

The CHIME logo is rendered in a bold, white, sans-serif typeface. The letters are closely spaced, and a small trademark symbol (TM) is positioned at the top right of the 'E'.

CHIME™

HALF YEAR STATEMENT

CHIME PROVIDES ITS MID-YEAR UPDATE FOR THE 6-MONTH PERIOD ENDED 30 JUNE 2018.



CHIME HAS HAD A STRONG
START TO THE YEAR WITH
OPERATING INCOME
UP 9.2%.

EBITDA up 29.9% and net new business up 17.7% on a like-for-like basis with the same period last year.

The Group has continued to focus on its strategy of being 'The Challenger Network', working with clients to help transform their businesses by challenging convention.

The Group provides services within two core areas; Communications and Sports and Entertainment.

COMMUNICATIONS

VCCP has successfully secured global clients during the period including most recently Shell and Pentland [Berghaus & Speedo]. Together with Cadbury and Canon, which were added in 2017, and other longer standing multinational clients, the Group is well positioned to attract and service exciting new clients on a broad geographic basis. Notable other wins also include Staples in the US by MTZHF.

The Chime Specialist Group has seen pleasing progress with the technology agencies performing particularly strongly.

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

To support further collaboration within the Group, plans to bring **Chime's Insight and Engagement division (including our digital customer experience business Watermelon)** within VCCP have commenced and are expected to be complete by the end of the year. Watermelon recently won a new three year contract with Westpac in Australia, doubling the size of their existing work with them and delivering all of their touch-point research.



SPORTS AND ENTERTAINMENT

CSM has enjoyed a strong start to the year as the benefits of the reorganisation of the business in 2017 into three areas of Brands, Rights and Live continue to be realised.

The division has seen several key client wins and renewals during 2017 including AON, SportsPesa and HSBC on the Brands side of the business; PGA, Chelsea FC and Cirque du Soleil in Rights; and the successful delivery of services at Winter Olympics in South Korea and the Champions League in the Live division.

As part of our continued investment in our own IP and mass participation events with CSM Active, in May 2018, CSM completed the acquisition of two specialist event portfolios.

One Step Beyond are a UK based company who own events such as the Outlaw Triathlon series and Cambridge Half Marathon, whilst **TriSport** are a specialist South African trail running operator.



