

## Europe's largest owner-managed agency group

**The Serviceplan Group is the largest and most diversified owner-managed and partner-managed agency group in Europe. Founded in 1970 as a traditional advertising agency, Serviceplan swiftly developed the concept of a “House of Communication”. This is still the only fully integrated agency model in Germany, combining all manner of communication disciplines under one roof: whether they are brand strategists, creative professionals, design, media or online specialists, web designers, dialogue or CRM experts, market researchers, PR consultants or sales specialists – at Serviceplan, everybody pulls in the same direction at more than 37 locations worldwide.**

As early as the start of the 1980s, Serviceplan adjusted to the requirements of the future in the area of media and, in the mid-90s, was the first communication agency to venture into the growing online market: today, as well as Serviceplan itself, the additional corporate brands within the Group – the media agency Mediaplus, the digital agency Plan.Net, and the market research institute Facit – also rank among the market leaders in their respective competitive environments. The precise interplay between the various specialist agencies – more than 40 in all – in matters of creation, technology and media makes Serviceplan the leading agency group for innovative communication.

### The facts

- Market position: Europe's largest owner-managed agency group
- Founding year: 1970
- Founders: Dr Peter Haller, Rolf O. Stempel (†)
- Management structure: Partnership
- Chief Executive Officer: Florian Haller
- Partners of the holding company: Florian Haller, Dr Peter Haller, Ronald Focken, Dr Fabian Prüschenk, Alexander Schill
- Employees: 3.400 worldwide
- Gross income<sup>1</sup>: EUR 388 million (2016/2017 business year, 1.7.2016 - 30.6.2017)
- Equity: 100%

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<sup>1</sup> Additional balance sheet figures at the end of the document

- Locations (in alphabetical order): Amsterdam, Berlin, Bogota, Bremen, Brüssel, Buenos Aires, Delhi, Dubai, Frankfurt, Guayaquil, Hamburg, Kiev, Köln, Lima, London, Lyon, Madrid, Mailand, Mexico City, Miami, Moskau, München, New York, Panama City, Paris, Peking, Quito, Rennes, Santiago de Chile, Sao Paulo, Seoul, Shanghai, Timisoara, Valencia, Warschau, Wien, Zürich.
- Recommendation rate among our clients: 96%
- Client retention period: Ø 6.81 years
- Customer satisfaction level in the last five years: Ø 1.93

## **Our philosophy: building best brands**

What binds us all together is the passion to develop and to coach fascinating brands. Brands that are economically successful and that evoke emotions in the minds of consumers – in other words, "best brands". Innovative communication paves the way to achieving this goal. And that means finding new ways to touch the hearts of consumers: through creativity, media, technology or by integrating all three. We live up to this claim of turning brands into "best brands" every day.

## **Clients of the Serviceplan Group (selection)**

About You, AOK, AIDA, BMW, BSH Bosch Siemens Hausgeräte, Carglass, Continental, Consorsbank, Covestro, Crocs, Deichmann, Delica, Deutsche Bahn, Deutsche Telekom, Erasco, Europcar, Falke, Eurowings, HiPP, Hornbach, IKEA, KFC, Lufthansa, L'Oréal, MAN, Media Markt, MINI, Novartis, Paul Hartmann, Paulaner, Penny, Rodenstock, Rolf Benz, Rügenwalder Mühle, Saturn, Schaeffler, Schleich, Sky, Unicef, Weight Watchers, WMF.

## **Serviceplan Group**

More than 40 specialist companies are combined under the umbrella of the Serviceplan Group. These are divided into four major agency brands. The companies under the Serviceplan label cover the entire range of "traditional" communication services: brand management, campaigns, design, sales and dialogue marketing, public relations and political communications, event marketing, green marketing, healthcare marketing, CSR, sponsorship, and all aspects of implementation. A second pillar was established in 1983: the Mediaplus Group, an agency for national and international media planning and purchasing. This was followed in 1986 by the foundation of Facit, a market research institution, and in 1997 by the creation of the Group's digital agency Plan.Net, which covers the entire online and mobile segment, as well as digital media.

