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Green Square advises We Are Vista on its acquisition by ICF Consulting Inc.

Based in London and Leeds, We are Vista is a leading creative communications business, highly recognised for its work in communications strategy, research, digital engagement, content development and creative execution. With over 100 employees, its team includes some of the industry's top strategic communicators who have developed campaigns for blue-chip names including BMW, Lloyds, Vodafone and Asda.

ICF (NASDAQ:ICFI), headquartered in Fairfax, Virginia, is an international consulting and digital services provider employing over 5,000 staff. We are Vista will become a key component of ICF's European offering and be part of ICF's marketing and communication discipline, which offers unique, broad expertise across the entire spectrum of marketing services, including strategic communications, advertising, digital engagement, public relations, loyalty, customer relationship management and brand management.

Sudhakar Kesavan, CEO, ICF commented:

"We have created an integrated set of advisory and engagement marketing capabilities to better serve our North American customers, and the acquisition of We are Vista expands this strategic intent into Europe. They will enhance the support we offer both our public and private sector clients in Europe."

James Wilkins, CEO, We Are Vista commented:

"ICF is the perfect acquirer for us, which is testament to Green Square's expertise and dedication to finding the right international buyers that goes well beyond the usual suspects. The strategic fit with ICF was obvious from the start and joining their group enables us to offer an unmatched set of marketing and communications services from offices across the globe supported by industry-leading analytics.

Green Square spent time properly understanding the business and, just as importantly, the various shareholders, their characters, aspirations and motivations, thus they had a very impressive handle on what would work for us, which led to meaningful dialogues with many interested parties.

Green Square are a class apart. Their professionalism, experience, advisory and negotiating skills combined with their genuine sense of care, interest and goodwill makes them a clear partner of choice. I can't speak highly enough of Barry and Tony both professionally and personally. Taking your business to market is a difficult and very personal thing to do and I don't think you can have better by your side than Green Square when you are going through it. I simply think they are the best out there and have the ability to make you smile as well."

Barry Dudley, Partner, Green Square commented:

"We have thoroughly enjoyed working with the We Are Vista team, getting to understand them all personally as well as professionally, and are very proud to have delivered on their aspirations. With such a talented leadership team, it is going to be a genuine pleasure watching the business further accelerate its growth as it embarks on the next stage of its journey."