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WUNDERMAN SINCE 2001: How we have changed!

Since taking the reins of Wunderman in 2001, Daniel Morel has engaged in a series of strategic acquisitions that has provided clients with new resources and limitless possibilities. This ongoing effort has expanded Wunderman's global reach and made it a nearly billion-dollar agency.

Pre-2001: Prior to Morel's arrival, KnowledgeBase Marketing (now KBM Group) was acquired by Young & Rubicam in May of 1999. This move served as the foundation for unprecedented growth in Wunderman's history.



Full-service data, database management and data analytics

KBM Group is the global leader in knowledge-based marketing solutions. Expert in both digital and traditional direct marketing, KBM Group helps companies manage, analyze and optimize marketing data to engage more effectively with their customers and prospects. KBM Group's integrated, world-class solutions include strategic consulting, digital and database services, analytics, marketing management, response services and data. The company has 14 offices in nine countries serving global, enterprise and B2B2C-focused companies.

For more information, visit www.kbmg.com

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2002



Defining the art and practice of relationship marketing

RTC Relationship Marketing (RTCRM) partners with clients to acquire, grow and retain profitable customers through integrated programs driven by data and insights. They offer diverse experience in consumer and B2B marketing with deep category expertise in healthcare, technology and communications. RTCRM has a profound understanding of target segments, particularly women and mature adults. Whether new to relationship marketing or a sophisticated practitioner, RTCRM helps every client deliver business results through provocative strategies and inspired creative.

RTCRM's services include: relationship marketing, direct marketing and online marketing. For more information, visit www.rtcrm.com

2005



Digital analytics driving customized content on the Web and on mobile devices

On March 25, 2005, KBM Group, part of the Wunderman network, acquired the business and assets of Boston-based Fortelligent, a developer of advanced mathematical and statistical techniques that accurately predict consumer behavior.

Founded in 2001, Fortelligent provides its clients with a powerful analytical software platform, which is offered as a service. It automates the difficult steps in the modeling process and solves the chronic problems that often limit the accuracy of traditional predictive analytics focused on customer behavior.

For more information, visit www.fortelligent.com

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2006



Largest web analytics practice in the world

ZAAZ employs a unique combination of logic and creativity to achieve positive business results for our clients. They apply a combination of strategic planning, smart execution and comprehensive analytics to scientifically measure and optimize the customer experience.

As a full-service interactive agency, ZAAZ provides web strategy, design, user experience, web analytics, and site and search optimization services to global 1000 companies.

Founded in 1998, ZAAZ is headquartered in Seattle with offices in San Francisco, New York, Detroit, Helsinki and London.

For more information, visit www.zaaz.com

2007



Direct marketing, CRM, e-mail marketing, data management, fulfillment, analytics and reporting

DATACORE develops custom database platforms and utilizes patented business intelligence solutions to deliver knowledge-based insights that drive the strategy behind innovative and effective direct marketing. Its core competency lies in driving fully integrated marketing solutions based on best-in-class strategy, data management, program management, reporting and analytics. Its business model is unique in that it combines strategic marketing and data and fulfillment services traditionally not found with a single provider. DATACORE has the ability to vary the scope of its services to meet specific client needs and provides flexible, variable and scalable technology services. DATACORE has core expertise in B2C, B2B and B2B2C.

For more information, visit www.datacoremarketing.com

2007 (cont.)

BLAST RADIUS

Digital powerhouse with core expertise in customer experiences and social marketing

"As marketers rush in, clumsy attempts to force traditional marketing through social channels will proliferate. Marketers will thus increasingly lean on agencies such as Blast Radius...to show them the best ways to build social marketing applications" (Forrester, 2009).

Using new marketing and media strategies to reach and engage consumers, Blast Radius helps leading consumer brands get results.

Their approach taps into the shared ideals and passions of consumers to facilitate a "consumer as advocate" model. To achieve this, they develop digital services and content, which provide engaging and relevant experiences to fuel social media activity – where participation adds value to the community and your brand.

With offices across North America and Europe, Blast Radius clients include BMW, Electronic Arts, Nike, Nintendo, Starbucks, Virgin and Vodafone.

For more information, visit www.blastradius.com

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2007 (cont.)



Multi-awarded leader in Benelux with proprietary online marketing tools

These Days is a full-service interactive agency in Antwerp (Belgium) and Amsterdam (the Netherlands) focused on brand activation and interaction. The agency is highly awarded and has recently been honored with a Cannes Direct Lion and named by MIXX as the Agency of the Year in Belgium. These Days also took the Grand Prix at the European Brand Activation Awards.

