

## 2011 China Holding Company New Business Performance

|             | <b>Creative</b><br>(RMB ¥m) | <b>Media</b><br>(RMB ¥m) | <b>Total</b><br>(RMB ¥m) | <b>VS 2010</b> |
|-------------|-----------------------------|--------------------------|--------------------------|----------------|
| Publicis    | 91.1                        | 107.9                    | 199.0                    | 57.4%          |
| WPP         | 90.0                        | 31.2                     | 121.2                    | -48.2%         |
| Omnicom     | 45.0                        | 47.0                     | 91.9                     | -51.3%         |
| Aegis       | 0.0                         | 74.9                     | 74.9                     | 17.6%          |
| Havas       | -3.0                        | 63.5                     | 60.5                     | 83.7%          |
| Interpublic | 34.4                        | -14.0                    | 20.3                     | -69.6%         |

### 2011 China Top 10 Creative Wins

| <b>Agency</b>       | <b>Account</b>          | <b>Market</b> |
|---------------------|-------------------------|---------------|
| Publicis            | Amway Nutrilite         | China         |
| Saatchi and Saatchi | China Telecom           | China         |
| W+K                 | Levi's                  | Asia Pacific  |
| Dentsu              | PICC                    | China         |
| Saatchi and Saatchi | Citroen                 | China         |
| DDB                 | Intel                   | Asia Pacific  |
| Publicis            | PingAn Bank Credit Card | China         |
| Ogilvy              | SC Johnson Asia Pacific | Asia Pacific  |
| McCann              | Panasonic               | China         |
| Ogilvy              | Philips                 | Asia Pacific  |

### 2011 China Top 10 Media Wins

| <b>Agency</b> | <b>Account</b>                  | <b>Market</b> |
|---------------|---------------------------------|---------------|
| Starcom       | Coca-Cola                       | China         |
| MindShare     | Yum Brands                      | China         |
| Starcom       | China Telecom                   | China         |
| MPG           | Imported Hyundai and KIA Motors | China         |
| Carat         | Beiersdorf                      | China         |
| OMD           | Amway                           | China         |
| MPG           | DYKia/ Innocean Shanghai        | China         |
| OMD           | Founder                         | China         |
| Carat         | Wang Laoji                      | China         |
| OMD           | Sony                            | Asia Pacific  |