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Ketchum Increases Stake in Brazil Office to Majority Position

Deal Rounds Out Firm's BRIC Strategy, Strengthens Latin America Presence

NEW YORK and SÃO PAULO, Dec. 9, 2014 – Leading global communications firm [Ketchum](#), a part of the DAS Group of Companies, a division of Omnicom Group Inc., today announced it has increased its investment to a significant majority position in its operations in Brazil, one of the top 10 communications companies in the Brazilian market. Previously, Ketchum owned a minority stake in the operation, which has been its valued partner in Brazil since 1997. The acquisition strengthens Ketchum's presence in Latin America and represents yet another step in its global client service strategy, as it completes the firm's expansion in the BRIC (Brazil, Russia, India and China) countries. The firm will be rebranded as Ketchum, from Ketchum Estratégia, effective immediately.

"With the Rio 2016 Olympic Games on the horizon, Brazil is on an extended growth trajectory. It is an exciting time to benefit from the capabilities of our office there. This move strengthens our presence in Brazil and provides greater access to the rest of Latin America," said [Rob Flaherty](#), senior partner and CEO of Ketchum. "Moving to a majority ownership in Brazil allows us to join together in new and exciting ways, offering the best of our Brazil operation along with the best of the Ketchum network to meet the goals of our clients and provide our colleagues with new challenges."

Ketchum's Brazil operation will continue to be led by its co-founders, partner and CEO Valeria Perito and partner and COO Rosana Monteiro. Long-time associate Regina Gobbo, senior vice president, will also play a vital role in the office's future. Perito will report to [Jon Higgins](#), Ketchum senior partner and CEO, International. Under her leadership, the Brazil team will continue to collaborate closely with other offices and affiliates across Ketchum's global network, and in particular within the rapidly growing Latin-America region.

Perito said, “Our management team has been together since the firm was founded in 1987 as Estratégia, and we plan to lead the firm to continued success for many years to come. I’m thrilled to see this acquisition come to fruition, as it validates all that we’ve worked so hard to build over the last 27 years. It will allow us to provide our clients with global service and our colleagues with enhanced career opportunities.”

Jon Higgins, Ketchum senior partner and CEO, International, said, “In Valeria and Rosana’s team, Ketchum has had a fruitful partner in Brazil for 17 years, and we are thrilled to be able to strengthen that relationship by officially welcoming new colleagues into our global network of offices. Our clients and our colleagues have already benefited from successful collaborations between our two firms, and, like Ketchum colleagues everywhere, our Brazil team is made up of passionate and innovative staff members who pride themselves on exceeding clients’ expectations. With that in mind, the two firms have proven to be a strong and reliable cultural fit.”

Ketchum’s Brazil operation offers clients expansive service offerings, with expertise in the areas of brand marketing, technology, digital, crisis management, workplace communication, event marketing, training programs, corporate reputation and content production. It also is a leader in delivering healthcare PR services in Brazil, and in 2012 it was the first PR agency in the country to announce a specialized [sports and entertainment division](#) to help global clients prepare for the 2014 FIFA World Cup and Rio 2016 Olympic Games. The firm also has built a strong portfolio of blue-chip multinational clients, including some of the world’s most respected companies and brands.

This acquisition further builds on Ketchum’s significant expansion in the BRIC countries in recent years, providing an even stronger platform from which to service global and regional clients in these key markets. In 2010 Ketchum acquired long-time affiliate Maslov PR to create [Ketchum Maslov](#), one of the leading PR firms in Russia. And in 2011, the firm moved to a majority position in its long-established [Greater China operations](#) and acquired Sampark in [India](#) to create Ketchum Sampark, both areas where today Ketchum has broad national reach and deep expertise.

About Ketchum

Ketchum is a leading global communications firm with operations in more than 70 countries across six continents. The winner of 14 Cannes Lions and an unprecedented four *PRWeek* Campaign of the Year Awards, Ketchum partners with clients to deliver strategic programming, game-changing creative and measurable results that build brands and reputations. For more information on Ketchum, a part of the DAS Group of Companies, a division of Omnicom Group Inc., visit www.ketchum.com.

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

About Omnicom Group Inc.

Omnicom Group Inc. (www.omnicomgroup.com) is a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations, and other specialty communications services to over 5,000 clients in more than 100 countries.

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