



G2 EMEA Appoints Mircea Toma Pascu Managing Director of Romanian Operation

LONDON, United Kingdom, 8 FEB 2013... G2, a top-five global marketing services agency, announced today the appointment of Mircea Toma Pascu, to the position of Managing Director, G2 Romania. Pascu, formerly Client Service Director of this operation will report to Dan P Medrea, regional CEO G2 Central Eastern Europe. The appointment is effective immediately.

Pascu's career has seen him previously in marketing roles at market-leading global companies such as Henkel, l'Oreal and Danone. As Client Service Director in G2 he was directly responsible for key accounts there such as Vodafone. In his new role, Pascu will be responsible for continuing to drive innovation and business transformation for both the agency and its clients.

Medrea, commented: 'Mircea is the perfect candidate for this role. He is a natural leader who will always find a way to deliver more than is expected and push the boundaries, a quality which has contributed to G2 Romania's success for the past 20 years. He knows what it means to work for a corporation but approaches everything with as much passion and drive as if it was his own business. This will make him an important contributor to our constant mission to find the most innovative and solutions to deliver business transformation and growth for our clients in this market.'

Pascu said: 'I'm delighted to have this opportunity and feel inspired by the innovative spirit that exists at G2. It is an agency where art and craft are still very important while at the same time they have achieved leadership in other strategic disciplines such as Shopper marketing, for which they have received multiple Effies. With a unique consumer-insight driven approach they have an unmatched proposition for such sectors as mobile communications, which we will leverage to make the most of this burgeoning sector.' He added, 'I am excited to manage the complexity of a diverse mix of focused businesses but at the same time confident we have in place a talented team, with whom I look forward to achieving our vision to be the leading agency in this marketplace.'

According to Medrea, 'our ambition is to provide our clients with both the most relevant creative product and the best business partnership and expertise.' G2 Romania has made several prominent new additions to its leadership team with expertise in these areas over the past months including Mihai Fetcu as Executive Creative Director, Stefan Vasilachi as Head of Art and Ondina Olariu as Client Service Director.

Over the past three years, G2 Romania has added more than 35 brands to its portfolio winning important assignments in sectors including telecom, automotive, food and drinks and financial services. Most recently it established itself as the lead agency in managing marketing communications for several multimarket brands assignments across Europe.

About G2

G2 EMEA is a global brand activation agency network that helps marketers Maximize Brand CommitmentSM. Ranked number five among the top global marketing services agencies, G2's multifaceted service offering brings together direct marketing, data analytics, shopper marketing, branding & design, promotional marketing, communications planning and digital/interactive marketing, to create innovative and compelling marketing programs for our clients. G2 utilizes unique and proprietary tools to gain insight into the consumer's Purchase Decision JourneySM, from consideration to brand selection. The G2 network operates 40 offices in 28 countries, and clients include Adobe, Aetna, Campbell Soup Company, The Coca-Cola Company, GlaxoSmithKline, Heineken, Kraft, Procter & Gamble and Pfizer. G2 is part of the WPP group (NASDAQ: WPPGY). For more information, visit www.g2.com

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