

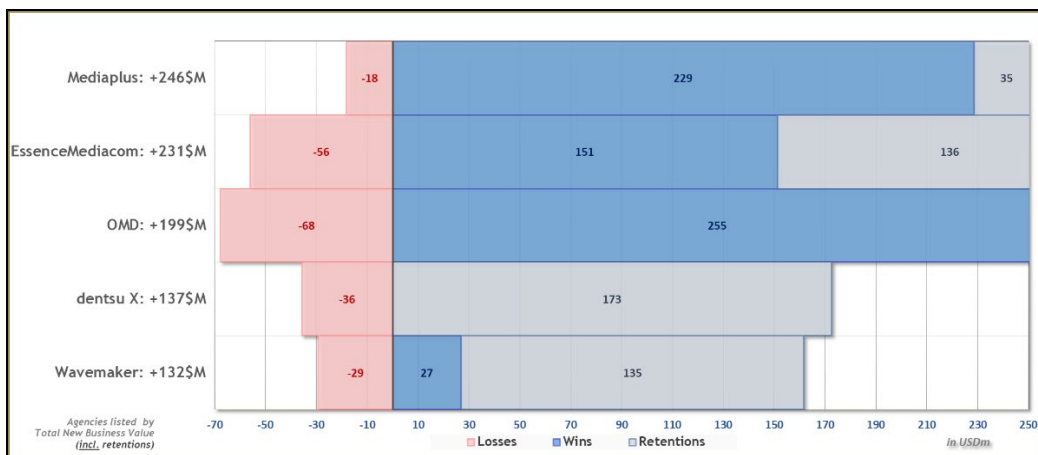
FOR IMMEDIATE RELEASE

COMvergence Final 2023 New Business Barometer - GERMANY

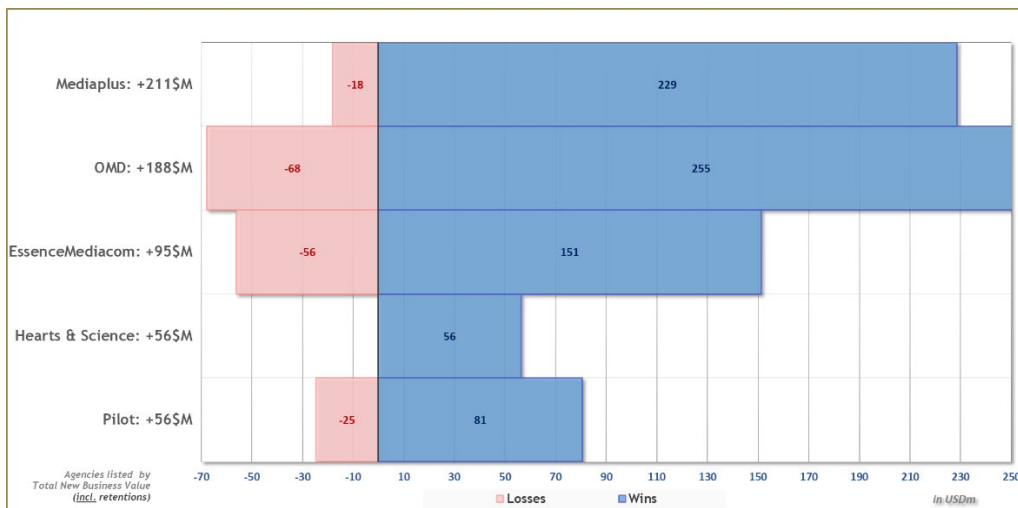
Mediaplus, GroupM and OMG Dominate in Latest Report by COMvergence

FRANCE – MARCH 26, 2024 – According to the latest study **Final 2023 Germany New Business Barometer** published by COMvergence, **Mediaplus** came out as the #1 media agency (out of 24 agencies) with a total new business value of **+\$246M** thanks to winning 26 new clients including *C&A*, *Otto*, *E.ON* and *Spin Master* (all four won following a multi-country competitive pitch). **EssenceMediacom** ranks #2, notably due to several sizeable wins (including *People's Postcode Lottery*, *Lidl (radio)*) and the retention of *TUI Group*. In terms of net new business results (excl. retentions), **OMD** takes the 2nd position, scoring the largest amount of new client wins (**+\$255M**, including the win of two top Germany-based international clients, *Beiersdorf* and *Tchibo*).

