



New appointments at the top of Emakina

Brussels, under EMBARGO until 16 December 2013, 17.00 CET – Emakina Group announces Denis Steisel resigns from his position as CEO, to become non-executive President of the board of directors, instead of Brice Le Blévennec. The board of directors appoints two CEO's, Brice Le Blévennec who will focus on innovation, marketing and sales and Karim Chouikri who will lead operations, finance and further international development.

Partners in success, for over a decade

Denis Steisel and **Brice Le Blévennec** anticipated the need for businesses to open up to the external world through the Internet. They merged their companies Emalaya and Ex Machina in 2001 to create Emakina, the digital agency. With Steisel as CEO in charge of business development, finance and management, Le Blévennec as Chief Visionary Officer in charge of strategy and creation, and **John Deprez** as Chief Technology Officer, the company started its growth on the Belgian market.

In 2003 **Karim Chouikri** joined the management team, to reinforce its management strength. End of 2006 Emakina was introduced on Alternext Brussels. As a result, it extended its range of services to become a Full Service Digital Native Agency, starting its international development and accelerating its growth by mergers and acquisitions. With the arrival of shareholder **Pierre Gatz** and **Frédéric Desonnay** as CFO, Emakina once more strengthened its management. The company has never stopped evolving since; Emakina today is an organisation with over 500 collaborators in 5 countries and a global partner network.

A new future proof Management Team

Today, Denis Steisel enters his non executive position as President with an impressive track record. He succeeded in keeping up growth and positive results even in recent difficult economic times. Emakina proved to be a trustworthy partner for its clients, helping them to harvest the opportunities of the global digital shift, despite the challenging business circumstances.

Denis Steisel: "Our full service vision and services offering in digital communication proved to be the right medicine to fight economical fever. It is no longer sufficient to create attractive websites and striking campaigns. Brands are asking for their optimal integration across all touch points: mobile, social, CRM and e-commerce. We build integrated communication solutions for our customers, delivering the best return on their investment."

Brice Le Blévennec adds: "Innovation has always been a key to the success of our company, as it created a lot of value for our clients. Now more than ever, this is crucial to maintain our leadership in the new digital era of our civilization. I will drive Emakina Group's Innovation strategy to further develop business, creative and technical innovations in all our agencies: Emakina, The Reference, Design is Dead, Your Agency and Robert & Marien. "

Karim Chouikri will focus on streamlining operations, finance and continued international development. He adds: "We are already entering a new phase in our company life, with almost half of our turnover generated outside our initial home market. Our own offices in 11 cities across Europe deliver projects in more than 40 countries. Our promising partnerships with independent leading agencies in Europe, the US, and Asia further create a new scope in our business vision. It's great to be part of this adventure with such a strong team."

The new management team organization will enter in operation on January 1st, 2014.

More Information ?

Emakina

Luc Malcorps

Director of Media Relations

+32 (0)2 788 79 73

+32(0)475 594 456

lma@emakina.com

About the Emakina Group

Emakina is a European group of digital agencies supporting their clients in maximising the opportunities of the new digital era. Its service portfolio is centred on five core activities: Integrated Communication, Web Building, Interactive Communication, Applications and Commerce. The group's agencies are Emakina (Brussels, Paris, Limoges, Amsterdam, Rotterdam, The Hague, Geneva and Izmir), Emakina.EU and Your Agency (Waterloo), Robert & Marien (Brussels), The Reference (Ghent) and Design is Dead (Antwerp). Emakina's clients include many leading businesses, such as Audi, Baume & Mercier, Bavaria, BNP Paribas Fortis, Brussels Airlines, Caran d'Ache, Deutsche Bank, GDF Suez, Girard-Perregaux, ING, KPN, L'Oréal, Longines, Microsoft, Orange, Peugeot, Samsung, Seat, SNCF, Thomas Cook, Volkswagen, and international institutions, such as the European Commission. The Emakina Group employs a staff of over 500 people, reported a turnover of €48.8 m in 2012 and is listed on Alternext of Euronext Brussels (mnemo: [ALEMK](#) - ISIN: BE0003843605). For more information visit: www.emakina.com