

## History of the Serviceplan Group

### 2016

- Alongside the four brands Serviceplan, Plan.Net, Mediaplus and Facit, Serviceplan Group is now establishing Serviceplan Solutions as a fifth pillar.
- Serviceplan Campaign X, the business area of Serviceplan Group established in January 2015, becomes an independent agency.
- The Munich digital agency Plan.Net Solutions and Aquarius Digital team up: The agency formed as a result, Plan.Net Pulse, offers a comprehensive range of digital solution services.
- Mediaplus and Plan.Net combine their expertise in the field of programmatic advertising: the joint venture 'PREX Programmatic Exchange' focuses on the close integration and integrated cooperation of creation, media and data based insights in the field of programmatic marketing.
- Fabian Prüschenk becomes the holding CFO of Serviceplan Group, and will adopt the responsibilities for the complete administration of the agency group.
- With the acquisition of the media agency Espresso, the house of communication Dubai, together with Serviceplan Middle East and Plan.Net Middle East, is now complete.
- The establishment of the Serviceplan Consulting Group, which focusses on strategic consulting in the areas of brands and communication, as well as digital business consulting and digital transformations.
- Through previous involvement with cooperation partner Publips, Serviceplan Group is also represented in Madrid and Valencia.
- Markus Maczey is the new creative head of Plan.Net Group.
- Serviceplan Group's creative head Alexander Schill establishes the 'Creative Board', an independent and focussed working creative team, that looks after large international budgets and accompanies campaigns across agencies, disciplines and transnationally.
- Christiane Wolff becomes Chief Corporate Communications Officer and is responsible for worldwide company communications of the agency group.

## 2015

- Serviceplan launches, together with the Steinbeis School of Management and Innovation (Steinbeis-SMI), a unique training concept for managers, creative, marketing and communications experts in Munich.
- Mediaplus is the only German media agency in RECMA to achieve the top grade A +.
- The Serviceplan Group expands its range of services to the Content Marketing business.
- Serviceplan Cologne takes over the communication agency "brandrelation".
- The Serviceplan Group acquires a majority share in "Louder Aktiv". The agency is headquartered in Moscow and has 70 employees. With its focus on events, activation, PR and marketing trends in the fields of classical and digital, it completes the service portfolio of Serviceplan Russia.
- The cooperation with Creston Unlimited ensures the Serviceplan Group customers can be cared for directly from London, Bristol and New York.
- Partner Ariadna covers Latin America with offices in Buenos Aires, Bogota, Lima, Mexico City, Miami, Panama City, Santiago de Chile and Sao Paulo.
- After the opening of a Chinese site in Beijing in 2013, two other locations in Shanghai and Hong Kong result from the acquisition of the digital agency Aquarius Asia.
- Through cooperation with Publips in Madrid and Valencia service plan opens up the Spanish market.

## 2014

- In Dubai Mediaplus makes a start in the Middle East.
- In Hamburg, Service Plan Design opens its doors to strengthen branding, design and packaging within the Serviceplan Group.
- In the course of the tenth Innovation Day, the CMO of the year is awarded for the first time. The title goes to Dr. Ian Robertson, member of the board of directors of the BMW Group and responsible for sales and marketing.
- Plan.Net acquires hmmh multimediahaus AG and through the additional 340 employees becomes the largest digital agency in Germany.

- Serviceplan Cologne is created through the complete integration of Liquid Campaign Cologne into the Agency Group. Its main focus is employer branding.
- In May 2014, the House of Communication (HoC) Brussels is opened, the fourth HoC outside Germany.
- For the first time, the brand ranking event Best Brands, founded by the Serviceplan Group in 2004, is held abroad. On 20 March 2014 China's most successful brands are honoured at the BMW Experience Center in Shanghai in cooperation with the GfK Group.

## 2013

- The Serviceplan Group comes out on top in the two most significant professional marketing magazines – “Werben & Verkaufen” and “Horizont” – for the first time and is therefore the most creative agency in Germany for 2013.
- Serviceplan Suisse elects Peter Felser as President of the Executive Board, bringing on board one of the most renowned advertisers in Switzerland.
- In order to ensure a common creative language is spoken worldwide, the Serviceplan Group establishes an international creative team, providing an umbrella of expertise to all global locations.
- Manfred Klaus becomes the new spokesperson of the Plan.Net Group's Executive Board.
- The individual locations and branches abroad, which have until now been trading under the digital agency Plan.Net's label, are rebranded under the Serviceplan name. This overhaul aims to support the continued growth in foreign markets and to establish Serviceplan as a prominent brand on the international scene.
- With “Facit Research” (until 2015 Facit Media Efficiency), the Facit Group sets up a company that specialises in researching brands from the point of view of neuroscience and behavioural science in conjunction with the consumer, including their messages and their emotional impact within their media environments.
- On 1 July 2013, the Serviceplan Group opens its own office in Beijing, China.
- Plan.Net Group acquires mobile marketing agency 12snap and therefore gains a total of 40 employees and offices in Helsinki and Timișoara (Romania).

