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FLAMINGO
INTERNATIONAL
research · thinking · strategy

leading international qualitative research
agency

has been acquired by



DIVERSIFIED
AGENCY
SERVICES
A Division of
Omnicom Group Inc.

division of Omnicom Group Inc.,
the US-publicly quoted group

Results International Group LLP
Corporate finance advisor to
Flamingo International

December 2006

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We are delighted to announce the recently completed sale of our client, Flamingo International, a leading international qualitative research agency. The company has been acquired by Diversified Agency Services, the marketing services division of Omnicom Group Inc. We negotiated with a number of interested buyers during the process and received several offers and a very strong sense of the range of interest that undoubtedly exists for well performing businesses across the whole marketing communications field.

The purpose of getting in touch is to point out that our role is to work with the owners of businesses such as yours, over time, to contribute to the development, and realisation, of value for shareholders. This approach worked very well for Flamingo, as it has for well over a hundred other UK companies we have sold during the 15 years since Results International was formed.

If you would like to follow up on any of the items listed below or wish to provide feedback, please feel free to contact us - we'd be delighted to hear from you.

Yours sincerely
Graham Beckett, CEO

Case study

Situation

Founded in 1992, Flamingo is a leading award-winning qualitative research business with offices in London, San Francisco and Singapore. An expert in brand and consumer understanding, it has a strong people orientated culture and an excellent track record of consistent growth.

Opportunity & outcome

It was strongly felt the best way to fuel its continued global growth would be to align Flamingo with an established international group, with substantive footprints in the chosen territories. The acquirer would have to be able to offer synergistic opportunities and provide assistance in developing new offices overseas.

Results worked closely with the founder-shareholders and the management team and identified potential UK and overseas acquirors best placed to meet the company's objectives. Results generated very strong interest from several acquirors, giving Flamingo an interesting range of options. Flamingo chose Omnicom based on strategic fit, synergy, chemistry and overall value.

Client comment

Kirsty Fuller of Flamingo said "Results delivered exactly against the brief. They clearly understood our business and our needs. By becoming part of Omnicom, we now have an excellent opportunity to take the brand into many more territories."

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