

Ciesco advises Mediexplain*, a leading full-service marketing and media agency, on its sale to Serviceplan Group

London, 2nd July 2020: Ciesco is pleased to announce the successful completion of its latest transaction, advising the shareholders of Mediexplain*, an Amsterdam-based full-service marketing and media agency, on its sale to Serviceplan, the largest owner-operated advertising agency group in Europe. The merger sees the formation of a new fully integrated, forward-looking agency consisting of over 100 media, tech, and creative professionals. This marks the first acquisition for Serviceplan in the Dutch market.

Founded in 2000, Mediexplain* was started as strategic agency by Gun Nieuwenhuis and C.C. Hage who were convinced media strategy should be of much more value to clients than simply buying media. Twenty years later, the company is now widely regarded as the number one agency in Netherlands by reputation. As both a key differentiator and industry leading, the influential strategy work consistently receives praise from their clients which include the likes of Bolletje, Storytel, Binck Bank, Van Gogh Museum and Efteling, amongst others. Mediexplain* is well-known for its role as the front runner in the fields of new data solutions, programmatic advertising, e-commerce, influencer and a 360-degree view on media. It has gained valuable experience in recent years managing international clients and working in the international environment.

Gun Nieuwenhuis and C.C. Hage, founders of Mediexplain* explain: *"Five years ago, in the growth path of Mediexplain*, we made a conscious choice to also serve international customers on our own. It has taught us that our services also shine on that podium, but also that our Dutch clients can benefit from initiatives that are developed internationally. In Serviceplan we found that independent entrepreneurial powerhouse that strengthens our position on the Dutch market in terms of digital development power and tooling, and on the other hand enlarges the stage for our services for international clients. Not least in Benelux context."*

Florian Haller, CEO of Serviceplan Group adds: *"For Serviceplan Group, the House of Communication in Amsterdam is a milestone on our way to increasing our existing global footprint in order to be present in the relevant international markets. I am pleased that we can now offer our integrated agency concept with creative & content, media & data and experience & technology under one roof in the Netherlands, and that we have partnered with Mediexplain* in the Netherlands, an owner-managed media agency with core values aligned with those of Serviceplan."*

Ciesco acted as an exclusive adviser to Mediexplain* shareholders in this transaction. This deal is a testament to Ciesco's expertise in advising companies in the digital, media, marketing and technology sectors, which follows Mavens of London's sale to Kantar earlier this year.

Commenting on the Mediexplain-Serviceplan deal, Chris Sahota, CEO of Ciesco, remarks: *"We are delighted to announce another successful transaction completion, Ciesco advised the shareholders of Mediexplain*, the leading Amsterdam based independent full-service marketing and media agency. Ciesco were able to bring together two leading independent entrepreneurial agencies to create a new local and international offering in the Netherlands. Amsterdam is fast becoming one of the most important international hubs for media and creativity."*

Christiaan van Betuw, Managing Partner of Mediexplain* adds: "Ciesco were chosen for their clear expertise and unique reach into the Media and Advertising industry. From the start, their professionalism and guidance gave us the confidence Ciesco would bring the best match for our agency. Their holistic view on opportunities that fits the future needs of our agency has been very inspirational and has proven to be successful. Ciesco has been more than a partner in this project. We look forward to partnering with them on our future projects."

About Ciesco – www.ciesco.com

Ciesco is a leading specialist M&A firm with a deep understanding of the digital, media, marketing and technology sectors. Operating globally, Ciesco is headquartered in London, with offices in Germany and France.

Ciesco is unique in offering a unique combination of senior level industry practitioners and sector specialist investment bankers. The firm has an extensive network of contacts and strong relationships that reach deep into organisations worldwide at C-suite sponsor levels. Ciesco is well-regarded in the market for their specialist advice derived from the team's extensive experience of the industry sector, buyer landscape insights, and execution expertise.

About Mediexplain* – <https://www.mediexplain.nl/>

Mediexplain* is the independent, full-service marketing and media agency that pioneers the market. The agency's mission: to make clients more successful with the help of media and marketing. They do this by offering them control over the integrated use of all means of communication and always in an effective and high-profile way: innovative and often clearly different. Mediexplain* is also open 7 days a week: after all, the target group of almost every client is also the target group at weekends.

About Serviceplan Group – <https://www.serviceplan.com/en.html>

The Serviceplan Group is the leading independent agency group in Europe. Founded 50 years ago as an advertising agency, Serviceplan quickly developed the concept of the "House of Communication" - the only completely integrated agency model in Germany to date that combines all modern communication disciplines under one roof: whether brand strategists, creative, media, digital or technology experts, market researchers, PR consultants or sales professionals. With 24 of its own locations as well as established partnerships, the Serviceplan Group is represented in a total of 35 countries worldwide and all major economic areas.

In addition to the three largest agency brands Serviceplan, Mediaplus and Plan.Net, the group includes the market research institute Facit, the intelligent content production & management agency Solutions and the strategic management consultancy Consulting. Since 2016, Serviceplan is active in the Netherlands as part of the Benelux proposition led from Belgium. In recent years this has expanded into a solid independent agency with 20 employees. This start-up with clients such as L'Oreal, Uniekaas, Flatex, Hornbach, Ancora and De'Longhi is now accelerating and gets its own Dutch profile through the merger with Mediexplain*.
