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## SAMSUNG APPOINTS KITCATT NOHR DIGITAS TO OLYMPIC GAMES DIGITAL HUB BRIEF

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LONDON - July 13, 2011 - Samsung Electronics, a market leader in consumer electronics, has appointed integrated agency [Kitcatt Nohr Digitas](#) to create the global digital hub for all its Olympic Games activity.

Samsung Electronics is the Worldwide Olympic Partner for wireless communications equipment.

Kitcatt Nohr Digitas has been briefed by Samsung to create and develop a global digital hub for all of the brand's Olympic Games activity. The Olympic site will be housed within Samsung.com.

The site will feature information on the history of Samsung and the Olympic Games and its global ambassador for the London 2012 Olympic Games, David Beckham. It will also highlight the brand's role in the Olympic Torch Relay and include content generated by the Samsung Mobile Explorers, a select group of young individuals who will be given the opportunity to share their experiences of the London 2012 Olympic Games using their Smartphones and social media networks.

The site will integrate with Samsung's social media activity and will launch in January 2012.

All digital activities will be aligned under the theme of 'Everyone's Olympic Games' and will aim to create opportunities of participation and involvement for as many people as possible.

In May 2011, Samsung announced an exclusive agreement with David Beckham to be its global brand ambassador for the London 2012 Olympic Games. Beckham will play a key role in raising awareness of Samsung's sponsorship of London 2012 as a Worldwide Olympic Partner.

Kyonghee Han, Director of Sports Marketing Group at Samsung Global Marketing Operations commenting on the appointment, said; "There is a long-standing relationship between and Samsung and Digitas at a global level. We believe that Kitcatt Nohr Digitas are the right agency partner to develop the Samsung Olympic Website successfully and that they will execute a highly effective digital campaign."

Marc Nohr, Chief Executive Officer at Kitcatt Nohr Digitas, commenting on the win said; "We are thrilled to be working with a globally respected brand such as Samsung on its Olympic Games activity. We look forward to creating a website befitting one of the greatest events in the world."

### About **Kitcatt Nohr Digitas**

Kitcatt Nohr Digitas was formed in March 2011 following the merger of digital agency Digitas London and integrated agency Kitcatt Nohr Alexander Shaw.

The agency's clients include Aviva Investors, Delta Airlines, John Lewis, Lexus, NS&I, P&G, Shell, Toyota, and Waitrose.

Kitcatt Nohr Digitas is part of the VivaKi network (a community which contains the world's two largest digital specialist agencies, Digitas and Razorfish, and the world's two largest media communications companies, Starcom Mediavest Group and ZenithOptimedia), and owned by Publicis Groupe.

The agency is uniquely positioned at the intersection of digital, media, content, creativity and analytics. It has a full-service offering that includes creative services, media planning and ideation, technology and innovation and specialised skills in

digital marketing, brand communications, CRM, content and social media.

Publicis Groupe [listed on the Euronext Paris Exchange - FR0000130577 - and part of the CAC 40 index] is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services. Website: [www.publicisgroupe.com](http://www.publicisgroupe.com)

**About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2010 consolidated sales of US\$135.8 billion. Employing approximately 190,500 people in 206 offices across 68 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognised as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, semiconductor chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

**About Samsung's Involvement in the Olympic Games**

Samsung began its Olympic Games involvement as a local sponsor of the Seoul 1988 Olympic Games. Beginning with the Nagano 1998 Olympic Winter Games, the company extended its commitment to the Olympic Movement as the Worldwide Olympic Partner in the Wireless Communications Equipment category, providing its proprietary wireless communications program, called Wireless Olympic Works (WOW), and mobile phones. These innovative mobile phone technologies provide the Olympic Family with real-time information and communications services. Samsung also supports the Olympic Torch Relay and hosts the Samsung Mobile Explorers to share the excitement of the Olympic Games with people around the world and enable everyone to participate in the Games through its smart mobile technology. Samsung's commitment as a Worldwide Olympic Partner continues through to Rio 2016.

**About Samsung's Involvement in the Paralympic Games**

Samsung is a Worldwide Partner of the IPC in the category 'Mobile Telecommunications'. The partnership was launched on the eve of the Torino 2006 Paralympic Winter Games, which Samsung supported as an Official Games Partner for the first time ever.

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