Our 4 strategic priorities
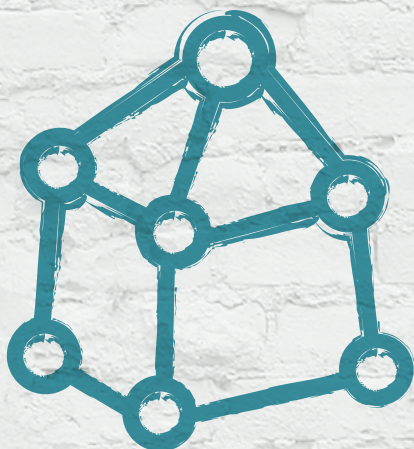
Horizontality

Advance horizontality by ensuring our people work together for the benefit of clients
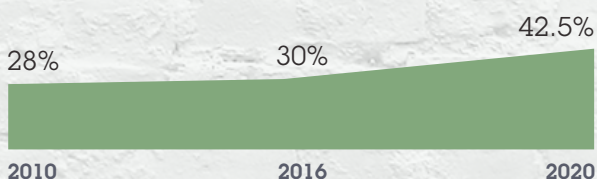
Cross-Group Client Teams

48

10

2010   2016

New markets

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

Are we on target?

42.5%

28%   30%

2010   2016   2020

New media

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

Are we on target?

29%

39%

42.5%

2010

2016

2020
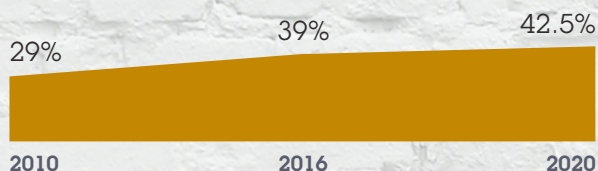
Technology, data & content

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

Are we on target?

49%

51%

50%

2010

2016

2020