



## Media Release

### CONTACT

Suzy Goulding

Y&R Asia

☎ (+65 85119524)

✉ (suzy.goulding@yr.com)

# Y&R network company VML acquires majority stake in Singapore-based Qais

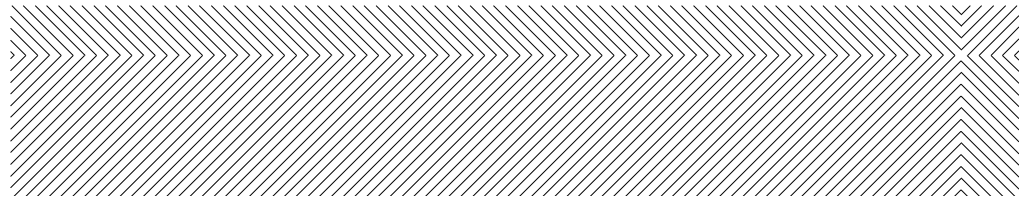
## Digital Powerhouse Launches in Asia, operating as part of Y&R Asia network

**Singapore, 15 December 2011** — VML, one of the world's leading digital marketing agencies, and a strategic partner of Y&R Advertising has acquired a majority stake in Singapore-based Qais Consulting, an award-winning full-service digital agency. Qais has joined its business operations and brand with VML and initiated operations today as VML Qais, activating a strengthened digital marketing offering for Singapore, Southeast Asia and India. VML Qais also announced it will operate specifically as part of Y&R Asia, which will greatly enhance business opportunities throughout the region via Y&R's extensive agency network.

VML, a U.S.-based company with operations around the globe, is one of the world's largest wholly digital agencies. VML clients include Colgate-Palmolive, Dell, English Premier League, Gatorade, Kellogg, Microsoft, SAP, Southwest Airlines, Western Union and Xerox. Founded in 1992, VML will celebrate its 20<sup>th</sup> anniversary in 2012.

Qais is a strategic, full-service digital agency with offices in Singapore and Mumbai. Since 2004, it has helped clients with digital and marketing strategy, user experience, technology development, research and analytics, mobile and channel management, social media, search marketing, online advertising, and media management services. Clients include Standard Chartered Bank, Sony Electronics, Sony Pictures, Hilton Hotels, Mahindra & Mahindra, ICICI Bank, Tata Motors and the Singapore Ministry of Defence.

"Expanding VML operations to Singapore, Southeast Asia and India enables us to better serve our growing roster of global clients, while further expanding the VML footprint in the key markets in Asia," said Matt Anthony, VML Global Chairman and Chief Global Digital Officer, Y&R. "Serving these markets with the combined strengths of VML Qais is an ideal approach," added Jon Cook, VML CEO and President.



“Since its inception, Qais Consulting was built to help our clients navigate the explosion of the digital universe,” said Keith Timimi, Chairman, Qais Consulting. “We are now able to realize that dream in partnership with the world’s leading pure-play digital network. We are proud to become the Asian arm of VML with the launch of VML Qais, and we are delighted to be able to offer best-of-breed digital solutions to the prestigious clients of the Y&R network.”

“We want to grow the Asia business in both size and reputation, and digital expertise is crucial to achieving that growth,” said Matthew Godfrey, Y&R Asia President. “VML Qais has incredible digital credentials, and aligning our core business with their digital leadership and expertise in key markets in the region will drive our business forward.”

# # #

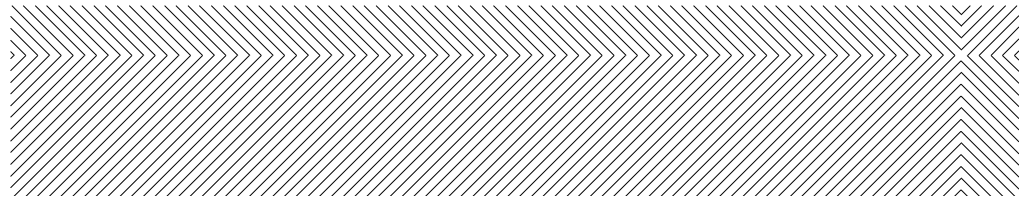
### **About VML**

Since 1992, VML has delivered creative solutions at the intersection of marketing and technology. As the agency of choice for some of the most respected and well-known brands in the world, VML presents the widest range of digital marketing products and services, including digital planning and strategy, user-centric design, social media and online communities, search engine optimization and marketing, design and branding, website and software development, integrated production, and digital media planning and purchasing.

VML is headquartered in Kansas City, MO, USA, and operates a network of global offices, including New York, Seattle, London, Milan and Geneva. Recently, VML launched operations in São Paulo. The VML digital network also includes the Atlanta-based agency Studiocom, with offices in Boston and Bogotá. The VML network now exceeds 1,000 marketing professionals around the world.

### **About Qais**

Qais is an award-winning, strategic, full-services digital agency. Since 2004, it has been helping multinational clients, government agencies and digital start-ups to chart their digital course and implement groundbreaking online initiatives. Its service lines include digital and marketing strategy, user experience, technology development, research and analytics, mobile and channel management, social media, search marketing, online advertising, and media management services. Clients include Standard Chartered Bank, Sony Electronics, Sony Pictures, Hilton Hotels, Mahindra & Mahindra, ICICI Bank, Tata Motors and the Singapore Ministry of Defence.



### **About Y&R**

Y&R is one of the leading global marketing communications companies. It is made up of the iconic Y&R Advertising agency and VML, one of the most highly regarded and fastest-growing digital agencies in the world. Y&R also includes specialized companies in every region, such as Bravo, Kang & Lee, SicolaMartin, BrandBuzz, Campaign Palace, Banner, to name just a few.

Y&R's founder, Raymond Rubicam, believed that the company's mission was to Resist the Usual on behalf of our clients. Today, that is kept alive by melding top-flight creativity with innovation to create new consumer experiences.

Y&R's largest agency, Y&R Advertising, has 186 offices in 90 countries around the world, with clients that include Campbell's Soup Company, Colgate-Palmolive, Danone, Virgin Atlantic, Xerox, Revlon, GAP, Land Rover, LG and Telefonica, among many others.

### **About Y&R Asia**

The Y&R Asia network is headquartered in Singapore and has offices in China, Hong Kong, Japan, the Philippines, Vietnam, Indonesia, Thailand, India and Malaysia.

### **The Y&R Philosophy – Resist the Usual**

Y&R is united around a single mission: To Resist the Usual. This philosophy is at the heart of everything we do – our approach to business, our creative product, client relationships and our people. We live to innovate, to differentiate ourselves and our clients.