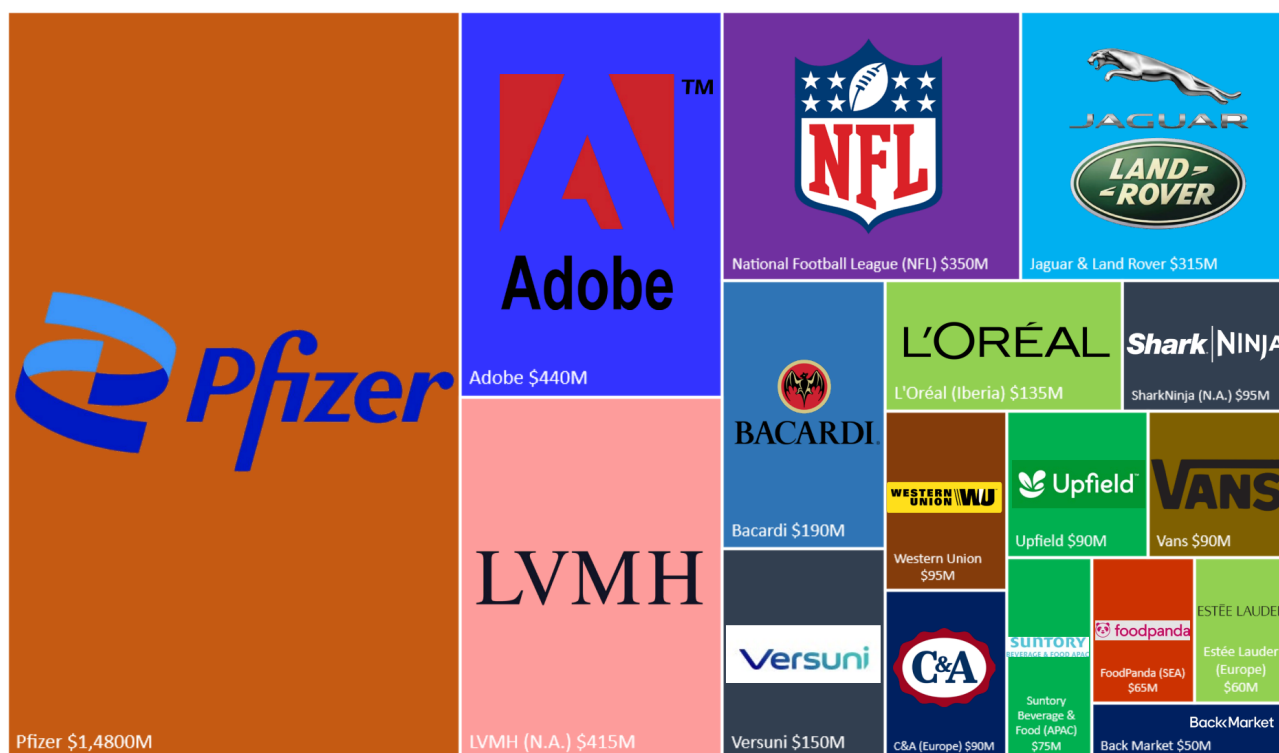


New Business: Wavemaker and Publicis Media at the top of the ranking, according to COMvergence



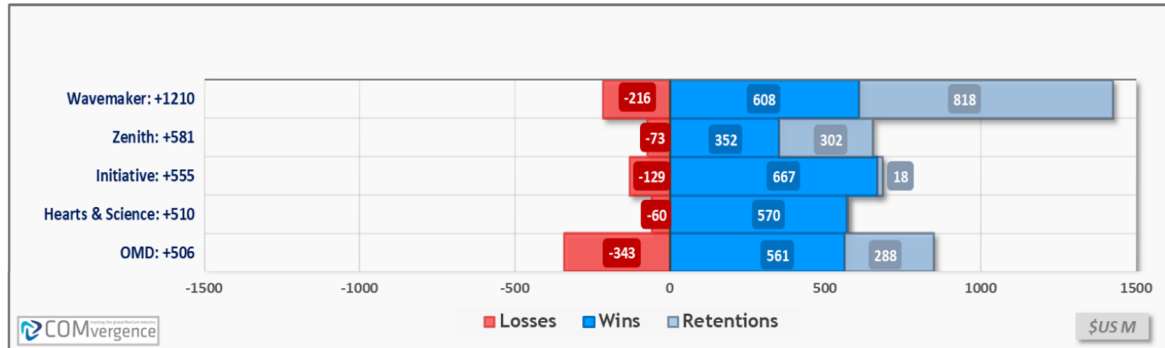
Publicis Media ranks first with a total value of +\$3.3B thanks to Pfizer's overall gain.

According to the global barometer of media agencies "New Business Barometer (NBB) for H1 2023" published by COMvergence for the first half of 2023, Wavemaker (GroupM-WPP) came first among media agency networks, in terms of new business results with a total new business value of +\$1.2B, including \$818M due to the gain in the media budget of Huawei China (\$315M) and Adobe US (\$140M), among others.

Zenith (Publicis Media) ranks second with a total value of +\$581 million in new contracts, including Adobe's multi-market win (\$150 million) and L'Oréal in Iberia (\$130 million). Initiative (IPG Mediabrands) occupies third position (+\$555 million) thanks to the gain of Constellation Brands in the United States (\$534 million).

OMG's media networks, Hearts & Science and OMD, follow the leading trio very closely.

TOP 5 MEDIA AGENCY NETWORKS - H1 2023 NBB GLOBAL



On the group side

Publicis Media ranks first with a total value of +\$3.3B thanks to the overall gain of Pfizer (\$1.5B), LVMH in NA (\$360M), and Signet Jewelers and Walgreens in the United States (\$475M). Mediabrands takes second place with a net gain of \$1.7 billion. GroupM (WPP) ranks third with \$1.1 billion.

Between January and June 2023, COMvergence evaluated 1,771 movements and retentions of media accounts (1,200 advertisers in total) across 46 countries for a total of \$14.4 billion (+10% vs. H1 2022). The United States accounts for 45% of total spending examined globally.

Methodology: Total media spend estimates are based on the aggregation of deflated offline media spend data from Nielsen/Kantar Media and online media spend estimates with COMvergence's proprietary methodology based on average digital shares by category/customer.