

RNS Reach - non-regulatory announcement

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

29 November 2023

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

Cheerful Twentyfirst Named *Agency of the Year* At Leading Industry Awards

Aeorema Communications plc (AIM: AEO), is pleased to announce that its brand experience agency, Cheerful Twentyfirst, has won the *Agency Team of the Year* award in the Experience category at the industry-leading The Drum Awards Festival and was nominated in four further award categories.

Run by The Drum, a leading global publisher for the marketing and media industries, The Drum Awards Festival is an annual lighthouse event for the global marketing community which celebrates the most effective marketing campaigns, companies, and people. It was the first time that Cheerful Twentyfirst had entered The Drum Awards.

The event took place at The Drum UK's head office in London and was livestreamed globally. As well as winning *Agency Team of the Year*, Cheerful Twentyfirst was also nominated and highly commended for *Best Event Production* and the *Best B2B Experience* categories for its 'YouTube Unboxed-A Journey of Innovation and Immersion' event. In addition, Cheerful Twentyfirst was also nominated for the *Best Large Scale Activation* and the *Best Breakthrough Experience* categories for its partnership with Stagwell Inc and TEAM Enterprises on the 'Sports Beach' activation which took place at Cannes Lions Festival of Creativity earlier this year.

Steve Quah, CEO commented: *"It was an absolute honour to be named Experience Agency Team of the Year at The Drum Awards and to be nominated in four other award categories. The Drum Award Festival is one of the largest of its kind globally, and this award and the nominations recognise the immense talent, creativity and collaboration exhibited by our incredible team, not just in the UK, but internationally."*

"This was our first time entering The Drum Awards and, as a smaller agency competing with much larger peers, we are thrilled to have received nominations across five different categories and even more overjoyed to have received Highly Commended in two of these categories. The award win and the nominations at this most prestigious of awards events signifies Cheerful Twentyfirst's expanding presence within the sector."

"I would like to thank our entire team for their unwavering dedication to our agency and for always striving to provide original and captivating industry-leading marketing events. I would also like to thank our fantastic partner clients, as the work we do, and the awards we win, is only possible because of the truly collaborative relationship that results in world class creative campaigns."

For more information on how Cheerful Twentyfirst won the *Agency Team of the Year Experience* award at The Drum Awards Festival please visit: <https://www.thedrum.com/news/2023/11/27/the-secrets-behind-cheerful-twentyfirst-winning-experience-awards-agency-the-year>

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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 2023 reported record revenue and profits (before tax) of £20.2 million and £1.0 million 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.

About Reach announcements

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