

Chime provides its mid-year update for the 26 week period ended 30 June 2017.

Key Highlights Include:

Chime Sports Marketing ('CSM')

2017 to date has been a year of consolidation after the significant acquisition activity of 2016. Key highlights for the first half of the year include:

In March, CSM Sport & Entertainment underwent a global reorganisation of their individual agencies that resulted in a single, unified brand presence – CSM. The new proposition reorganised CSM agencies, through their capabilities, around three core business areas: Brands, Rights and Live. Central to the reorganisation was the appointment of new co-CEOs, Matt Vandrau, who has spent the past 10 years leading and growing Essentially and Jeff Shifrin, who joined with more than 30 years' industry experience, most recently as President and Global COO of Octagon.

In April, CSM acquired GlideSlope, one of the industry's leading management advisory firms in North America. The acquisition is another important step in CSM's growth strategy, significantly adding to the offering in the region, for both US and international clients and prospects. Glideslope focuses on using data-driven insights to help clients craft strategies to leverage sport as a bottom-line business driver. They are internationally known as innovative, data-driven strategists. The New York based business' portfolio of clients ranges from Fortune 100 brands to mid-market innovators to sport-focused NGOs.

In April, CSM established an operation in South Korea to service clients for the Winter Olympics in 2018. CSM are also in the process of growing our operation in Japan preparing for the Rugby World Cup (2019) and the Tokyo Olympics (2020).

Communications

In June, VCCP continued its success in securing global clients by winning confectionary brand Cadbury. VCCP were appointed as the lead global creative agency for Cadbury Dairy Milk. At the same time VCCP London was appointed as the full-service partner agency for the Cadbury Portfolio in the UK and Ireland. This builds on their 2016 success in securing the global client Canon Europe.

The Chime Specialist Group has seen pleasing progress across each of its agencies.

Open Health, Chime's Healthcare communications business has had a good start to the year, particularly within the Succinct and LEC agencies.

Chime Insight and Engagement continues to produce industry leading work delivering the official National Rail Passenger Survey (NRPS) and also being awarded a Barclays Supplier Innovation Award for developing Barclays' first, enterprise-wide, customer experience research platform.