

Press Release

**Innovative approaches and strategic expansions are paying off: Serviceplan Group sustains its upward momentum, achieving 11% global revenue and a 56% increase in the GCC.**



**Dubai, October 2<sup>nd</sup>, 2024** – Despite a year of economic uncertainty and global challenges, Serviceplan Group—comprising brands like Serviceplan, Mediaplus, and Plan.Net, and operating across 17 global markets—has reported an impressive 11% global revenue increase and a remarkable 56% regional growth, reaching €818 million for the 2023/24 fiscal year. This achievement, driven by new client acquisitions, international and regional recognition, and an expanding global footprint, including key fiscal offices across the Middle East, highlights the Group’s commitment to innovation and strategic planning.

**Florian Haller, global CEO at Serviceplan Group**, comments on the results: “We were able to achieve significant growth across all agency areas. This makes me extremely proud. My thanks go to all colleagues worldwide who made this possible. Together, we focused on our strengths, advanced digitalization, and launched important growth initiatives.

Our investments in future-oriented structures, such as AI Labs, and our commitment to trends and innovations have paid off, culminating in strong results. With this growth, the Serviceplan Group not only exceeds the international industry average but also continues its consistent growth trajectory of recent years.”

Serviceplan Group’s success this fiscal year can be credited to several key factors, including notable client and account acquisitions, cross-brand collaborations, and a series of prestigious international awards across all agency brands. Among these accolades is the 'Independent Agency of the Year' award at Dubai Lynx. Operating under its unique Houses of Communication model, the integrated agency group unites talents from diverse disciplines under one roof, fostering a collaborative culture of creativity and innovation.

Among the three main agency brands, Mediaplus saw a remarkable 21% increase in global revenue, reaching €313 million, along with a regional growth of 45% in Mediaplus Middle East. This success was driven by Mediaplus’s evolution into a data-driven agency with a strong focus on AI, as well as its regional expansion into multiple countries. Mediaplus Middle East secured impressive client wins and gained recognition for its award-winning campaigns in the UAE and Saudi Arabia.

**Azhar Siddiqui, Managing Partner at Mediaplus Middle East**, highlights this success: “Our commitment to embracing innovation and AI in media has enabled us to deliver tailored, data-driven solutions to our clients. This has strengthened our position in the region, win awards with our clients and helped us expand our presence across new markets.”

Serviceplan agencies also experienced robust growth, reporting a fee volume of €228 million, marking an increase of over 5%, with regional growth at 60% reinforced by Serviceplan Middle East and Serviceplan Experience in the UAE and Serviceplan Arabia in KSA. Key client acquisitions, including global accounts like Lufthansa, and regional wins like Department of Culture and Tourism (DCT) in Abu Dhabi, Hello Chef, and Talabat, were instrumental in driving this success. Notable campaigns like DCT Abu Dhabi’s ‘*Street Bites with Shaq*’ series, Jameel Motorsport’s venture into the world of eGaming, the launch of Saadiyat Cultural District, and the outstanding *iJack* campaign for BMW Middle East further underscored the agency’s creative influence across the region.

**Rami Hmadeh, Managing Partner at Serviceplan Arabia**, says: “The remarkable growth we’ve achieved in Saudi Arabia is a clear reflection of our strategic focus and deep understanding of the market’s evolving landscape. Our success here underscores our commitment to supporting the Kingdom’s Vision 2030 by driving digital transformation, fostering local talent, and delivering innovative solutions that resonate with our clients’ unique challenges and ambitions. We’ve not just expanded our footprint; we’ve set new standards for excellence through cutting-edge campaigns, impactful client partnerships, and a relentless pursuit of creativity and innovation. I am incredibly proud of our team’s dedication and their ability to turn bold ideas into measurable results. As we continue to invest in the region, we remain committed to creating value and driving success for our clients, partners, and the communities we serve.”

**Natalie Shardan, Managing Partner at Serviceplan Middle East**, adds: “What makes us unique is the way we collaborate. Our teams come together across different areas, working closely with our clients to produce innovative, integrated work that stands out. The agency world has its ups and downs, but the energy and dedication I see in our team is inspiring—it’s what fuels our success and strengthens the trust our clients and their audiences have in us. We’re proud to work with some of the world’s most exciting brands and help them thrive in this dynamic region, and I’m sure our clients feel that sense of partnership too.”

With a future-focused strategy, Serviceplan Group is poised for continued growth both globally and regionally, as it builds on its momentum and continues to innovate in the ever-evolving advertising landscape.

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**Notes to editors:**

**Collection of Financial Data**

Since the 2022/2023 fiscal year, Serviceplan Group has been reporting the agency group's fee revenues from a global brand perspective. By looking at the key brands – Serviceplan (including Saint Elmo's), Mediaplus (including Facit), Plan.Net (including The Marcom Engine), and Others (like Events and Überlab) – a clearer picture of the overall performance emerges, reflecting the international structure of the agency group in the financial figures.

**About Serviceplan Group Middle East**

Serviceplan Group Middle East is an integral part of Europe's largest independent advertising agency group. Specializing in integrated communication services through its 'House of Communication' approach, the UAE- and KSA-based agency group has been delivering Übercreative work since 2010. As part of Serviceplan Group, it ensures clients receive comprehensive, integrated solutions across agency brands, including Serviceplan, Serviceplan Arabia, Mediaplus, and House of Gaming.

**About Serviceplan Group**

Serviceplan Group is the largest independent, partner-led agency group in Europe. Founded in 1970 as a classic advertising agency, Serviceplan quickly developed the concept of the "House of Communication" - the only fully integrated agency model in Germany to date that combines all modern communication disciplines from the areas of creative and content, media and data, and experience and commerce under one roof: brand strategists, creatives, experience designers, media, marketing technology and CRM experts, data scientists, market researchers, PR consultants and sales professionals. With 33 of its own locations and additional partnerships, the Serviceplan Group is represented in a total of 20 countries worldwide and in all major economic areas. The precise interaction of more than 40 specialized agencies from the three agency brands Serviceplan, Mediaplus and Plan.Net makes the Serviceplan Group the leading agency group for innovative communication.

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