

The Creative Engagement Group acquires Cormis healthcare consultancy

LONDON, Tuesday June 9th

The Creative Engagement Group, part of Huntsworth the international healthcare and communications group, today announces the acquisition of Cormis. Cormis is a strategic communications and training consultancy for the pharmaceutical industry. The Creative Engagement Group (TCEG) is Huntsworth's immersive division.

This is Huntsworth's first acquisition under the ownership of Clayton, Dubilier & Rice and demonstrates the group's commitment to strengthening its offering for the healthcare category.

Cormis' sector-leading offering equips pharmaceutical sales, medical and marketing staff with the skills, capabilities and mindset they need to compete in the healthcare market. Cormis was founded in 2011 and has a UK office in Surrey and a US office in Philadelphia.

Cormis UK partners Ian Close, Ila Garner-Patel and Dan Masquelier, and US partners Bob Dufour and Sue Lohr, will continue to lead Cormis and join TCEG's leadership team, reporting to Russ Lidstone, the Group CEO of The Creative Engagement Group.

The integration of Cormis into TCEG follows the acquisition of digital training specialists, Logicearth in early April.

TCEG's engagement capabilities also include live and virtual event marketing; digital, immersive and film; scientific engagement and training; digital learning consulting and employee engagement consulting.

The combination of Cormis with the other consultancies in the group, Axiom, Forty1 and Logicearth, enables TCEG to provide an even greater scientific centre of excellence and customer propositions around marketing, commercial and sales, employee engagement, strategic communications and digital training.

TCEG works with an international blue-chip client base across a range of sectors and has a particular strength in healthcare.

Russ Lidstone, Group CEO of The Creative Engagement Group said: "The addition of Cormis to our Group is the exciting next step in the strengthening of our strategic offering for healthcare clients. It's a really compelling prospect to have the strategic and consulting talents of Cormis combine with the rest of The Creative Engagement Group and we're delighted to have them on the team".

Dan Masquelier, Partner at Cormis said: "We are excited to combine our expertise with the breadth of engagement offered by The Creative Engagement Group to enhance our service to clients in a changing world where agility and accessibility are of paramount importance."

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About The Creative Engagement Group and Huntsworth:

The Creative Engagement Group (www.tceg.com) is an unusually shaped communications group that creates moments that inspire lasting change. It is focused on engaging internal and external audiences through the creation and delivery of live and virtual experiences, film, immersive, interactive, learning services and scientific engagement. The Creative Engagement Group works with an international blue-chip client base across business categories and has a particular strength in healthcare. The group comprises of live event specialist WRG; Film, Immersive engagement and digital agency, The Moment; scientific engagement division Axiom; biopharma division Just Communicate; employee experience consultancy Forty1 and digital learning services division Logicearth. It employs over 400 people in Europe and the US.

Huntsworth is an international healthcare and communications group. The Group's principal areas of focus are marketing, medical and immersive communications services to healthcare clients, which are primarily large and mid-size pharmaceutical and biotech companies. It also has Constellation Communications group, which provides a wide range of communications and advisory services including strategic communications, public affairs, investor relations and consumer marketing.

About Cormis:

Cormis is a leading strategic training consultancy, focusing on building the capabilities of teams and individuals in the pharmaceutical sector. Their expertise focuses on capability building programmes in Leadership, Coaching, Strategic Planning, Cross functional teamwork and Communication. Since 2011, Cormis has developed and implemented innovative capability building solutions for their clients which are mainly large and mid-sized pharmaceutical and biotech companies.