

21 November 2024

**The Mission Group plc**  
**("MISSION" the "Company" or the "Group")**

**BOARD CHANGE**

The **MISSION** Group plc (AIM: TMG) the Brand Performance Group, comprising of digital marketing and specialist communications Agencies, announces that James Clifton, Group Chief Executive Officer, has informed the Board that he will step down from his role as Chief Executive Officer to pursue a new opportunity and accordingly has resigned as a director of the Company, with immediate effect.

The Board is pleased to announce that Mark Lund OBE, Non-Executive Director, has been appointed Interim Group CEO. Mark joined the **MISSION** Board in September 2022 following a successful career in Advertising and Marketing, during which he co-founded leading independent agency DLKW (now Mullen Lowe) and most recently was President of McCann Worldgroup UK and Europe. He is currently Non-Executive Chair of Smart Energy GB and the Advertising Standards Board of Finance (ASBOF) which funds the advertising self-regulation system in the UK carried out by the Advertising Standards Authority (ASA).

As Interim Group CEO of **MISSION**, Mark will oversee Group operations, whilst continuing to develop and implement the Group's strategy to create long-term value for shareholders by achieving profitability targets and deleveraging and strengthening **MISSION**'s balance sheet, all of which remain on track. The Board intends to commence a search process for a new CEO and will provide an update in due course.

**David Morgan, MISSION's Non Executive Chair commented:**

"I have personally greatly enjoyed working with James. On behalf of the Board I would like to thank James for his dedication, expertise, flair and his significant contribution to **MISSION** during his time with the business. We wish him well in his new opportunity.

"I am very pleased that Mark has agreed to lead our business in the interim. He has been integral to our strategic planning and development this year and his wealth of industry experience and dynamic leadership will keep us on course to drive forward on behalf of our shareholders, employees and Clients."

**James Clifton commented:**

"I have been very proud to lead **MISSION** over the last five years. With firm foundations and a highly talented Leadership Team in place, the **MISSION** feels set fair for 2024 and beyond. As such now feels like the right time to take on my next challenge, outside the Group. I wish David, Mark and the entire team the very best for the future."

**Mark Lund commented:**

"I'm delighted to step into this interim role and look forward to working closely with **MISSION**'s entrepreneurial Agency teams as we continue to deliver against our strategy and set our direction for further progress in 2025 and beyond."

**ENQUIRIES**

David Morgan, Executive Chair

Giles Lee, Chief Financial Officer  
The **MISSION** Group plc

Via Houston

Simon Bridges/Andrew Potts/Harry Rees  
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## NOTES TO EDITORS

The **MISSION** Group Plc. is **The Brand Performance Group**.

Delivering measurable, results-driven campaigns as the preferred creative partner for real business growth. We offer top-tier agencies, strategic specialisms and global reach delivering outstanding performance for brands. We call it **Work That Counts™**  
[www.themission.co.uk](http://www.themission.co.uk)

The information contained within this announcement is deemed to constitute inside information as stipulated under the Market Abuse (Amendment) (EU Exit) Regulations 2019. Upon the publication of this announcement, this inside information is now considered to be in the public domain.

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