

## **RNS Reach – non-regulatory announcement**

Aeorema Communications plc / Index: AIM / Epic: AEO / Sector: Media

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### **Aeorema Communications plc (‘Aeorema’, ‘the Company’ or ‘the Group’)**

#### **Cheerful Twentyfirst wins Best Outdoor Activation at the 2024 Ex Awards**

Aeorema Communications plc (AIM: AEO), a leading strategic communications group, is pleased to announce that its brand experience agency, Cheerful Twentyfirst, in partnership with Stagwell Inc (NASDAQ: STGW) and TEAM has won Best Outdoor Activation at the 22<sup>nd</sup> Ex Awards, which took place at the MGM Grand La Vegas on Wednesday 24 April 2024. The Award was won following the successful roll out of Sport Beach for Stagwell at the Cannes Lions International Festival of Creativity 2023 (“Cannes Lions”).

Founded in 2002, the Ex Awards are the most prestigious award program for the experiential marketing industry in North America, and celebrate excellence across the marketing and events sector. It is the oldest awards programme for experiential marketing and has a leading voice within the sector as a whole.

For Cheerful Twentyfirst, this is a landmark moment, having only expanded into the US market in 2020. Cheerful Twentyfirst is rapidly cementing its place as a major player in the US marketing and events space. This award further strengthens Cheerful Twentyfirst’s place in the US market, particularly following the announcement on 22 April 2024 that it has been reappointed by Stagwell to produce an even bigger version of Sport Beach at the 2024 Cannes Lions Festival.

**Commenting on the news, Steve Quah, CEO of Aeorema, said:** *“I am immensely proud that we have won Best Outdoor Activation at the Ex Awards 2023, and to receive such recognition from our American peers. This award is testament to the incredible hard work our team poured into this project, and the growing success of our expansion into the US market four years ago. This great work is only made possible by our fantastic trusted partnership with Stagwell and TEAM”.*

*“Aeorema has gone from strength to strength in recent years, as we strive for excellence across our agencies. I have no doubt that it will be my privilege to report further successes for Cheerful Twentyfirsts to the market in the coming months and years.”*

**\*\*ENDS\*\***

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### **Notes to Editors**

Aeorema Communications plc, (AIM: AEO) is a leading strategic communications group with offices in London, New York and Amsterdam. The Group provides bespoke event services, comprising live, virtual, and hybrid experiences to an established international blue-chip client base spanning a broad range of sectors, including finance, professional services, advertising, IT, gaming, fashion, fintech, and beverages. The Group also provides high level consultancy services to help clients maximise and deliver on their long-term communication strategies over multiple event and film touchpoints.

Aeorema delivers these services via its fully owned companies Cheerful Twentyfirst and Cheerful Twentyfirst, Inc. (the North American arm of Cheerful Twentyfirst) ([cheerfultwentyfirst.com](http://cheerfultwentyfirst.com)), two live events agencies with film capabilities that specialise in devising and delivering corporate communication solutions. The Group also operates Eventful Limited ([www.eventful.co.uk](http://www.eventful.co.uk)), which provides consultative, high-touch services including assisting clients with venue sourcing, event management and incentive travel. With more than 56 years of combined operating experience and extensive award wins, Aeorema is a recognised industry thought leader.

Central to all that the Group does is its Corporate Social Responsibility charter, which is focussed on ensuring sustainable, inclusive and ethical business operations. To this end, the Group is a pioneer in delivering innovative strategies and services, including a client carbon measurement programme to establish a formal structure and approach around reducing emissions and offsetting both its own and its clients' carbon footprint.

### **About Reach announcements**

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