

Serviceplan Group updates legal status, appoints an accompanying board

German-based owner-operated advertising agency Serviceplan Group has changed its legal status as part of its ongoing efforts to go global. The agency will now operate as Serviceplan Group SE & Co. KG - formerly Serviceplan Gruppe für innovative Kommunikation GmbH & Co. KG.

In line with its legal status change, the agency has also appointed as a supervisory board that will function in an advisory role. The new board will be chaired by Dr Peter Haller, founder of the Serviceplan Group while shareholder Sybille Stempel and Anke Schäferkordt - who was a long-standing CEO of media group RTL Deutschland GmbH and RTL Television, Co-CEO of RTL Group SA and recently executive board member at Bertelsmann SE & Co. KGaA - will form the rest of the board.

The management of the Serviceplan Group will continue to be chaired by CEO Florian Haller.

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