



Emakina Group and Air Paris start strategic global partnership

Alliance creates branding and digital power house for Europe, US and Asia

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Today Emakina Group and Air Paris announced their global strategic partnership. The alliance creates a powerhouse, uniting Emakina's strength as a leading European full-service digital agency group and Air Paris' international expertise in strategy, development and communication for luxury and beauty brands.

With this move the partners extend their geographic reach while combining their expertise and delivery strengths locally in Europe, the US and Asia. The collaboration is designed to offer even more effective, powerful and comprehensive solutions internationally, to broaden the client base of both companies and to create synergies based on their respective areas of expertise.

Two respected groups unite their strengths

Emakina and Air Paris share a passion for excellence in creating brand experiences that integrate detailed knowledge of end consumers and local markets. After working together successfully for a long period on several accounts, this partnership is a logical new step in the partners' collaboration.

Emakina Group (<http://emakina.com>) offers state-of-the-art digital marketing and communication services that build user equity - the key to successful digital transformation. Its 700 experts in 8 European countries deliver delightful websites, e-commerce, applications and communication campaigns for leading domestic and multinational clients.

Air Paris (<http://www.airparis.fr>) was born when brand development experts and creative visionaries of the advertising world came together to create brand and communication platforms for major names in luxury and beauty products, operating from Paris, New York and Shanghai.

Dimitri Katsachnias, Partner & Strategic Director at Air Paris said:

'We believe that the combination of expertise of Emakina and Air Paris immediately creates a comprehensive and unique offering for all our international customers. We truly look forward to this partnership. It opens up global



development synergies and grows in a spirit of respect for brands, excellence and independence.'

Brice Le Blévennec, CEO of Emakina Group adds:

'This is a new important step in our journey to offer outstanding marketing services to our clients worldwide. Our partnership with Air Paris adds fabulous branding and marketing knowledge to our global partner network; our combined expertise and capabilities are exceptionally attractive to international clients with ambitious plans in the world's top economies.'

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About Air Paris

Air Paris is one of the few independent players of international renown, recognized for its strategic expertise and creativity in the fields of fashion, beauty, accessories, perfume, jewelry and fine foods. From its full-service offices in Paris, New York and Shanghai, it intervenes during all stages of the creation and communication of high value-added brands: strategy, brand concept, visual identity, creative advertising, digital and social ecosystem, packaging, point of sale.

Air Paris' clients include multinational groups and independent brands from France, the USA, Germany, Great Britain, Brazil, Italy, the Middle East, China, Israel, Belgium, Hong Kong, Canada, Greece, Cyprus, Switzerland, etc.

<http://www.airparis.fr>

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