

RNS Reach - non-regulatory announcement

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

8 January 2025

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

First activations at WEF Davos

Aeorema Communications plc (AIM: AEO) is pleased to announce that its brand experience agency, Cheerful Twentyfirst, has secured two new event contracts to deliver at the World Economic Forum in Davos ("WEF Davos") in late January 2025. This is the first time that Cheerful Twentyfirst will have a presence at WEF Davos, a new tentpole event for the Company.

WEF Davos brings together top business leaders, politicians, academics, and influential figures in vital discussions on the future of the world. As part of the Company's strategy to diversify into new sectors, WEF Davos gives Cheerful Twentyfirst the foothold to demonstrate its world-class creative services, strategic expertise and event capabilities to an expanded audience within the financial and professional services sectors.

These new contract wins mark an important milestone in the Company's ongoing growth and reputation within the global event tentpole landscape.

Steve Quah, CEO of Aeorema Communications plc, commented: *"I am very proud that Cheerful Twentyfirst will be undertaking its first activations at WEF Davos in just a few weeks. While we are, perhaps, best known for the glamour of our work at Cannes Lions, we also partner with global financial and professional services clients, for whom WEF Davos is of critical importance.*

"As one of the world's most prestigious forums, WEF Davos provides us with a prime opportunity to demonstrate our expertise in delivering world-class events on a global scale. We anticipate that this will open new pathways for growth, as we look to replicate our award-winning success from Cannes Lions across other major international events. While smaller in scale than Cannes Lions, a presence at WEF Davos 2025 represents a significant milestone for us. "

With representatives from more than 1,000 corporations expected to attend WEF Davos 2025, events and programming will range from creating a more inclusive and sustainable future, to tackling the most pressing economic challenges of our time.

****ENDS****

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

Andrew Harvey	Aeorema Communications plc	Tel: +44 (0) 20 7291 0444
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John Depasquale / Liz Kirchner / Lauren Wright (Corporate Finance) Kelly Gardiner / Joscelin Pinnington (Sales & Corporate Broking)	Allenby Capital Limited (Nominated Adviser & Broker)	Tel: +44 (0)20 3328 5656
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Paul Dulieu / Isabel de Salis	St Brides Partners Ltd (Financial PR)	aeorema@stbridespartners.co.uk
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Notes to Editors

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) (www.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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