

Frank-Michael Schmidt

Member of the Supervisory Board Hamburg, Germany

First elected: July 2026
Elected until: Annual General Meeting 2029

Occupation: President of WPP Deutschland Holding GmbH & Co. KG
CEO of Scholz & Friends Family GmbH

Place of residence: Hamburg, Germany

Personal information

Year of birth: 1962
Country of birth: Germany
Nationality: German

Academic background

- Degree: Political Science, Philosophy and Journalism / Communication Studies at Freie Universität Berlin (MA)

Professional career

2023–present: President of WPP Deutschland Holding GmbH & Co. KG, Frankfurt am Main
2008–present: CEO of Scholz & Friends Family GmbH, Hamburg
2003–2008: CEO of Scholz & Friends Germany; Partner at Scholz & Friends Group GmbH, Berlin
1998–2003: Chief Strategic Officer, J. Walter Thompson GmbH, Frankfurt
1991–1998: Strategy Consultant, Lowe Lintas & Partners GmbH (formerly Lintas), Hamburg

Expertise and key areas

Frank-Michael Schmidt is known for his consistent, results-driven approach to brand and corporate management. He combines strategy, creativity and technology to enable scalable digital transformation, and has successfully built and led large agency networks and cross-functional teams. He has extensive experience in customer-centricity, professional key account management and confident C-level stakeholder management. His expertise contributes significantly to the company's growth and efficiency. His career is characterised by an entrepreneurial willingness to embrace

change. His key areas of expertise— , change and transformation management, and talent and cultural development—strengthen organisational performance and support sustainable value creation.

Key areas of expertise on the Supervisory Board

Frank-Michael Schmidt meets the Supervisory Board's composition objectives in the areas of innovation, marketing, strategy and accounting.

Mr Schmidt is familiar with the sector in which SYZYGY AG operates. By virtue of his role as President of WPP Deutschland Holding GmbH & Co. KG, Frankfurt, and his role as CEO of Scholz & Friends Family GmbH, Hamburg, Mr Schmidt fulfils the legal requirements of Section 100(5) of the German Stock Corporation Act (AktG) as a member of the Supervisory Board with expertise in the field of accounting.

He possesses specialist knowledge in the following business-relevant areas of expertise:

- Leadership in digital transformation
- Integration of technology, data and creativity
- Many years of experience in senior roles within the agency sector
- Strong brand management and communication strategy
- Well-defined corporate and network strategy

Mandates on a supervisory board to be established by law

None.

Mandates on comparable domestic or foreign supervisory bodies of commercial enterprises

None.