

Announcement regarding the appointment of Paul Zwillenberg as Chief Executive Officer of the Kantar Group

15 September 2025

Kantar Global Holdings S.à r.l. (the “**Company**” and, together with its subsidiaries, the “**Kantar Group**”), the world’s leading marketing insights and analytics company, today announces the appointment of Paul Zwillenberg as Chief Executive Officer of Kantar. He joins Kantar on 29 September and assumes day-to-day leadership of the Kantar brand business on 1 January 2026.

Mr Zwillenberg, who will be based in the USA, joins from Accenture, where he was Vice Chair Reinvention, and Global Leader of Media and Entertainment Strategy. He brings over 30 years’ experience across media, technology and entertainment having previously served as CEO of Daily Mail and General Trust plc (DMGT), where he led a strategic transformation across the portfolio of consumer media, events and information services companies, the success of which enabled the business to be taken private in 2022. Before that he was Senior Partner and Managing Director at BCG, leading its Global Media Practice.

Chris Jansen, who has led Kantar Group since July 2021, as well as the standalone Kantar brand business since January 2024, will lead the business through to the end of 2025 to ensure a seamless transition of leadership. He will additionally conclude his responsibilities as Kantar Group CEO before the end of Q1 2026 and step down from the business.

Cautionary Statement

This announcement may contain forward-looking statements that involve substantial risks and uncertainties. All statements other than statements of historical facts included in this release including, without limitation, statements regarding Kantar’s future financial position, risks and uncertainties related to its business, strategy, capital expenditures, projected costs and Kantar’s plans and objectives for future operations, may be deemed to be forward-looking statements. Words such as “believe,” “expect,” “anticipate,” “may,” “assume,” “plan,” “intend,” “will,” “should,” “estimate,” “risk,” and similar expressions or the negatives of these expressions are intended to identify forward-looking statements. By their nature, forward-looking statements involve known and unknown risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Forward-looking statements are not guarantees of future performance. You should not place undue reliance on these forward-looking statements. Kantar does not assume any obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise.