



Press Release

Start of MEDIA CONSULTA`s investment offensive

MC continues expanding nationally and internationally

Berlin, March 4th 2010. This year, MEDIA CONSULTA (MC) will invest in the seven-digit range. In addition to the current 325 jobs in Germany, the agency will create 20 new jobs. Another focus is on the expansion of the global MC network. The opening of the MC office in Kazakhstan in January has marked the beginning of a series of agency openings. The next step will be to establish agencies in China and Latin America. In the spring, three new service units will start their business activities: MC Global Translate, MC Travel and Maximum Media. The basis of this investment offensive is the record sales MC achieved last year: With total revenues of 73,3 Mio. Euros, the agency could gain a growth of almost 15 percent.

Harald Zulauf, CEO of MC, believes that the reasons for this increase mainly lie in the core facts: Due to its integrated approach MC works extremely efficiently, MEDIA CONSULTA offers all services from a single source – PR, advertising, media, interactive, sports and entertainment, music and youth marketing, event and TV. Besides, MC is the only German communications agency that has a global agency network with offices in all 27 EU member states, the candidate countries and in key business centres worldwide at its disposal. Finally, MC's clients include, in addition to private business, institutional organisations – whose contracts remain stable even in times of crisis.

“We define ourselves as the first and only integrated global communications network“, explains Harald Zulauf. “In doing so, the mix between various communication services as well as between institutional and brand clients is very important to us.”

The agency network invited their account directors from all 56 branches to join the annual Network Summit in Berlin last February. Also, MC strengthened its presence on the Chinese market this year, by opening a



network agency in Beijing. For 2011, MC plans to build a 100 percent subsidiary in India.

In order to respond to its clients' needs even better, MC has enlarged its portfolio, too: The new service unit MC Global Translate offers professional translations services and editorial adaptations in order to realise worldwide campaigns, thereby covering the fields of advertising, public relations, economy and finances for print and online media as well as for audio-visual media. For handling flight and hotel bookings as well as conferences, we have established the in-house IATA travel agency MC Travel. This unit supports the MC Event GmbH, which organises more than 100 national and international events every year. Maximum Media will optimize the coordination of MC's media planning and media purchasing.

This year's boost in investments emphasise MC's lasting growth curve. Even in the year of crisis 2009, the Germanbranch of MC has bucked the trend and achieved a growth in sales of 8,5 Mio. Euros: The turnover increased from 64,8 Mio. Euros (2008) to 73,3 Mio. Euros in 2009. Besides, MC created more than 25 additional jobs in Berlin and Cologne. While employing 298 staff members in Germany, this number has risen in 2009 to 325 employees. Worldwide MC today is ranked 12th in the top 50 agency companies (source: Advertising Age "World's Top 50 Agency Companies", April 2009).

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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