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MULLENLOWE GROUP ANNOUNCES ACQUISITION OF SALT COMMUNICATIONS

MullenLowe Group adds global strategic communications and PR capabilities to its hyperbundled offering

13th JULY 2017, London: MullenLowe Group is pleased to announce the acquisition of the strategic communications and PR agency salt.

salt was founded in 2000 by Andy Last and Richard Cox together with founding employee Nicky Young. It is a multi-award winning agency with offices in London and Singapore. salt works with multinational companies including Unilever, ManpowerGroup, Givaudan and Ferrero, blending their corporate and consumer communications, enhancing their external reputation and promoting internal alignment to drive sales. Much of its work is focused on delivering meaningful and measurable social impact with iconic brands including Lifebuoy, Axe, Andrex and Hunter boots.

Alex Leikikh, Global CEO MullenLowe Group noted "The salt team are for sure brilliant communications practitioners, but to us they are way more than that. In a world where marketing practice areas are converging faster than Moore's law, clients need fresh, powerful ideas to differentiate. The folks at salt are world-class thinkers first and foremost with the intellectual strategic horsepower that drives conceptual level differentiation. And yes, they're damn good at PR and purpose driven communication too."

salt, which will be rebranded as MullenLowe salt to accelerate the MullenLowe Group hyperbundling of marketing services, will add European and Asian strength to the existing MullenLowe Group PR capabilities in the US market. MullenLowe PR has offices in Boston, New York and LA and works with clients including American Greetings, JetBlue, Century21 and PepsiCo. At the 2017 Holmes Report Sabre Awards (the world's biggest PR awards program dedicated to benchmarking the best PR work from across the globe) MullenLowe PR were named North American Creative PR Agency of the Year.

Richard Cox, co-founder of salt, said: "The deal consolidates a 10-year partnership between MullenLowe Group and salt that continues to create successful, award-winning campaigns. Now we can play on a bigger canvas, integrating further through the MullenLowe Group hyperbundled model – a model we strongly believe in. Working together, we'll continue to add creative heft to our strategic thinking and expand our global reach. We are hugely excited by the growth opportunities for our clients, employees and partners."



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In the next few months, salt London will move into the MullenLowe Group UK Shoreditch HQ. There they will join the 300+ strong MullenLowe London, MullenLowe Profero, MullenLowe Open and MullenLowe Mediahub teams. In Singapore, the physical integration of the salt team with MullenLowe Group Singapore will take place in due course.

SI Partners, who have worked with salt for 7 years, consulted on the deal together with Osborne Clarke.

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About MullenLowe Group

MullenLowe Group is a creatively driven integrated marketing communications network with a strong entrepreneurial heritage and challenger mentality. We are a global creative boutique of distinctive diverse agencies, rich in local culture with both intimacy and scale, present in more than 65 markets with over 90 agencies. With an integrated, hyperbundled operating model global specialisms include expertise in brand strategy, creative content development, performance analytics, and through the line advertising with MullenLowe, full service, integrated digital marketing with MullenLowe Profero, media and communications planning and buying with MullenLowe Mediahub, and behaviour-driven activation, CRM and shopper marketing with MullenLowe Open. We are consistently ranked among the most awarded creative and effective agency networks in the world, and have topped the Effie Index as the most effective global network in terms of points per dollar revenue for the past seven consecutive years.

MullenLowe Group is part of the Interpublic Group of Companies (NYSE: IPG).

For more information, visit us at www.mullenlowegroup.com or follow MullenLowe Group on Twitter @MullenLoweGroup and on Facebook.com/MullenLoweGroup.

About salt communications

salt is a strategic communications agency, working with companies and brands like Unilever, ManpowerGroup, Roche, Hunter boots and Andrex.

We exist to help people communicate better. We believe that good communications drive positive change inside and outside organisations. We manage corporate and consumer communications for clients to enhance their external reputation, promote internal alignment and increase sales. salt's offerings include: social mission development; brand storytelling; thought leadership; influencer programmes; business transformation and employee engagement and design.

We are proud to be a B Corporation – a high profile accreditation given exclusively to companies committed to transforming society for good through their business.

For more information visit us at www.salt-communications.com