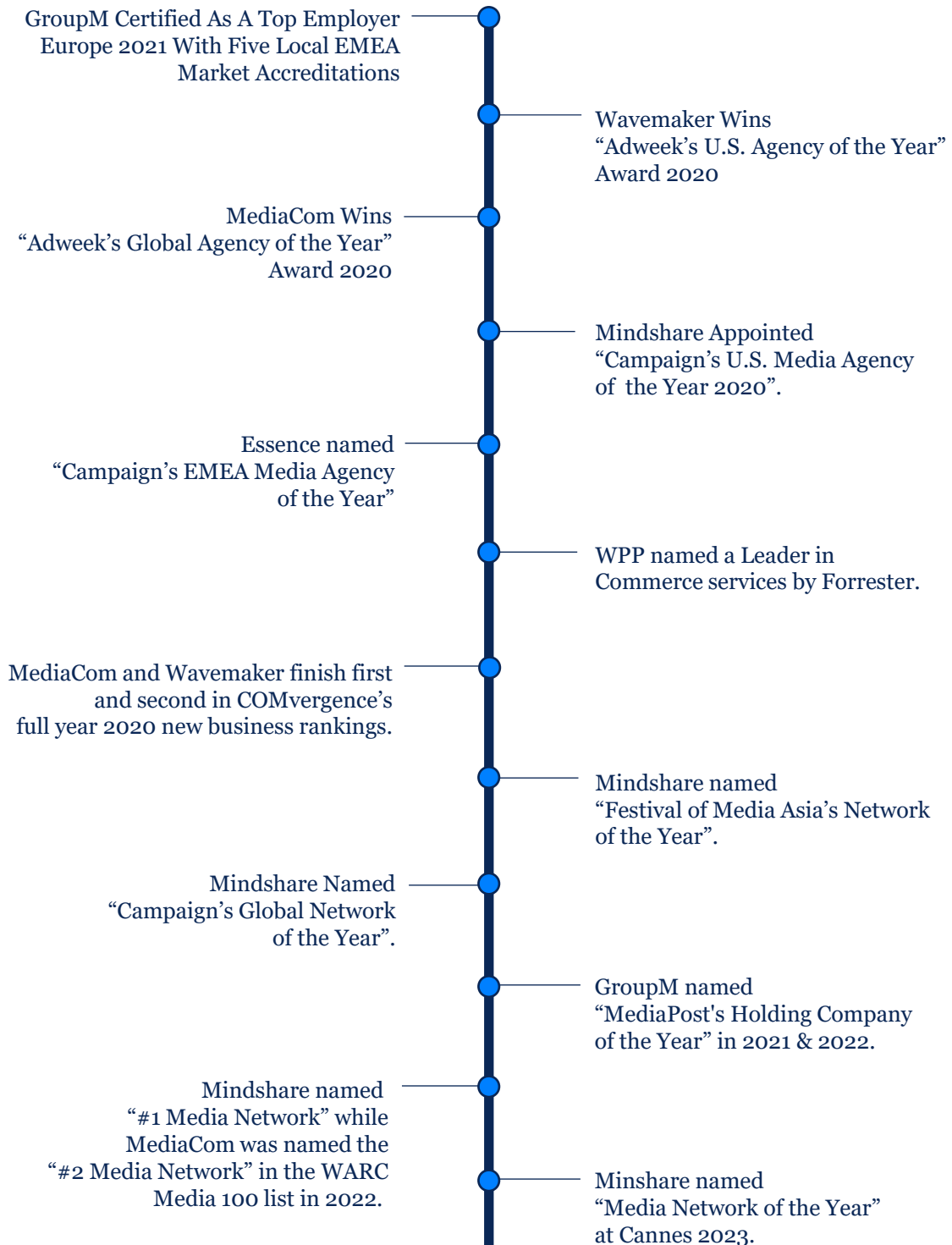
The framework expands, scales and assembles existing and in-progress initiatives by GroupM in these areas under the singular strategic position of "Responsible Investment." It represents a road map for reducing brand risk and building a more sustainable media ecosystem.

The RIF prioritizes and assigns accountability in five areas: Brand Safety, Data Ethics, DE&I, Responsible Journalism, and Sustainability. It also evolves our valuation and measurement methods to account for social and environmental impact like a media placement's carbon footprint, the diversity of audience makeup and media ownership, and an emphasis on local journalism and credible news sources.

