

RNS Reach - non-regulatory announcement

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

22 April 2024

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

Major Contract Renewed & Award Nomination

*Cheerful Twentyfirst to deliver Stagwell's Sport Beach at Cannes Lions 2024,
and celebrate the project as a finalist in the prestigious Ex Awards in North America.*

Aeorema Communications plc (AIM: AEO) is pleased to announce that its brand experience agency, Cheerful Twentyfirst, has been reappointed by Stagwell Inc (NASDAQ: STGW), the multi-billion-dollar digital-first global marketing network, to deliver Sport Beach at the Cannes Lions International Festival of Creativity ('Cannes Lions') in June.

Cheerful Twentyfirst collaborated with Stagwell for the first time in 2023 to create Sport Beach; a 420-capacity, two-storey sports stadium on the beach in Cannes. The activation focused on bringing together athletes, marketers, and global leaders to explore the intersection of sport, creativity and culture. The third most searched story at Cannes Lions 23, Sport Beach was considered one of the most ambitious and successful activations at the festival.

Following its success in 2023, Cheerful Twentyfirst are delighted to deliver Sport Beach 2024. In the year of the Paris Olympics, sport is more relevant than ever. The scope has increased significantly, relocating to a larger beach, with more sports, a bigger build and additional activations. Cheerful Twentyfirst are proud to once again support Stagwell and its network of agencies on the overarching audience strategy, design, construction, technical and event production of the now iconic Sport Beach.

Additionally, Aeorema is pleased to announce that the Sport Beach 2023 project has been named as a finalist in the Best Outdoor Activation category at the 22nd Ex Awards, which will take place at the MGM Grand in Las Vegas on Wednesday 24 April 2024. Cheerful Twentyfirst has been nominated in partnership with Stagwell and TEAM Enterprises at these awards, considered by many to be the most prestigious awards event for the experiential marketing industry.

The Ex Award nomination follows Stagwell's Sport Beach being awarded the Best Sporting Event Brand Activation at BizBash's 11th Annual Event Experience Awards in February 2024.

Commenting on the news, Steve Quah, CEO of Aeorema, said *"We are delighted to be working with Stagwell and in partnership with TEAM Enterprises for a second year to deliver Sport Beach at Cannes Lions 2024. 2023's activation was a hugely successful and powerful marketing platform for brands to tap into the cultural zeitgeist of sport and explore the power of fandom. This year, Stagwell's Sport Beach will build on the success of 2023 but will be bigger and even better. Stagwell reappointing Cheerful Twentyfirst to deliver this impressive and important project is real testament to both the close client / agency relationship model we have been building over the last 24 months and our trusted expertise at Cannes Lions.*

"Being nominated for the Best Outdoor Activation category at the 22^d Ex Awards in North America this week is a phenomenal achievement for our team. The Ex-Awards are seen by many people in our industry as its Oscars and to be nominated highlights the quality of work we are doing for our clients. It's a fantastic achievement, especially given that our North American operation started less than four years ago."

Picture 1: Stagwell Cannes Lions 2023





****ENDS****

More information: Cannes Lions runs from 17 -20 June in Cannes, France, bringing together leading players from the advertising and marketing industries to celebrate the world's best creative work.

For further information on the Company please visit www.aeorema.com or contact:

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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.

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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