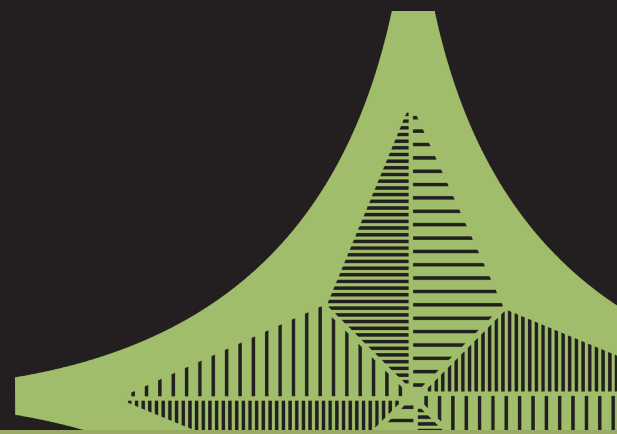




Deal Announcement: Green Square advises Next15 on its sale of Elvis

Green Square, HaysMac's M&A and Corporate Finance division, advises **Next15 Group on its disposal of Elvis Communications to Wonderhood Studios.**

Wonderhood Studios has agreed to acquire Elvis Communications from Next 15 Group plc, accelerating the next stage of Wonderhood's growth as an independent British creative company built around captivating audiences for brands and broadcasters.

Starting out as the legendary advertising agency WCRS in 1979, before expanding as Engine, Elvis has operated as an award-winning creative and growth agency for over four decades. Today it works with a broad range of clients that includes Next plc, Mondelez, the RAF, the Royal Navy, E.ON and The Football Association.

The sale by Next15 is in line with the group's previously announced strategy to streamline its structure and refocus the business.

The acquisition will create a combined business with over 130 skilled people and confirms Wonderhood's position as the only creative company in the UK operating as both a leading independent advertising agency and premium TV production company.

Sam Knights, CEO at Next15 said:

"This transaction is another step in our simplification strategy and reflects our disciplined approach to portfolio management.

Elvis is a wonderful business, with exceptional talent, and we are pleased to have found a strong new home in which it will thrive. For Next 15, this will further sharpen the Group's focus, building on work done to date and give us greater operational clarity and flexibility for future growth."

It was a pleasure to work with Green Square, an M&A firm I have worked with previously. They ran a detailed, highly focused and fast-paced process and worked very closely with our team and the ultimate acquirer to ensure an excellent solution for both sides."

Sachin Dosani, COO at Wonderhood said:

"This acquisition marks the next stage in Wonderhood's evolution as a sustainably independent British creative company. It gives us greater scale, broader capability and a stronger platform to help brands build value by captivating audiences across advertising, social and entertainment."

Alex Best, CEO across the brand side of Wonderhood added: "Bringing Elvis into the business gives us greater scale, deeper capability and more firepower. Matt and his team bring a strong track record of effective, creatively ambitious work, and I'm excited about what we can build together for clients who want ideas that don't just reach people but genuinely captivate them."

NEXT15 wonderhood Studios

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We greatly enjoyed acting for Next15 on this mandate and completing the transaction with Wonderhood. Both sides were an absolute pleasure to work with.

Given the strong brand that Elvis is, there were several interested parties, but from a chemistry and strategic viewpoint the fit with Wonderhood was the most compelling. We look forward to following the newly combined business on its journey

Tony Walford, Partner at Green Square and Head of M&A at HaysMac

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