

## CEO HANDBOOK INTRODUCTION

Welcome to [REDACTED] You are joining an amazing company that knows digital is not just a channel to optimize but a vehicle for change and business transformation. We believe that consumers and brands create businesses together. Ok, but what does that mean? It means that over the next five years, our clients have a window of opportunity to use digital as a secret weapon – as a catalyst for creating new products, new services, new ways of delivering existing services, and of course new ways of connecting with their customers. To realize their potential, clients need to work differently and we need to play a major role. And to do this, we believe Creative, Media and Technology need to work together to form a fresh approach.

Change is at the heart of what we do for our clients, but it's also at the heart of who we are as a business. You are entering a different kind of agency at an incredibly unique time. I am honored and excited to be leading an already global company, which is becoming more global each day. With a growing roster of offices and clients all over the world, we are building a diverse and extremely talented army of employees. This global network positions us well as a company and directly translates to new and exciting opportunities.

So, as you take a look at the logistics of how things work at [REDACTED], I'd also like to take this opportunity to frame the way we think at [REDACTED]. Chances are, it's similar to who you are as a person. You've decided to work at [REDACTED] for a reason—you're disruptive, you're interested in doing new things, and you approach work with authenticity.

I hope you feel both at home and challenged in your new role. Congratulations. I'm glad you're here.

