

RNS Reach - non-regulatory announcement

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

23 April 2025

**Aeorema Communications plc
(‘Aeorema’, ‘the Company’ or ‘the Group’)**

Major Cannes Lions Contract Renewed

Cheerful Twentyfirst to Produce Stagwell's Sport Beach at Cannes Lions 2025

Aeorema Communications plc (AIM: AEO) is delighted to announce that its brand experience agency, Cheerful Twentyfirst, has been reappointed by [Stagwell](#) (NASDAQ: STGW) to produce SPORT BEACH at the Cannes Lions International Festival of Creativity ('Cannes Lions') in June 2025. This marks the third consecutive year of event partnership between Stagwell Global ('Stagwell'), TEAM (Stagwell Experiential Agency) and Cheerful Twentyfirst.

Cheerful Twentyfirst collaborated with Stagwell and TEAM for the first time in 2023 to create SPORT BEACH; a two-storey, sand-to-stadium beach activation in Cannes. Following outstanding success in 2023 and 2024, including winning the Best Cannes Lions Brand Activation at the highly competitive Bizbash Awards (December 2024), SPORT BEACH returns for a third time in 2025 as the premiere destination for sport at Cannes Lions.

The 2025 event includes a reimagined structural design, expanded capacity, new interactive elements and an inspiring array of new brand partners and global athletes. SPORT BEACH promises to bring together athletes, marketers and global leaders under one roof, redefining sports, creativity, and culture at Cannes Lions once again.

Cheerful Twentyfirst is delighted to be supporting Stagwell, TEAM and Stagwell's wider network of agencies on the event production, audience strategy and technical live delivery of SPORT BEACH.

Steve Quah, CEO of Aeorema, commented: *"After continued success and collaboration, it's fantastic to have our partnership with Stagwell and TEAM renewed for a third consecutive year. SPORT BEACH is the premier home for leaders at the intersection of sport, culture and brand building, and the 2025 iteration will elevate this even further."*

Learn more via www.sportbeach.com

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More information:

Cannes Lions International Festival of Creativity runs from 16 -20 June 2025 in Cannes, France, bringing together leading players from the advertising and marketing industries to celebrate the world's best creative work. The festival includes a week-long programme of 300+ private events, with brands leveraging the festival to connect with the global marketing community.

Stagwell (NASDAQ: STGW) is the challenger network built to transform marketing. They 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, their specialists in 40+ countries are unified under a single purpose: to drive effectiveness and improve business results for clients. www.stagwellglobal.com

TEAM is an award-winning experiential agency within the Stagwell network. From the big idea to execution, TEAM designs and delivers brand experiences that make impactful connections that create lasting value for its clients. www.weareteam.com

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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 Cannes. 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.

About Reach announcements

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