

Ogilvy Public Relations Worldwide Acquires French PR Firm AKKA
24 September 2001

Ogilvy Public Relations Worldwide today announced a major enhancement in its French operations with the acquisition of AKKA, a Paris-based public relations firm with 2001 billings of approximately \$3 million (FF21 million). The deal, announced today, immediately makes Ogilvy PR a leading player in France, and couples AKKA capabilities with Ogilvy PR's global network.

AKKA, founded in 1994 by Jane Goodman and Lorraine d'Huart has grown consistently and now employs 22 fulltime staff, with a diverse client roster that includes Amadeus, The Carlyle Group, The Compass Group, Deloitte Consulting, Enterprise Ireland, FTSE, Infonet, Pernod Ricard, Sony and Unibail. Ogilvy PR currently has Healthcare specialists in Paris, who work with clients including Pfizer, Novartis and Johnson & Johnson.

"We see great synergies between AKKA and Ogilvy PR," said Ogilvy PR Chairman and CEO Bob Seltzer.

"France is one of the world's largest economies, so it's critical that we have a strong presence there, and in AKKA we have found a partner that meshes perfectly with our global expertise and culture," added Nick May, Ogilvy PR's President of Europe.

AKKA is an exciting addition to Ogilvy PR, which has been steadily building a comprehensive European network. "The acquisition will enable AKKA to fulfill its clients' growing needs by providing global capabilities, broader skills and knowledge, and access to an array of products and specialized services," said Ms. Goodman. "Equally important, being a part of Ogilvy PR will provide our staff with access to broad professional development and training opportunities, as well as career growth opportunities. We anticipate that Ogilvy PR's network and capabilities will have an immediate impact on the services we can provide," Lorraine d'Huart added.

The AKKA name will progressively disappear as its staff will work under the Ogilvy PR Worldwide banner. Terms of the deal were not disclosed.

"Jane Goodman and Lorraine d'Huart, along with staff, have built AKKA into one of the leading public relations agencies in Paris through a commitment to providing superior client service. It is a commitment we share at Ogilvy PR," said Mr. May. The two Managing Directors will report to Mr. May. AKKA will be an integral partner in 360-degree communication programs in conjunction with the Ogilvy Group of companies that includes Ogilvy & Mather and OgilvyOne.