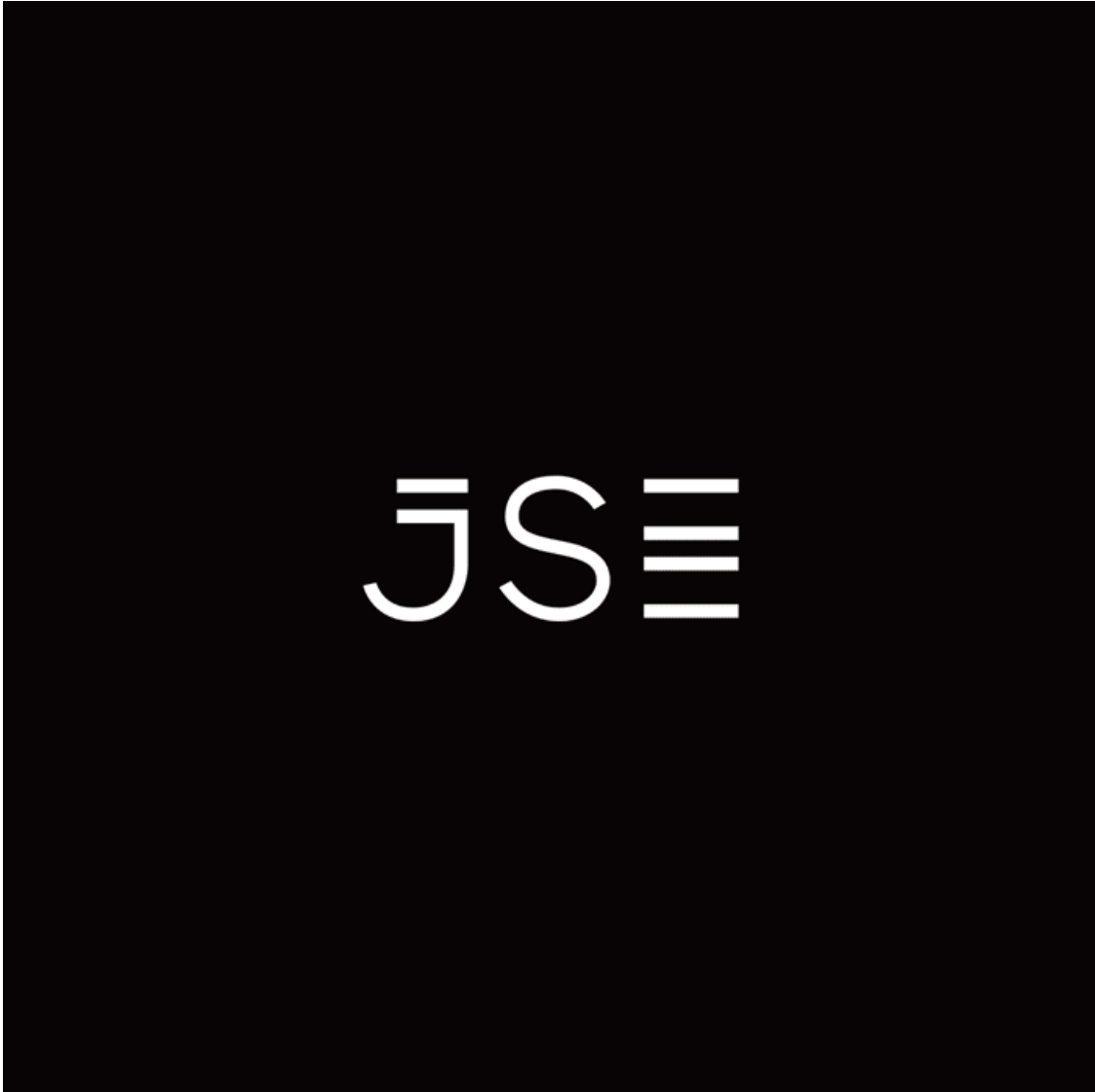


Grey Advertising Africa announced as new full-service agency for the JSE

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[The Johannesburg Stock Exchange](#) Limited (JSE), Africa's largest stock exchange, announced that [Grey Advertising Africa](#) will serve as the company's new full-service creative agency. The agency will be responsible for developing brand creative and strategic work across traditional and digital platforms.



"The media and marketing landscape is dynamic and evolving at an unprecedented rate. Effectively navigating this landscape requires a variety of world class resources and skillsets. We are excited to add Grey to our team with their proven brand of effective creativity," said Vuyo Lee, director: marketing and corporate affairs, at the JSE.

The JSE is an essential player in the South African economy channeling resources into productive economic activity, building the economy while enhancing job opportunities and wealth creation. We know that Grey will help us further energise our mission of Growing Shared Prosperity.

"The JSE is one of South Africa's most prestigious and iconic brands. The JSE philosophy of Growing Shared Prosperity for an abundant future, is one that truly excites us. The team at Grey look forward to working with the JSE and contributing to the future growth of our country," explains Paul Jackson, CEO Grey Advertising.

- " **New creative chapter: Metropolitan teams up with Grey South Africa** 20 Feb 2024
- " **Krispy Kreme MENA chooses Grey Dubai as their strategy and creative agency** 31 Jan 2024
- " **Grey appoints Tlali Taoana as president of Grey South Africa** 4 Dec 2023
- " **Burger King South Africa spreads smiles with 'The Small Pleasures' campaign** 14 Nov 2023
- " **Burger King unveils exciting "Full-on SA Flavour" campaign for Peri-Peri Chicken range** 31 Oct 2023

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Grey is the advertising network of Grey Group. The Grey Group ranks among the largest global communications companies and its parent company is WPP (NASDAQ: WPPGY).

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