



NEWS: THE BRAND UNION NAMES NEW ASEAN LEAD

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The Brand Union Asia Pacific announces the promotion of Graham Hitchmough to the newly-created position of Regional Director, ASEAN.

Graham's responsibilities include the continued stewardship of the growing Singapore office and immediate oversight of our Indonesia and Thailand offices. He will also be actively exploring further opportunities in Vietnam, Malaysia and the Philippines.

Graham has been with The Brand Union for more than four years as both Client Director and, more recently, Managing Director. Under Graham's leadership the Singapore business has grown 30% in the last two years and sets a standard for the region in terms of both creative output and business effectiveness having won awards for both in the last twelve months. Current clients include SGX (the Singapore Exchange), Syngenta, Coca-Cola, Pan Pacific Hotels Group and Kimberly Clark.

Simon Bolton, Worldwide CEO for The Brand Union, in Singapore for the Asia Pacific 2012 planning meetings, commented: *"There is no greater pleasure in our business than seeing someone we like and trust take on a bigger role. Graham has proven just how successful he can be as a leader. Singapore is, in many ways, a model office for us — we look forward to seeing similar success across the rest of the region."*

Added Alan Couldrey, CEO for Asia Pacific: *"Graham's role is new and designed to help us realise our ambitious five-year plan for Asia Pacific. Our three key areas are China with Hong Kong, India, and ASEAN. With Graham's appointment we now have strong regional leads for each region."*

Graham commented, *"Having lived and worked in ASEAN for 6 years, I am tremendously excited to be now focusing my efforts on marrying the ambitions of The Brand Union with those of the region. Everyone knows the prodigious growth potential of ASEAN but what excites me most is the way in which branding can not only help to accelerate economic development, but also celebrate the rich and diverse cultural and design heritage of ASEAN countries. I'm particularly looking to how our offices in Thailand and Indonesia can leverage the best in local strategy and design talent for the benefit of both international and domestic clients."*