



RNS Number : 8198J
Reach4Entertainment Enterprises PLC
14 September 2016

reach4entertainment enterprises plc ('r4e', 'the Company' or 'the Group')

Launch of German Entertainment Agency

r4e is pleased to announce today that Michael Hildebrandt, until recently Director of Strategy and Development at Stage Entertainment Germany, will launch Dewynters in Germany, creating a new subsidiary for the Group. The new agency will join Dewynters in London and Spotco in New York, as part of r4e's growing global portfolio of leading entertainment and event marketing agencies.

Dewynters Germany will be the first agency of its kind in Central Europe, with two key service models:

- Strategic and commercial support for brands in the entertainment and leisure industry
- Event creation for major brands looking for entertainment-driven solutions to marketing challenges

Michael Hildebrandt said: "great marketing needs to entertain in order to succeed. It has long been my ambition to create an agency with its roots in the entertainment world, that can serve that industry but can also use its expertise to create marketing and experiential concepts to bring life to brands across a multitude of sectors. Being connected to Dewynters and Spotco grants us access to world-leading creative and marketing expertise, and gives our agency the best possible start."

David Stoller, Executive Chairman of r4e, said of Michael's appointment: "The creation of Dewynters in Germany now gives us a powerful position in the world's top three entertainment markets. We are very excited about this opportunity to serve individual clients in Central Europe but also to work on combined projects across the US, UK and Germany. Michael's record and reputation in the German entertainment market is second to none and I know that Jim Edwards in New York and James Charrington in London are eager to start working with him – together, they create quite a leadership platform for our company".

James Charrington, CEO of Dewynters in London, said: "The agency is buzzing at the moment. We were thrilled to win a series of new projects in London recently including 42nd Street, Bat out of Hell and Waitress the musical – and we can't wait to start working to support Michael and the German team in their start-up phase."

Dewynters in Germany will open for business 3 October but is already working on a consultancy basis on specific projects, and can be reached at kontakt@dewynters.com

Michael Hildebrandt studied economics at Hamburg University and began his career at advertising agency BBDO. At Thema Advertising he took on the challenge of creating the complete marketing plan for Stella Musicals – and so helped to shape the breakthrough in Germany of a new entertainment genre. Michael then moved to the Deutsches Theater in Munich to professionalise its media partnerships and merchandising activity. When Stage Entertainment Germany was founded in 2000 Michael took on the role of Managing Director for PR, Marketing and Sales – and across the following ten years he steered all communications and commercial activity for the company's eleven theatres in five cities. From 2000 Michael was also responsible for strategy and development; under his leadership the company created new productions including Hinterm Horizont, Rocky and Das Wunder von Bern.



Enquiries:

reach4entertainment enterprises plc.

David Stoller, Executive Chairman

+44 (0) 20 7968 1655

Allenby Capital (Nominated Adviser and Broker)

Jeremy Porter/James Reeve (Corporate Finance)

Katrina Perez/Kelly Gardiner

+44 (0) 20 3328 5656

Novella Communications (Financial PR)

Tim Robertson

Toby Andrews

+44 (0) 20 3151 7008