

The Marketing Group Appoints New Chairman and Chief Financial Officer

Stockholm, 28 February, 2017 – THE MARKETING GROUP PLC (“the Group”), a full service global marketing network, is pleased to announce the appointment of Don Elgie to the role of Non-Executive Chairman of the Board and Mike McElhatton as new Chief Financial Officer, with immediate effect.

Mr Elgie replaces Jeremy Harbour, who steps down from his role as Executive Chairman, and Mr McElhatton replaces Charles Bartholomew who will continue to support the company on the Board of Directors.

Don Elgie has a wealth of experience in public companies and over 30 years’ experience in the marketing industry. He was CEO of Creston Plc, an international digital marketing and communications group from 2001 to 2014, during which he completed a number of successful international acquisitions. Don is currently Non-Executive Chairman of Crossrider Plc, the international media and app distribution company.

Mike McElhatton has more than 25 years’ experience in the marketing sector and has a successful track record executing acquisitions for public and private companies. He is currently the Non-Executive Director of Nile HQ Limited and DBI Network, and has previously held senior roles at WPP, Splendid Unlimited, Publicis Media and Havas Media UK.

Adam Graham, Chief Executive Officer of The Marketing Group Plc., said: “I would like to welcome Don Elgie and Mike McElhatton as our new Non-Executive Chairman and Chief Financial Officer. I would also like to acknowledge Jeremy Harbour’s role in founding The Marketing Group and thank him for his major contribution to the success of the Group to date.

Don and Mike’s knowledge of the marketing sector and track record of acquisitions is outstanding. Their experience working in public companies will also now serve to greatly enhance the effectiveness of our Board and The Marketing Group, as a whole. That we are able to attract individuals of the calibre of Don and Mike speaks volumes about what the Group has already achieved and its potential going forwards.”

In tandem with the appointments of Don Elgie and Mike McElhatton, current Directors Callum Laing, Toby Street, Hannah Middleton and Yang Yen Thaw have also resigned from roles on the Board to pave the way for other industry veterans who bring more operational and industry experience to the Group. The Group takes the view that the interests of shareholders are best served by a well-represented and diversified Board with a healthy proportion of independent directors.

**Appendix 1:
Professional highlights and past / present directorships held by newly-appointed Directors**

Mr Don Elgie Appointed to Chairman of the Board of Directors, Feb 2017	
Sep 2014 – Present	Non-Executive Chairman, Crossrider Plc Crossrider Plc is a public-listed next generation online distribution and digital products hub operating in the UK, Europe, and the US that employs 100 staff. The company is listed on AIM in London.
Jun 2014 – Present	Special Advisor, British Interactive Media Association (BIMA) BIMA is an industry association representing the interactive media and digital content sectors. The association supports and promotes the British digital industry and share knowledge as well as best practices across the industry.
May 2014 – Jun 2016	Non-Executive Chair, Emoderation Ltd Emoderation Ltd is a leader in social media and reputation management, specialising in online crisis management. The company is privately owned and employs over 150 employees.
Jan 2001 – Mar 2014	Founder and Group CEO, Creston Plc Creston Plc is an international insight and communications group. It has operations in 65 markets around the world and employs 800 staff. The company is listed on the London Stock Exchange.

Mike McElhatton Appointed as Chief Financial Officer, Feb 2017	
April 2016 – Present	Non-Executive Financial Director, Nile HQ Limited and DBI Network Nile HQ Limited is a digital agency that specialises in service design and research.
Jan 2015 – Nov 2016	Financial Director and Chief Operating Officer, Splendid Unlimited Splendid Unlimited is one of the fastest growing technology companies in the UK. Its designers, developers, UX specialists and recognised industry experts have delivered innovative digital experiences for some of the world's leading brand.
Jul 2013 – Jan 2015	Chief Financial Officer EMEA, POSSIBLE POSSIBLE is the largest digital agency within WPP with capabilities ranging from complex website design and build to social media and digital marketing with a focus on marketing science and effectiveness.
Oct 2008 – Oct 2012	Chief Financial Officer, Havas Media UK Havas Media UK is part of the Havas Group, one of the largest global communications groups.
Apr 1999 – Oct 2008	Finance Director, MPG Media Contacts MPG Media Contacts is part of the Havas Group, one of the largest global communications groups.
Aug 1995 – Apr 1999	Financial Controller, Zenith Optimedia Zenith Optimedia is a digital media company that is part of Publicis Media.

Appendix 2: Board Composition

Following the recent changes to the Board of Directors, the composition of the Board is as follows:

The Marketing Group plc Board of Directors

Mr Don Elgie – Non-Executive Chairman of the Board

Mr Charles M Bartholomew – Executive Director

Mr James J Downton – Executive Director

Mr Adam J Graham – Executive Director

Mr Mike McElhatton – Executive Director

Mr Prakash Somosundram – Executive Director

Mr Conrad Swailes – Executive Director

Mr Mats Lundkvist – Independent Director

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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 07:00am CET on 28th February 2017.

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The Marketing Group in brief

The Marketing Group plc is a global marketing and advertising agglomeration comprising a portfolio of successful and independent digital marketing subsidiary businesses brought together under a central, publicly-listed operating platform. Each company within the Group provides specialist marketing or advertising services and together form a global network of companies offering clients a full suite of services. The central operating platform supports its subsidiary companies with management and coordinating activities as well as a common publicly-listed investment vehicle. The Marketing Group is listed on Nasdaq First North Stockholm. www.marketinggroupplc.com.

Mangold Fondkommission AB, +46 8-5030 15 50, is the company's Certified Adviser and liquidity provider.