

Press release

Mediaplus Group and WEFRA LIFE Group acquire healthcare media agency CMS

Joint healthcare activities intensified: the Mediaplus Group and WEFRA LIFE are acquiring a majority stake in CMS Conseil Média Santé, the market-leading French healthcare media agency, which will in turn make them market leaders in France and Germany.

Munich/Neu-Isenburg/Paris, 25 April 2024 – The pharmaceutical and healthcare sector is booming, and doing so independently of the economic environment. Healthcare marketing is one of the most attractive markets for long-term growth. For this reason, the Mediaplus Group and WEFRA LIFE are investing in the further expansion of their existing infrastructure in this important market segment and acquiring a majority interest in French healthcare media agency CMS Conseil Média Santé.

With clients such as Novartis, Abbott and Amgen, CMS has been a market leader for healthcare media in France for over 35 years. The Paris-based company focuses in particular on the prescription medicine (RX) segment. Through the acquisition, Mediaplus and WEFRA LIFE are not only becoming the owners of CMS, but also Germany's and France's market leaders for healthcare media.

Matthias Brüll, CEO of Mediaplus Group, explains, 'The healthcare sector is one of the most exciting in the world and offers exceptional increase rates, especially through the developments in digital health. The need that companies have for advice is just as large. With the acquisition of CMS, we are making a significant investment in our international healthcare expertise together with WEFRA LIFE and, at the same time, strengthening our Mediaplus offering at the Paris House of Communication.'

The acquisition is bringing the Mediaplus consulting, communications and media services for RX, OTX, medtech and OTC all under one roof. Not just organisationally, either, as the 48 CMS employees will now physically be located door by door with their Mediaplus colleagues at the Paris House of Communication on Rue de Villiers.

The CMS portfolio represents an ideal addition to the already existing offering of Mediaplus and WEFRA LIFE. With 150 pharmaceutical clients, predominantly from the RX and OTC segments, WEFRA LIFE – based in Neu-Isenburg, near Frankfurt – is the leading owner-operated healthcare agency in Germany. The Mediaplus Group, Europe's largest independent media agency, brings its international footprint and strategic expertise as well as extensive



data and technology capabilities, along with a broad spectrum of clients in the OTC market segment and others. Mediaplus and WEFRA LIFE have already been very successfully connected since 2013 through the two WEFRA LIFE MEDIAPLUS agencies, which are their joint media ventures in the consumer healthcare sector.

Matthias Haack, CEO of WEFRA LIFE Group: ‘We are delighted that we are acquiring outstanding healthcare expertise with CMS, which will boost our international market position significantly. In Germany, we – together with Mediaplus – are already one of the leading independent agencies in the healthcare sector. Now we are joining forces even more closely and have also become a market leader in France in one fell swoop. That is why we are also taking the logical next step of opening a further office in London together with Mediaplus starting in May this year, for a comprehensive and global healthcare media offering. On top of that, we also have access to the more than 40 global locations of the Mediaplus Group for international media accounts.’

Julien Lipkowicz, CEO of CMS Conseil Média Santé: ‘We are very much looking forward to starting a new chapter in international healthcare media – together with the Mediaplus Group and its diverse global options, and of course with our long-standing partner WEFRA LIFE.’



From left to right: Matthias Haack, CEO of WEFRA LIFE Group; Julien Lipkowicz, CEO of CMS Conseil Média Santé; and Matthias Brüll, CEO of Mediaplus Group

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