

# Maxus Germany



## BILLINGS (\$M)\*

Maxus: 212  
GroupM: 7,800

## RANKING

Maxus: #16  
GroupM: #1

## STAFF

68

## OFFICES

1

## CHRISTIAN LEIPACHER

Managing Director,  
Maxus Germany

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## ABOUT MAXUS GERMANY

Founded in 2009 and built up from scratch, MX Germany has been evolving from a start-up company to an important market player, with 100% guaranteed visibility and topline growth in the industry. In 2015, we increased our RECMA billings by 42% (€100m) and are on track to enter the Top 10 ranking. Consequently, we can boast a 25% staff increase, with employee commitment and identification at an all-time high by 75% overall favorability. Despite our strong focus on business and marketing, clients highly appreciate the personal

human touch of our agency. Driven by our Global Maxus PACE values and strong focus on personal development we managed to build up a loyal senior team of 90% Maxus originals. Our work philosophy is to enable our clients to capitalise on an ever evolving media landscape by **Leading Change**. Clients value our great work and inspiring creativity with the lowest client loss rates within our market (0% in 2015). This effort was also recognized by many glowing reports, not just on current projects but also due to our longstanding excellent work in Germany (e.g. HORIZONT "Best Case" FIAT, "Goldenes Brandeisen" Kärcher).

## TOP 5 CLIENTS



ESPRIT



KÄRCHER

# Maxus Global



## BILLINGS (\$M)

Maxus: 11,341  
GroupM: 106,041

## RANKING

Maxus: #12  
GroupM: #1

## STAFF

2976

## OFFICES

70

## MARKETS

55

## LINDSAY PATTISON

### Worldwide CEO

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## ABOUT MAXUS GLOBAL

Welcome to Maxus, the fastest growing media agency network over the past 5 years and proudly part of WPP and GroupM.

What makes us different? We **Lead Change** for our clients, regardless of their size. Our clients are made up of local and multi-market assignments across most categories. These clients consistently rate Maxus **15% higher** than the industry average in client satisfaction scores. They come to us for our point of view on the technological challenges they must rise to.

Our people share a common culture of **P.A.C.E** – passion,

agility, collaboration and entrepreneurialism – wherever around the globe you meet us.

We bring clarity in an age of complexity via pragmatism and proof; by delivering clients controlled innovation and by being fixated on brilliant media execution. We deliver this via a globalised, proprietary and cloud-based planning system called **Change Planning**, which humanises and simplifies any brief, in any category by asking key questions: why, how and what. We deliver faster strategies and better executions by using the most advanced techniques and best in class data sources.

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## TOP 5 CLIENTS:

