

P R E S S R E L E A S E

Deekeling Arndt Advisors strengthens its position in capital market communications

Sebastian Krämer-Bach joins as Managing Partner

Düsseldorf, 1 August 2018. Deekeling Arndt Advisors (DAA), one of the leading communications consultancies in Germany, is expanding its advisory expertise in the field of capital market communications: Sebastian Krämer-Bach has joined the agency as Managing Partner on 1st August 2018, further strengthening the financial communications team in Frankfurt as Co-Head Financial Markets.

DAA has been the exclusive German member of AMO Global, the leading global partnership of corporate and financial communications consultancies, since 2016. AMO Global's best-in-class approach brings together local market leaders with unrivalled knowledge of stakeholder perceptions, financial markets and cross-border transactions in the key financial centres of Europe, Asia and the Americas.

As a renowned communications manager with more than 17 years of experience in financial communications, strategic consulting, and change communications in various companies and industries, Sebastian Krämer-Bach will help expand DAA's capital market and M&A communications portfolio. Before joining DAA, he was responsible for Corporate Communications at STADA Arzneimittel AG, Bad Vilbel, steering the company's communications efforts during its challenging takeover situation in 2017. Former positions include Managing Director at Hering Schuppener Consulting (HSC), where Sebastian built a track record of more than 15 successful national and international M&A projects, and was also in charge of various corporate positioning ventures and mission-critical projects on defending corporate reputation. Prior to joining HSC, he had held the position of Head of the Dresdner Bank AG's CEO office.

In Sebastian Krämer-Bach, DAA has won a renowned communications expert whose knowledge and proficiency is a perfect match for the consultancy's service portfolio.

"We are happy to welcome Sebastian as a new member to the DAA team. With his broad experience in various industries, over many successful transactions and during several subsequent change processes, he will be an ideal representative for DAA's vision statement: FROM TRANSACTION TO TRANSFORMATION," says Senior Partner Olaf Arndt, "Sebastian will support all divisions of DAA with his broad work experience and excellent understanding of our markets."

Deekeling Arndt Advisors:

About Deekeling Arndt Advisors (DAA) in Communications GmbH

DAA was founded in 1995 and has 70 employees specialising in consulting services for critical and complex communications issues. Our clients include DAX corporations, MDAX and SDAX companies, as well as *Mittelstand* in the energy, finance, insurance, transport and traffic, chemistry, IT and telecommunications, and logistics sectors. DAA's consultancy portfolio encompasses corporate and public affairs, capital market communications and financial relations, digital transformation, as well as change and leadership.

In January 2018, a majority share in Deekeling Arndt Advisors was acquired by Havas. Holding shares in a number of partner agencies within the AMO-Network already, Havas has recently announced its plans for a growth initiative in the field of capital market communications.

About AMO Global

AMO Global is the leading global partnership of corporate and financial communications consultancies. Providing sophisticated communications counsel for reputation management, M&A and capital market transactions, media relations, investor relations, and corporate crises, our partners have established relationships with many S&P 500, FTSE 100, SMI, CAC 40 and IBEX 35 companies. In the first half of 2018, the AMO Global partner agencies have been at the top of global M&A advisory both in terms of deal count and deal value managed, advising companies on a total of 138 deals worth over 321 bn. US \$.

AMO Global brings a highly experienced international team that can advise clients conducting mission-critical projects on a global scale.

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