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Karo Pharma names mSix&Partners as new media agency

Agency named EMEA Agency of Record

After an extensive media agency evaluation, involving multiple agency groups, we are delighted to announce the selection of mSix&Partners to lead media planning and buying, and to support future growth and brand-building initiatives for Karo.

The evaluation, led by THE Worldwide Partners, focused on the purpose of creating an agency partnership to fuel future growth and to find a media agency who could effectively meet Karo's needs for central media management excellence in perfect sync with local expertise. The account is currently worth circa €25 million in media billings and covers Karo's portfolio of consumer healthcare brands, including E45¹, Multi-Gyn, Paracet, Nailner, CCS, and Flux.

mSix&Partners was chosen as they represented a true partner to deliver further, faster growth in line with Karo's ambition. The agency, a joint venture between GroupM, the world's leading media investment company, and The&Partnership, illustrated a combination of smart strategic planning, coupled with executional capabilities, a strength in tools and technology, ROI measurement and competitive pricing during the pitch process. The new partnership will be effective from April 1st and the transition will start with immediate effect.

"Our vision is ambitious; we aim to build a highly profitable, fast-growing pan-European consumer healthcare company, and we see mSix&Partners as the media network to do this with" said Anna Hale, Chief Marketing Officer, Karo Pharma. Hale added "as an agency, it offers us a unique proposition. With its fast-moving entrepreneurial spirit, independence matched with the power of GroupM and the creativity of The&Partnership"

Karo is a fast-growing consumer healthcare company and as Karo expands its capabilities to deepen connections in an ever-changing landscape, mSix&Partners will play an integral role in connecting consumers with Karo's brands through its omnichannel approach.

"Exciting changes within the Karo portfolio are already afoot and we are delighted and honoured to be recognised as the agency with the right skills and mindset to help them accelerate into the future. We are eager to demonstrate how our partnership will drive Karo's growth ambitions, Further, Faster..." says Aaron Quirk, Worldwide Chief Client Officer.

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¹ The inclusion of E45® is subject to closing of a put option agreement entered into on 24 December 2021 to which Karo may acquire the dermatology brand E45®. The acquisition is expected to close in the second quarter of 2022.

About Karo Pharma

Karo Pharma delivers smart choices for everyday healthcare. We own and commercialize branded, original over-the-counter products and prescription medicines. Our products are available in more than 70 countries, with Europe and the Nordic region as our core markets. Karo Pharma is headquartered in Stockholm, Sweden and listed on Nasdaq First North Growth Market.

About mSix&Partners

mSix&Partners is one of the fastest growing media agencies in the world. A progressive and entrepreneurial media network that was born digital, the agency is led by its partners who pride themselves on a pioneering, energetic approach and honest culture.

With over 40 offices worldwide, mSix&Partners is backed by WPP, the world's largest communications agency network, and embraces a unique ownership structure between The&Partnership and GroupM.