



PRESS RELEASE

Paris, December 17, 2025.

DOUBLE WIN FOR WMH PROJECT AT THE 46TH AGENCIES OF THE YEAR GRAND PRIX



Sponsored by the Ministry of Culture and overseen by an independent panel of experts, media leaders, and professional associations, the Agencies of the Year Grand Prix has honored WMH Project with two awards as the year comes to a close.

Founded more than 45 years ago, the Agencies of the Year's Grand Prix aims to spotlight communication, marketing, advertising, experiential, and digital agencies that have made a significant impact on the industry through their creativity, performance, innovation, and commitment.

For the second consecutive year, the WMH Project Group has been awarded the title of **“Responsible Communication Group of the Year,”** reaffirming its strategy to balance economic performance, environmental impact, and social responsibility at the core of its business. In addition, for the first time, the Group has received the title of **“International Experiential Communication Group of the Year,”** recognizing its ability to design and



deliver ambitious, responsible initiatives across more than 100 countries, serving both corporate and institutional clients.

WMH Project – 2025 Responsible Communication Group of the Year

This distinction recognizes a strong CSR strategy that combines economic performance, environmental responsibility, and positive societal impact. To support this approach, WMH Project relies on rigorous internal tools (Ethics & Social Code, an Eco-Design and Production Guide, the WMH Impact Tracker, carbon calculators, and FairScore, etc...) integrated into every project, as well as concrete partnerships with organizations such as Muto Event, SAVR, and EcoTree.

In 2024, the Group launched a comprehensive carbon footprint assessment and strengthened employee engagement through training in CSR, ethics, anti-corruption, and data protection (GDPR) via the WMH Academy, as well as through inclusive initiatives (DuoDay, Quality of Life and Working Conditions programs, and sustainable mobility) and more than 300 solidarity missions through its “CALL TO ACTIONS” program. In addition, its endowment fund, “WMH FOR GOOD,” supported 16 projects with total funding of €100,500.

But this responsible momentum does not stop there. It is also reflected in a responsible purchasing policy aligned with the RFAR Charter, the ESG assessment of more than 8,000 partners, and dedicated industry dialogue sessions. This commitment is further validated by ISO 20121, ISO 27001, Qualiopi, EcoVadis Gold, and CyberVadis Platinum certifications.

Finally, as a mission-driven company since 2023, WMH Project is also supported by a Mission Committee made up of 15 members, which monitors and challenges the implementation of this sustainability roadmap on a quarterly basis.

WMH Project — 2025 International Event Communications Group of the Year

This second award recognizes the Group’s ability to design and deliver ambitious, creative, and responsible event solutions across more than 100 countries. The Group is pursuing a controlled international expansion, supported by key hubs (Paris, Lyon, Bordeaux, Marseille, Saint-Tropez, Saint-Moritz, Courchevel, Brussels, Milan, Los Angeles, and Dubai) and by areas of expertise with strong export potential, including Luxury & Fashion (Profirst and Petit-Ami, now part of The Officin, and Phénomène), Healthcare, Mobility, and Institutional communications.

The equity investment and long-term support of Société Générale Capital Partenaires further strengthen the Group’s model while preserving its entrepreneurial and independent DNA. This momentum fuels a clear ambition: to become one of Europe’s leading players in the sector by 2030, driven by cross-border



synergies, a robust European production capacity, and the international influence of its clients and partners.

With this perspective in mind, WMH Project, through its status as a mission-driven company, anchors its global development in a culture rooted in responsibility, creativity, and operational excellence, serving brands and institutions committed across all markets.

“ We are particularly proud of these two distinctions, as they highlight what we stand for every day and what guides our actions. International growth remains our compass: we pursue it with consistency and ambition and will continue to expand it in the years ahead—but never at the expense of our values. Responsibility remains our top priority, and it is what sets us apart in a highly competitive market.

More than ever, we want to demonstrate that growth, global reach, and long-term commitment can go hand in hand—and that it is possible to build a development model that has real meaning for our teams, our partners, our suppliers, and our clients.”

*_*Marc FISCHER & Franck CHAUD, Co-Presidents, WMH Project Group.

About WMH Project:

WMH Project (€240 million in revenue) is one of the leading **non-media communications groups** in France and Europe. The Group delivers more than **2,000 communications initiatives** each year for corporate and institutional clients in over 100 countries. With more than **550 employees** based in **Paris, Bordeaux, Lyon, Marseille, Saint-Tropez, Saint-Moritz, Courchevel, Brussels, Milan, Los Angeles, and Dubai**, the Group integrates all design and production capabilities across five core areas of expertise: **Events, Incentive & Travel, Spatial Design, Image, and Influence.**

A mission-driven company since 2023, WMH Project has taken its **ecological, social, and societal commitments** a step further to better serve its clients and contribute to the development of its employees and partners by enabling **all types of sustainable connections.**

For more information: www.wmhproject.fr



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