

## **Browne Jacobson's Manchester transaction services team advise HH Global Interactive on its acquisition of the marketing services division of GB Group plc**

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14 January 2021

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Headquartered in Chester, GBG is a global leader in identity data intelligence, helping public and private sector organisations make better decisions about their customers and employees. Its Marketing Services division specialises in database creation, management and analysis to help brands better understand their clients and help shape their digital marketing strategies.

The deal will further strengthen the interactive capabilities of HH Global, following its acquisition of Blueberry Wave and is the latest in a series of acquisitions for the HH Global Group which has included the \$177m all-cash deal to acquire InnerWorkings back in October 2020.

HH Global Group is an award winning global outsourced marketing execution provider supporting the world's leading brands with high-profile, business-critical print, POS (temporary and permanent), promotional merchandise, luxury packaging and content production.

**Steve Matthey**, Managing Director, Interactive said: *"This acquisition strengthens our interactive solutions, supporting our clients' growing needs for smarter and more advanced marketing execution. We are delighted at the additional marketing technologies and tools this acquisition brings us, as well as the highly skilled team from GBG.*

*"I have used Browne Jacobson a number of times now and continually find the team to be agile, professional and pragmatic in their execution of our business needs."*

The Browne Jacobson team comprised partner [Peter Allen](#), Senior Associate [Ryan Brown](#) and associate [Bethany Pickup](#), assisted by [Richard Nicholas](#) (commercial) and [Ian Deakin](#) (employment).

**Peter Allen** added: *"It's been a pleasure to help the growth of the HH Global Interactive team with this acquisition. We wish Steve, Toni, Melanie and the rest of the team there all the best for the future growth of the business, as part of the fast growing HH Global group."*

## **Contact**

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