Socially conscious media buying has found an enthusiastic audience among advertisers that want to maximize media dollars and do it in a way that funds positive change. As the largest global media network, it is our responsibility to help clients assign media dollars as a force for good and we use our scale to bring about positive and meaningful change. Armed with this tool, agency teams can offer clients numerous strategic planning options when investing their media dollars.

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Our last year in industry awards & accolades



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Logo guidelines

GROUPM PRIMARY LOGO

EXCLUSION ZONE



MINIMUM SIZING



PREFERRED USAGE OF SINGLE-COLOR WHITE OR NAVY LOGO



GROUPM + KEY BUSINESSES LOCK-UPS

GROUPM & GLOBAL AGENCIES



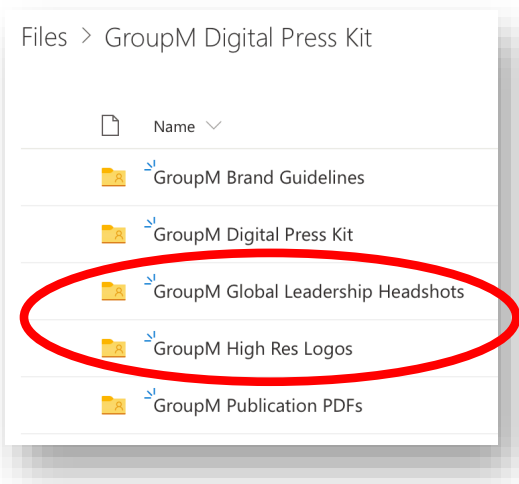
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Multimedia downloadable assets

**MEDIA OUTLETS MAY PUBLISH MATERIALS
FROM HERE WITHOUT CREDITS**

Folders within zip file include:

- GroupM logo for download.
- All Global Leadership Team headshots for download.

NEED TO FIND THESE FILES? CHECK THE ZIP FILE

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GroupM Global Leadership Team



CHRISTIAN JUHL
CEO



MARIE CLAIRE BARKER
CHIEF PEOPLE OFFICER



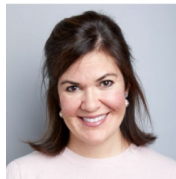
DAMIAN BLACKDEN
CHIEF STRATEGY OFFICER



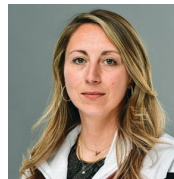
STUART DIAMOND
CHIEF FINANCIAL OFFICER



NICOLA McCORMICK
GENERAL COUNSEL



ELIZABETH McCUNE
CHIEF GROWTH OFFICER



KRYSTAL OLIVIERI
CHIEF INNOVATION OFFICER



MARK PATTERSON
CHIEF OPERATING OFFICER



AIMEE BUCHANAN
CEO, AUSTRALIA, NEW ZEALAND



JOSH KRICEFSKI
CEO, EMEA & U.K.



KIRK McDONALD
CEO, NA



CÉSAR RECALDE
CEO, LATAM



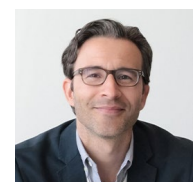
PATRICK XU
CEO, MAINLAND CHINA,
HONG KONG, TAIWAN



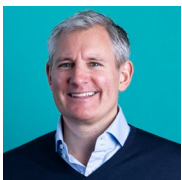
PRASANTH (PK) KUMAR
CEO, SOUTH ASIA



HIMANSHU SHEKAR
CEO, SOUTHEAST ASIA



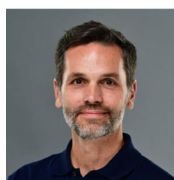
ADAM GERHART
CEO, MINDSHARE



TOBY JENNER
CEO, WAVEMAKER



NICK LAWSON
CEO, ESSENCEMEDIACOM



NICOLAS BIDON
CEO, GROUPM NEXUS



EVAN HANLON
CEO, CHOREOGRAPH



ANDREW MEADEN
HEAD OF INVESTMENT



KATE SCOTT-DAWKINS
PRESIDENT, BUSINESS
INTELLIGENCE



SAM WESTON
EXECUTIVE DIRECTOR,
MARKETING & COMMUNICATIONS

GLOBAL PRESS KIT

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TWITTER [@GROUPMWORLDWIDE](https://twitter.com/GROUPMWORLDWIDE)

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