

EMG / GRAVITY MEDIA ANNOUNCES NEW EXECUTIVE LEADERSHIP TEAM

20th February 2024 – EMG / Gravity Media has today announced key Executive Leadership Team positions, representing all countries and group functions. These appointments follow the [recent news](#) of the group's merger, creating one of the largest and most significant broadcast technology and production companies in the world.

Warwick Lynch has been appointed as Chief Financial Officer, Stéphane Vermersch as Chief Transformation and M&A Officer, and Sean Seamer as Chief Commercial & Strategy Officer. Furthermore Peter Bates, Bart De Maeyer and Bruno Gallais will act as Regional CEO's, leading EMG / Gravity Media teams in key territories. Together with the group's Global CEO, Shaun Gregory, the Executive Leadership Team will ensure the continued delivery of an unparalleled range of media services and solutions for global clients.

As the newly appointed Chief Financial Officer, Warwick Lynch assumes responsibility of financial strategy for the combined group. Prior to this appointment, Lynch was CFO of Gravity Media. Lynch will now be responsible for managing financial activities, including financial planning and reporting, as well as capital management. He plays a pivotal role in ensuring the financial stability of the integrated business and championing sustainable growth.

In the role of Chief Transformation & M&A Officer, Stéphane Vermersch will lead EMG / Gravity Media through a period of dynamic change, overseeing strategic initiatives to drive operational efficiency, organisational agility, and innovation. Prior to this Vermersch was CFO of EMG Group. His proven track record in navigating complex transformation positions him as a key architect for the group, propelling EMG / Gravity Media into the future.

As Chief Commercial & Strategy Officer, Sean Seamer will be at the forefront of shaping the company's market presence and growth trajectory. His mandate includes driving commercial strategy, identifying new business opportunities, and ensuring alignment between business goals and market trends. Before this role, Seamer was President of Gravity Media in the USA. Bringing a wealth of global experience, Seamer has held executive positions across a variety of major sports and media organizations.

The Chief Operations Officer position has not yet been filled and an executive search is currently underway.

From a regional perspective, the formation of three new business areas will enhance the group's ability to create synergies and efficiencies in all of the countries it operates in. Each region will have a dedicated CEO representing their respective countries within the Executive Leadership Team based on common requirements and resources. For the UK, USA, Australia and Middle East, Peter Bates is appointed as interim Regional CEO. For the Netherlands, Belgium and Germany, Bart De Maeyer is appointed as regional CEO. For France and Italy Bruno Gallais is appointed as Regional CEO.

All appointments are effective immediately.

This senior leadership team announcement marks a significant step forward in fortifying the company's position as an industry leader and driving growth in the ever-evolving broadcasting, media, and production landscape.

Commenting on these senior appointments, Shaun Gregory, CEO of EMG / Gravity Media said:

"We are thrilled to announce the appointment of such talent and expertise, as part of our newly formed Executive Leadership Team. Their knowledge of business transformation, finance, and strategy aligns seamlessly with our vision for the future. This collective vision will be instrumental in steering EMG / Gravity Media through the exciting opportunities that are ahead following our merger. The appointments underscore our commitment to delivering exceptional value to our clients, shareholders, and employees."

These strategic hires mark EMG / Gravity Media's dedication to building a robust leadership team capable of driving sustainable growth and fostering a culture of innovation. The combined business is poised to capitalise on the synergies created by the recent merger, positioning itself as a powerhouse in the industry.

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EMG and Gravity Media Join Forces: An Overview

EMG, one of the leading global providers of broadcast services and media solutions for live sports, entertainment and events, and Gravity Media, a global provider of complex live creative production and media services, are combining their businesses to create one of the world's largest and most significant broadcast technology and production companies.

Aligning the strengths, expertise, and resources of EMG and Gravity Media, this new venture will deliver an unparalleled range of media services and solutions to clients worldwide: 30 offices, more than 100 outside broadcast trucks and flypacks and 40 studios across the United Kingdom, Europe, the Middle East, the United States and Australia, offering market-leading broadcast, technology, production, and post-production solutions across many of the world's most-watched live events and entertainment programmes and working with the world's most renowned sports rights holders, production houses and broadcasters.

The group's acknowledged broadcast technology and production partnerships across major sports including UEFA EUROs, Olympic Games, FIFA World Cup, Champions League and Premiership football, Formula E, the Bathurst 1000, the ATP Tour, Australian Open, US Open and French Open, Tour de France, Giro d'Italia and Tour Down Under, NBC Sports and College Sports across the US, the World Aquatics Championships, the Melbourne Cup, the Sydney Hobart Yacht Race.

Through its studios, production, post-production, outside broadcast facilities and specialist camera technologies, EMG and Gravity Media work with major production companies, television networks, pay television and streaming platforms in many international markets across projects including The Voice, Australian Idol, Dancing with the Stars, Strictly Come Dancing, The Masked Singer, Australia's Got Talent, Britain's Got Talent, The 1% Club and I'm A Celebrity Get Me Out Of Here and major events including the BAFTA Awards, Brit Awards, AACTA Awards and major state events, including the Coronation of King Charles III.

The combination's post-production centres play a key role in the production of major international television productions across broadcast, subscription, and streaming platforms as well as projects from multiple US and international studios and many of the world's leading independent film productions.

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