

Acquisition of Identica Limited

Writtle is pleased to announce the acquisition of Identica, a brand strategy and design agency founded 25 years ago and based in London. Identica joins Writtle's other design and innovation agencies including 20.20, Beyond Communications, Epoch, Seymourpowell, The Team and Williams Murray Hamm and will continue to operate autonomously from its premises in Clerkenwell servicing its worldwide client base.

Commenting on the deal, Writtle's Chairman Robert Essex said "We have known of Identica and its rich heritage for many years. Identica will fit well alongside our other first class agencies and we are confident that it will thrive and grow under Writtle's ownership which is based on decentralised growth and equity involvement, a model that has served us well over many years."

Carol Lavender, Identica's Managing Director, said "We are delighted to be joining Writtle, which has proved to be an excellent home for so many of our peer group in the creative sector. I can't think of a better way for Identica to celebrate its silver anniversary".

Note to Editors : Writtle is an international marketing services group with offices in the UK, US and China. Revenue for 2016 exceeded £70m across 10 operating companies and clients include Intel, Marks and Spencer, Nestle, Tesco and Universal Studios.