

PRESS RELEASE

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LBi to open new office in UAE

LBi, the marketing and technology agency, is to open a new office in Abu Dhabi to serve growing demand in the UAE region. The launch team numbers about 15, and blends creative, technical, multichannel and client services skills.

The primary function of the team will be to service its client base with a view to developing new business in the future. LBi is already working with two significant, recently-acquired clients in the region, while discussions with several other local businesses are at an advanced stage.

Eithad, the National airline of the UAE, sponsors of Chelsea Football Club and the Ferrari Formula 1 team has appointed LBi as a digital partner – Whilst the specifics of the project are confidential, LBi look forward to a long term partnership. In addition, Majid Al Futtaim, leaders in real estate development who have arguably changed the face of shopping, entertainment and leisure across the MENA (Middle East North Africa) region have appointed LBi as digital partners on another confidential engagement.

The establishment of a presence in the Middle East will also enable LBi to better service its North American and European clients doing business in this part of the world. LBi group CEO Luke Taylor sees the move as an inevitable result of LBi's growth strategy of focusing on strengthening and deepening existing relationships while taking advantage of specific, highly targeted opportunities in selected sectors, services and geographies.

He comments: "LBi's move to the UAE was inevitable at some point as part of our strategic plan. We are not alone in having identified the region as a relatively safe haven in the current financial storm. We have also been planning and developing engagements with leading businesses in certain verticals where we see immediate mutual advantage in deployment of the full range of LBi's professional services, with particular focus on multichannel strategy. The recently concluded agreement to work with Etihad in that way pulled the trigger on the move to Abu Dhabi. It was going to happen sooner or later, and happily for us, it's sooner."

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About LBI:

LBI is a global marketing and technology agency. The Company employs approximately 1,600 professionals located primarily in the major European, American and Asian business centers, such as Amsterdam, Atlanta, Berlin, Brussels, London, Milan, Mumbai, New York, Paris and Stockholm. LBI blends the full range of service disciplines to create innovative multichannel solutions for national and international corporate clients. By combining business and media strategy development with creative design, industry expertise and the latest digital communications technology, LBI offers a unique and uniquely valuable proposition. LBI is listed on Nasdaq OMX Nordic in Stockholm and on NYSE Euronext in Amsterdam as (symbol: LBI).

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