



FINANCIAL AND CAPITAL MARKET ADVISORY FIRM BUCHANAN COMMUNICATIONS JOINS BURSON

NEW YORK, April 15, 2024 -- BCW and Hill & Knowlton, which will [merge](#) as of July 1, 2024, to form Burson, today announced that leading financial communications and capital market advisory firm Buchanan Communications, part of WPP, will become part of Burson, effective immediately.

Buchanan Communications specializes in supporting companies that require access to the capital markets to raise finance, optimize valuation, enhance reputation and create new and lasting supporters among the investor, analyst and media communities. Founded in 1984 and acquired by WPP in 1997, Buchanan provides a fully integrated service for its publicly listed and private clients, which includes strategic counsel on relations with all capital market stakeholders, on all types of transactions (including M&A), crisis and change management, and all other corporate situations. Buchanan also provides a comprehensive sustainability offering, including sustainability reporting and communications, along with creative services, including brand, website design, financial marketing collateral design, and digital content.

"Building reputation to grow brand and business value requires engagement across the full range of stakeholder audiences, including capital markets," said Corey duBrowa, Global CEO, BCW, who will hold the same role with Burson upon completion of the merger.

"Beyond strengthening financial confidence or 'investability' in an organization, managing relationships with investor audiences is crucial to optimizing and protecting a company's valuation and reputation. Bringing the exceptional team at Buchanan to Burson gives us immediate strength in financial communications in key international markets and the firepower to expand this expertise at scale."

The Buchanan team serves clients across consumer, leisure and gaming; energy and renewables; financial services; industrials and infrastructure; investment companies; life sciences and healthcare; mining and metals; professional services; and technology, media and telecommunications.

"The formation of Burson as the market-leading powerhouse in the global communications industry provides an exceptional opportunity for Buchanan to consolidate its leading position in London and expand its operations internationally" said Richard Oldworth, Chairman of Buchanan. "We share a common vision with Burson of building and protecting reputations, delivering significant value and placing our clients first, as capital markets evolve and present exciting global opportunities. Having the expansive global network and complementary skillsets which Burson provides will be of tremendous value to our existing and prospective clients."

Buchanan Communications will be a brand within Burson together with Hill & Knowlton, GCI Health and AxiCom.

On January 25th, WPP announced it would [merge](#) its two largest communications agencies, BCW and Hill & Knowlton, to form Burson, a powerhouse delivering modern communications leadership at scale to clients across the world. The merged company will become an industry-leading, full-service communications agency focused on building and protecting reputation. Burson will be operational as of July 1, 2024.

About BCW

BCW is the global communications agency built to move people. BCW partners with clients in the B2B, consumer, corporate, crisis management, healthcare, public affairs, purpose and technology sectors to set strategic direction for all communications and create powerful and unexpected ideas that earn attention. BCW uses earned media, paid media, creative technology, data, AI and an expanding suite of innovative capabilities to move people with power and precision to move its clients forward. BCW is a part of WPP (NYSE: WPP), the creative transformation company. For more information, visit www.bcw-global.com.

About Hill & Knowlton

Hill & Knowlton is the global strategic communications leader for transformation. A trusted partner for sustainable value creation and protection, we help brands, businesses and leaders build reputation, manage risk, and create breakthrough opportunities for growth. Founded in 1927, today's Hill & Knowlton operates 70 offices in over 30 countries, providing advisory, public relations and creative solutions to local and global clients. Our global team offers integrated strategic services, grounded in deep sector expertise, and enabled by creativity and intelligence. Headquartered in New York, Hill & Knowlton is part of WPP, the world's largest marketing and communications services company. For more information, visit www.hillandknowlton.com, and follow us on LinkedIn, Instagram, and Facebook.

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