No matter whether clients require just one specialist discipline or the full range of communication services, the companies of the Serviceplan Group, subdivided into these key service areas, can offer all modern communication disciplines all over the world. Always working in a perfectly coordinated network to guarantee an integrated service. In locations where the Serviceplan Group is represented by several of its agency brands, this takes the form of a "House of Communication". A "House of Communication" of this kind has already been established in Munich, Hamburg, Cologne, Berlin, Vienna, Milan, Zurich, Brussels, Dubai, Paris, Lyon and Madrid.

## **Mediaplus Group**

The Mediaplus Group is the largest independent and partner-managed media agency in Germany, with offices in Munich, Hamburg, Cologne and Frankfurt as well as branches in Vienna, Zurich, Brussels Paris, Dubai and Milan. Mediaplus combines traditional media planning with expertise in digital media, geo-media, CRM, research and neuromarketing.

Ever since it was founded in 1983, Mediaplus has been consistently synonymous with innovative and creative media management, strategic media concepts, efficient media purchasing and a results-oriented approach involving professional market and media research, both nationally and internationally. The agency now has around 350 employees working on behalf of clients such as BMW, Carglass, Consorsbank, Deichmann, Continental Foods (Marke Erasco), MINI, Rügenwalder Mühle, Zott, Saturn and ZDF, upholding our guiding principle that Mediaplus is the "innovation agency for brand-individual media". For 15 years, Mediaplus has skilfully defended its leading position as the most successful agency in the history of the "German Media Prize", the most important media award in the country.

## **Plan.Net Group**

Founded in 1997, the Plan.Net Group today is one of the leading digital agencies in Germany. It is one of the largest independent digital agencies in Europe, with more than 25 locations around the world – including, in addition to Munich, Cologne, Hamburg and Bremen, also Milan, Paris, Vienna, Seoul and Zurich. Plan.Net is the business partner for success and future viability in the digital age – with competitive teams of specialists in all relevant areas: from consulting, business intelligence and marketing automation, the conception and implementation of digital platforms, products and integrated marketing campaigns and content marketing solutions, to search engines and performance marketing, media strategies, planning and purchasing. With the agency hmmh, the Plan.Net Group also has a centre of competence for “Connected Commerce”.

Following the philosophy of “Creating Relevance”, which is exercised on a daily basis, around 950 employees worldwide are working for clients such as BSH Hausgeräte, BMW, IKEA, Media Markt, Consorsbank, Reckitt Benckiser and the German TV station ZDF.

The competencies and communication solutions that the Plan.Net Group offers are characterised by creativity, innovation as well as media and technical excellence – to be used with innovative and effective tools and systems, for example those for optimal targeting, personalised newsletter marketing and marketing automation.

## **Facit Group**

The Facit Group, which was founded in 1986, is an autonomous and independent institution for strategic market research and consulting. In addition to offering traditional market and marketing research and insight-based concept development, the Group’s specialists have also been carrying out research in the area of digital media and user experience since the establishment of Facit Digital in 2007. The Facit Media Efficiency division also conducts research in the field of neural advertising effectiveness. Some 40 employees conduct complex studies for clients such as AOK, Gigaset, Sky, Telefonica and Consorsbank.

## **Solutions Group**

Alongside the four brands Serviceplan, Plan.Net, Mediaplus and Facit, Serviceplan Group is now establishing Serviceplan Solutions as a fifth pillar. The agency has existed since 2012 as an independent holding and is now known as "Solutions". The adaptable and transcreative implementation of communication measures continue to belong to the performance portfolio, together with cloud based tools for in-house use and the efficiency maximising product "Intelligent Marketing Services". The promise of the Solutions brand is "reducing complexity".

