

London, Wednesday 13<sup>th</sup> December 2017

## **Ciesco advises McCann Health on the sale of their Australian operations to Ward6, creating the largest and most creatively awarded healthcare marketing communications agency in Australia**

Ciesco Group is pleased to announce the successful completion of its latest transaction, advising McCann Health, the most awarded professional and consumer health communications network that is part of NYSE-listed Interpublic Group, on the sale of its Australian operations to Ward6, a leading independent regional health communications agency with offices in Sydney and Singapore.

McCann Health Australia is a leading player in the Australian market, headquartered in Sydney. Their integrated service offering spans across all major categories such as Medical Communications, Healthcare, Professional Communications, Consumer Health and Wellness. Clients include leading pharmaceutical and consumer health and wellness organisations such as GSK, Nestle, Boehringer Ingelheim, as well as local companies active in Wellness, Nutrition, OTC, Expert Marketing, Shopper Marketing.

Ward6 is a leading regional player that has consistently been recognised internationally for their creative excellence (at the Globals, Clio Healthcare and Creative Floor). Their diverse client base ranges from FMCGs, NGOs and retailers to pharmaceutical companies, device manufacturers and biotech.

This transaction creates the No. 1 healthcare communications group in Australia, that is not only the most creatively awarded agency group in the country, but also the largest player from a strategic perspective. The combined group will become the new McCann Health Affiliate for Australia, allowing McCann Health's clients to tap into Ward6's local expertise, talent and creativity, whilst still leveraging the network's integrated creative and strategic capabilities.

Graeme Read, president of McCann Health Asia Pacific, said: "This represents the best of both worlds and makes us stronger and smarter to the benefit of clients. The Australian agency will remain a vital affiliate in our global McCann Health network, recognising that this country is a key market for many of our global clients, and that locally-based clients value access to the tools, resources and global experience that McCann Health continues to have at its disposal."

Stuart Black, CEO of Ward6 added: "We are very excited about becoming the Australian affiliate of McCann Health and we intend to continue and build upon their commitment to creative effectiveness, a market proposition that we thoroughly subscribe to. This is a great opportunity for us to accelerate and strengthen our growth - raise expectations in terms of what a healthcare agency can provide, both strategically and creatively."

Ciesco acted as the exclusive advisor to McCann Health. This transaction is representative of its global transaction capabilities and reach.

Chris Sahota, CEO of Ciesco, also commented: "We are delighted with the outcome we achieved for McCann Health, who had built an impressive business in Australia. Through this transaction, we were able to architect the creation of the No.1 healthcare agency in Australia, in terms of overall size, income, client magnitude, creative excellence, client servicing and overall capabilities."

[About Ciesco Group - www.ciescogroup.com](http://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 McCann Health - www.mccannhealth.com](http://www.mccannhealth.com)

Comprising the world's most connected health and wellness experts, McCann Health is the most awarded professional and consumer health communications network with the largest international expertise spanning 35 countries and 61 offices. McCann Health's global network includes McCann HumanCare, McCann Healthcare, McCann Regan Campbell Ward, McCann Torre Lazur -- as well as the leading worldwide medical communications and consultancy practice, McCann Complete Medical. McCann Health is a part of McCann Worldgroup, the largest marketing communications agency network in the world, and is a leading healthcare agency network owned by Interpublic Group [NYSE: IPG].

[About Interpublic Group - www.interpublic.com](http://www.interpublic.com)

Interpublic is one of the world's leading organizations of advertising agencies and marketing services companies. Major global brands include BPN, CRAFT, FCB (Foote, Cone & Belding), FutureBrand, Golin, Huge, Initiative, Jack Morton Worldwide, MAGNA GLOBAL, McCann, Momentum, MRM//McCann, MullenLowe Group, Octagon, R/GA, UM and Weber Shandwick. Other leading brands include Avrett Free Ginsberg, Campbell Ewald, Carmichael Lynch, Deutsch, Hill Holliday, ID Media and The Martin Agency.