

# GKPR NEWS

## **M: Comms owner acquires Nordic Financial PR network**

**Sage Holdings is set to make its first acquisition since acquiring M: Comms and D.F.King earlier this year.**

The private equity backed transatlantic stakeholder management and financial communications firm has signed a definitive agreement to acquire Hallvarsson & Halvarsson, a leading Nordic Capital Markets Communications firm. Subject to regulatory clearances, the transaction should be completed at the end of 2008.

Founded in 1995, H&H employs over 100 consultants providing advice to over 100 clients in areas ranging from financial & strategic communications, to investor relations and web consulting. The H&H network extends further across the region with long-established links with consulting organizations in Denmark, Norway and Finland.

The H&H financial communications teams, which will continue to trade under the H&H brand, will report in to Hugh Morrison and Nick Miles (the Sage directors who manage the financial communications businesses and who run M: Comms) and their web services businesses will report in to other Sage directors.

"We are delighted to welcome H&H to the Sage family," comments Dr. Oliver Niedermaier, President and CEO of Sage. "H&H is an outstanding business with a heavyweight client list and real momentum. With a focus on Financial Communications, Investor Relations and Online Communications, underpinned by sophisticated web-based analytics and technology, the H&H service model closely mirrors that of Sage and is a logical acquisition for the Group".