



The Marketing Group Makes Two Senior Appointments to Strengthen Communications Team

- **Phillip Lord appointed as a senior investor relations advisor and Stella Tan appointed as Director of Communications**
- **Appointments significantly strengthen the Group's investor relations and communications capabilities**

Stockholm, 2nd December 2016 – THE MARKETING GROUP PLC (“the Group”) (ST: TMG, FRANKFURT: 2MG), the world’s leading digital marketing and advertising agglomeration, is pleased to announce the strengthening of its investor relations and communications organization with two senior appointments, effective immediately.

Phillip Lord has been appointed as a senior advisor to the Board of Directors, with responsibility for expanding the Group’s institutional ownership and brokerage relationships and advising on its investor relations strategy. Stella Tan, who replaces Hannah Middleton as Director of Communications, will lead The Marketing Group’s investor relations and corporate communications activities aimed at reinforcing the Group’s reputation among key stakeholders.

Adam Graham, Chief Executive Officer, The Marketing Group PLC said: *“I am delighted to welcome Phillip Lord and Stella Tan to The Marketing Group. Phillip’s relationships with the global institutional investor and private client communities built up over a long career working in the capital markets will prove highly valuable as the Group looks to expand its shareholder base. Stella’s appointment to lead our communications team is another important step to improving our investor relations structure and I am confident that together, they will significantly strengthen the Group’s capabilities to manage and expand our relationships with the investment community.”*

Phillip Lord has more than 20 years of experience working in the equity and debt capital markets. Since 2011 Phillip has served as Managing Director of Montreux Capital Group, a Swiss investment advisory firm with a global institutional and private client base. Prior to that, he held senior positions in the capital markets teams of leading international banks and investment firms including Queen Street Capital, Jefferies LLC, Nomura, HSBC and Capital Group.

Stella Tan has more than ten years of experience working in investor relations and as an equities research analyst. She joins The Marketing Group with experience from global corporate and financial communications agencies, where she held senior positions in Singapore. Earlier in her career Stella spent six years as a sell-side equities analyst at banks and research firms including Standard Chartered Bank and UOB Kay Hian Research.

**For more information, please contact**

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This information is information that The Marketing Group plc is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 7am CET on 2nd of December 2016.

The Marketing Group in brief

The Marketing Group plc is a global marketing and advertising company that brings together a portfolio of successful and independent digital marketing businesses, each offering unique and complementary products and services. Together these businesses make up a global network offering a full suite of digital marketing and advertising services. The consolidated group supports its subsidiaries with management and coordinating activities as well as a common operating platform. The Marketing Group was incorporated in May 2015 and listed on Nasdaq First North Stockholm on 8 June 2016. Mangold Fondkommission AB, +46 8-5030 15 50, is the Company's Certified Adviser and liquidity provider.

For more information, please visit the Company's website www.marketinggroupplc.com.