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Luther advises Oliver Schrott Kommunikation on its move to Omnicom Group

New York/Cologne – The PR agency Oliver Schrott Kommunikation (OSK) is now part of the Omnicom Group, Inc., an international marketing and communications network listed on the NYSE. The former shareholders of the agency were assisted in the sale by Luther Rechtsanwaltsgesellschaft.

With Omnicom as a partner, OSK wants to expand its range of services. This includes a further internationalisation of the agency beyond its existing foreign locations in New York and Beijing. In the future, OSK will operate as an independent brand within the "Omnicom Public Relations Group" – an association of globally leading public relations and specialised agencies within the Omnicom Group.

Omnicom plans to create a fully integrated, global agency unit under the name "Team X" through the addition of the agency, which will cover all of Mercedes-Benz's communications and marketing activities. Agency founder Oliver Schrott will remain at the helm of OSK as president and CEO together with long-time managing directors Michael Kemme and Marc Wolter.

About Oliver Schrott Kommunikation

Oliver Schrott Kommunikation (OSK), founded in 1993, is one of Germany's leading PR and communications agencies. With around 225 employees, OSK is active worldwide with offices in Cologne and six other locations in Germany, the USA and China. The agency works for Mercedes-Benz and for other well-known brands such as Siemens and ZF.

<https://www.osk.de/>

About the Omnicom Group

With 77,000 employees, USD 15 billion in sales and more than 5,000 clients in over 70 countries, Omnicom is a global leader in corporate communications/public relations, advertising and marketing.

<https://www.omnicomgroup.com/>

On behalf of Oliver Schrott Communications:

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Luther, Competition Law: Anne Caroline Wegner, LL.M. (Partner)

Brief profile Luther Rechtsanwaltsgesellschaft mbH

Luther is a leading German commercial law firm that offers comprehensive legal and tax advice. The full-service law firm employs over 420 lawyers and tax advisors and is represented in ten German economic hubs as well as with ten of its own international offices in key investment locations and financial centres in Europe and Asia. Its clients include medium-sized enterprises and large corporations, as well as the public sector.

Luther works closely with other commercial law firms in all the prevailing jurisdictions. Luther is a founding member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other.

Luther Rechtsanwaltsgesellschaft mbH is a law firm with a business approach: our innovative awareness aspires us to provide our clients with customised legal advice that addresses individual needs and delivers the greatest possible economic benefit. All of Luther's lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks. Luther was named "Law Firm of the Year 2019" by the German legal publisher JUVE. Further information is available at: www.luther-lawfirm.com

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