



COMMUNICATION.
PARTNER.

PRESS INFORMATION

Communication advisor for M&A deals 2019: IWK Communication Partner wins second place in Mergermarket ranking once more

Munich-based boutique agency for financial communication defends last year's silver medal for number of deals communicated in Germany

Munich, January 23, 2020 – IWK Communication Partner (formerly Ira Wülfing Kommunikation), one of the leading German boutique agencies for financial, business and corporate communication has communicated a total of 38 M&A deals in Germany in 2019, according to the latest figures published by industry analyst Mergermarket's "PR Advisors - Global & Regional league tables" ranking. IWK comes in second place in terms of number of deals communicated in 2019 and thereby defends its silver medal from the previous year. Across Europe, IWK comes in 13th place with 52 communicated deals (previous year: 14th place). Mergermarket has placed IWK Communication Partner in the German top five PR advisors for transaction communication for several years now.

Founder and owner Ira Wülfing says: "We are very pleased to defend our silver medal when it comes to transaction communication in Germany – and our position as a small but excellent boutique agency gives this placement even more weight! What we consistently notice: In the German economy with its many medium-sized companies smaller deals in terms of volume need to be professionally communicated as well. Finding a convincing storyline as well as a fitting line of communication is often no less challenging than with larger deals. For every transaction it is important to consider a large number of internal and external stakeholders. In the end it's all about one thing: trust. The right communication helps immensely in this respect."

The large number of transactions that IWK Communication Partner accompanied in 2019 is due to the Munich-based agency's particular client structure: Currently, IWK's ten-person team, led by management duo Ira Wülfing and Florian Bergmann, supports around a dozen clients from the private equity and venture capital sectors in all aspects of transaction and financial PR as well as corporate communication. Other IWK clients come from the fields of legal, corporate and personnel consulting as well as medium-sized businesses, industry, start-ups and non-profit organisations.

Currently, IWK Communication Partner's renowned clients include AlixPartners, Bayern Kapital, Bregal Unternehmerkapital, Duff & Phelps, Equistone Partners Europe, Gimv, Lutz Abel, Silverfleet Capital, Spencer Stuart, VR Equitypartner and Waterland Private Equity as well as the non-profit initiative Level20.

 Mergermarket
League tables
Germany

PR advisor league table by deal count

Ranking			2019
2019	2018	Company name	Deal count
1	1	Finsbury Hering Schuppener GPG	50
<u>2</u>	2	<u>IWK</u> (formerly Ira Wülfing Kommunikation)	38
3	18	Kekst CNC (Publicis)	32
4	4	FTI Consulting	25
5	8	Brunswick Group	14
6	6	Charles Barker Corporate Communications	14
7	5	Maitland (AMO)	12
8	15	Image Sept	11
9	7	Hawthorn	11
10	10	Citigate Dewe Rogerson	8

Source: Mergermarket

About IWK Communication Partner

Founded in 2004, IWK Communication Partner is a communication agency based in Munich, Germany, specialising in corporate communication for the private equity, venture capital, professional services, consulting, law firm and non-profit. Due to longstanding relationships with renowned clients from these sectors, IWK's ten-person team brings particular communication advisory competence and expertise in these areas to the table. IWK covers the complete range of corporate communication, from strategic communication consulting to corporate and financial communication, media relations, crisis and change communication, corporate publishing, events, and media trainings.

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