

Zurich, 10 January 2023

MEDIA RELEASE

SWISSPORT APPOINTS BCW AS NEW GLOBAL PR PARTNER

Swissport has appointed BCW as its first multi-disciplinary, global partner for PR, Public Affairs and Crisis Communications. In close collaboration with local teams, Swissport Group Communications and BCW Switzerland will coordinate the partnership from Zurich, where Swissport International AG is headquartered.

Swissport, the world's leading aviation services company, had previously worked with various local and regional PR partners. Following a global tender that included leading international PR firms, Swissport's international PR and PA activities will now be consolidated under a global umbrella contract with BCW. The aim of the new structure is to better align all communications and PA activities through an effective and agile structure.

Global expertise with a local presence

The Group Communications team of Swissport in Zurich will engage with BCW through the agency's Zurich office and rely on BCW's extensive global network in more than 130 countries. In focus: The execution of an integrated and aligned international communication strategy to deliver consistent messaging around the world while creating tailor-made solutions for each market's specific needs.

"We were looking for a communications partner and a structure that allows us to swiftly respond to any media issues and to proactively take advantage of opportunities with coordinated global messaging," says Christoph Meier, Vice President and Head of Group Communications & Brand Management at Swissport International AG. "With the BCW team in Zurich as a central point of contact, round-the-clock access to the global BCW network, specialist centers of expertise and local country teams, we feel very well equipped to deal with any eventuality."

"For BCW, the collaboration with Swissport is a great opportunity to demonstrate the strength and expertise of our global network. At such exciting time when travel returns to full strength, we are ideally placed to advise globally and locally on the ground across all areas of expertise", says Scott Wilson, BCW's President for Europe & Africa.

"We are pleased to partner with Swissport, a global company headquartered in Zurich, that shares our philosophy, approach and dedication. Our unique combination of skills, perfectly settled for international clients, makes us a great partner," says Dominik Banny, BCW's Head of Public Affairs Switzerland.

The collaboration between Swissport and BCW focuses on integrated Public Relations and Public Affairs activities as well as Crisis Communications and includes Sustainability/ESG communication counsel. BCW will

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support and advise Swissport on strategic PR/PA matters, media and stakeholder management and issues monitoring.

The global tender was won by an international BCW team, led by Dominik Banny (Switzerland) with support from Basil Hofstetter (Switzerland), Joanna Kearney (UK/Switzerland), and Mike Waterman (USA). Dominik Banny manages the Swissport account as the Global Client Lead, and Alexandra Resnikov (Switzerland) will support as the Global Project Manager from the Zurich hub of BCW.

At Swissport International AG, Christoph Meier is responsible as Head of Group Communications & Brand Management, supported by Stefan Hartung, Head of Media Relations & Staff Engagement.

About Swissport International AG

In 2021, Swissport International AG provided best-in-class airport ground services for some 97 million airline passengers (pre-COVID 2019: 265 million) and handled roughly 5.1 million tons of air freight (2019: 4.6 million) at over 120 air cargo centers worldwide. Several of its warehouses have been certified for pharmaceutical logistics by IATA's CEIV Pharma and by the British MHRA. The world's leader in airport ground services and air cargo handling, with currently around 48,000 employees, was active at 287 airports in 45 countries on six continents as of 14 July 2022.

About Burson Cohn & Wolfe (BCW)

BCW, a leading global communications agency, is in the business of moving people on behalf of clients. BCW partners with clients in the B2B, consumer, corporate, crisis management, healthcare, public affairs, purpose and technology sectors to set strategic direction for all communications and create powerful and unexpected ideas that earn attention. Through an Earned Plus offer – earned media plus paid media, creative technology, data, AI and an expanding suite of innovative capabilities – BCW moves people with power and precision to move its clients forward. BCW is a part of WPP (NYSE: WPP), a creative transformation company. For more information, visit www.bcw-global.com.

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