

## **Adventis Group plc (ATG/L)**

### **“Formation of New Market-Leading Healthcare Services Provider - Adventis Health Limited”**

Adventis Group plc (“Adventis” or the “Company”), the AIM-quoted full service multimedia marketing and advertising agency, announces that it has recently consolidated its three healthcare creative and medical education agencies, which formed the Adventis Healthcare services division, namely Affiniti Advertising, Roundhouse HealthAd and LeapFrog, into a new trading entity which will be branded Adventis Health Limited (“Adventis Health”).

Adventis Health will be run by three directors, namely Stuart Tennant, Tim Schofield and Kevin McGetrick. All three have extensive healthcare and management experience.

This consolidation of Adventis Group’s strength in the healthcare sector follows on from the former division’s earlier move into centralised premises in Beaconsfield, near to the M25 and M40, in August 2007 in addition to the Company’s existing offices in Hertford and Central London.

Adventis Health, whose clients include, GSK, Pfizer, MSD, Roche, Novartis, Boehringer Ingelheim, Allergan, Baxter and Merck Serono, provides a range of highly skilled advertising and marketing services as well as medical education & PR programmes to the healthcare industry, targeted at both healthcare professionals and patients, in order to improve clients’ sales and brand awareness.

The Company anticipates that the formation of Adventis Health will create one of the industry’s top five pharmaceutical industry service providers with a formidable, award-winning team of over 60 employees. The enlarged Healthcare services operations will have the capability to provide a complete range of integrated marketing services, from medical education, to advertising, to new media. It will also provide the opportunity for an increased level of cross-selling and the ability to provide multinational clients with a greater local understanding of target markets.

#### **Charles Phillpot, Chief Executive of Adventis Group plc, commented:**

*“The creation of this new platform servicing the healthcare sector is a fantastic opportunity to leverage to the full our expertise in this arena. We will now be one of the few companies in the industry to offer a full service marketing capability and the ability to handle larger and more complex campaigns for clients.”*

-ENDS-

**Enquiries:**

**Adventis Group Plc**

Charles Phillpot, CEO  
Peter Linnell, Finance Director

Tel: 020 7034 4750  
Tel: 020 7034 4795

**Adventis Financial PR**

Chris Steele  
Tarquin Edwards

Tel: 020 7034 4759  
Tel: 020 7034 4758

**Editor's Note:**

Adventis Group plc provides a complete range of communications services, including corporate identity programmes, advertising campaigns, media and planning and buying, literature, public relations, packaging, exhibitions, research and planning, interiors signage and digital media. The group employs c.150 staff in London and the southeast.

Adventis has three divisions focusing on providing a range of services to the property, healthcare and financial sectors. Adventis Group was admitted to AIM in 2004.

[www.adventis.co.uk](http://www.adventis.co.uk)