

RNS REACH – NON REGULATORY

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

28 June 2023

Aeorema Communications plc ('Aeorema' or 'the Company' or 'the Group')

Eventful Limited Update – Promotion of Claire Gardner to Managing Director

Aeorema Communications plc (AIM: AEO), a leading strategic communications group, is pleased to announce that its venue sourcing, event management and incentive travel division, Eventful Limited (“Eventful”), has promoted Claire Gardner to the position of Managing Director. In her new role, Miss Gardner will lead Eventful’s strategic initiatives, drive growth, and further enhance Eventful's position as a trusted partner in the events industry.

Gardner’s promotion follows the departure of Eventful’s previous Managing Director and Founder, Caroline Lumgair Wiseman, who has been instrumental at the helm of the agency.

Caroline Lumgair Wiseman commented, *“My journey at Eventful has been filled with learning and incredible experiences, seeing the business grow from strength to strength with opportunities to collaborate with leading brands, delivering memorable events in locations across the world; work that I will always remain immensely proud of.*

“Eventful is deservedly thriving after successfully innovating its way through the pandemic. I’m proud to leave the agency with a fantastic future ahead and the opportunity to write the next chapter of its legacy, beyond my tenure.

“I’m delighted that my colleague and friend, Eventful’s Operations Director Claire Gardner, will be promoted to Managing Director when I depart. With Claire’s deep understanding of the industry and passion for delivering exceptional service, she is well-positioned to lead Eventful into its next phase of growth and innovation.

“For now, I’m looking forward to taking a break over the summer to spend time with my ever patient, young family. My deepest thanks go out to the Eventful team and to everyone in this industry who has so loyally supported, guided and encouraged me through these eventful years.”

With over 25 years of experience in the events and hospitality sector, Gardner brings a wealth of expertise, connections and a proven track record of success to her new role. She joined Eventful in 2011 as the Operations Manager, where she played a pivotal role in the leadership of the agency and the fostering of strong relationships with key client and supplier stakeholders.

Miss Gardner shared, *“Having had the pleasure of working with Caroline for 12 years, I am incredibly honoured and excited to step into the role of Managing Director at Eventful. I have*

witnessed the remarkable dedication and talent of our team, and I am confident that together we can achieve great things. I look forward to working closely with our clients and partners to continue delivering outstanding incentives and events globally."

Group CEO Steve Quah expressed his confidence in the promotion, sharing: *"Claire has played a crucial role in strengthening Eventful's position in the market, and I have no doubt that under her guidance, we will continue to innovate and deliver extraordinary experiences for our clients. I am thrilled to have her leading Eventful into the future."*

Eventful and the wider Aeorema Communications Group extends its immense gratitude to Caroline for her contributions and wishes her all the best in her future endeavours.

****ENDS****

For further information visit www.aeorema.com or contact:

Andrew Harvey	Aeorema Communications plc	Tel: +44 (0) 20 7291 0444
---------------	-------------------------------	---------------------------

John Depasquale / Lauren Wright (Corporate Finance) Kelly Gardiner (Sales and Corporate Broking)	Allenby Capital Limited (Nominated Adviser and Broker)	Tel: +44 (0)20 3328 5656
--	--	--------------------------

Paul Dulieu/Isabel de Salis	St Brides Partners Ltd (Financial PR)	aeorema@stbridespartners.co.uk
-----------------------------	--	--------------------------------

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), 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), 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 and for the year ended 30 June 2022 reported record revenue and profits (before tax) of £12.2 million and £843,564 respectively, and also declared a dividend for the year.

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.