These Days is the only truly integrated agency in the region, offering strategy, creation, production, media and analytics; it has unique expertise in managing pan-European accounts like Pioneer, Chiquita and FEVE.

These Days offers eLastic™, a highly measurable and fast-to-implement one-to-one marketing tool based on an integrated communications platform. It combines a marketing database with real-time campaign management and data analysis to improve effectiveness and cost efficiency of direct communications via the Internet, e-mail, SMS/MMS, i-TV and offline media.

For more information, visit www.thesedays.com

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2007 (cont.)



Leading digital agency in South Africa

Founded in 1998, AquaOnline has grown to become one of the largest digital agencies in South Africa, with 80 staff members who are creative, dedicated and passionate about our culture and our work. We are a Microsoft Certified Partner and have formed long-term partnerships as well as personal relationships with South Africa's leading brands.

Based in Johannesburg, AquaOnline's capabilities include creative, customer relationship marketing, data services and database marketing, direct media planning and buying, information and insights, interactive marketing, teleservices and web analytics. Their enviable client list includes AVIS, BMW, MINI, MTN, SABMiller, Samsung, Standard Bank, Sun International and Virgin Money.

For more information, visit www.aquaonline.com

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2008

AGENDA

Deep experience and capabilities in Greater China and Southeast Asia

AGENDA, founded in 1996, is Asia's leading interactive agency. AGENDA focuses on assisting major brands to build innovative and successful interactive businesses via online channels. With 260+ interactive consulting staff and offices in Beijing, Shanghai, Taipei, Hong Kong, Singapore and Kuala Lumpur, AGENDA has launched 800+ websites in Asia and has won 81 interactive industry awards, making it the most awarded digital agency in Asia.

Today, AGENDA stands on the forefront of interactive marketing, creative and technology, providing Asian and multinational companies with end-to-end digital marketing solutions. Its strategic interactive services focus on five areas: online strategy, web development, web management, online advertising and online media.

For more information, visit www.agenda-asia.com

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2008 (cont.)



A leading French interactive agency

Created in 2000 by Florian Lang, Kassius is a main player in the interactive communications world. Its 48 employees are located both in Annecy and at 13 rue Royale in Paris.

2008 was a turning point for the agency, with the arrival of international clients such as Remy Martin, Passoa, Windows Live Messenger and PIXmania.

A multiple awards winner, Kassius scored three Gold Hits out of four in 2008 from trade magazine *CB News* for Best CD, Best Art Director and Best Copywriter.

Kassius also won the Grand Prix Effie in 2006 for its 118 218 campaign.

The company launched Kassius Game in 2002 and Kassius Mobile in 2003.

Kassius's services include:

Creative, customer relationship marketing, data services and database marketing, direct media planning and buying, information and insights, interactive marketing, teleservices and web analytics.

For more information visit www.kassius.fr

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2008 (cont.)



Leader in emerging technologies

Designkitchen strategically leverages opportunities in emerging technologies and innovative user experience to creatively activate brands online, build stronger customer relationships and accelerate sales cycles. As a full-service interactive marketing agency, our interdisciplinary teams are wholly invested in long-term, collaborative client relationships, creating measurable value for clients such as Bally Total Fitness, Carrier Corporation, Coventry Health Care, Life Fitness, Motorola, Oprah's Angel Network and United Technologies.

Founded in 1992, Designkitchen is located in Chicago, Illinois, and its services include: creative, customer relationship marketing, data services and database marketing, direct media planning and buying, information and insights, interactive marketing, teleservices and web analytics.

For more information, visit www.designkitchen.com

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2008 (cont.)

actis® wunderman

A premier Russian digital agency

Actis Systems has long been one of Russia's and CIS's leading and largest digital agencies, offering a full spectrum of services for its clients, including web design, multimedia and interactive marketing, custom software development, Internet management and support services, and consulting. Since its founding in 1997, the company has completed more than 750 commercial projects in 26 countries worldwide and strives to establish long-term partnerships with its clients, offering a combination of top Russian talent and on-the-ground American management. Actis Systems' client list, both in Russia and abroad, includes Microsoft, Canon, BMW, Michelin, Dow Corning, Sara Lee, MTV, Siemens, ING, UniCredit Bank, IKEA and a large number of Russian blue-chip corporations and financial institutions.

