

(arat Interactive LH (3148086)

PricewaterhouseCoopers
1 Embankment Place

London WC2N 6RH Telephone +44 (0) 20 7583 5000 Facsimile +44 (0) 20 7822 4652

The Directors
Aegis Group plc
43 – 45 Portman Square
London
W1H 6LY

5 February 2003

Dear Sirs,

Notice of resignation as auditors

Following the conversion of PricewaterhouseCoopers to a Limited Liability Partnership (LLP) from 1 January 2003, we have agreed with you that the new firm, PricewaterhouseCoopers LLP will be replacing us as auditors.

In accordance with Section 392 of the Companies Act 1985, we give notice that we are resigning as auditors of Aegis Group plc and its subsidiaries (as listed in Appendix A) with effect from 5 February 2003.

Yours faithfully,

PricewaterhouseCoopers

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Appendix A

| Aegis Group plc 1- | 403668 |
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| ~ | 353341 |
| · · | 103374 |
| | 2241658 |
| | 3488256 |
| , , | |
| - | 3118854 |
| ` , | 2482988 |
| | 8857307 |
| | 987259 |
| Synovate (Holdings) Limited 4 | 138425 |
| Synovate Management Services Limited 4 | 1521391 |
| Synovate Limited 2 | 2388345 |
| Synovate (Market Research) Limited 2 | 2758193 |
| Synovate (UK) Limited 3 | 8824237 |
| Sample Surveys Limited 2 | 2873052 |
| BBJ Communications Limited 2. | 394574 |
| Carat Group UK Limited | 939690 |
| Carat Limited 1 | 378339 |
| Carat Sport Limited 4. | 374867 |
| Carat Interactive Limited 3 | 148086 |
| Carat Business Limited 2 | 660350 |
| Carat Insight Limited 2 | 496207 |
| Feather Brooksbank Ltd S | SC127341 |
| The Outdoor Life Limited 1 | 952739 |
| Posterscope Limited 1 | .630792 |
| Posterscope in the North Limited 1 | 803074 |