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DDB China Group Readies for Further Growth, Appointing Richard Tan Managing Director of DDB Guoan

China Executive Committee Also Established

SHANGHAI, Jan. 28 /PRNewswire/ -- Further demonstrating its commitment and focus on China, DDB has appointed Richard Tan Managing Director for DDB Guoan, and Vice President DDB China Group. In this newly created role, he will be responsible for managing the Beijing operation, as well as for driving business development across the group. He will be based in Beijing.

Additionally, Jesse Lin, currently Managing Director for DDB Shanghai, has been appointed Vice President DDB China Group, a recognition of his solid contributions to the business over the past few years. In line with these appointments, a China Executive Committee has been established to consolidate senior management skills, including business aptitude, expertise and knowledge. Dick van Motman; President and CEO, DDB China Group; Chief Creative Officer Michael Dee; Chief Financial Officer Nee Chuan Teo; Richard Tan; and Jesse Lin comprise the committee.

Dick van Motman, said: "With the phenomenal growth we've witnessed across the group, it's time to ensure we prepare ourselves for further success by creating an executive committee which utilizes the strength of our senior management team."

Richard has more than 19 years' experience in the communications industry, including 10 years in China. He has worked with many global agencies, among them Euro RSCG, D'Arcy, McCann Erickson, BBDO and Batey. He has also worked with DDB in Singapore.

"Richard comes to us with knowledge and experience in China second to none. With a reputation of building and re-investigating agencies, as well as being a key driver in attracting and winning new business, Richard coming on board is a real coup for DDB," added Dick.

Prior to joining DDB Guoan, Richard was first CEO, and then Chairman, of Euro RSCG Greater China, responsible for the management and development of Euro RSCG 4D. His experience crosses many industries and many of the world's leading brands, including Johnnie Walker; Johnson & Johnson; Schering-Plough; Dell; Hershey's; Coca-Cola and Sony.

"With the JV now in its third year, Richard's appointment reinforces our commitment to DDB Guoan. Having bedded down the partnership, it's now time to replicate in Beijing the phenomenal growth we have witnessed in Shanghai. I can't think of a better person to do the job," said van Motman.

About DDB China Group

DDB China Group consists of DDB, Tribal DDB, Rapp and DDB Guoan. Each of these units provides the best creative solutions in its specialty areas. They work as an integrated team or individually, depending on the client's needs. [Tribal DDB](#) is a digital marketing specialist, [Rapp](#) focuses on Direct Marketing, and DDB provides advertising solutions. DDB Guoan is based in Beijing. The agency has a deep knowledge of the local market and provides expert services more specifically tailored to the needs of local companies. DDB China Group's campaigns are idea-centric and are designed to meet each client's particular challenge in the China market. Clients in China include McDonald's, Volkswagen, Energizer, Virgin Atlantic, Philips, and Lipton, to name just a few.

DDB China Group is a part of DDB.

About DDB

DDB Worldwide Communications Group Inc. (www.ddb.com) is the largest consolidated advertising and marketing services global network in the world, according to *Advertising Age*. DDB also has been frequently ranked as the most awarded agency network in the world by *Creativity* magazine and *The Gunn Report*, among others. In 2009 DDB was named Global Network of the Year by *Campaign* magazine and Tribal DDB Digital Agency of the Year by *Media*. With more than 200 offices in over 90 countries, the DDB Group believes that creativity is the most powerful force in business, building enduring and powerful brand experiences that create TalkValue™, influence social communities and drive results. DDB Worldwide is part of Omnicom Group Inc. (OMC).

For more information please visit www.ddbchina.com.

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