The company is ISO 9001:2000-certified by Det Norske Veritas for "software development, implementation and support." At the same time, Actis Systems' design work has won numerous prestigious international awards, including "Best Business Website in the World" by the *Financial Times*, and Finalist at the CyberLions competition at the Cannes Lions Festival and at the London International Awards, as well as over 50 top prizes at premier Russian and East European contests.

For more information, visit www.actis.ru/en

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2010



Great user experience is king

Founded in 2002, Comwerks Interactive is a full-service interactive agency that specializes in digital media and Web 2.0 solutions. Comwerks crafts experiences for their clients' customers that are rich, innovative and, above all, fun. And they do it by creatively balancing fresh ideas, technological know-how and years of Internet experience.

Comwerks digs through their clients' content, finding out what hits all the right notes with the clients' customers. Then they compose their findings so that it's catchy and makes sense. And that's the structured content they use to help their clients achieve their goals.

Comwerks doesn't just believe in building stuff that works effectively – they believe in measuring and documenting it, too. They understand that every project has its own unique quirks, depending on what's required from its brand, its audience and its online objectives. What's most important to Comwerks is presenting their clients in uniquely flattering ways that both surprise and delight.

For more information, visit www.comwerks.com

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2010 (cont.)



Premium provider of database marketing and behavioral targeting services

i-Behavior is a market leader in consumer and business transaction data, helping multichannel merchants market more effectively through a cooperative database including over 8 billion SKU-level transactions representing more than \$320 billion in online and offline purchases.

The innovator of the cooperative database concept for SKU-level data, i-Behavior provides not only database marketing services but also predictive analytics to anticipate future buying behaviors from detailed transactional purchasing history. The company pioneered the concept of an online data cooperative, which demonstrated that similar marketing principles and analytics could be used for more effective online advertising. The company's buying behavior assessment and projection capabilities optimize performance across all channels: postal, online, e-mail and mobile. Predictive analytics and the ability to offer relevant marketing across both traditional and digital channels are at the heart of state-of-the-art retail marketing.

For more information, visit www.i-behavior.com

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2011



Leading provider of integrated marketing services to the healthcare industry

KBM Group Health Services, formerly Marketing Direct, Inc. (MDI), is an integrated marketing services company with expertise in strategy, design and execution of marketing campaigns, from go-to-market strategies and sales-lead conversion to media placement, primarily for the healthcare industry. (MDI became KBM Group: Health Services after the acquisition in 2010.)

Founded in 1997, MDI has been ranked as one of America's fastest-growing private companies by *Inc.* magazine in its annual Inc. 5000 survey for 2008, 2009 and 2010. Providing direct and interactive marketing services primarily to the healthcare industry has driven the company's growth, but the company has experience in retail and financial services as well. MDI's capabilities span marketing services end-to-end, including: consulting services, developing and optimizing direct market channels, facilitating the sales process through sales force automation, determining the best mix of online and offline media, performing analytics and testing to ensure results, developing creative campaigns from messages to branding, optimizing websites and online strategies, and media placement and execution. Providing these multichannel marketing services to targeted industries has given MDI industry-specific expertise that has allowed it to help its clients acquire millions of customers and engage them to improve healthcare outcomes.

For more information, visit www.kbmghealth.com

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2011 (cont.)



Austria's first Internet agency: native digital services

In June of 2011, Wunderman combined its assets with PXP Interactive, a leading digital and interactive agency in Austria, and taking a majority stake in the newly combined agency to be called Wunderman PXP GmbH. Based in Vienna, Wunderman PXP develops integrated strategies to meet communications challenges for major brands.

Wunderman PXP clients include global accounts, such as Ford, Land Rover, Microsoft and Nokia, as well as local business, including Austrian Airlines, dm, tele.ring, ORF, Österreichische Lotterien, Casinos Austria, RHI AG, Demmer Teehaus, Sölden, Raiffeisen, Österreich Werbung, OMV and ZDF, among others.

PXP was founded in 1993 as the first Internet agency in Austria. Headquartered in Vienna, the company is among the leading digital agencies. For years, PXP has held top positions in all relevant new media rankings. PXP has been acting as a Wunderman affiliate since 2008. Markus Höfingler explained the secret of his success: "We think in customer relationships, not in projects. Our top priority is reliability in implementation."

For more information, visit www.wundermanpxp.at

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