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

19 January 2023

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

**Cheerful Twentyfirst Cannes Lions Partnership with Stagwell**

**A Major Contract Win**

Aeorema Communications plc, a leading strategic communications group based in London, New York City and Amsterdam, is pleased to share that further to the announcement made by Stagwell (NASDAQ: STGW), the multi-billion-dollar NASDAQ listed challenger marketing network built to transform marketing, the Company is now planning scope of works for the project with Stagwell regarding the Cannes Lions International Festival of Creativity 2023 ("Cannes Lions 2023"). Final commercial terms are being agreed with Stagwell, and on agreement this will be one of the largest brand activations in Cannes this year.

Aeorema's brand experience agency, Cheerful Twentyfirst, will work alongside Stagwell to create a unique and impressive brand activation at Cannes Lions 2023, with the creation of '*Sport Beach*', an experience and powerful marketing platform for brands to tap into the cultural zeitgeist of sport and explore the power of fandom.

Sport Beach will bring together the world's most inspirational creatives, brands, marketers, athletes, coaches and leagues to play sport, discuss the future of fandom, and celebrate the impact sport has on shaping global culture. From sporting events for players of all abilities to programming that highlights the power of sport to connect and engage fans emotionally, Sport Beach attendees will have a memorable, meaningful and differentiated experience.

Further details, as appropriate, will be announced in due course.

**Steve Quah, CEO of Aeorema, commented** *"We are delighted to be working in partnership with Stagwell on delivering Sport Beach, a large-scale experiential event which will showcase the unifying power of sport and the ability of fandom to drive loyalty, affinity, and advocacy around the world. Our shared values and commitment to creativity, alongside the impressive scope of the project, makes this an incredibly exciting opportunity to create something completely new and spectacular for Stagwell."*

*"Cheerful Twentyfirst's presence at Cannes Lions 2023 is looking extremely positive, and with several additional contracts are under discussion, 2023 has a promising outlook for us to have our biggest presence ever. The year has started very well for Aeorema and we are very optimistic for the months ahead."*

The announcement by Stagwell can be found at <http://bit.ly/3QP9ZXY>

**\*\*ENDS\*\***

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### **About Stagwell**

Stagwell is the challenger network built to transform marketing. We deliver scaled creative performance for the world's most ambitious brands, connecting culture-moving creativity with leading-edge technology to harmonize the art and science of marketing. Led by entrepreneurs, our 13,000+ specialists in 34+ countries are unified under a single purpose: to drive effectiveness and improve business results for their clients. [www.stagwellglobal.com](http://www.stagwellglobal.com).

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