

# SYZYGY AG

## Johnny Hornby

**Profession practised:** Founder & CEO of the T&Pm Group, London

**Place of residence:** London, United Kingdom

### Personal details

Year of birth: 1967  
Place of birth: Leamington Spa, United Kingdom  
Nationality: British

### Academic career and education

University of Edinburgh, Bachelor of Arts in History and Politics

### Professional background

since 2024 Founder & CEO, T&Pm, London  
since 2013 WPP Global Council Member, London  
2013 -2024 Founder, CEO & Chairman of The&Partnership, London  
2001 - 2013 Founding Partner, Clemmow Hornby Inge (CHI) & Partner (later The&Partnership), London  
1989 – 2001 Managing Director, TBWA, London  
1994 - 1998 Client Services Director, CDP, London

### Expertise and core competencies

Johnny Hornby is an experienced entrepreneur and agency founder with proven expertise in integrated brand communications, agency model innovation, and media strategy. He has demonstrated success in building customized agency structures, leading large international teams, and implementing technology- and AI-driven marketing solutions.

### Key Areas:

Brand Strategy, Integrated Communication, Agency Development, Media & Programmatic, Digital Transformation, Leadership & Entrepreneurship, Political Communication

### Composition targets and competency profile of the Supervisory Board of the SYZYGY AG

Johnny Hornby meets the following composition targets and characteristics for the competency profile of the Supervisory Board of SYZYGY AG.

- Experience in managing and/or supervising another medium-sized or large company
- Expertise in the following business-relevant areas of competence:

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ir@syzygy-group.net

Vorsitzende des Aufsichtsrates:  
Antje Neubauer

Vorstand:  
Frank Wolfram (Vors.)  
Erwin Greiner / Frank Ladner

HRB 6877 Amtsgericht Bad Homburg  
UST-ID-NR. DE 213666199

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# SYZYGY AG

- Accounting and finance, innovations, marketing and communication and corporate strategy

## **Disclosures pursuant to Section 125 (1) sentence 5 AktG and disclosures pursuant to the German Corporate Governance Code (DGCK)**

Mr Johnny Hornby is CEO of the T&Pm within the WPP Group. WPP plc indirectly holds a 50.3 per cent stake in the SYZYGY AG. Mr Hornby is therefore not considered independent of the controlling shareholder within the meaning of the DGCK. Apart from this, there are no circumstances which, in the opinion of the Supervisory Board, objectively judging shareholders would regard as decisive for their election decision.

## **Membership in other statutory supervisory boards**

None

## **Membership in equivalent domestic or foreign supervisory bodies of business enterprises**

None