

TMG Strengthens Corporate Governance With Reconstitution of Board of Directors

- **Board refresh will see new appointments of two industry talents enriching the Group with diverse expertise and experience**
- **To pave the way for a better constituted Board, five Executive Directors will also step down after Group's Annual General Meeting**
- **New Board composition will be predominantly independent, aligning with best practices and shareholder interests**

Stockholm, 28 March, 2017 – THE MARKETING GROUP PLC (“the Group”) (ST: TMG, FRANKFURT: 2MG), a full service global marketing network, is pleased to announce the appointments of Glen Fraser and Martin Blair as Non-Executive Directors to the Group’s Board of Directors with immediate effect. In tandem with their appointments, Mr Fraser will serve on the Acquisition Committee and Mr Blair will serve as Chairman of the Audit Committee.

Currently the Principal and Owner of Third Eye, a Sydney-based brand strategy consultancy, Mr Fraser has over 30 years’ experience at some of the world’s largest marketing and advertising firms, including Ogilvy & Mather, Saatchi & Saatchi, Havas Group, Young & Rubicam Group and J Walter Thompson. While occupying senior and leadership roles across various firms and agency set-ups, Mr Fraser has had proven successes and demonstrable experience in growing businesses and revenues, leading and retaining teams as well as ensuring successful execution of creative marketing campaigns across multiple geographies.

Mr Blair is a highly-accomplished veteran in the field of Finance, who has accumulated more than three decades’ experience in dynamic fast growing organisations across media, technology and life sciences industries. Mr Blair has significant expertise in global corporate transactions for public market listings, acquisitions, joint ventures and disposals as well as strategic restructuring and integration projects. Over the years, Mr Blair has also accrued a proven track record of managing post-acquisition integration alongside implementation of global IT systems and financial controls.

Further to the new appointments, five of the Group’s current Executive Directors have agreed to stand down at the next Annual General Meeting, which will ensure that the Group’s Board composition is predominantly independent and aligns with best corporate governance practices.

Don Elgie, Non-Executive Chairman of The Marketing Group Plc., said: “On behalf of the Board of Directors, I would like to welcome Glen Fraser and Martin Blair to the team. It is my firm belief that a well-constructed Board can help guide executives in making good decisions and I have assembled this Board with the long-term welfare of the Group in mind. I am grateful to departing Directors for all their hard work over the past months and believe they will remain an invaluable

resource as executives within the Group. I believe that this new Board is well placed to contribute to the long-term aspirations of TMG while also looking after the interests of shareholders.”

Adam Graham, Chief Executive of the Group, added: “I believe the Group stands to benefit greatly from the combined expertise and experience of our new Non-Executive Directors. A highly-regarded industry professional in Australia, Glen’s appointment deepens our understanding and reach into an important market for TMG, where more than 30% of the Group’s 2016 revenues were derived. We also look forward to drawing from the depth and breadth of Martin’s capital markets experience as well as his expertise in audit and risk. The Group stands to gain greatly from Martin’s wide industry background. We look forward to harnessing Glen and Martin’s domain knowledge and strengthening the Group’s long-term growth potential. ”

Appendix 1: Professional highlights and past / present directorships

Mr Glen Fraser Appointed as Non-Executive Director to Board of Directors, March 2017	
Feb 2013 – Present	Principal / Owner, Third Eye Third Eye is a Sydney-based consultancy that offers brand strategy, creativity sourcing and production services.
May 2008 – Apr 2013	Managing Director, Studio Woo Studio Woo is a Sydney-based independent creative agency that focuses on managing fashion and lifestyle brands.
Oct 2007 – May 2008	CEO, The Red House, Young and Rubicam Network The Red House is a full-service advertising agency.
Jul 2002 – Dec 2005	CEO, Euro RSCG Australia (now Havas Group) Euro RSCG Australia is an integrated advertising agency. It is part of the Havas Worldwide network, formerly known as Euro RSCG Worldwide.
Jun 2003 – Dec 2005	Chairman, Advertising Federation of Australia
Jul 1999 – Mar 2002	Managing Partner / Head of Client Service, Ogilvy & Mather UK Ogilvy & Mather is one of the largest marketing companies in the world. It is part of the WPP Group.
1993 – 1997	Head of Client Service, CME KHBB, Saatchi & Saatchi CME KHBB is an advertising agency that was part of Saatchi & Saatchi Group.

1986 - 1993	<p>Head of Business Development, GGT</p> <p>Gold Greenelees Trott was one of the UK's most successful and highly awarded advertising agencies.</p>
1982 - 1986	<p>Account Manager, J. Walter Thompson</p> <p>J. Walter Thompson, part of the WPP Group, is the world's best-known marketing communications brand.</p>

<p>Mr Martin Blair Appointed as Non-Executive Director to Board of Directors, March 2017</p>	
Mar 2015 – Aug 2016	<p>Interim Chief Financial Officer, Precision Medicine Catapult</p> <p>Precision Medicine Catapult is a UK government financed organisation for the development of precision medicine in the UK</p>
Sep 2014 – present	<p>Non-Executive Director and Chairman of Audit Committee, Crossrider plc</p> <p>Crossrider plc is an on-line distribution and digital product company.</p>
Aug 2014 – Jun 2015	<p>Consultant, NetScientific plc</p> <p>NetScientific plc is engaged in commercialising transformative biomedical and healthcare technologies originating from leading universities</p>
Sep 2001 – Apr 2014	<p>Chief Financial Officer, Pilat Media Global plc</p> <p>Pilar Media Global plc is a provider of new-generation business management software solutions to the media industry, supporting content and airtime management and service delivery for multiplatform linear and on demand services.</p>
Jan 2000 – Sep 2001	<p>Chief Financial Officer, Filmgroup Limited / Redbus Film Distribution</p> <p>Technology company specialising in video on demand over the internet and film distribution,</p>
Nov 1998 – Dec 1999	<p>Chief Financial Officer, Metro International</p> <p>Metro International – daily, free advertiser-supported newspaper distributed in Prague, Budapest, Amsterdam, Toronto, Philadelphia, Santiago and Rio de Janeiro.</p>
1979 - 1998	<p>Various positions at Quantum International Television, UPC, United International Pictures, Freemans plc, PWC and Ernst & Young</p>

Appendix 2: Board Composition

Following the recent change to the Board of Directors and the impending departure of Executive Directors after the Group's AGM in April 2017, 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 Adam J Graham – Executive Director

Mr Mike McElhatton – Executive Director

Mr Martin Blair – Non-Executive Director and Chairman of Audit Committee

Mr Glen Fraser – Non-Executive Director and Acquisition Committee

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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 CEST on 28th March 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.