



## 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, 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 30 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, all of 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, Florian Frhr. v. Hornstein, Ronald Focken, Alexander Schill
- Employees: 2,200 worldwide
- Gross income<sup>1</sup>: EUR 252 million (2013/14 business year, 1.7.2013 – 30.6.2014)
- Equity: 100%

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



- Locations (in alphabetical order): Beijing, Berlin, Bogota, Bremen, Brussels, Buenos Aires, Delhi, Dubai, Hamburg, Helsinki, Lima, Lisbon, London, Madrid, Mexico City, Miami, Milan, Moscow, Munich, New York, Panama City, Paris, Santiago de Chile, Sao Paulo, Seoul, Singapore, Sydney, Timișoara, Tokyo, Vienna, Zurich
- Purely organic growth
- Recommendation rate among our clients: 93.4%
- Client retention period: Ø 6.81 years
- Customer satisfaction level in the last five years: Ø 1.77

### **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)**

ADAC, AOK, AIDA, Bacardi Deutschland, BMW, Berentzen, Carglass, Castrol, Continental, Cortal Consors, Deichmann, Erasco, Europcar, HiPP, KFC, Lufthansa, Media Markt, MINI, Novartis, O2, OBI, Paul Hartmann AG, Paulaner, Penny, Redcoon, Rolf Benz, Rügenwalder Mühle, s.Oliver, Saturn, Siemens, Sky, ThyssenKrupp, Unicef, Weight Watchers, WMF, ZDF.

### **The 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, CRM, 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 new 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, Berlin, Vienna, Milan, Zurich and Brussels.

### **The Mediaplus Group**

The Mediaplus Group is the largest independent and partner-managed media agency in Germany, with offices in Munich and Hamburg, as well as branches in Vienna, Zurich and Brussels. Thanks to close cooperation with the international Columbus Network, Mediaplus is also ideally positioned as a global player and it 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 200 employees working on behalf of clients such as BMW, Carglass, Cortal Consors, Deichmann, MINI, Rügenwalder Mühle, Saturn, ThyssenKrupp and ZDF, upholding our guiding principle of “new ideas. better results” year after year. 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.

### **The Plan.Net Group**

As the leading digital agency in Germany, the Plan.Net Group is also one of the largest independent digital agencies in Europe and is represented at more than 25 international locations, including Munich, Hamburg and Brussels, as well as, for example, Beijing, Buenos Aires, Delhi, Dubai, Miami, Milan, Moscow, Paris, Seoul, Singapore, Sydney, Tokyo, Vienna and Zurich.

Founded as a subsidiary of the Serviceplan Group in 1997, Plan.Net now handles – always following its own philosophy of “creating relevance” – all aspects of digital, interactive and integrated communication, from campaigns, websites, web portals, eDialog, media buying and planning, as well as social and search engine marketing, through to mobile advertising and the development of apps for all mobile devices. Around 500 employees are engaged in



activities for clients such as BMW, Lufthansa, Media Markt, s.Oliver, Sprite, Weight Watchers and ZDF.

The expertise and communications solutions provided by Plan.Net are characterised by creativity, innovation and media and technical excellence – innovative and effective tools and systems are used, for example, to address target groups in an optimal way, plan modern moving images or plan online media based on insights into the effectiveness of advertising. Whether it's ideas, media, content or technology, Plan.Net delivers long-term multichannel communication from a single source.

### **The 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 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 Cortal Consors, Google, KabelBW, Microsoft and Sony Ericsson.

### **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, Florian Freiherr von Hornstein and Alexander Schill.

In July 2002, Dr Peter Haller passed the role of Chief Executive Officer 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.



## **Internationalisation**

In 2006, Group Managing Director 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 and Cologne, further Houses of Communication have come to Vienna, Zurich, Paris, Milan, Brussels and Dubai 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 centres.

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. The group's Spanish partner Publips has offices in Madrid and Valencia.

## **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. Since October 2012, Schill has been listed as the world's best German CCO in the PIAF-Ranking. Both the Plan.Net and Mediaplus corporate brands also have their own creative directors: Friedrich von Zitzewitz and Ekki Frenkler. Naturally, all the other creative heads in the Serviceplan Group are pulling in the same direction for this "creative offensive" that was launched a few years ago – with visible success, since the Serviceplan Group is currently one of the most creative agencies in the world.

At the 60<sup>th</sup> International Festival of Creativity in Cannes, Serviceplan ranked as the most creative German agency and the second-most creative independent agency worldwide. The Group was awarded a total of ten "Lions" for its work – in addition to two gold, three silver and five bronze awards, Serviceplan also won the "Grand Prix" in the Design category.

In the creative rankings by the most important national specialist media "Werben & Verkaufen" and "Horizont", the Serviceplan Group was awarded first place at the end of 2013. This means that Serviceplan is the most creative agency in Germany.



The two subsidiaries Mediaplus and Plan.Net have each been established among the top five or top ten agencies in their markets for many years: Mediaplus is ranked sixth out of all German media agencies, and Plan.Net has claimed second place in the rankings of the largest new media service providers.

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.

## Events

**best brands** — The "best brands" German brand ranking was launched in 2004 by the Serviceplan Group, the GfK Group, 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. [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 democratisation of brand management” or, most recently, “Caution! Brand burnout”.

The overwhelmingly positive response from the press and up to 500 participants at each event is essentially due to the fact that their analyses and recommendations are based on empirical results and can be replicated 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.

2013/2014 – Growth: 16%; Gross Income: EUR 252 billion

2012/2013 – Growth: 7,4%, Billings: EUR 1.45 billion, Gross Income: EUR 218 million

2011/2012 – Growth: 18.6%, Billings: EUR 1.35 billion, Gross Income: EUR 203 million

2010/2011 – Growth: 23.9%, Billings: EUR 1.14 billion, Gross Income: EUR 171 million

2009/2010 – Growth: 6.1%, Billings: EUR 920 million, Gross Income: EUR 138 million

2008/2009 – Growth: 4.5%, Billings: EUR 868 million, Gross Income: EUR 130.1 million

2007/2008 – Growth: 22%, Billings: EUR 830 million, Gross Income: EUR 124.5 million

2006/2007 – Growth: 29.4%, Billings: EUR 681 million, Gross Income: EUR 102.1 million

2005/2006 – Growth: 22.7%, Billings: EUR 526 million, Gross Income: EUR 78.87 million

2004/2005 – Growth: 15.4%, Billings: EUR 428.7 million, Gross Income: EUR 64.3 million

2003/2004 – Growth: 3%, Billings: EUR 371 million, Gross Income: EUR 55.7 million

2002/2003 – Growth: 8.6%, Billings: EUR 360.2 million, Gross Income: EUR 54 million