XAXIS APPOINTS NEW GLOBAL LEADERSHIP ROLES TO SPARK GREATER EFFICIENCY AND DISRUPTION

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Promotions reinforce Xaxis' commitment to technological innovation and diverse leadership

NEW YORK—November 11, 2019—Xaxis, the Outcome Media company, has promoted two key executives to newly-created global leadership roles within the company:

- **Sara Robertson**, most recently Xaxis' Global VP, Product & Engineering has been named Global VP, Disruption.
- **Silvia Sparry**, most recently Managing Director, Operations for Xaxis EMEA has been named Global VP, Operations & Platforms.

Robertson and Sparry will both serve on Xaxis' Global Executive Committee in their new roles, and both will report directly to Nicolas Bidon, Global CEO.

"At a time when the pace of change in our industry only seems to be accelerating, it is a full-time job for most people to keep up. This is why we wanted to create space for these very successful change agents and visionaries within Xaxis to have a greater role in deciding how our company will invest in disruptive developments, on a global level," said Nicolas Bidon, Global CEO, Xaxis. "I am delighted to have Sara and Silvia join our worldwide Executive Committee. I have no doubt their strong vision and leadership skills will help future-proof our organization and continue generating successful outcomes for our partners."

As Global VP of Disruption, Robertson will be responsible for challenging the status quo through careful stewardship of 'long-shot' investments and experimental research and development that enhances the unique value Xaxis brings to its clients. She will continue to lead the global vision and execution of Copilot, Xaxis' proprietary artificial intelligence technology, and advanced data science initiatives broadly. She will explore and experiment with cutting-edge and relevant technologies in programmatic media and applied machine learning, such as robotics, voice, chat, AR/VR, gaming and last mile delivery. Already a seasoned industry speaker and expert, Robertson will continue to be the face of Xaxis' data and AI initiatives externally and within Xaxis, GroupM, and WPP.

Prior to Xaxis, Robertson served as VP of Technology for ad-tech company CPX Interactive (now known as Digital Remedy), where she led the company's product, integration and ad serving implementations. She also previously managed the platform behind thousands of artist fan clubs, websites, and merchandise shops at Warner Bros Records.

In her elevated role, Sparry will lead the global business operations team to drive operational efficiency and effectiveness across the company, including through improving strategies and best practices on key trading platforms. She will also represent Xaxis in relevant GroupM and WPP technology and operations task forces and guide Xaxis' initiatives on topics such as supply path optimization and risk mitigation related to brand safety, fraud prevention and data and privacy compliance.

Prior to her new role, Sparry held various leadership positions spanning functions like campaign management, analytics and insights, business operations, product management and data science at Xaxis and Vibrant Media.

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About Xaxis

Xaxis is The Outcome Media Company. We combine unique brand-safe media access, unrivalled programmatic expertise, and 360-degree data with proprietary artificial intelligence to help global brands achieve the outcomes they value from their digital media investments. Xaxis offers managed programmatic services in 47 markets, including North America, Europe, Asia Pacific, Latin America, the Middle East, and Africa.

For more information, visit www.xaxis.com.

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About GroupM

GroupM is the leading global media investment management company for WPP's media agencies including Mindshare, MediaCom, Wavemaker, Essence and m/SIX, and the outcomes-driven programmatic audience company, Xaxis. Responsible for more than US $108B in annual media investment by some of the world's largest advertisers, GroupM agencies deliver an advantage to clients with unrivalled insights into media marketplaces and consumer audiences. GroupM enables its agencies and clients with trading expertise, data, technology, and an array of specialty services including addressable TV, content, and sports. GroupM works closely with WPP's data investment management group, Kantar, and together they account for almost 50% of WPP's group revenues of more than US $19B. GroupM delivers unrivalled marketplace advantage to its clients, stakeholders, and people.

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