



Press release 19th of December 2011

OS/G now part of the B9 chain J-P RAUTAMAA NEW CEO OF THE OS/G GROUP

J-P Rautamaa, founder of the international B9 chain, has been appointed CEO for marketing communications corporation, OS/G Group, which maintains operations in Helsinki, Turku and Stockholm. OS/G will represent in Finland and Sweden the B9 chain, which operates in Northern and Eastern Europe.

J-P Rautamaa, who has served in an executive capacity for several different marketing communications firms, will assume the duties of CEO for the OS/G Group at the beginning of next year.

- We want to shift the OS/G Group's process of internationalisation into overdrive. J-P, who built the B9 chain from scratch and headed one of Finland's largest advertising agencies, is just the right person to get the OS/G Group on course for exponential growth in Finland and internationally, states **Jaakko Ojala**, CEO of Ojala & Saari Oy, which is the majority shareholder of the OS/G Group.

In addition to his duties as CEO for the OS/G Group, Rautamaa will also temporarily continue as CEO of the B9 chain.

- I'm extremely pleased that OS/G will also give B9 a strong foothold in Finland and Sweden. The B9 chain is comprised of the biggest private marketing communications players in the two countries, as well as the 350 experts of TWIGA in Russia and 280-member Oktan Group in Norway and Denmark. Our goal is to become the biggest private operator also in Finland and Sweden, explains Rautamaa.

B9's Finnish operations will move to OS/G's facilities in Helsinki. B9 Helsinki will continue its normal operations, serving clients under the chain's international service model. Clients under B9's local service model will be managed by OS/G.

- We are making OS/G a major marketing communications company, which offers media-independent solutions for companies and organisations that operate both locally and internationally. Few firms in Finland can promise the client a one-stop shop for their marketing, communications and experiential marketing needs, not to mention the ability to duplicate the same concept in Northern and Eastern Europe, if necessary, states J-P.

The managing directors of OS/G Group companies, **Marina Laakso** in OS/G Advertising, **Toni Perez** in OS/G Communications, **Petri Roivainen** in OS/G Event and **John Björkman** in OS/G Stockholm will remain in their positions. Jaakko Ojala will continue as CEO of Ojala & Saari Oy.

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OS/G is one of the largest independent marketing communications firms in Finland. Its subsidiaries are OS/G Advertising, OS/G Communications, OS/G Event and OS/G Stockholm. The Group was founded in 1993 and maintains offices in Helsinki, Turku and Stockholm. OSG employs a staff of some 50 marketing communications professionals.

B9 is the only marketing agency network that serves commercial, service and industrial clients in Northern and Eastern Europe. Based on the client's needs, B9 offers a uniform, yet customised approach for a market of over 200 million people, from a variety of societies and cultures. Through its subsidiaries, the network operates in Finland, Sweden, Norway, Denmark, Russia, Poland, Estonia, the Ukraine and Belarus. It is also currently planning an expansion into other Baltic countries. The agencies belonging to the B9 chain are among the largest, privately-owned marketing communications firms in their respective countries. The chain's clientele includes such companies as Atria, Ensto, Fortum and Onninen.