

**HW Corporate Finance is delighted to announce its recent advisory role in the acquisition of the business and assets of Acclaim by Crown Business Communications, a leading UK communications agency specialising in the events and corporate communications sector.**

**Acclaim, an events and communications agency, has, over the last 18 years, grown its customer base to include clients such as BAT and various government agencies.**

**Commenting on the deal, Crown's Managing Director Nicky Havelaar said: "Acquiring the Acclaim business was a good opportunity for us because there's a strong cultural and business fit, identified in the preparatory stages. With a talented team and an excellent client base, this further strengthens our position in the events space and we look forward to providing even smarter and more creative communications solutions for our combined client list going forward."**



**Nicky was equally enthusiastic about the service received from HW Corporate Finance, commenting: "My experience with HWCF and in particular with Richard Hall was that he very quickly understood the nature of our business and was therefore able to focus on the relevant issues for us and deploy his considerable experience to very good effect. He is also good fun to work with."**

**Richard Hall who led the team at HW Corporate Finance, commented "We were delighted to assist Nicky and her team in identifying potential opportunities and negotiating a suitable deal structure. The acquisition was made possible by Crown's strong balance sheet, and the directors' drive to grow both its business and capabilities, even in the current challenging environment."**