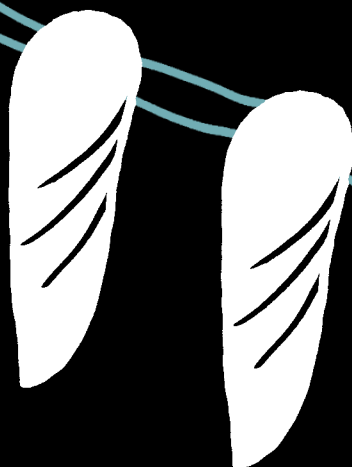


Investing in start-ups

Entrepreneurialism is a key element of Creston's cultural make-up. We believe that investment in start-ups represents both an important channel for future growth and an efficient way of building our Group skill set.





Continued investment in challenging times

Despite the tough economic environment, Creston has continued to invest in start-ups. This year we launched Fever, a consumer PR agency, Things With Wings, a digital conversations agency, and Inspired, a joint venture between ICM and Marketing Sciences specialising in qualitative research. ROCK medical communications, the medical education business that we launched last year, is already making a valuable contribution to growth in our Health division.

Four

new start-ups during the last year

Things With Wings

Launched from within Nelson Bostock Communications, Things With Wings is our Group Centre of Excellence for social media marketing. It draws on the PR and content expertise of Nelson Bostock whilst adding new digital skills and providing the Group with exposure to a rapidly growing sector of communications.

