

Press Release

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New global branding strategy

Deekeling Arndt/AMO to become H/Advisors Deekeling Arndt

H/Advisors stands for global punch and deep local roots

Deekeling Arndt Advisors in Communications, since 2016 the exclusive German partner in the international /amo network of leading strategic communications consulting firms, is changing its brand name and market image: Deekeling Arndt/AMO will become H/Advisors Deekeling Arndt. This will be implemented in the course of the coming weeks, following a new global brand strategy which was presented today in Paris. /amo is now H/Advisors.

The network was founded over 20 years ago by the Havas Group, one of the largest communications corporations worldwide. The new name positions H/Advisors as a consulting branch for strategic communications within the Havas Group and underlines its global ambitions. By combining the original names of the member companies, their rootedness and strength on their respective home markets are highlighted.

Under its brand name H/Advisors Deekeling Arndt, consulting firm Deekeling Arndt will continue to evolve its successful position as "The Transformation Company". "We are experiencing a decade of huge transformation. Many companies are going through fundamental transformation processes, driven among other things by the restructuring of business and society to move towards climate neutrality, geostrategic challenges, the reorganisation of supply and value chains and new demands being made on work processes and corporate culture. Strategically designed communications and political support are the key to successful corporate transformation, the restructuring of business models and transactions. H/Advisors' consistent global expansion enables us to offer our clients even more leverage in mastering their international transformation tasks", says Olaf Arndt, Senior Partner at Deekeling Arndt.

Previously called /amo after its founding agencies, H/Advisors brings together best-in-class consultancies in over 20 countries, offering a full suite of strategic advisory services to clients around



the world. The network embodies a common DNA of excellence and leadership, as well as its ambition to continue its global expansion as one team, with the strong support of the Havas Group and its parent company Vivendi.

Since 2018, the H/Advisors network has grown significantly, both organically and through the acquisition of leading communications and public affairs teams, significantly reinforcing its presence in the US, UK, Germany, Ireland, Belgium, Spain and Asia. H/Advisors is a top-ranking organisation for cross-border M&As as well as strategic and capital market communications. Last year alone, it advised on 368 M&A deals worth approximately €200 billion.

Yannick Bolloré, CEO of the Havas Group and chairman of the supervisory board of Vivendi:

“The new name and brand identity highlight H/Advisors’ ambitions for the next chapter in its history under the leadership of Stéphane Fouks as Chairman, together with Neil Bennett and Tom Johnson as its new co-CEOs. I am very proud to see how the network has delivered on the demanding growth plan we laid out in 2018. I have assured Stéphane, Tom and Neil that they have the full support of Havas and Vivendi as they pursue their mission of making H/Advisors the undisputed leader in global strategic communications worldwide.”

Stéphane Fouks, Executive Chairman of H/Advisors:

“The prism of communications provides deep insight into challenges faced by our clients. As H/Advisors, we offer a unique network across the world’s major markets, bringing together all the key disciplines essential to strategic counsel and the implementation to make it happen. Today, with over 1,400 consultants in 35 cities in more than 20 countries, we deliver advice and services across a wide range of practices, including transactions, transformation, reputation, policy, ESG, blockchain and crisis management. Our new identity is a clear statement of our success to date, and our continued ambition to be even more integrated with a unique name and branding, reinforcing our footprint as global strategic advisors.”

About H/Advisors

H/Advisors is a global organisation of strategic communications advisors dedicated to building, enhancing and protecting our clients’ reputation while helping achieve their business objectives. We are present in 35 cities in over 20 countries, with over 1,400 consultants.



We offer a full range of services to our clients, including:

Transactions: We are a top-ranking organisation for cross-border M&As with long and deep experience in all types of capital market transactions. Last year alone, H/Advisors advised on almost 368 M&A deals worth approximately €200 billion.

Transformation: We work closely with our clients on all of the success-critical tasks they need to master in the course of challenging corporate transformation processes.

Engagement and responsibility: We help our clients identify the needs of and engage in dialogue with their key stakeholders, including investors, regulators, public officials, employees and customers.

Crisis: We stand by our clients at their most challenging moments, providing insight, expertise and a new perspective to help them navigate crises in their domestic and international markets.

Policy: We advise our clients on all aspects of public affairs, notably potential significant government policy changes, how these may affect clients and how they can lobby and campaign to protect their interests.

H/Advisors is backed by Havas, one of the world's largest global communications groups, founded in 1835 in Paris.

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