



Strategic communications consultancies CNC and JKL combine to offer broader advisory capabilities and geographical reach

Paris, 26 April, 2017 – CNC and JKL, two leading strategic communications consultancies that are both part of MSLGROUP, have announced their intention to combine their operations to create one of Europe's fastest growing communications' organisations. As a single consultancy unit inside MSL, CNC and JKL will be better able to service clients globally with a focus on business critical issues concerning growth, transformation and the protection of reputation.

CNC and JKL will have a combined global team of around 200 people and 13 offices in 9 countries. The organisation will operate under a single global P&L and JKL partners Per Ola Bosson, Maria Grimberg and Anders Lindberg will join CNC's global partner group, reporting into CNC Chief Executive Bernhard Meising.

In the Nordics, JKL will continue to operate under the JKL name and the combined group will maintain close collaboration with other MSL and Publicis Groupe entities, such as Kekst in the U.S. as well as the full MSL global network.

CNC was founded in Munich and London in 2002 and is one of Europe's fastest-growing strategic communications consultancies with 12 offices across 8 countries. JKL, headquartered in Stockholm, specialises in corporate and financial communications, public affairs and crisis communications, underpinned by excellence in digital and campaign consulting. Founded in 1985, it has long been regarded as a pioneering firm and remains one of the most influential strategic communications consultancies operating in the region.

"JKL is an organization that we have long admired and enjoyed working alongside for many years and in particular since our acquisition by Publicis Groupe. We focus on the same area of business-critical communications and, through the addition of JKL to our team, we will be able to offer our clients broader access to exceptional talent and greater geographical reach", said Bernhard Meising, CNC CEO.

"There is a strong cultural fit between CNC and JKL and a good track record of working together to solve our clients' business challenges. Together, we offer a more global platform that combines deep experience with innovative and digital communication solutions. We strongly believe that this new platform will be compelling to clients as well as to the top talents that we want to continue to attract", said Maria Grimberg, JKL CEO.

"The combination of CNC and JKL under a coordinated management team and single P&L will accelerate the development of a market-leading strategic communications specialty within MSL and will give us particular strength across Europe," said Peter Steere, MSL EMEA Chairman.

"CNC, JKL and Kekst deliver high-value strategic advice to clients worldwide. They are part of the long history MSL has built of providing strategic services around the world. The combination of CNC and JKL is among the latest of a series of important operational moves we have made to align our businesses so we are in the strongest possible position to meet the evolving needs of our clients. The better aligned and more collaborative operation we have been creating for nearly two years has already been showing considerable impact to our bottom line," said Guillaume Herbette, MSL Global CEO.

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About CNC

CNC – Communications & Network Consulting is an international consultancy group advising large corporations, mid-cap companies, institutions and individuals on all aspects of strategic communications within their specific markets, focusing particularly on cross-border mandates. With around 150 employees in 12 own offices, as well as partner agencies across the Publicis network in Europe, North and South America and Asia, CNC stands for international consulting expertise in the communications sector.

About JKL

JKL is a leading Nordic advisory firm focused on strategic communication with the vision is to be our clients' most trusted advisor.

About MSLGROUP

MSL is Publicis Groupe's strategic communications and engagement group. It is one of the world's largest public relations and integrated communications networks and provides strategic counsel and creative thinking. It champions its clients' interests through fearless and insightful campaigns that engage multiple perspectives and holistic thinking to build influence and deliver impact. With more than 3,100 people across more than 110 offices worldwide, MSL is also the largest PR network in Europe, fast-growing China and India.

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