



Press Release

MEDIA CONSULTA achieves 18th consecutive year of fiscal growth

MEDIA CONSULTA ended the fiscal year 2010 with a 2.9 percent domestic and an even stronger 7.3 percent international financial growth despite the weak global economy.

Berlin, March 14th, 2011. International integrated communications agency MEDIA CONSULTA (MC) ended the 2010 business year with increased productivity and sales for the 18th year in a row. Even more encouraging is MC's international development, which saw a significant business boost in economic hotspots Asia (10 percent growth) and the Middle East (8.9 percent growth). As a result, the full-service agency achieved an international growth of 308.5 million euro since the previous year, which represents an increase of 21 million euro.

In 2010, MEDIA CONSULTA increased its total German revenues by 75.4 million euro and recorded a remarkable growth of 2.1 million euro, which equates to 2.9 percent. Whereas other agencies were forced to discharge employees, MC hired nine additional employees. MC employs a total of 334 people in its German offices in Berlin and Cologne. The agency's strongest growing sector—advertising—achieved 42.7 percent of MC's total sales. Public relations assignments contributed to 38.5 percent of this growth.

New customers also contributed their part to the positive outcome. Among them are the German National Tourist Board, the Tourism Ministry of Bulgaria, Germany Trade and Invest, the European Investment Bank and the Directorate General for Agriculture and Rural Development of the European Commission. In addition, MC has also retained its current EU clients.

These results highlight the strength of MC's global performance – especially in the CIS states and in South America, where the company seeks to step up its engagement in conjunction with its Latin American initiative.



MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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