

MediaCom acquires digital agency Code Computerlove

DIGITAL NEW BUSINESS

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MediaCom, one of the world's leading media communications specialists, today announces the acquisition of independent digital agency Code Computerlove ("Code"). The purchase of the Manchester-based agency, whose clients include Hillarys, Amnesty International, Brother and Chester Zoo, reflects the continued growth of the media industry in the region.

Following the acquisition, Code joins the MediaCom family of companies. Established in 1999, Code is one of the most recognised digital businesses outside of London and employs 85 people. Code will continue to be managed by its founders Tony Foggett, Louis

Georgiou and Wini Tse who have maintained a combined 25% stake in the business and it will remain in its offices in the centre of Manchester. Paul Cooper, Managing Director at MediaCom Manchester, will take overall responsibility for the new organisation.



Paul Cooper said: “The acquisition strengthens our ability to provide an offering that is unrivalled in the UK for both scale and sophistication in delivering across the whole marketing ecosystem, and cements MediaCom’s place as industry leaders in the digital space. In the last four years we have more than doubled the size of our business and this acquisition gives us a platform to do the same over the next four years.”

Louis Georgiou added: “We couldn’t be prouder of the reputation we have sustained over the last 17 years. Being part of the MediaCom Group will help us step up a gear as a business, creating fantastic opportunities for us, our staff and our clients.

On a personal level, I will relish the learning opportunities that come with being part of a successful global network and I look forward to working with Paul and the team.”

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