



TREASURY
WINE ESTATES

05 February 2015

Media Release

Treasury Wine Estates appoints J. Walter Thompson as global marketing services provider

Treasury Wine Estates (TWE) is today announcing the appointment of J. Walter Thompson Company as its new global marketing services provider.

J. Walter Thompson will provide TWE with marketing communications, creative strategy, trade marketing, shopper marketing, digital marketing, and consumer and lifestyle public relations services for every TWE brand in every geography around the world, with the exception of Penfolds advertising and related creative development.

TWE Chief Marketing Officer, Simon Marton, said the new partnership with J. Walter Thompson will play a key part in supporting TWE's step-up in consumer marketing.

"Our partnership with J. Walter Thompson as TWE's global marketing services provider will help us build stronger brands in markets across the globe, ensuring that we gain greater impact from our increased marketing investment. In addition, J. Walter Thompson will integrate and support our in-house marketing team, who will now be able to leverage J. Walter Thompson's international network and capability.

"Importantly, we will also have a consolidated and truly international approach to the marketing of our brands, and we will be able to go to market faster and operate in a more globally consistent way.

"These efficiencies will help us gain the maximum output from our step-up in consumer marketing of our brands and support the turnaround of our business as we strive for long-term sustainable growth."

J. Walter Thompson CEO of Europe & Global Client Leader, Toby Hoare, said J. Walter Thompson is excited about the opportunity to work with TWE.

"We are delighted to be partnering with TWE to deliver global marketing services to its portfolio of iconic wine brands. This is a unique opportunity to work with the TWE team and take the marketing of some of the most loved wines in the world to the next level".

The move to one global marketing services partner is consistent with other actions taken by TWE to deliver upon the Company's strategic roadmap, and supports the significant step-up in consumer marketing investment behind its brands previously announced (June 2014).

TWE will transition the services of many of its existing marketing services suppliers around the globe to J. Walter Thompson over the next three months.

Further Information:

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