

**ASX ANNOUNCEMENT**

## New Global Leadership Team for Naked Communications



Photon Group Limited today announced the appointment of a new leadership team of its subsidiary Naked Communications.

Steve Gatfield is appointed as Co-Chairman with effect from 1 June to work alongside Jon Wilkins, Naked's founder and Co-Chairman. Jon will work closely with Steve to expand Naked's global capabilities and product strategy.

Mr. Gatfield, 52, was formerly EVP of Interpublic Group responsible for corporate development and led the acquisition of businesses in e-commerce, healthcare and new ventures in Brazil, India and China. In 2006, he was appointed CEO of Lowe Worldwide to drive a transformation in the agency's fortunes and returned to IPG in mid-2009 having returned Lowe to growth and profitability. Ad Age acknowledged this success by awarding Lowe Turnaround Agency of the Year in 2009.

In the past two years, Mr. Gatfield has been active in the emerging media technologies and digital content sectors. He is a director of Believe Entertainment and adviser to Metamorphic Ventures, Compass Labs and Tapad, and a founding investor in 33 Across.

Photon chief executive Jeremy Philips said Mr. Gatfield's appointment comes as Naked seeks to significantly strengthen and deepen its product offering globally

"Photon is fortunate to have secured someone of Steve's talent and experience as we develop Naked's product offering and expand into new markets," Mr Philips said.

Mr. Wilkins said: "I have witnessed Steve's vision and ability to transform and develop businesses on the occasions that Naked partnered with Lowe. His skills are ideally suited to the next chapter of the Naked story as we expand our capabilities into new markets and emerging technologies."

Naked provides a unique platform from which to build a modern global communications business that is not encumbered by a long traditional advertising legacy. The success of Naked's UK digital venture Hyper is a demonstration of how strong new businesses can grow within Naked's creative and un-siloed culture.

Steve Gatfield said: "A culture of creativity and innovation is central to Naked's future success. Naked has successfully taken its unique talent and DNA around the world. The opportunity to work with Jon and fully realise Naked's potential is one I relish."

Nigel Long, the CEO of Naked since 2006, was recently appointed Head of International Agencies for Photon. Mr Long's role covers a portfolio of agencies in the UK, US and Europe.

## **About Naked Communications**

Naked Communications was founded in 2000 in London and pioneered communications planning. Over the last decade it has evolved into a broad based strategic and creative communications consultancy working mainly for international brands in 14 offices around the world. Naked Communications is a subsidiary of Photon Group Limited that is listed on the Australian Securities Exchange.

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