



PRESS INFORMATION

's-Hertogenbosch, 1 September 2015

MANAGEMENT BUY-OUT ADVERTISING AGENCY DE CODE

1 September 2015 – The current management of De Code, an advertising agency founded in 2004, has successfully acquired the firm from its current owner. The management will, given the dynamics in the market, move into a new direction and has set ambitious growth targets for the future. The current owner will continue to be involved with the company. Blacktrace has provided assistance and guidance to the seller in the MBO trajectory.

SHORT PROFILE DE CODE

De Code is a full-service advertising agency founded in 2004. De Code develops and implements distinctive communication strategies in order to strengthen its clients' market position. It offers front-to-end communication services, ranging anywhere from strategic communication plans to website design. De Code works for well-known companies like Allsecur and GGD.

Detailed information about De Code is available at www.decode.nl

SHORT PROFILE BLACKTRACE MERGERS & ACQUISITIONS

Blacktrace is an award winning independent merger and acquisition specialist, providing guidance for medium-sized and large businesses when implementing merger and acquisition transactions, attracting shareholder capital and arranging funding. Blacktrace helps companies make the transition to a higher level and provide professional support in the following areas: divestment, acquisition, management buy-out, corporate valuation, corporate financing and corporate exit.

Detailed information about Blacktrace is available at www.blacktrace.nl

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