

London, 8 May 2018

Ciesco advises New York-based MODCo Media on its sale to Serviceplan Group, the largest independent agency group in Europe

Ciesco Group is pleased to announce the successful completion of its latest transaction, advising the shareholders of MODCo Media, a full-service media agency based in New York, on the sale to Serviceplan Group, the largest independent agency group in Europe. This marks the first entry into the US market for the Germany-based group.

Founded in 1991, the New York-based MODCo Media has been one of the few independent creative full-service media firms left in the US. With a strong media capability (over \$110M in annual billings), MODCo Media integrates strategic planning and media buying with creative solutions across all platforms, providing communication strategy, media planning & buying, reporting & analytics, and SEO services. The agency has worked with some of the most successful fashion, luxury and entertainment brands, including Rockstar Games, 2K Games, Kenneth Cole, True Religion, Vera Wang, Hunter and Brighthouse Financial, part of MetLife.

Serviceplan Group is the largest independent communications agency group in Europe, with approx. €400m in agency fees generated by over 3,400 employees worldwide. The Munich-headquartered company operates an integrated model among its various specialist agencies (at more than 35 locations worldwide), combining its creative arm (Serviceplan), digital arm (Plan.Net) and media arm (Mediaplus) under one single roof to create a "House of Communication". Numerous clients benefit from this integrated concept, including global brands such as BMW, BSH Bosch Siemens Hausgeräte, Continental, Deutsche Bahn, Deutsche Telekom, IKEA, Lufthansa, L'Oréal, Media Markt, MINI, Novartis, Sky and many others. The acquisition of MODCo Media in the US continues the acceleration of the group's international strategy to make the Serviceplan brand known internationally, rolling out Houses of Communication across Europe, Asia and now in the US market as well.

Chris Sahota, CEO at Ciesco who advised the MODCo Media shareholders on the transaction, commented: *"It has been a pleasure working with such a forward-thinking and entrepreneurial company as MODCo and we look forward to watching the business flourish as it enters its next growth phase"*.

Erik Dochtermann, founder and CEO of MODCo Media, further commented: *"Ciesco's sector expertise, global network, and understanding of our business played a critical role in identifying Serviceplan as the right strategic partner for us. By joining forces with Serviceplan, we can significantly enhance the depth and breadth of our current service offering, enabling us to better serve the needs of both existing and future clients in the US and beyond."*

Ciesco acted as the exclusive advisor to the shareholders of MODCo Media.

About Ciesco Group – www.ciescogroup.com

Ciesco Group is a London-based M&A advisory firm specialising in the digital, media, marketing and technology sectors, with coverage of Europe, Asia and North America. Ciesco works with entrepreneurs and global corporates who require specialist advice on domestic or cross-border transactions, divestitures and business strategy, as well as private equity firms looking for growth or exit opportunities for their portfolio companies. Led by practitioners with deep industry experience and expertise within new media and disruptive technologies, Ciesco is able to deliver its clients independent and sound advice and execution, as well as access to an extensive network of strategic relationships, direct contacts with high-quality investors and opportunities globally.

About MODCo Media - <http://www.modcomedia.com/>

Founded in 1991 and based in New York City, MODCo Media is a full-service media strategy, research, planning and buying agency, integrating strategic planning and media buying with creative solutions across all platforms. Working with global brands across a range of sectors including fashion, luxury, entertainment and financial services, MODCo Media provides communication strategy, media planning & buying, reporting & analytics, and SEO services.

About Serviceplan Group - <http://www.serviceplan.com>

The Serviceplan Group is the largest and most diversified owner-managed and partner-managed agency group in Europe. Founded in 1970 as a traditional advertising agency, Serviceplan swiftly developed the concept of a "House of Communication". This is still the only fully integrated agency model in Germany, combining all manner of communication disciplines under one roof: whether they are brand strategists, creative professionals, design, media or online specialists, web designers, dialogue or CRM experts, market researchers, PR consultants or sales specialists – at Serviceplan, everybody pulls in the same direction at more than 35 locations worldwide. The Serviceplan Group was awarded a total of 15 Lions at the 59th International Festival of Creativity in Cannes – in addition to 7 golds, 4 silvers and 3 bronzes, the group also won the Grand Prix in the Design category.