

# Human intuition



**Sebastien Tondeur**  
Chief Executive Officer, mci group

## CEO's statement

The pace of change around us is accelerating. In this environment, progress does not happen by default; it must be deliberately chosen, shaped, and sustained. In 2025, mci group maintained its momentum by acting with intention, recognising that progress is never guaranteed.

This intent is firmly grounded in reality. Clients are raising the bar, demanding more, faster and better. New generations are redefining how we work, lead, and grow. In response, mci group is moving forward with balance. Authentic Intelligence is how we make that choice. It means integrating AI as a supporting technology while keeping human judgement, creativity, and relationships at the centre. AI sharpens insights; people bring context, empathy, and direction. Together, this combination enables stronger outcomes for clients and more relevant experiences for their audiences.

We enter the next phase from a position of scale, enhancing our ability to deliver complex, multi-market programmes through a central point of coordination. Operating across 34 countries, mci group generated €581,7 million in turnover and delivered 5,300 campaigns and activations for 1,220 clients in 2025. Nearly forty years on, our focus remains unchanged: consistent delivery, strong partnerships, and measurable impact.

We continue to invest where it matters most for our clients. The acquisition of Brussels-based agency tipik strengthened editorial, web, and digital communications capabilities for EU institutions and public-sector stakeholders. In Brazil, mci group broadened its capabilities through Eyxo, adding deeper expertise in brand positioning, content planning, narrative design, and always-on engagement journeys. In the UK, the group reinforced its reach across corporate clients, while capacity in association and event management grew in Canada. mci group also extended its footprint in Chile, strengthening its ability to support clients both locally and across markets. And more recently, we expanded our creative technology capabilities in Germany through Demodern, adding expertise in artificial intelligence, immersive experiences, and digital platforms.

Our client trust remains strong, in 2025, client feedback showed strong endorsement, with an NPS of 74, a CXI of 127, and 97% of clients rating their relationship with mci group as excellent or very good.

Protecting client data and ensuring cyber resilience remained a priority. A CyberVadis score of 915 out of 1,000, together with renewed ISO 27001 and ISO 27701 certifications, reflects strong governance and robust data protection practices.

Operating responsibly is foundational to how our business is run. An 87% ethics training completion rate, eight offices holding internationally recognised sustainability certifications, and thirteen ESG awards for client work demonstrate that this commitment is embedded in everyday decisions. As a result, the EcoVadis score improved to 70 out of 100, reflecting continued progress and shared responsibility across the business.

Looking ahead, our direction is clear. mci group will continue building the capabilities clients need in a world shaped by accelerating AI, rising expectations, and evolving talent dynamics. The group will keep applying technology with purpose, guided by human understanding, to create lasting impact.