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### **Steak Digital advised by Green Square on its sale to Dentsu**

We're delighted to announce the sale of leading digital media agency Steak Group to one of the world's largest marketing services groups, Dentsu, based in Tokyo.

Founded in 2005, Steak has 94 employees with offices in London, New York and Melbourne and is widely recognised as a market leader in digital search marketing. Steak will become part of Dentsu Network West.

Green Square acted as advisor to the shareholders of Steak throughout the process and the acquisition sees Steak become Dentsu's digital footprint in Europe giving it the ability to offer Dentsu's media expertise across Asia to its clients.

Ollie Bishop, CEO and majority shareholder of Steak Digital, commented:

*"Green Square were exceptional. They were wedded to us throughout the entire process and their significant expertise and experience of transactions in our sector ensured they negotiated the best possible outcome for Steak and its shareholders. I couldn't recommend them highly enough."*

Tony Walford, a Green Square partner, commented:

*"We are very pleased to not only have been able to realise significant value for shareholders but also secure a strong future for the business in its representation as the European digital face of one of the largest global marketing groups."*

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### **Contact**

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### **About Green Square**

Green Square Partners LLP is an independent corporate finance and business advisory firm focused on the media and marketing services sector.

Since its launch in 2008, Green Square has completed a number of successful transactions, ensuring its clients receive both full value for their business and a strong foundation for their future success.

### **About Steak Digital**

Steak is an award-winning digital media company with a reputation for delivering measurable results for clients including AXA, Swiftcover, Debenhams, Comparethemarket.com, Currys and PC World.

Co-founded in 2005 by Oliver Bishop, it is widely regarded as one of the key players in the UK digital media market and is a previous winner of the coveted Media Agency of the Year award at the Interactive Marketing and Advertising Awards.

Steak specialises in paid and natural search marketing, social media marketing, affiliate management, display advertising and digital design and has offices in London, New York and Melbourne

### **About Dentsu**

Dentsu is the world's largest consolidated agency network and the 5th largest global marketing communications group. Dentsu Network West is a dynamic, collaborative collective of Dentsu-owned companies in North America, Latin America, Europe and Australia, comprising 35 offices in 11 countries. Dentsu Network West is headquartered in New York, with regional hubs in London and São Paulo.