

Recent Transaction



the leading sports marketing and
lifestyle consumer PR firm in South East Asia
has been acquired by



Results International Group
acted as corporate
finance advisor to Fulford

resultsINTERNATIONAL

CASE STUDY

Situation

Fulford PR, the leading Sports Marketing and Lifestyle Consumer PR firm in South East Asia, retained Results International to secure an equity partner to provide Fulford PR the ability to expand its services regionally and to Europe.

Opportunity

QobliQ was formed with the aim of creating a leading international innovative marketing services group, combining sponsorship, PR, digital and experiential marketing. Since December 2007 it has acquired brandRapport and Arena, UK sponsorship consultancies, Sponsorclick France, a French sponsorship consultancy (rebranded brandRapport France), and Nouveau Jour, a French experiential agency.

Outcome

Results International secured interest from a number of potential acquirers. QobliQ Group was chosen as the preferred acquirer. Fulford PR will align with brandRapport and RedButton with the Group's first acquisition in Asia.

Quotes

Linda Fulford, founder of Fulford PR, said: "We are very excited about the opportunity to become part of the QobliQ Group and work alongside brandRapport and RedButton. This will enable us to increase our offering both regionally and in Europe across our combined core strengths of sports, corporate and consumer. We are very much looking forward to providing these added benefits to our existing clients and beyond."

Xavier Quattrocchi-Oubradous, CEO of QobliQ, said: "We are extremely happy to continue QobliQ's strategy of consolidation of PR with the acquisition of a leader in Asia, Fulford PR. Fulford PR will provide our sponsorship and sports PR agency, brandRapport, and our consumer PR agency, RedButton, with considerable know-how and geographical coverage. Fulford PR's client list, which includes Standard Chartered Marathon Singapore, HSBC Women's Champions, Barclays Singapore Open, Singapore Art Museum, Paragon Shopping Mall, Ministry of Manpower, Beam Global Asia, SingTel Digital Media and BBC Worldwide Channels Asia Pacific, is also very impressive, and the synergies with our Hong Kong team are already starting to materialise to the benefit of our clients. Being strong in Asia creates a new momentum for the Group."