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PRESS RELEASE

20 years of IWK: Munich communications agency again supports most M&A deals and hires two new consultants

Munich, 19 January 2024 – Munich-based IWK Communication Partner was once again the most active special agency for transaction communications in Germany 2023. With 84 assessed corporate acquisitions, sales and rounds of financing for which IWK provided communications support, the consultancy firm has once again commanded pole position in the current league table of industry information service Mergermarket. The company’s continued growth trajectory was underscored by two new hires at the beginning of its anniversary year – IWK was established in 2004.

Mergermarket’s regular rankings are viewed as the most important in the M&A industry and list the leading players in their respective disciplines and regions. Among M&A PR advisors, IWK currently also occupies seventh position in Europe and tenth position worldwide in the Deal Count category. For the first time, IWK – which has traditionally primarily been involved with transactions in the MidCap segment – also placed well ahead in the Deal Value category in Germany for the first time, with the ninth position. IWK had already taken the top spot in the league tables in terms of the number of deals in Germany in 2022 and was also regularly among the top three in previous years.

IWK has made a name for itself and become firmly established in a particular niche. The agency primarily works for companies from the areas of private equity, venture capital and asset management as well as consultancy firms for corporate finance, management, transformation and HR. Everything began at a time when private equity required a lot of explanation against a backdrop of heated debate – the foundations for the company’s formation were laid in May 2004. “The topics that our clients tackle remain no less exciting, even after IWK has been in operation for two decades. It is as important as ever to constantly highlight the positive contribution from investors and consultants”, says the agency’s founder and managing partner Ira Wülfing. “I would like to take this opportunity to thank my many companions and our outstanding team, without whom our success would not have been possible. The secret of our success has always been to bring interesting people and topics together, as well as interested target groups and experienced staff, while going the extra mile. And that’s how we intend to continue!”

In addition, IWK hired two new consultants at the start of the year: Katja Krejcir (29), who previously worked at Kekst CNC and in party-political communication, and Annika Küppers (27), who previously worked at Hoschke & Consorten and Berlin Brands Group, have brought their expertise and fresh ideas to the agency. “Both are experienced experts in the full spectrum of public relations and already have a track record of working for numerous customers from the professional services firms area – so they are ideally positioned to hit the



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ground running at IWK”, says Management Board member Florian Bergmann. “The demand for communications continues to rise, particularly on our key sectors. We are also delighted that we are increasingly in demand for complex corporate M&A projects. Increasingly often we are supporting branding processes in collaboration with our partner agencies – things are as exciting as ever!”

IWK Communication Partner’s ten-strong team is currently supporting 14 customers with their transaction, finance and corporate communication. IWK Communication Partner’s clients include Adcuram, AlixPartners, BMH Hessen, Bregal Unternehmerkapital, Eight Advisory, Equistone, Gimv, Hamilton Lane, Kincentric, MP Corporate Finance, Sonntag Corporate Finance, Spencer Stuart, VR Equitypartner and Waterland.

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