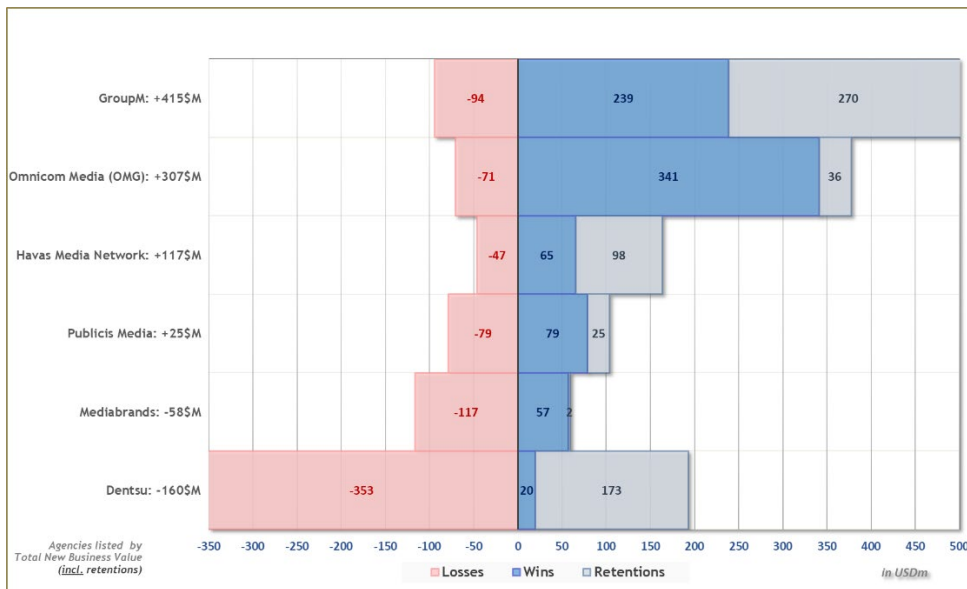
FINAL 2023 TOTAL NEW BUSINESS RANKING (incl. RETENTION) – MEDIA AGENCY NETWORKS



FINAL 2023 NET NEW BUSINESS RANKING (excl. RETENTIONS) – MEDIA AGENCY NETWORKS



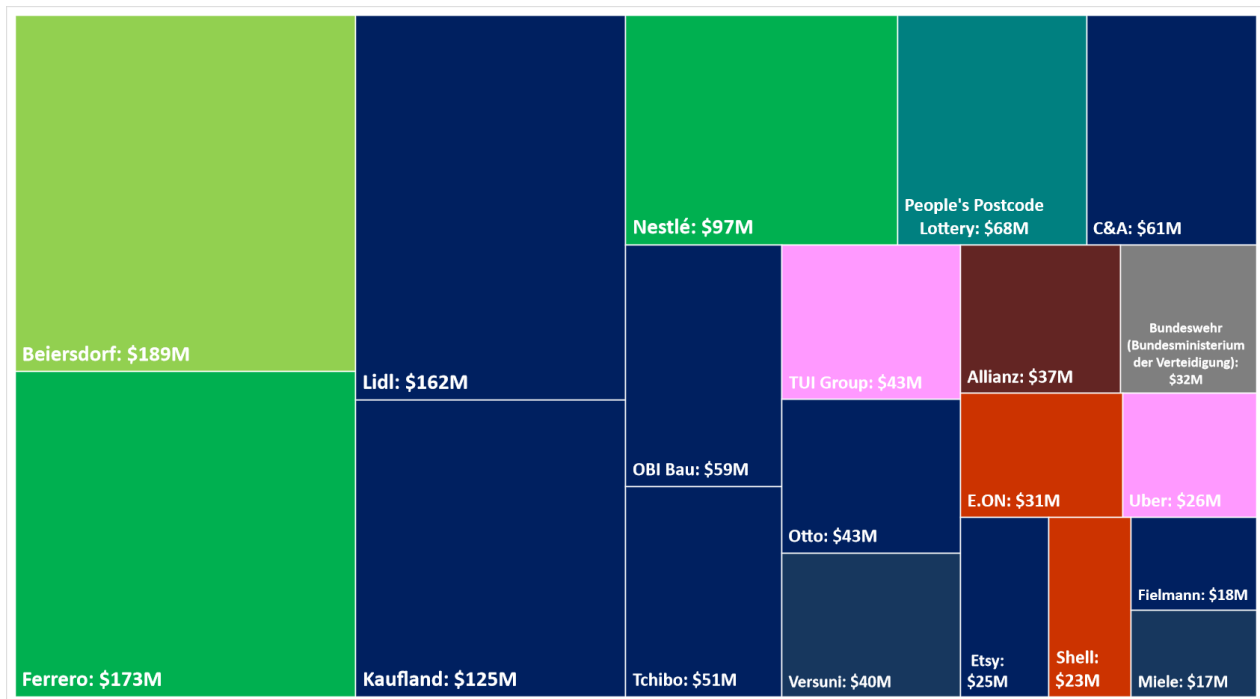
FINAL 2023 GLOBAL NEW BUSINESS RANKING – MEDIA AGENCY GROUPS



At the group level, **GroupM** leads in terms **Total NBB** (incl. retentions) notably thanks to a strong retention rate of 74%; whilst in **Net NBB**, **OMG** records the highest incremental billings gain with **+\$271M**. **Havas Media** takes the 3rd rank with 18 new client wins and the retention of top client, *Lidl*.

In 2023, COMvergence assessed **177** media account moves and retentions (**163** advertisers in total) totaling **\$1.8B** (similar to the reviewed amount in 2022).

The 20 largest reviews concluded in Germany in 2023 resulted in **\$1.3B** and included:



Sources

Information on account moves is derived from industry news websites and then validated by all the agencies studied (a total of 900+ agencies across 48 countries cooperating with COMvergence).

About COMvergence:

COMvergence is one of the most trusted and independent research and data consultancies, producing objective benchmark studies on new business performances and strategic developments of creative, media and digital agencies and their respective holding companies. Also, COMvergence is uniquely positioned to deliver a deep understanding of the advertising industry overall, including estimates and analysis on media spend data.

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