

## PRESS RELEASE

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### **Changes in LBi Management**

#### **Luke Taylor appointed as new CEO**

LBi International AB ("LBi" or "the Company"), the leading international full service digital agency, announces that it is appointing Luke Taylor, CEO of LBi in the UK, as the new CEO of LBi International effective immediately. Mr. Taylor replaces Robert Pickering who will remain a board member and be retained as a consultant to assist management and the board with mergers and acquisitions and other strategic financial opportunities.

Mr. Taylor (39) is a pioneer in the digital agency business with solid international experience. He is the founder of Oyster Partners Limited in London and was Executive Vice President at Framfab. In his role as CEO of LBi UK, Mr. Taylor was among others responsible for the successful integration of the LB Icon and Framfab UK businesses.

Theo Cordesius will remain in his position as LBi International Executive Vice President of Operations and will be joined by Jesper Andersen, the current Executive Vice President of LBi International and managing director of the LBi Nordic business in Denmark and Sweden. Mr. Andersen will be designated as an Executive Vice President of Operations reporting to Mr. Taylor with responsibilities for Denmark, Sweden, Belgium, Germany and Switzerland. Mr. Cordesius will remain responsible for The Netherlands, Italy, Spain and the US. Ewen Sturgeon, currently the LBi managing director in London, will be appointed as CEO of LBi in the UK. He will report directly to Mr. Taylor.

Commenting on the changes in management Mr. Fred Mulder, Chairman of the LBi International Board, states, "We are pleased that we have the depth of management talent that we can select the future leadership of LBi from within. I am delighted with these new appointments, which bring together great expertise in international operations and digital marketing. I have no doubt this new corporate management team is capable of taking LBi to the next stage in its development."

Luke Taylor, newly appointed LBi CEO provides further remarks, "All of us have been preparing for the challenge to move LBi into the forefront not only as the number one European digital agency but as a true global leader. Our management team is highly

**Eva Ottosson**

Group Communications Manager

e-mail [eva.ottosson@lbi.com](mailto:eva.ottosson@lbi.com)  
direct +46 · 8 · 41 00 10 40  
mobile +46 · 709 · 41 21 40  
fax +46 · 8 · 411 65 95

**LBi International AB (publ.)**

Kungsgatan 6  
SE-111 43 Stockholm  
Sweden

phone +46 · 8 · 41 00 10 00  
fax +46 · 8 · 411 65 95

p/a Joop Geesinkweg 209  
1096 AV Amsterdam  
PO Box 94829  
1090 GV Amsterdam  
The Netherlands

phone +31 · 20 · 460 45 00  
fax +31 · 20 · 460 45 02

Registered in Stockholm, Sweden  
Reg. number 556528-6886

[www.lbi.com](http://www.lbi.com)

experienced in our field and in our geographic markets. We established the vision to become full service in our key markets and we are executing to achieve our goal. Our investments and acquisitions in the media and search areas are evidence of our progress and ambition. I am very excited about the opportunity to lead LBI with my colleagues to continued growth and value creation.”

Page 2/2

Finally Fred Mulder adds: “I would also like to take this opportunity to thank Robert Pickering for the vital role he has played in LBI’s development over the past years. After almost 6 years at the helm, Robert’s resignation as CEO is both for him and for the company a logical next step. I look forward to keep working with him in his capacity as board member and consultant.”

**For further information please contact:**

Fred Mulder, Chairman of the Board, LBI International AB

+31 20 460 4500, [fred.mulder@lbi.com](mailto:fred.mulder@lbi.com)

Robert Pickering, Board member, LBI International AB

+31 20 460 45 00, [robert.pickering@lbi.com](mailto:robert.pickering@lbi.com)

Luke Taylor, CEO, LBI International AB

+44 207 446 7500, [luke.taylor@lbi.com](mailto:luke.taylor@lbi.com)

Eva Ottosson, Group Communications Manager, LBI International AB

+46 709 41 21 40, [eva.ottosson@lbi.com](mailto:eva.ottosson@lbi.com)

**About LBI:**

LBI is the leading international full service digital agency, servicing clients with marketing and technology solutions. The Company employs approx. 1,500 professionals located primarily in the major European and American business centers, such as Amsterdam, Atlanta, Berlin, Brussels, Copenhagen, London, Madrid, Milan, Mumbai, Munich, New York, Paris and Stockholm. Through interdisciplinary teams, LBI creates innovative multi-channel solutions for its national and international corporate clients by uniquely combining strategy development and creative design with specific industry expertise and latest digital technology. LBI is listed on Euronext in Amsterdam as well as on the OMX Nordic Midcap segment in Stockholm (symbol: LBI).