

RNS Reach - non-regulatory announcement

Aeorema Communications plc / Index: AIM / Epic: AEO / Sector: Media

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Aeorema Communications plc ('Aeorema' or 'the Company' or 'the Group')

Cheerful Twentyfirst Appoints US President

Aeorema Communications plc, a leading strategic communications group, is pleased to announce that its brand experience agency, Cheerful Twentyfirst, has appointed André Shahrदार as US President to drive the expansion of its presence in North America.

André joins with more than 25 years' agency and brand side experience, and brings a vast amount of knowledge and expertise, particularly in relation to business development and digital communications.

Beginning his career in business development and relationship services at American Express, André went on to hone his management skills at Citysearch and TicketMaster Online. His agency experience is grounded in many years at two top tier US experiential agencies, where he led Business Development and Strategy. He most recently worked on building the digital consultancy arm at one of the largest privately owned branding agencies in the United States.

André will lead Cheerful Twentyfirst's growth strategy in North America, with the objective of expanding the agency's offerings and team within the US. This senior appointment further signifies Aeorema's continued investment in teams, processes, and offices to ensure it is set up for scalable growth, whilst operating in a sustainable, inclusive and ethical way.

Steve Quah, CEO of Aeorema Communications plc, commented: *"From our very first meeting, there was a natural chemistry with André. His approach to inspire and motivate cross-functional teams has earned him a reputation as a collaborative and influential leader, and I'm thrilled to have him leading our US division. As our US President, André's focus is on domestic growth in North America while continuing to foster our culture of creativity and excellence in the Cheerful Twentyfirst New York office."*

André Shahrदार, US President of Cheerful Twentyfirst, commented: *"I've been very fortunate in my career to work with incredible brands and top tier experiential agencies. It's an honour to now be working with the concentration of creative and strategic talent at Cheerful Twentyfirst, and to have the responsibility to take that agency dynamism even further in the US. I'm greatly excited by the inroads we are making already."*

ENDS

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Notes to Editors

Aeorema Communications plc, (AIM: AEO) is a leading strategic communications group with offices in London, New York and Amsterdam. The Group provides bespoke event services, comprising live, virtual, and hybrid experiences to an established international blue-chip client base spanning a broad range of sectors, including finance, professional services, advertising, IT, gaming, fashion, fintech, and beverages. The Group also provides high level consultancy services to help clients maximise and deliver on their long-term communication strategies over multiple event and film touchpoints.

Aeorema delivers these services via its fully owned companies Cheerful Twentyfirst and Cheerful Twentyfirst, Inc. (the North American arm of Cheerful Twentyfirst) (cheerfultwentyfirst.com), two live events agencies with film capabilities that specialise in devising and delivering corporate communication solutions. The Group also operates Eventful Limited (www.eventful.co.uk), which provides consultative, high-touch services including assisting clients with venue sourcing, event management and incentive travel. With more than 56 years of combined operating experience and extensive award wins, Aeorema is a recognised industry thought leader and for the year ended 30 June 2022 reported record revenue and profits (before tax) of £12.2 million and £843,564 respectively, and also declared a dividend for the year.

Central to all that the Group does is its Corporate Social Responsibility charter, which is focussed on ensuring sustainable, inclusive and ethical business operations. To this end, the Group is a pioneer in delivering innovative strategies and services, including a client carbon measurement programme to establish a formal structure and approach around reducing emissions and offsetting both its own and its clients' carbon footprint.

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