



## Press release

16 December 2019

# Cloetta announces a new global media agency agreement with PHD

**Cloetta is pleased to announce today an agreement for its European core markets with PHD Media International, one of the world's fastest growing media and communication agency networks and part of the Omnicom Media Group.**

The new relationship presents exciting opportunities for the two companies to collaborate in the areas of professional media investment planning, brand communication building and common business objectives achievement. Through this new set-up Cloetta will move from a fragmented internal media agency landscape to a consolidated way of working with one media agency.

Thomas Biesterfeldt, Chief Marketing Officer (CMO) of Cloetta “-It is a true pleasure to see that Cloetta’s Marketing takes another collective step materializing our strategy of building synergies and scale by one media agency in our European core markets, in order to invest more effectively into our brands and enable organic business growth. I’m very happy that we in PHD Media have found the right partner to support us in this exciting journey”.

Elena Degtyareva, Global Media and E-commerce Director of Cloetta “-Through this strategic global partnership, we aim to advance our approach to more coordinated media planning across markets, transparent and cost-efficient media buying and faster roll-out of best-practices within “One Cloetta” marketing community. I am delighted to start working with the team at PHD Media, who shares our passion for effective advertising where three key components should always come together; strong brands, the power of true creativity and smart media channel choice”.

PHD Media International is known globally as an innovator in communications planning and buying across broadcast, print, digital, mobile, social and emerging media, reflected in the network ranking 2nd most awarded network in the world, according to the 2018 Gunn Media 100 report. PHD has over 6,000 staff working in over 100 offices worldwide. With a philosophy of “Finding a Better Way”, PHD is today one of the world’s fastest growing media and communication agency networks and part of the Omnicom Media Group.

Adam Fors, Managing Director PHD Sweden “-We are very proud and excited to be part of Cloetta’s ambitious journey ahead. They have a progressive and passionate team in place and some of the most iconic brands such as Läkerol, Kexchoklad and Malaco. We are really looking forward to commence our partnership”.

The partnership with PHD Media will start with effect on 1 January, 2020.

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### **About Cloetta**

Cloetta, founded in 1862, is a leading confectionary company in Northern Europe. Cloetta's products are sold in more than 50 countries worldwide with Sweden, Finland, Denmark, Norway, the Netherlands, Germany and the UK as the main markets. Cloetta owns some of the strongest brands on the market, such as Läkerol, Cloetta, Candyking, Jenkki, Kexchoklad, Malaco, Sportlife and Red Band. Cloetta has 8 production units in 5 countries. Cloetta's class B-shares are traded on Nasdaq Stockholm. More information about Cloetta is available on [www.cloetta.com](http://www.cloetta.com)

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