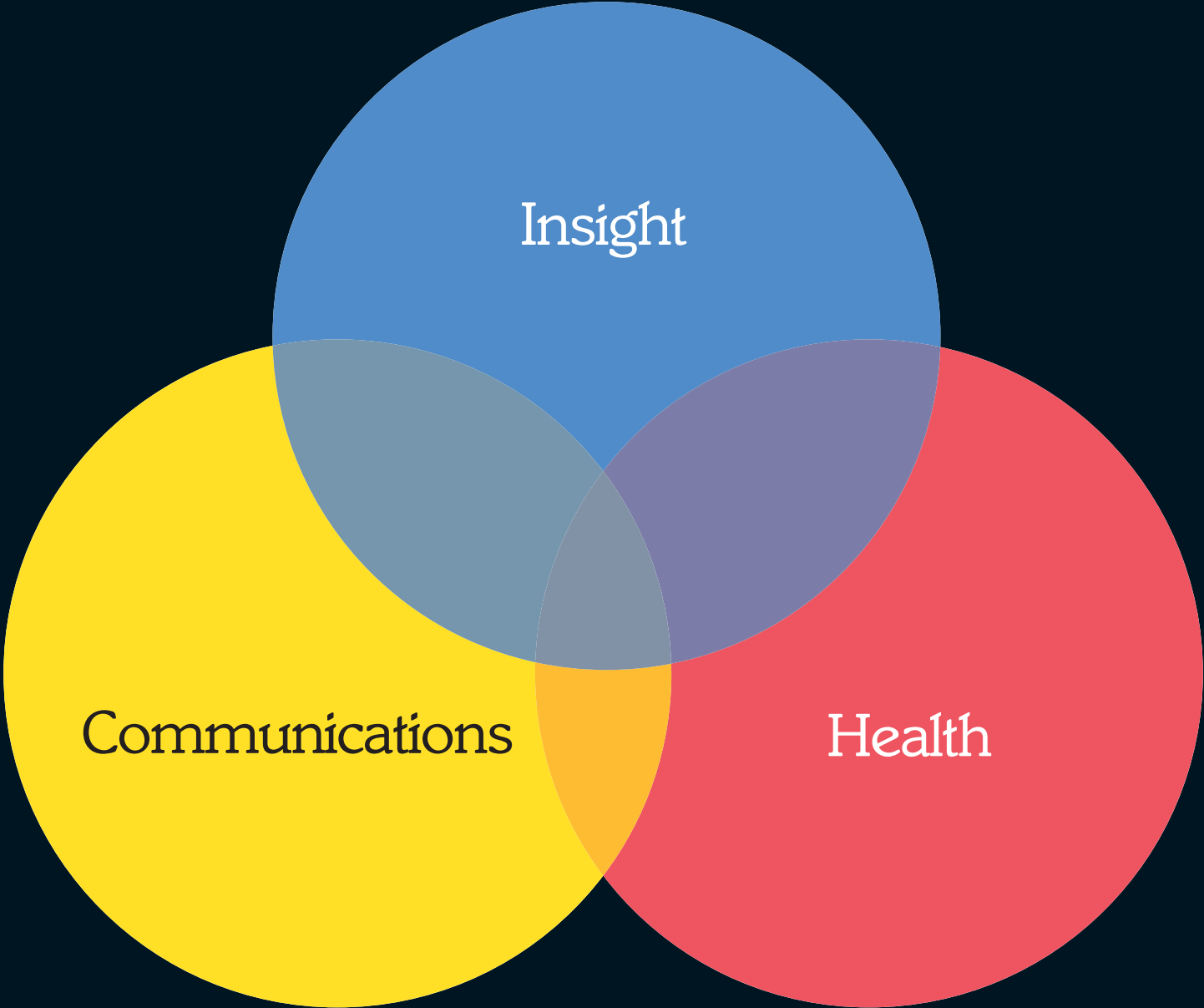


*Three core strengths working together  
to make more things possible*



# *Group Overview*

# Insight



**Nick Sparrow**  
Head of Insight

This Division brings together two of the best agencies in market research, ICM Research and Marketing Sciences, each with its own unique brand position and core research skills. Our companies operate as distinct businesses but share expertise in terms of data collection, data processing, analytics and presentation to ensure all clients receive the very best service.



# Communications



**Richard Warren and Chris Warren**  
Joint Heads of Communications

This Division is comprised of agencies that provide a range of integrated services including advertising, digital, direct, channel and community marketing and PR. They represent some of the best-in-class agencies in their respective sectors and collectively, are able to offer a more 'joined up' approach to clients' campaign planning and implementation.

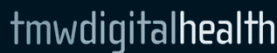


# Health



**Ben Davies and Catherine Warne**  
Joint Heads of Health

This Division is 'a family of health communication experts' offering the 'best of both worlds'. Each company is a highly successful brand in its own right, with its own identity and commitment to providing their clients with quality and specialist expertise. The Division also offers both value and resource to clients when they require a bespoke range of integrated communications services.



This new structure is effective from 1 April 2009, see page 8.