

PRESS RELEASE, 10th October 2018

Green Square advises B2B International on its acquisition by gyro, Dentsu Aegis

Green Square Associates are delighted to have advised the brilliant team at B2B International on its sale to gyro, Dentsu Aegis.

Headquartered in the UK with 160 staff in offices across Europe, the USA and Asia-Pacific, B2B International provides bespoke market research solutions for global clients, which include 600 of the world's largest blue-chips such as Stanley Black & Decker, BASF, E.ON and Bridgestone. It has carried out more than 3,000 projects across every continent and in every industry vertical.

The addition of B2B International further enhances gyro's offering to create ideas that are humanly-relevant for its global client roster, including HP, Vodafone, Danone, eBay and Google. Gyro, which launched in 1981 and was acquired by Dentsu Aegis Network in 2016, has 17 offices worldwide and is headquartered in New York.

Nick Hague, Founder and Chairman and Matthew Harrison, CEO, B2B International commented:

"The rapid speed at which the marketing landscape is changing demands world-leading insight-led creative communications capable of helping B2B clients win in every industry sector. We believe that our combined businesses can achieve just that and deliver a broader B2B offering, driven by insights and intelligence.

We were determined that if we ever sold B2B, it would have to be to the right buyer: a company that wanted us to remain true to our B2B roots and unique culture, at the same time as propelling us to further growth and complementing our geographical footprint. It was never going to be easy finding the right company, but Green Square did exactly that.

They spent time immersing themselves in our business and understanding what type of company would be the ideal fit. Their search was targeted and in depth. Their assistance throughout deal preparation and due diligence was a class apart, and we couldn't be happier with the way the process went from start to finish. We'd recommend Andrew and the team without hesitation to any business-owners looking to sell."

Christoph Becker, CEO and CCO, gyro commented:

"Gyro's strategy is to offer the most modern and full service B2B solutions for our clients globally. Our existing, full service offering blends creative excellence and a unique understanding of how business decisions makers behave, with deep data resources focused on B2B. By joining forces with B2B International, the world's leading provider of B2B market research, we will accelerate gyro's goal to lead the reinvention of B2B marketing. I couldn't be more happy to have this world class talent and new friends acting as one to deliver the most humanly relevant ideas and experiences".

Stef Calcraft, Executive Chairman, Dentsu Aegis Network, UK & Ireland, commented:

"The union of gyro and B2B International will transform the B2B marketing landscape, creating the world's largest marketing network offering specialist B2B insights and solutions for the world's most iconic brands. I'm delighted to welcome the team at B2B International to Dentsu Aegis.



B2B International, whose UK-based clients include Wolseley, Yodel, Celesio, and Kingspan, will remain headquartered in the UK, with offices in London and Manchester, and operate under the brand, B2B International - a gyro company."

Andrew Moss, Partner at Green Square, commented:

"We developed a very strong relationship with the B2B team over the course of the transaction, working closely together to ensure a really positive outcome for all parties. With such a talented, cohesive team and solid business model we very much look forward to seeing them thrive in the future and will provide continued support throughout the next leg of their journey."

About Green Square

Green Square is the expert London and NY based corporate finance advisory firm to the marketing communications, media and martech sectors. Since its launch in 2008, it has completed a significant number of successful transactions ensuring its clients receive full value for their businesses and strong foundations for future success. A breath of fresh air in the stuffy world of M&A, Green Square is renowned for finding the right strategic acquirers for its clients and the vast majority of its work comes via referral for good reason.

For further information, please contact:

Andrew Moss 020 3745 7780, andrew.moss@gsquare.co.uk

www.gsquare.co.uk