

Hall & Partners Opens Office in Tokyo, Japan

London, UK 9 July 2014 – Hall & Partners, the leading brand and communications research boutique, today announced it has opened an office in Tokyo, Japan with Buntari Martosudirjo (Tari) joining the team based there.

Vanella Jackson, Global CEO, commented: “Japan is the second largest pharmaceutical market in the world, with over USD 100 billion in sales. Opening an office in Tokyo allows us to better serve our clients based there and globally. We are delighted to have Tari on board as we start growing our team, who has a great depth of local and practice-based knowledge.”

Abigail Stuart, Global CEO of Health added: “Hall & Partners has already established a reputation as a strong partner for our pharmaceutical clients launching new brands in Japan, and for the increasing number of products preparing to launch, we are now even better placed to work with clients to create truly customer centric brands.”

The new office contact details are:

Hall & Partners Tokyo

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About Hall & Partners

Hall & Partners (www.hallandpartners.com) is a leading global research boutique, specializing in brand engagement and communications research in health and consumer. 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 Boston, Chicago, London, Los Angeles, Melbourne, New York, Salt Lake City, Seattle, Singapore and Sydney. Hall & Partners is a part of the DAS Group of Companies, a division of Omnicom Group Inc.

About The DAS Group of Companies

The DAS Group of Companies, a division of Omnicom Group Inc. (NYSE: OMC) (www.omnicomgroup.com), is a global group of marketing services companies. DAS includes over 200 companies in the following marketing disciplines: specialty, PR, healthcare, CRM, events, promotional marketing, branding and research. Operating

Hall & Partners Opens Office in Tokyo, Japan/ Page two

through a combination of networks and regional organizations, DAS serves international, regional, national and local clients through more than 700 offices in 71 countries.

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