

# Chime Group Holdings Limited

## Additional Statements to the 2015 Financial Accounts

### Trends and factors affecting future development, performance and position.

# Trends and Factors Affecting Future Development, Performance or Position

- Chime Group Holdings Limited was incorporated to facilitate the acquisition of Chime Communications plc and its subsidiaries by PM VII S.a.r.l (“Providence”) and WPP Beans Limited (“WPP”). The acquisition was by means of a scheme of arrangement that was circulated to the Chime Communications plc shareholders on 21 August 2015, approved by shareholders in a meeting convened by the Court on 14 September 2015, and sanctioned by the Court at a hearing on 6 October 2015.
- Providence identified Chime as an attractive platform due to its strong market position in sports marketing and advertising, as well as its experienced and skilled management team. Providence and WPP ultimately share a common vision for Chime’s future potential.
- Providence and WPP believe that there are many attractive organic and inorganic growth opportunities available to Chime, but which will require continued investment into the business. As a private company, with Providence’s and WPP’s collective wealth of media industry experience and access to growth capital, Providence and WPP believe that Chime’s management are positioned to continue Chime’s track record of impressive growth in a large and growing global market.
- Since our acquisition, we have reset the Group to focus on four strategic targets: 1) work in new territories with the USA as a primary target; 2) develop our expertise in additional sports; 3) provide additional services within our existing operations; and 4) innovation of new products and our responses to the challenges of technology and new media. This will enable Chime to compete effectively in the global sports and communications markets, where scale and breadth of presence across multiple geographies are becoming critical factors in winning new business and driving growth.