



SLM Corporate acts in sale of SMART to McCann Erickson

**“International parties have featured strongly in a number of the firm’s recent mandates”
says SLM Director**

Melbourne, VIC, 3 October 2011 – SLM Corporate acted as corporate advisors to the owners of Australian advertising agency, SMART, in the sale to global advertising giant, McCann Erickson.

SMART, a full-service creative agency, was established in 2000 by Ben Lilley and two partners. It has since become one of Australia’s largest independent agencies with extensive experience across a range of local and global clients, including adidas, ANZ Bank, Dulux, Ferrero, Levi’s, News Limited, SEEK, Specsavers, Unilever, Vodafone and numerous government agencies.

Former SMART CEO, Ben Lilley, will become the combined group’s CEO and will oversee the ongoing merger of the two entities in Australian and New Zealand markets.

According to SLM Director Antony Sormann, the acquisition of SMART - an agency renowned for its outgoing and at times outrageous campaigns - delivered three benefits to the merged entity. First, it freshened and increased the depth of management at McCann Worldgroup Australia. Secondly, it introduced new national and international clients. Finally, it afforded McCann the additional local scale needed to continue their reign as the world’s largest advertising agency network.

Mr Sormann said that international buyers have featured strongly in a number of SLM’s recent sale mandates. These have included the recent sale of energy performance contractor ECS to Schneider Electric, and significant Indian and Chinese investor interest in the firm’s resources transactions.

Jeremy Leibler and Jeremy Lanzer from Arnold Bloch Leibler acted as legal advisors to SMART.

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About SLM Corporate

SLM is a Melbourne-based independent corporate advisory firm founded in 1999, specialising in the provision of financial and strategic advice to its clients. The firm provides advice on mergers and acquisitions, strategy, public listings, divestments and corporate restructuring, as well as a wide range of strategic and financial consulting services. SLM has worked with small to midcap listed companies and private businesses across a wide spectrum of industries on specialised and complex assignments.

About SMART

SMART was founded in 2000 by Lilley and two partners, all under 30, with the aim to create a “borderless” and integrated alternative to the big agencies each of them had worked for. The agency grew quickly, producing irreverent, brash, kinetic and surprising work. The agency is not afraid to offend

or cause controversy. A famous campaign for Coca-Cola's Mother Energy Drink features rocket-propelled bumper cars and multiple superfluous explosions that produced numerous complaints. An advertisement for Australia's apple growers presented petty, small-minded healthcare professionals who worry that healthy, apple-chomping patients will deprive them of their livelihood. The agency has generated great local media exposure for its works and also its provocative guerrilla stunts.

About McCann Worldgroup Australia

McCann Worldgroup delivers marketing solutions that transform brands and grow businesses. The company is comprised of a collaborative roster of best-in class agencies that emphasise creativity, innovation, and performance, including McCann Erickson (the world's largest advertising agency network); MRM (digital marketing/relationship management); Momentum (event marketing/promotion); McCann Healthcare (professional/dtc communications); WGEXP (global production); UM (media management); Weber Shandwick (public relations) and FutureBrand (consulting/design).