## **Owner-managed. Partner-managed.**

A key factor in the success of Serviceplan is the partnership model, which was developed with the objective of not selling any shares in the agency to international networks. Every company in the Serviceplan Group is therefore managed by one or two Managing Directors, who also own substantial holdings. The strings are all pulled together in the holding company that was founded in 1995 and is currently managed by Florian Haller, Dr Peter Haller, Ronald Focken, Dr Fabian Prüschenk and Alexander Schill.

In July 2002, Dr Peter Haller passed the role of Chief Executive Officer (CEO) to his son, Florian Haller. This move completed the long-planned restructuring of the Serviceplan Group: Peter Haller and Rolf O. Stempel – the founders of the agency – had decided on this change in management eight years previously. Since accepting the post, Florian Haller has continued to pursue the development of the specialist agencies and has also established the successful "House of Communication" model in other cities and countries.

## **Internationalization**

In 2006, CEO Florian Haller began to implement his vision of the Serviceplan Group as the first globally active agency group with German roots. Since 2011, Markus Noder, as Managing Director of Serviceplan International, has headed the group's internationalization. In addition to its German locations in Munich, Hamburg, Bremen, Berlin, Frankfurt and Cologne, further Houses of Communication have come to Vienna, Zurich, Milan, Brussels, Dubai, Paris, Lyon and Madrid with further affiliate branches in Moscow, Delhi, Beijing, Shanghai and Seoul. The aim is to develop Houses of Communication at all locations, providing all communication disciplines under one roof.

Close cooperation with other agencies has enabled the Serviceplan Group to be present in the most important global commercial centers. The Serviceplan Group's close ties with Creston Unlimited ensure it is represented in the UK (London) and the USA (New York). In Latin

America Serviceplan's partner, Ariadna, has branches in Buenos Aires, Bogotá, Lima, Mexico City, Miami, Panama City, Santiago de Chile and Sao Paulo.

## **At the forefront of creativity: our awards**

For the first time in the history of Serviceplan, the role of an international Chief Creative Officer (CCO) for the entire agency group was set up in 2008 – and the position was filled by Alexander Schill, one of the most highly decorated advertisers in the country. In February 2016 he established the "Creative Board", an independent and dedicated working creative team that handles large international budgets and accompanies campaigns across agencies, disciplines and countries.

Both the Plan.Net and Mediaplus corporate brands also have their own creative directors: Marcus Maczey and Ekki Frenkler. Naturally, all the other creative heads in the Serviceplan Group are pulling in the same direction – with visible success, since the Serviceplan Group is currently one of the most creative agencies in the world.

At the 63rd International Advertising Festival in Cannes in June 2016, four Serviceplan Group employees won a total of six Lions: four golds and two silvers.

Mediaplus and Plan.Net establish themselves in their respective markets as top 5 or top 10 agencies over many years. Mediaplus holds its sovereign leading position continuously since 1999, and is the most successful agency in the history of the German Media Prize. In addition Mediaplus achieves the top grade A+ in July 2015 as well as in 2016 as the only German media agency in RECMA 's "Compitches Report". In March 2016 Plan.Net, together with Serviceplan, defended its position as the most successful agency in the digital creative ranking of the Bundesverband Digitale Wirtschaft (BVDW), conducted for the first time in 2015. Thereby the Plan.Net Group occupies the top position for the second time in respect of turnover, and also in creative rankings, as the agency group also took first place in the internet agency ranking of the BVDW.

CEO Florian Haller has already been awarded several honours: he was voted "Media personality of the year" in the "German Media Prize" awards in 2010, and in January 2012 he was named the most creative and innovative manager in the communications industry. The editorial team of the specialist magazine W&V ranked him in first place in the list of the 100 most important top managers from the advertising, media and marketing sector. In March 2013, Florian Haller and his father, Dr Peter Haller, co-founder of the agency, were included in the "Hall of Fame of German advertising", a system of distinction introduced by the business news magazine WirtschaftsWoche in 2001.

