

Dr. Ulrike Handel appointed CEO of Dentsu Aegis Network in Germany

Dentsu Aegis Network changes leadership to further drive the group towards a digital economy business.

Dentsu Aegis Network, Hamburg 24 January 2017 – Dentsu Aegis Network today announces a change in leadership in Germany. Ulrike Handel will succeed Zoja Paskaljevic as the new CEO of Dentsu Aegis Network to lead the group into the next phase of our strategic development towards a 100% digital economy business.

Dr. Ulrike Handel will take responsibility for Dentsu Aegis' entire operations in Germany from May, 1st 2017. She will manage the activities and results across all Dentsu Aegis Network's German agency brands: Carat, iProspect, Isobar, MKTG, Posterscope, Vizeum, plus all local specialist agencies.

In the interim Lars Bo Jeppesen, CEO of Dentsu Aegis Network Nordics, Central & Eastern Europe will serve as CEO Dentsu Aegis Network Germany.

Ulrike Handel brings very strong digital expertise and is an strategic entrepreneur with great business insights. She joins from publicly listed ad pepper media International N.V. where she most recently, since 2013 has served as CEO & Chairwomen. In her role, she managed the turnaround and led the group to sustainable growth. Prior to that, she worked for Axel Springer SE for eleven years holding various management positions, including as a member on the management board of the WELT Group/Berliner Morgenpost and as Head of the "Digital Classifieds" sector.

Lars Bo Jeppesen, CEO of Dentsu Aegis Network Nordics, Central & Eastern Europe, says: "We would like to thank Zoja Paskaljevic for considerable results in restructuring our business and positioning us well for the future. Since his appointment, 2 years ago, Zoja has restructured and recapitalized Dentsu Germany, strengthened our results and re-focused the business. The fundamentals we have in place today are solid, and we are on the right path. "I wish him all the very best personally and for success in his next endeavour."

CARAT dentsu Dentsu media  **iProspect**[®] **isobar**

mcgarrybowen **MERKLE** **MKTG** Posterscope **Vizeum**

“Ulrike really understands how we come together at Dentsu Germany to execute against market opportunities in a collaborative way,” says Lars Bo Jeppesen, CEO Nordics, Central & Eastern Europe, “our Senior Leadership Team has never been stronger and together with Ulrike this group will drive us forward.”

In the spirit of being different and better we will keep innovating our product and organisation, ensuring we evolve for the rapidly changing market, to meet our clients’ needs and deliver growth. With this in mind, today’s organisational changes will ensure Dentsu Aegis Network is best placed to do just that”, he adds.

“In our complex dynamic markets I am thrilled to impact the digital development of our agencies and their business models. Therefore, I am honored to actively shaping and leading this change process and I am very much looking forward to it.” explains Dr. Ulrike Handel, adding: “I experienced Dentsu Aegis Network as a Group with a strong innovation and change culture and impressive M&A track record. This unique setup is the perfect basis for thinking, acting and working new and differently in the future”, comments **Dr. Ulrike Handel**

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Notes to editors:

About Dentsu Aegis Network

Part of Dentsu Inc., Dentsu Aegis Network is made up of ten global network brands - Carat, Dentsu, Dentsu media, 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 35,000 dedicated specialists. www.dentsuaegisnetwork.com

CV Dr. Ulrike Handel:

Dr. Ulrike Handel served as CEO & Chairman of ad pepper media International N.V. since March 2013. ad pepper media group is one of the leading international digital marketing groups, founded in 1999 and listed in the Prime Standard of the Frankfurt Stock Exchange. Seven companies in four European countries and the USA deliver digital solutions to clients like Samsung, Nike, ERGO Direkt, SATURN and Opel.

In her role, she managed the turnaround of the group by selling ad tech companies, closing non-profitable assets, fixing operational business, combined with an extensive strategy process and replacement of some key staff. The group achieved in 2015 its best operational results ever, record sales and a positive EBITDA.

Before that, Dr. Handel worked for Axel Springer SE for eleven years holding various management positions, including as a member on the management board of the WELT Group/Berliner Morgenpost, where she led the turnaround into profitability and as Head of the "Classifieds" sector (online marketplaces like Stepstone and Immonet) which she built up and managed the growth process.