

# Our 4 strategic priorities



## HORIZONTALITY

Advance horizontality by ensuring our people work together for the benefit of clients



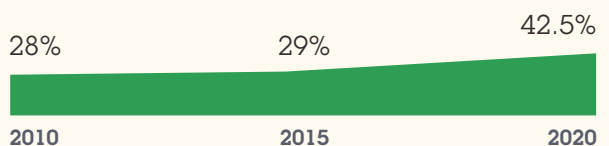
## NEW MARKETS

Increase share of revenues from faster-developing markets to 40-45%

### Cross-Group client teams



### Are we on target?



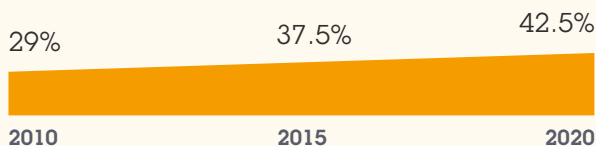


## NEW MEDIA

Increase share of revenues from new media to 40-45%



Are we on target?

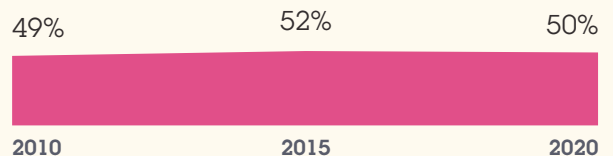


## TECHNOLOGY, DATA & CONTENT\*

Maintain share of more measurable marketing services at 50% of revenues



Are we on target?



\* Also known as Data Investment Management & Application of Technology