- The Serviceplan Group mourns the loss of Rolf O. Stempel, founding partner and coshareholder of the Serviceplan Group, who dies at the start of 2013.
- CEO of the Serviceplan Group Florian Haller and his father Dr Peter Haller, cofounder of the agency, are accepted into the "Hall of Fame of German advertising", an accolade created by WirtschaftsWoche magazine, which is awarded annually at the Berlin Museum of Communication.
- WEFRA Werbeagentur Frankfurt and the Serviceplan Group set up joint enterprise WEFRA Mediaplus GmbH & Co. KG. The joint venture is a subsidiary of WEFRA Media GmbH and the Mediaplus Group and mainly operates in the B2C healthcare media sector.

## 2012

- The Plan.Net Group establishes Plan.Net Connect, a new specialist agency that focuses on innovative e-dialogue solutions.
- The Mediaplus Group and the specialist agency Planus Media found joint venture "Mediaplus Regio" to take account of the increasing significance of regional media.
- The Serviceplan Group launches weDrive, an internal car sharing product.
- The Serviceplan Group embarks on a joint enterprise with NOSTRUM, Spain's premier communications agency, which has 20 agencies in Portugal, Argentina, Brazil, Chile, Colombia, Mexico, Panama, Peru and the USA, in addition to its headquarters in Europe.
- Serviceplan opens its fifth "House of Communication", the "Casa della Comunicazione" in Milan.
- Facit Digital establishes "UX Fellows", the global network of partners for research into user experience.
- The Plan.Net Group and Netbiscuits, the world's leading cloud platform for the development and delivery of web apps for all mobile and connected devices, embark on a joint enterprise.
- Serviceplan acquires a stake in Swiss media agency Mediaschneider with headquarters in Zurich and further offices in Basel and Bern. In return, Mediaschneider acquires a stake in Plan.Net Suisse, the Plan.Net Group's Swiss office.

- Serviceplan Public Relations is established in Vienna.

## 2011

- The Serviceplan Group continues its process of internationalisation and acquires a 25.1 percent stake in the agency Liquid Campaign. This enables Serviceplan to open up markets in Russia, India, China and Korea.
- Serviceplan Austria is founded in Vienna. Together with Plan.Net and Mediaplus, the Serviceplan brand's range is also available in Austria from the end of 2011. Since then, all the Serviceplan Group's communication disciplines have been provided by one source and under one roof, meeting the requirement for establishing the "House of Communication" in Vienna.
- The multidisciplinary department Serviceplan MADE – The Innovation Lab is launched to support companies on the path to innovative strength.
- Plan.Net Italy is established in Milan.
- Serviceplan Corporate Reputation is set up.
- Serviceplan closes the 2010/2011 financial year with growth of 24 per cent and billings pass the one-billion mark for the first time – it is the most successful year since the agency was founded in 1970.
- Facit Health & Life is founded.
- Serviceplan Sponsoring & Rights is established.
- Due to the agency group's constant growth, Human Resources managers are available at the Hamburg and Berlin offices as well as in Munich from mid-2011 to deal with employees' concerns and look out for new talent.
- Serviceplan tightens up its brand portfolio and introduces a new corporate identity.

## 2010

- Plan.Net Benelux is founded in Liège (it has since relocated to Brussels).
- Plan.Net Middle East is established in Dubai.

- Florian Haller is named "Media Personality of the Year 2010" at the Deutscher Mediapreis awards.
- Mediaplus sets up its own department for creation and appoints Ekki Frenkler as its Creative Director.
- Plan.Net Austria is founded in Vienna.

## 2009

- Friedrich von Zitzewitz is appointed Creative Director of the Plan.Net Group. The international award-winning creative professional and inventor of the "Horst Schlämmer blog" is responsible for the creative performance of the entire Plan.Net Group at all German and international sites.
- The Serviceplan Group expands its site in Berlin and opens a "House of Communication" to unite all communication disciplines under one roof.
- The Serviceplan Group acquires a majority share in the agency Saint Elmo's, which is also based in Munich. Saint Elmo's continues to operate as an independent agency brand.
- Mediaplus establishes "Neuro Impact", a business unit for neural media planning.
- Mediaplus subsidiary Brand Entertainment is founded.

## 2008

- Serviceplan sets up its own department for creation for the first time and appoints Alexander Schill to the Serviceplan holding company. Schill is the first Creative Director in the history of the agency group to become a member of the management team led by CEO Florian Haller.
- Serviceplan climbs up the creative rankings published by marketing news providers w&v, Horizont and Manager Magazin by one point to reach 8th place.
- Facit Marketing-Forschung acquires research institute PbS. This merger creates one of the largest institutes for psychological market research in Munich. The institute offers a full range of psychological brand, product and communications research

services under one roof, in the "House of Research" at the heart of Munich's city centre.

- Together with leading partners from the world of digital business, the Serviceplan Group sets up the research community "Zukunft Digital" ("Digital Future"). Its purpose is to research user behaviour in the new media and create guidelines.
- Plan.Net International and Plan.Net Suisse are established.
- Plan.Net Solutions is set up. In addition to devising, creating and designing web portals, the specialist agency offers IT and technical services for their implementation.
- The Hamburg House of Communication is expanded to include the specialist agencies Serviceplan Sales (Serviceplan Power of Sales until 2010) and Plan.Net Media.

