



# adcorp

28 April 2017

## **Adcorp Commences Legal Proceedings Against Dentsu Mitchell Media Australia Pty Ltd**

Adcorp Australia announced today that it has lodged a Statement of Claim in the Supreme Court of New South Wales against Dentsu Mitchell Media Australia Pty Ltd.

Adcorp is seeking damages arising from the termination of services that Adcorp was providing to Dentsu Mitchell in the context of Dentsu Mitchell's role as the principal contractor under the Australian Government's Master Media Agency Contract (MMA). Adcorp also claims payment for unpaid invoices in the context of the provision of these services. The MMA contract commenced in July 2014.

Prior to this, Adcorp had been providing Non-Campaign services to the Australian Government since 2008, however from July 2014 the previous Campaign and Non-Campaign contracts were combined within the one contract, with services being performed by both Adcorp and Dentsu Mitchell.

~ends~

Adelaide  
Auckland  
Brisbane  
Canberra  
Christchurch  
Darwin  
Melbourne  
Perth  
Sydney  
Tauranga  
Wellington

---

For further information, please contact:

David Morrison  
Chief Executive Officer  
Adcorp Australia Limited  
+ 61 2 8524 8500  
davidmorrison@adcorp.com.au

**Starting conversations**

Adcorp Australia ABN 72 002 208 915

**POSTAL**

PO BOX 601  
Broadway NSW 2007

**SYDNEY**

Level 2, 309 George Street  
Sydney NSW 2000

**adcorp.com.au**

T: 02 8524 8500  
F: 02 8524 8700