



PRESS RELEASE

Y&R names Matthew Collier as Vietnam CEO

Vietnam, 24 August 2011: Y&R Asia has named Matthew Collier as the new CEO for its Vietnam office. Collier was part of the team at Y&R Dubai, the regional head office for Middle East/North Africa (MENA) where, as Client Services Director, he helped make the agency the most shortlisted and awarded for creativity in MENA for three years running. Whilst at Y&R Dubai, Collier has also worked with many of the network's global clients including Colgate-Palmolive and Land Rover.

Collier brings over 20 years' advertising industry experience gained both in Asia-Pacific and Middle East/North Africa (MENA) including stints at Clemenger BBDO and 141 Worldwide, working with global brands including Pepsi, Coca-Cola, Visa and British American Tobacco. His shopper marketing and digital experience gained whilst in Dubai will be invaluable to Y&R Indochina as both are a key future business focus for the region. He also has a strong entrepreneurial streak, having also established and run his own print/press production management company in the early 1990s.

Collier will take over the role from Tarun Dhawan who is leaving the company to explore new opportunities.

Commenting on his appointment, Sanjay Bhasin, CEO, Y&R Indochina said, "We're delighted to welcome Matthew on board. His positive impact, both creatively and from a business revenue perspective on the Y&R network whilst in Dubai is indisputable. Vietnam is a key growth market for Y&R and I am sure Matthew will help lead us to great success here. We already have a very healthy presence in the country thanks to Tarun who has done a great job building our reputation and growing the business. I wish him the very best in whatever he decides to pursue in the future."

In May this year, Y&R Asia announced a new structure across Indochina to consolidate its strengths in that region and provide the necessary infrastructure and leadership needed to maximize regional business opportunities and existing synergies across Thailand, Vietnam and Cambodia.

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Notes to Editors

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About Young & Rubicam

Young & Rubicam is one of the world's leading marketing communications companies. Founded in 1923, Young & Rubicam was the first agency to be founded by a creative, Raymond Rubicam. Today, the agency's work spans the communications spectrum, including digital, viral, social and experiential marketing.

Young & Rubicam has 186 offices in 90 countries around the world. Its clients are some of the world's most prestigious global corporations, including Campbell's Soup Company, Colgate-Palmolive, Danone, , Land Rover, LG, Revlon, Xerox and Virgin Atlantic, to name a few. For more information, visit www.yr.com.

About Y&R Asia

The Y&R Asia network is headquartered in Singapore and has offices in China, Hong Kong, Japan, the Philippines, Vietnam, Indonesia, Thailand, India and Malaysia.

The Y&R Philosophy – Resist The Usual

We are united around a single mission: To Resist the Usual. This philosophy is at the heart of everything we do – our approach to business, our creative product, client relationships, our people. We live to innovate, to differentiate ourselves and our clients.