

Press release

WEFRA MEDIAPLUS GLOBAL HEALTH: The new powerhouse for international healthcare communication

With WEFRA MEDIAPLUS GLOBAL HEALTH, Mediaplus and WEFRA LIFE are joining forces to establish an international healthcare company with a clear goal: a holistic, global media offering for RX, OTX, Medtech and OTC - from a single source. The company will be led by Marina Sperling and Adrian Haack.

Munich/ Neu-Isenburg, 30.04.2025 - The global healthcare market is growing – and so are the demands placed on communication. In response, Mediaplus and WEFRA LIFE have launched a new international healthcare division. Under the umbrella of WEFRA MEDIAPLUS GLOBAL HEALTH, the two agency groups are combining their international healthcare services and expertise. The goal: to deliver a global media offering that merges international impact with deep industry knowledge in the healthcare and pharmaceutical sectors.

With Marina Sperling and Adrian Haack, two experienced healthcare specialists share the operational management. Sperling has over 20 years of international agency experience, especially in the healthcare sector. Most recently, she served as Managing Director at Mediaplus Media 1, focusing on client consulting and the internationalization of the agency unit. She is the perfect complement to Adrian Haack, who, as Director of International Markets at WEFRA LIFE, contributes in-depth expertise in the B2B healthcare market to the leadership team. Julian Simons, Managing Partner at Mediaplus, and Matthias Haack, CEO of WEFRA LIFE, will also be part of the leadership team.

"The healthcare sector is one of the most dynamic in the world and promises significant growth thanks to innovations in the field of digital health. At the same time, companies face major communication challenges due to strict regulations and complex target groups. The need for expert advice is immense. With our comprehensive global offering, we can provide companies across all areas of the healthcare sector in-depth support and guide them in their international media and communication strategies," explains **Marina Sperling**.

Adrian Haack adds: "WEFRA MEDIAPLUS GLOBAL HEALTH is far more than just a new agency. We are creating a platform that unites international excellence with deep local expertise. For our clients, this means greater efficiency, greater consistency, and — above all — greater impact. Together with our team, I'm very much looking forward to setting new and effective benchmarks in global healthcare marketing."

Sperling and Haack will focus on building and developing the new company as well as coordinating all activities, particularly in the international healthcare segment. All services related to RX, OTX, Medtech and OTC will be orchestrated and synchronized across all countries, covering

both B2C and B2B segments. Tools and new digital approaches will be scaled across all agencies. In addition to the national client business, WEFRA MEDIAPLUS GLOBAL HEALTH will primarily oversee global pitch management. Renowned clients such as Roche and Novartis are already part of the portfolio.

Mediaplus and WEFRA LIFE have already been working together in two media joint ventures for over ten years. The launch and seamless integration of WEFRA MEDIAPLUS GLOBAL HEALTH into the Mediaplus Group's 25-country network marks a further milestone in the international expansion strategy. The agency WEFRA LIFE MEDIAPLUS 2 will now be fully integrated into the new healthcare unit. WEFRA LIFE MEDIAPLUS will continue as an independent agency, focusing on the national client business.

Mediaplus and WEFRA LIFE laid the foundations for a global offering a year ago. With a majority stake in the leading French healthcare media agency CMS Conseil Média Santé and the simultaneous establishment of an experienced team in the UK, the two joint venture partners affirmed their ambition to become the world's largest independent healthcare marketing agency. In April 2025, CMS was fully integrated into the agency group and has since operated under the name CMS Mediaplus.

Matthias Brüll, Global CEO Mediaplus Group, explains: "WEFRA LIFE and Mediaplus have enjoyed a successful partnership in the healthcare sector for over ten years. With the acquisition of CMS, we laid the foundation for a globally integrated offering. Now, with WEFRA MEDIAPLUS GLOBAL HEALTH, we are taking the next step in our internationalization. Together with the teams in 25 Mediaplus offices and a portfolio of internationally scalable tools and technologies, we now offer holistic strategy, communication, and media services for RX, OTX, Med Tech, and OTC – reinforcing our position as the leading independent player in this market segment."

Matthias Haack, CEO WEFRA LIFE, adds: "Our involvement in WEFRA MEDIAPLUS GLOBAL HEALTH is part of our strategy to offer business partners even more comprehensive communication solutions on an international level. That expanding our healthcare-focused portfolio internationally will provide fresh momentum in collaboration with both existing and future clients."

Press contact

Mediaplus Group

Vera Günther

Head of Corporate Communications

Phone: +49 89 2050-1122

E-mail: v.guenther@house-of-communication.com

House of Communication, Friedenstraße 24, 81671 Munich

www.mediaplus.com

www.linkedin.com/company/mediaplus

WEFRA LIFE CORPORATE GmbH

Matthias Haack

Managing Partner

Phone. +49 69 695008-62

E-Mail: Matthias.Haack@wefra.life

Mitteldicker Weg 1, 63263 Neu-Isenburg - OT Zeppelinheim

www.wefra.life

Image material



f. l. t. r.: Matthias Brüll, Global CEO Mediaplus Group; Marina Sperling, Managing Director WEFRA MEDIAPLUS GLOBAL HEALTH; Matthias Haack, CEO WEFRA LIFE und Adrian Haack, Director International Markets at WEFRA LIFE and Managing Director WEFRA MEDIAPLUS GLOBAL HEALTH

© WEFRA MEDIAPLUS GLOBAL HEALTH



Management WEFRA MEDIAPLUS GLOBAL HEALTH:

Marina Sperling and Adrian Haack

© WEFRA MEDIAPLUS GLOBAL HEALTH