## 2007

- Facit Digital, the institute for digital media consulting and research, is founded.
- Serviceplan Public Opinion, an agency for political and social communications, is established in Berlin.
- Plan.Net Performance, an agency for search engine optimisation, keyword advertising and affiliate marketing, is set up.
- Serviceplan makes it into the top ten for the first time in W&V and Horizont's creative ranking. With its leap from 17th place (in 2006) to 9th place, the agency is one of the year's most creative climbers.

## 2006

- Florian Haller is named "Agency Man of the Year 2006".
- Plan.Net France is founded.
- Serviceplan opens an office in Hamburg. The new agency by the Elbe river is an exact copy of the agency model at the Munich-based Serviceplan holding company.
- As well as Serviceplan, Mediaplus and Plan.Net Hamburg also start work in the "House of Communication", which has the same name as the Munich site.

## 2005

- Mediaplus CRM Consulting is established. The consulting agency fills the gap between media and dialogue agencies and also combines traditional media services with customer relationship management (CRM) for the first time. This enables the media agency's performance to be measured against the response of potential customers – a first for the industry.
- Serviceplan organises the first "Innovation Day", which has taken place annually ever since.
- Plan.Net Mobile is set up (a centre of excellence for mobile marketing).

## 2004

- Together with Mediascale, Betty GmbH and SevenOne Media, Serviceplan conducts the first representative field test on the acceptance of interactive TV: Betty TV.
- The "best brands" award – a collaboration with GfK, the ProSiebenSat. 1 Group, WirtschaftsWoche magazine, Markenverband and iq media marketing – is presented for the first time. The aim of the award, which is presented annually, is to promote successful and innovative brand management in Germany and provide an influential forum for future-oriented communication solutions.
- Serviceplan High Tech, an agency that focuses on integrated communication in the IT, telecommunications and new media sectors, is founded.
- Serviceplan Public Relations (Serviceplan Brand PR until 2010), an agency for PR, media relations and publishing, is established.

## 2003

- Serviceplan Realisation is set up.
- Serviceplan One (Serviceplan Brand One until 2010 and Serviceplan Dialog until 2008), an agency for dialogue-oriented communication, is founded.
- Together with IPG agencies Universal McCann and Initiative, Mediaplus establishes media purchasing company MagnaGlobalMediaplus with purchase volumes of around EUR 2.12 billion.



## 2002

- The Internet art façade is launched: Serviceplan's main façade on Munich's Brienner Straße is designed by artists via the Internet. The art façade wins the International Media Art Prize in October 2004. In the 2008/2009 cycle, the façade was able to be controlled and designed from any PC with an Internet connection for the first time.
- Serviceplan Sales (Serviceplan Power of Sales until 2010), the agency for innovative sales marketing, is set up. A new type of agency offering specialist sales advice, point-of-sale research, sales promotion, media at the point-of-sale and logistics fulfilment services from a single source is created.
- Serviceplan changes its name to "Serviceplan agency group for innovative communication".
- On 1 July, Dr Peter Haller passes his position as CEO on to Florian Haller. He remains Managing Director of the Group holding company.

## 2001

- Dr Peter Haller is named "Agency Man of the Year 2001".
- Serviceplan Design (Serviceplan Brand Design until 2010), an agency for brand design and packaging, is founded.
- Mediasyst International, an agency for marketing information management, is established.

## 2000

- Florian Haller becomes Managing Director of the Serviceplan holding company.
- All Serviceplan companies relocate to the listed pawnbroker's shop building in Brienner Straße. The building's architecture matches Serviceplan's working style of integrated communication perfectly. Since then, all the companies have been united under one roof. The short distances between them create the best possible environment for networking between the agencies and their staff.

- Serviceplan Event (Serviceplan Brandevent until 2010), an agency for brand events and promotions, is founded.

## 1998

- Co-founder Rolf O. Stempel resigns as Managing Director but remains a shareholder.

## 1997

- Plan.Net Media, an agency for online media planning and media purchasing, is set up.
- Plan.Net Concept, an agency for online creation and design, is founded.
- Serviceplan Health & Life (Serviceplan Vital until 2010), an agency for healthcare communications, is established.

## 1996

- Florian Haller (born in 1967) joins Serviceplan. As Managing Director of former company "Unit 3", he makes it the most profitable of all Serviceplan advertising agencies.

## 1995

- Serviceplan becomes a holding company. The aim is to continue the agency group with partners who are also substantial shareholders and not to sell any shares to networks.

## 1986

- Facit Marketing-Forschung is set up.

## 1983

- Mediaplus, the agency for national and international media planning and purchasing, is established. Due to its growth, the Mediaplus Group is created with four independent limited companies in Munich.

## 1970

- The Serviceplan agency is founded in Munich by Dr Peter Haller and Rolf O. Stempel. Due to its continuous growth, four independent limited companies for traditional advertising are formed over the years.