



CONFIRMATION OF DIRECTOR APPOINTMENT

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M&C Saatchi PLC
16 May 2024

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M&C SAATCHI PLC

(the "Company" or "M&C Saatchi")

Confirmation of Director Appointment

Further to the Company's announcement on 22 February 2024, M&C Saatchi is pleased to announce that Zaid Al-Qassab has joined the Company as Chief Executive Officer and following the Annual General Meeting today has been appointed to the Board of the Company with immediate effect. Zillah Byng-Thorne, who has been Executive Chair, will now return to her former role as Non-executive Chair.

We have today provided an update on year-to-date trading under a separate announcement.

Zaid Al-Qassab, Chief Executive Officer, said:

"I am proud and delighted to be leading M&C Saatchi, whose work I have admired for many years. My first few weeks are focused on getting to know the group. As Zillah will remain Chair, we will not be losing her wealth of experience and drive. I thank her for the incredible job she has done to set the Company on its new strategic direction which I fully endorse."

Zillah Byng-Thorne, Chair, said:

"We are privileged to have Zaid join us at this critical time for M&C Saatchi. We have created a stronger and more sustainable platform from which to become the leading creative solutions partner for our global client base. With our brand, leading specialist capabilities, highly talented people, and clear strategy, we are on track to fulfil our potential as a world-leading creative solutions company."

In accordance with Schedule 2 (g) of the AIM Rules for Companies, Zaid Al-Qassab (aged 52 years) holds/has held the following directorships/partnerships in the last five years:

Current directorships/partnerships

Advertising Standards Authority Limited
The Advertising Standards Authority (Broadcast) Limited

Previous directorships/partnerships (last five years)

WaterAid UK
Creative Diversity Network Ltd

Zaid Al-Qasab holds no ordinary shares or options over ordinary shares in the Company.

There are no further disclosures to be made under Schedule 2(g) of the AIM Rules for Companies.

For further information please call:

M&C Saatchi +44 (0)20-7543-4500

Zillah Byng-Thorne, Chair
Zaid Al-Qassab, Chief Executive Officer
Bruce Marson, Chief Financial Officer
Jill Sherratt, Investor Relations

Headland Consultancy +44 (0)20 3805 4822

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Deutsche Numis - Joint broker

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Nick Westlake, Iqra Amin

About M&C Saatchi

M&C Saatchi is a creative solutions company with specialist expertise and creativity in helping our clients grow by maximising the reach and potential of their brands. It does this through its regional-first operating model with five core specialisms - Advertising, Issues, Passions, Consulting and Media - which it leverages in an integrated go-to-market approach. It has significant global reach, with major hubs in the UK, Europe, Middle East, APAC and the Americas and supported by global shared services.

M&C Saatchi is headquartered in London and listed on the FTSE AIM index of the London Stock Exchange.

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