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IWK is once again the leader in M&A communications in Germany - an established name for 21 years

Munich, 06 February 2025 - IWK Communication Partner has once again taken the top spot among M&A PR advisors in Germany. In the latest M&A PR Advisors Ranking 2024 published by the industry service Mergermarket, the Munich-based agency once again secured first place in the Deal Count category for Germany with 68 transactions supported. This confirms IWK's long-standing market leadership as a specialised communications consultancy for acquisitions, exits and financing rounds.

The agency is also one of the top addresses internationally: In Europe, IWK takes 9th place in the Deal Count ranking, making it one of the leading M&A communications consultants.

‘The demand for professional M&A communication continues to grow. In many cases, the right storyline and a targeted stakeholder approach are crucial to the success of a transaction, especially in challenging economic times,’ says Ira Wülfing, founder and managing partner of IWK. For 21 years, the agency has relied on customised strategies, close customer support and senior advice in the communicative preparation, support and follow-up of deals in the medium-sized and start-up world.

With many years of experience in the areas of private equity, venture capital, asset management and corporate finance, IWK has established itself as a constant in its niche. The agency supports clients not only in transaction and financial communications, but also in classic PR strategy and corporate communications issues as well as in change processes and crisis situations.

Press contact:

IWK GmbH

Florian Bergmann

Florian.bergmann@iwk-cp.com

+49-(0)176-700 290 20

+49-(0)89-2000-30-39

iwk-cp.com