

**PRESS RELEASE**

March 2019

**Renzenbrink & Partner advises creative agency Philipp und Keuntje and its shareholders on merger with communications agency fischerAppelt**

Renzenbrink & Partner is pleased to announce that it has advised Philipp und Keuntje and its shareholders on the successful merger with fischerAppelt. Philipp und Keuntje will continue to operate under the same brand and the founding shareholders and top management will remain invested.

Award-winning agency Philipp und Keuntje, established in January 1999, is one of the most successful creative agencies in Germany. It develops content and branding strategies and provides advertising advice for clients such as Audi and Astra. The agency currently has 200 employees based in Hamburg and Ingolstadt.

The fischerAppelt Group has approximately 500 employees and a turnover of over EUR 58 million in 2018. The group's renowned customer base includes car manufacturer Daimler and pharmaceuticals group Merck. The merger with Philipp und Keuntje will further reinforce fischerAppelt's advertising and brand management offering with the aim of encompassing the entire customer experience.

Renzenbrink & Partner provided comprehensive legal advice to Philipp und Keuntje and its shareholders on all aspects of the transaction. The team consisted of Dr. Ulf Renzenbrink and Martin Aisenbrey (both Corporate/M&A).

Contact:

T +49 40 3501710-0

F +49 40 3501710-10

[info@renzenbrink-partner.de](mailto:info@renzenbrink-partner.de)