

Aegis Group plc

General Motors Co. appoints Carat as strategic global media partner

Aegis Group plc (“Aegis”), the world’s leading, focused media and digital communications group, today announces that Carat has been appointed by General Motors Co. (“GM”) as its global media partner, following a full agency review undertaken during the fourth quarter of 2011.

The appointment carries an anticipated annual media spend of US \$3 billion worldwide, according to Kantar Media.

The remit of the multi-year contract includes media planning and buying, search, social media and mobile communications and the relationship will be managed and co-ordinated through Carat’s global US team. The contract will cover all three global Aegis reporting regions - EMEA, Americas and Asia Pacific - and follows Aegis Media’s appointment as GM’s media agency across Europe on 1 January 2007.

Operating in 120 countries around the world, Aegis Group is the world’s leading media and digital communications group and holding company for Carat, Vizeum, Isobar, Posterscope and iProspect. With market-leading organic growth, 34% of revenues from digital and net new business totalling US \$2.7 billion in 2011, Aegis is uniquely positioned for the convergent media environment.

Joel Ewanick, GM Vice President and Global Chief Marketing Officer said:

“We wanted a media agency partner with the sophistication to leverage global marketing opportunities. Carat has an innovative approach to drive significant marketing value and their service model has been tailored to align well with our global and regional brands. They are uniquely positioned to help us form strong media partnerships and drive significant global efficiencies.”

Jerry Buhlmann, Chief Executive Officer of Aegis Group plc, said:

“We are extremely proud to have been selected by General Motors as their global media partner, for what is the most significant new business win in Aegis Group’s history. This win reflects Aegis Media’s unique ability to deliver integrated and specialist media and digital communications services on a global scale. We are excited about developing our relationship with GM in the future, and look forward to delivering many years of innovation and value to GM, our largest global client.”



Nigel Morris, Chief Executive Officer of Aegis Media Americas, said:

“This is a defining moment for our business and the market. We have designed our organization for convergence and globalization. We have a clearly differentiated operating model that is focused on reinventing the way we work with our clients and their brands. From the outset it was evident that the GM team was looking for a transformative approach with innovation at the core. They have a powerful vision and powerful brands and we are looking forward to it being a powerful partnership.”

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Notes to Editors:

About Aegis Group plc:

Aegis Group plc is the world’s leading media and digital communications Group. Made up of Aegis Media (Carat, Vizeum, Posterscope, Isobar and iProspect) and Aztec, the scan data services business, Aegis Group helps clients build consumer relationships by communicating their products and brands effectively. Our services include communications strategy through digital creative execution, media planning and buying, search, mobile communications, brand tracking and marketing analytics. Aegis Group plc shares are listed on the London Stock Exchange (AEGS.L).

About General Motors Co:

General Motors Co (NYSE:GM, TSX: GMM) and its partners produce vehicles in 31 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM’s brands include Chevrolet and Cadillac, as well as Baojun, Buick, GMC, Holden, Isuzu, Jiefang, Opel, Vauxhall and Wuling. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>

- 2 -



Carat

Posterscope

Vizeum

iProspect^{IP}

isobar