## **Creative Campus Munich**

The cooperation between the Serviceplan Group and the Steinbeis School of Management & Innovation, which started in 2012, has been extended with the foundation of the “Zentrum für Management, Innovation, Neugier und Dialog” (Centre for Management, Innovation, Curiosity and Dialogue) - in short MIND. This exceptional staff development project is headed by Jens Plath, the longtime chief of staff of the Serviceplan Group, and Carsten Rasner, Director of Steinbeis SMI in Munich. It is located right next to the House of Communication in Munich. The existing range of master's programs is supplemented by four fields of competence. In addition the Miami Ad School in Hamburg also adds its expertise. The aim is to create courses which combine creative excellence with digital vision.

## **Events**

**best brands** — The "best brands" German brand ranking was launched in 2004 by the Serviceplan Group, GfK, ProSiebenSat.1 Media AG, WirtschaftsWoche, Markenverband and iq media marketing with the aim of promoting successful brand management in Germany. Since then, in February of each year, the "best brands" in four categories are announced in a celebratory gala in Munich's Bayerische Hof hotel. The winners are not decided by the subjective verdict of a jury, but by consumers themselves, as the best brands ranking is the only marketing award to be based on a representative study, conducted by GfK. The strengths of each brand are assessed according to two criteria: current economic market success and attractiveness in the eyes of the consumer – no other brand ranking assessment has ever incorporated both aspects of brand strength. Meanwhile also best brands outside the German market get awarded: Likewise in China, Italy and Belgium the best brands of the countries are also being awarded recognition. [www.bestbrands.de](http://www.bestbrands.de)

**Innovation day** — The past teaches it, while the future expects it: innovation is an indispensable feature of business and communication! This is why, since 2005, the Serviceplan Group has joined forces with various partners – including IP Deutschland, United Internet Media, Roland Berger Strategy Consultants and OWM – to dedicate a whole day to the power of visionary ideas and regeneration: in September each year, numerous top speakers and personalities from the worlds of business, politics, media and communications gather together for "Innovation day". At the House of Communication in Munich, various talks, panel discussions and workshops pick up on the latest trends and developments in the media

and communications industry and predict the big ideas that will emerge over the next few months and years. [www.innovationstag.de](http://www.innovationstag.de)

**Brand Roadshow** — Every year since 1992, Serviceplan founder and Managing Director Dr Peter Haller has joined the brand roadshow alongside GfK Head of Marketing Wolfgang Twardawa. Originally, under the patronage of the GWA industry association, and now under the trademark association, the two experts travel armed with the latest research throughout Germany, Austria and Switzerland to give presentations to marketing managers on issues such as: “70% innovation flops. The great disappearing act”, “Losing regular customers”, “Conquering low. Defending high”, “A brand's black box”, “The democratization of brand management”, “Caution! Brand burnout” or, most recently, “the networking of digital and analog components in marketing”. The overwhelmingly positive response from the press and up to 500 participants at each event is essentially because their analyses and recommendations base on empirical results and work in real life.



## **Growth of the Serviceplan Group – balance sheet figures**

The Serviceplan Group business year runs from 1 July of one year until 30 June of the following year.

2015/2016 – Growth: 12%, Gross Income: EUR 340 million

2014/2015 – Growth: 21%, Gross Income: EUR 304 million

2013/2014 – Growth: 16%, Gross Income: EUR 252 million

2012/2013 – Growth: 7.4%, Gross Income: EUR 218 million

2011/2012 – Growth: 18.6%, Gross Income: EUR 203 million

2010/2011 – Growth: 23.9%, Gross Income: EUR 171 million

2009/2010 – Growth: 6.1%, Gross Income: EUR 138 million

2008/2009 – Growth: 4.5%, Gross Income: EUR 130.1 million

2007/2008 – Growth: 22%, Gross Income: EUR 124.5 million

2006/2007 – Growth: 29.4%, Gross Income: EUR 102.1 million

2005/2006 – Growth: 22.7%, Gross Income: EUR 78.87 million

2004/2005 – Growth: 15.4%, Gross Income: EUR 64.3 million

2003/2004 – Growth: 3%, Gross Income: EUR 55.7 million

2002/2003 – Growth: 8.6%, Gross Income: EUR 54 million

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