

A large crowd of people, mostly of Asian descent, is gathered in a modern, brightly lit hall. Many individuals are holding up their smartphones, capturing photos or videos. The crowd is dense, and the atmosphere appears to be one of a significant event or presentation. The lighting is a mix of cool blue tones and warmer white light from the windows in the background.

Executive summary

Being humAIn

At mci group, we believe that the future of innovation is human-centric — connecting people, technology and sustainability

In a rapidly evolving digital landscape, technology plays a crucial role in reshaping industries, enhancing engagement, and improving efficiency. However, it is people who drive progress, creativity, and meaningful connections. This philosophy is at the heart of our humAIn theme.

The report opens with an overview of our global impact, outlining the reach of our teams and client work across 34 countries. In Capabilities & Structure, we share how our network of specialised agencies operates across strategy, digital, and experience design to help clients navigate change and drive results. Our global presence is described in Where We Are, highlighting regional strengths and cross-market collaboration.

The Performance section details key developments from 2024 — including acquisitions, expanded services, and financial results — alongside standout Client Success Stories that showcase the diversity and impact of our work. We also reflect on Client Satisfaction and Industry Recognition, highlighting strong feedback scores and awards won for excellence in events, marketing, sustainability, and innovation.

The report explores our continued adoption of AI and technology, including the rollout of Microsoft 365 Copilot and internal tools that enhance creativity, efficiency, and personalisation. Our approach to creativity and strategic thinking is outlined through our use of design thinking, creative consulting, and innovative content creation methods that ensure purposeful, scalable solutions.

People remain central to everything we do. In our People & Culture section, we explore our efforts to create a supportive, inclusive, and psychologically safe workplace, with data on DEI&B and well-being. We also spotlight our investments in Learning & Development — from leadership training to AI-powered tools — that help our teams grow, adapt, and thrive. Finally, we highlight our commitment to creating positive Community Impact, showcasing how our global teams give back through local initiatives. The report closes with our Sustainability strategy, environmental progress, and path to Net Zero, as well as our approach to Governance & Reporting — ensuring transparency, ethics, and responsible growth across the group.



CEO's statement

As we enter a new era of transformation, I'm proud to reaffirm mci group's commitment to innovation, sustainability, and people-first growth. While technology continues to reshape how we live and work, one belief remains constant: people are at the heart of everything we do.

HumAI encapsulates our vision for the future and embodies our belief that true progress happens when technology empowers human creativity, empathy, and collaboration. We see a world where digital innovation fuels deeper human connection, sharper insights, and more meaningful experiences.

At mci group, we're not just adopting AI — we're using it to elevate how we serve clients and communities. From intelligent event tools to advanced audience listening, our AI integration is unlocking powerful new possibilities. Our 2024 launch of SwitchAI, a next-gen learning platform, has already boosted mci group employee engagement by 70% and is scaling knowledge across our global teams.

We've also made real strides in sustainability, earning the EcoVadis Silver Medal with a score of 67/100 — placing us in the top 15% of companies assessed globally. We continue to help our clients make greener choices, embedding responsible practices in our work.

This year, we reached an NPS of 69, and opened new offices in Mexico and Colombia. With operations in 34 countries, mci group delivered 5,100 client projects for 1,210 clients, generating €574.5 million in turnover, and earned 42 industry awards for excellence in marketing, events, and innovation.

Our path forward is clear: to shape a future where technology serves humanity. As we move ahead, we will continue to embrace new possibilities, lead with bold ideas, and celebrate the power of many. Together, we are not just shaping the future — we are creating it.

Sebastien Tondeur
Chief Executive Officer, mci group

looking forward

At mci group, we believe the future belongs to those who bring people together with purpose. As we move toward 2030, our ambition is to help clients thrive in a changing world — one shaped by technological advancements, keeping pace with human imagination and unlocking innovation. Our focus is on creating deeper human connections through strategic creativity, data insights, and meaningful experiences. This is not just a plan — it's our way of working: human-centric, forward-thinking, and globally consistent, grounded in sustainable practices that create long-term value.

To deliver on this vision, we have identified six priorities that will define our path. We are growing the strength and synergy of our group brands to better serve our clients locally and globally. We are embedding creativity and strategic capabilities into the heart of how we work. We are becoming more consultative in how we guide and support our clients, acting as trusted partners at every stage. We are advancing our digital adoption across AI, immersive technologies, and collaborative platforms to unlock greater speed and intelligence. We are building the agility to meet diverse client needs — whether they require deep transformation or focused execution — with teams capable of both. And finally, we are aligning our global standards to ensure quality, consistency, and sustainability across every market we serve.



Our global impact



DEI&B and well-being



People & Culture



Responsible consumption & production



Community & giving back



Learning & development



Governance



Environmental impact

