

**LEDVANCE PARTNERS TMG'S ONE9NINETY FOR A BRIGHT START TO 2018**  
**Social media strategy to target consumers in Malaysia and Singapore**

**LONDON: 13 March 2018** – TMG plc agency [One9ninity](#), has been appointed as social media agency of record by LEDVANCE, one of the world's leading lighting companies carved out from Osram. The appointment initially covers Malaysia and Singapore with the option to expand to other South East Asian markets.

One9ninity's social media strategy will play a key role in building awareness of the LEDVANCE brand and their lighting innovations. They are looking at the digital space to help convey their solutions to a more targeted audience. Following the recent reorganisation of lighting company Osram, LEDVANCE was formed to focus on LED Lamps, Over-The-Counter luminaires and smart home lighting businesses.

Drawing from over 100 years of lighting experience, LEDVANCE intends to strengthen its position in the market, buoyed by its German legacy which is known for high quality and expertise. It has set its sights on expanding the Company's reach into the lucrative South East Asian market through establishing the brand in the social media space starting with Singapore and Malaysia.

William Song, Head of Sales Marketing & Channel Development of LEDVANCE APAC-MEA said:

*"By looking at One9ninity's client work and 10-year experience across Asia Pacific in social media, we are convinced that they are the right strategic partner in our foray on social media. We look forward to the partnership and to augment our marketing effort with their social media expertise."*

Laurent Verrier, CEO and founder of One9ninity, said of the win:

*"We are excited to be kicking off 2018 with several new client wins. Working with LEDVANCE, a company at the forefront of technology that commits to maximizing user experience, perfectly matches our own philosophy of*

*creating innovative content and campaigns that put consumers at the centre.  
We're looking forward to collaborating in establishing LEDVANCE beyond just  
LED lamps sellers but as a company which contributes to a better life."*

-ENDS-

### **LEDVANCE in brief**

LEDVANCE is one of the world's leading general lighting providers for both professional users and end consumers. Having emerged from the general lighting business of OSRAM GmbH, LEDVANCE offers a wide product portfolio that includes advanced LED lamps, standardized LED luminaires, networks Smart Home Lighting and traditional light sources.

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### **One9ninety in brief**

Founded in Singapore in 2008, One9ninety's mission is to market brands on the social web using technology, data, word of mouth, creativity and communities of influencers. From social strategy to daily content and campaign execution, our dedicated team have partnered with over 60 of the most reputable brands and customers across Asia Pacific.

One9ninety is a founding member of The Marketing Group Plc (TMG).

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### **The Marketing Group plc ("TMG") in brief**

TMG is building a global full-service marketing network that respects the individual cultures of each agency that joins. By providing a supportive platform for growth, and an agile management approach, TMG aims to provide a fresh alternative to the

big holding companies: Independent Spirit - Global scale. Each company within the group provides specialist marketing services brought together, within complementary communities of practice, to form an international network that can address a global market. The central team supports its subsidiaries through a lean and nimble structure that can respond quickly to change and provide highly effective solutions for clients.

The Marketing Group is listed on Nasdaq First North, Stockholm. [www.tmg-plc.com](http://www.tmg-plc.com). Mangold Fondkommission AB, +46 8-5030 15 50, is the company's Certified Adviser and liquidity provider.