

## The Mission Marketing Group plc

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### **AGM Statement**

3 June 2008

At today's Annual General Meeting of The Mission Marketing Group plc Chairman, Francis Maude, will make the following statement:

"th<sup>e</sup>mission has continued to make considerable progress delivering market beating performance and, following a series of strategic acquisitions, is now one of the largest networks in the UK.

These acquisitions coupled with our strong organic growth have seen the Group increase its annual turnover from £5 million pre-IPO in April '06 to a proforma turnover of £104m. During the year we completed four major acquisitions and through our integration programme benefits are coming through as planned.

In a successful year for th<sup>e</sup>mission agencies, the enlarged network benefitted through our ability to offer more services to more clients in more locations. The quality of our agencies' work was recognised by 65 award wins and that success has continued into the current year. In February Big Communications, Bray Leino and Story were each positioned in the top 25 of The Drum magazine's first fully integrated table of the Top 100 marketing services companies outside of London.

th<sup>e</sup>mission continues to build its bi-lingual capabilities across all on-line and off-line operations and this compelling offer continues to attract new clients including Remington, Symantec and Domino's Pizza.

Consistent with comments made at the time of our preliminary results in April, 2008 has started well. Trading remains in line with the Board's expectations for the year and, while we continue to monitor the changing broader economic environment closely, we are confident that with our lower cost base and broad base of business sectors we are well positioned to continue to outperform our market."

#### Enquiries

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themission<sup>®</sup> is a national marketing communications and advertising group with 13 offices across the UK. The Group specialises in providing national and international clients with award winning marketing, advertising and business communications. Group members include April-Six, Bray Leino, Big Communications, Fuse Digital, thinkBDW, Story UK and RLA. themission<sup>®</sup> employs over 600 staff nationally and is listed on AIM (TMMG).