

Press release, 21 April 2010

JKL Group launches new management duo: Maria Grimberg and Peter Steere

More internationally anchored offers, growth in the Nordics and continued recruitment of the market's best advisors. This is the mandate for the new management duo – Maria Grimberg and Peter Steere – that will take over as CEOs of JKL Group, part of the global MS&LGroup, on May 1st 2010. Founders Anders Kempe and Anders Lindberg will continue to be active in the company, but from different platforms.

“Maria Grimberg and Peter Steere have been involved in much of JKL’s journey, and they’re both highly appreciated internally and as advisors to our clients. I’m looking forward to continuing to work with them in their new roles”, said Anders Kempe.

“JKL’s clients, assignments and employees form an environment which requires continuous renewal and development of individuals and the organisation, and which always offers stimulating new challenges. It’s a privilege for me to continue to work in and develop this environment in this new role”, said Maria Grimberg.

“I’m very excited to lead the next step for JKL as a strategic communication advisor in a European and international context. Our focus on the Nordics remain strong but we will also continue our efforts in Brussels while strengthening our financial offer through our network of Capital MS&L in London and Kekst and Company in New York”, said Peter Steere.

Anders Kempe has an operational role as President of MS&LGroup EMEA, and also serves as Chairman of JKL Group. Anders Lindberg is Chairman of JKL in Sweden. Both will continue to work with JKL’s clients and assignments to the same extent as they do today.

Maria Grimberg joined JKL as a consultant in 1993 and was made partner in 2003. She has previously served as Managing Director of JKL in Stockholm (2003-06) and Deputy Group CEO of JKL Group. Peter Steere joined JKL as a consultant in 1997 and became partner in 2004. His previous achievements at JKL include opening the Copenhagen office, and he currently serves as Head of Public Affairs EMEA within MS&LGroup.

JKL Group includes JKL’s offices in Stockholm, Oslo, Copenhagen, Brussels, Gothenburg and Helsinki, and MS&L’s offices in Stockholm, Oslo and Copenhagen. As part of MS&LGroup, one of the world’s top five PR and Events networks, JKL and MS&L can offer their clients an international network of expert advisors throughout the world.

For further information, please contact JKL at +46 (0)8 696 1200.

The logo for JKL, consisting of the letters 'JKL' in a bold, green, sans-serif font.

About JKL Group

JKL Group is one of the Nordic region's leading strategic communications advisory firms. JKL has offices in Stockholm, Oslo, Copenhagen, Helsinki, Gothenburg and Brussels. JKL Group also includes the Nordic operations of MS&L, which operates in Stockholm, Oslo and Copenhagen. JKL Group employed a total of 125 people in 2009. JKL Group is part of MS&LGroup, owned by the international communications group Publicis Groupe. For more information, see www.jklgroup.com

About MS&LGroup

MS&LGroup is one of the world's top five PR and Events networks, specialists in public relations, public affairs, branding, corporate and financial communications, social media marketing and events. Operating in wholly owned and affiliate offices in more than 80 countries spanning the Americas, EMEA and Asia, MS&LGroup provides many of the world's largest companies and most recognised brands with best-in-class communication strategies to help them reach their business and communication goals. www.mslgroup.com

MS&LGroup is part of Publicis Groupe [Euronext Paris: FR0000130577], the world's third largest communications group, with activities spanning 104 countries and 43,000 professionals. Publicis Groupe offers a complete range of advertising services through three global advertising networks – Leo Burnett, Publicis, Saatchi & Saatchi – and two multi-hub networks – Fallon and 49%-owned Bartle Bogle Hegarty. Media consultancy and buying is offered through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; and interactive and digital marketing led by Digitas and Razorfish. Publicis Groupe recently launched VivaKi to leverage the combined scale of the autonomous operations of Digitas, Razorfish, Starcom MediaVest Group, Denuo and ZenithOptimedia to develop new services, tools, and next generation digital platforms. www.publicisgroupe.com

The logo consists of the letters 'JKL' in a bold, dark green, sans-serif font. The letters are closely spaced and have a slight shadow effect, giving them a three-dimensional appearance.