

Dentsu Aegis Network to build an eCommerce Competence Center

explido»iProspect fetches Amazon Manager Peter Lauck on board for upgrading corporate competence

Hamburg, 23 March 2018 – Dentsu Aegis Network and explido»iProspect, the leading agency for performance marketing, are upgrading their eCommerce business and service operations and setting up an eCommerce Competence Center. The Dentsu Aegis subsidiary is simultaneously expanding its experienced team and with immediate effect has recruited a top-class addition to its crew: Peter Lauck is moving from Amazon to explido»iProspect.

In his new function as Director eCommerce, Peter Lauck will reinforce the 25-strong eCommerce Team in Germany. He will progress strategic consultancy on Amazon and other eCommerce platforms, and their marketing in the Dentsu Aegis Network. Peter Lauck is an expert who's thoroughly familiar with the business, and can draw upon extensive experience in the field of Amazon advertising.

The former Head of Sales at the Amazon Media Group in Germany will in his new role be reporting to the Managing Directors Hansjörg Rampl and Tim Schmid. Peter Lauck spent more than four years in Sales at the Amazon Media Group in Germany. Before this, the 42-year-old worked for over eight years in digital marketing management at major publishers like Gruner + Jahr or Burda.

Ulrike Handel, CEO Dentsu Aegis Network, says: "Dealing with Amazon is a paramount consideration for all our clients. We had already identified this potential years ago, and have meanwhile put in place a superlative fund of expertise at explido»iProspect. We thus see ourselves today as can-do consultants on all commerce platforms."

"Amazon is currently the fastest-growing player in the media business. Advertising revenues are becoming progressively more crucial to the strategy. With the eCommerce Competence Center, we are ensuring cross-disciplinary know-how-driven synergies, and are aiming to accelerate still further our thrust for corporate growth. We are delighted that Peter Lauck will in future be supporting us in this endeavour," comments **Hansjörg Rampl, Managing Director, explido»iProspect**.

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For further information:**About Dentsu Aegis Network**

Part of Dentsu Inc., Dentsu Aegis Network is made up of ten global network brands - Carat, Dentsu, Dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum and supported by its specialist/multi-market brands. Dentsu Aegis Network is Innovating the Way Brands Are Built for its clients through its best-in-class expertise and capabilities in media, digital and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 145 countries worldwide with around 40,000 dedicated specialists. At Dentsu Aegis Network Germany a team of more than 1.300 talents work with the same 'Operating Model' from offices in Wiesbaden, Hamburg, Dusseldorf, Augsburg and Munich. www.dentsuaegisnetwork.de

About explido»iProspect

iProspect is the world's leading digital performance marketing agency.

iProspect delivers personal, adaptive and valuable digital experiences by utilizing proprietary solutions including: paid and natural search, content generation, data & insights, social media management, structured data and feeds, performance display, conversion optimization and affiliates.

With more than 300 employees in Germany across our offices in Augsburg, Düsseldorf, Hamburg and Wiesbaden, explido»iProspect develops innovative marketing solutions for clients such as Siemens, o2, Bosch and Thomas Cook. The agency focuses on data-driven strategies and creative digital campaigns.

iProspect employs 3000 individuals in 84 offices across 52 countries. Together with our partners such as Google, Facebook and Amazon, explido»iProspect creates new standards for digital transformation.

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