

Abigail Stuart Becomes Global CEO, Health for Hall & Partners

London, UK 6 March 2014 – Hall & Partners today announced Abigail Stuart as Global CEO of Hall & Partners Health business. She is based in the company's London office.

With nearly 20 years of specialist healthcare research experience, Abigail has focused her career on helping pharmaceutical companies develop brand strategy and communications for new and existing brands. Her experience covers a broad range of therapy areas, including respiratory, dermatology, neurology and cardiovascular disease using an array of research methodologies.

She joined Hall & Partners in 1999 to help set up the specialised healthcare division in the London office. Abigail is credited for successfully managing to adapt consumer thinking and creative research techniques for the pharmaceutical industry.

Global CEO, Vanella Jackson said: "Abigail continues to do a phenomenal job – our Health business is thriving and constantly innovating, with the team always delivering outstanding work and new thinking. They manage to stay on top and ahead of industry trends and any potential competitors. We are thrilled to appoint her as Global CEO of our Health business."

Abigail received a First Class BA Honours Degree in Human Geography from Queen Mary and Westfield College, University of London.

About Hall & Partners Health

Hall & Partners Health is the specialist division of Hall & Partners dedicated to healthcare & pharmaceutical marketing research. Hall & Partners (www.hallandpartners.com) is a leading global research boutique, specializing in brand engagement and communications research. Their innovative Engager® framework provides a new way to measure how people engage with brands and has helped revolutionize the way the advertising industry thinks about brand engagement. Hall & Partners carry out research in over 70 countries, and have offices in Chicago, London, Los Angeles, Melbourne, New York, Seattle, Singapore and Sydney. Hall & Partners is a part of Diversified Agency Service, a division of Omnicom Group Inc.

About Diversified Agency Services

Diversified Agency Services (DAS), a division of Omnicom Group Inc. (NYSE:OMC) (www.omnicomgroup.com), manages Omnicom's holdings in a variety of marketing

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communications disciplines. DAS includes over 200 companies, which operate through a combination of networks and regional organizations, serving international and local clients through more than 700 offices in 71 countries.

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For media and press enquiries, please contact:

Ashley Walker

Global Marketing & Communications Director

+44 (0)20 7173 4506

ashley.walker@hallandpartners.com