

magus*press release

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Merger of CG Business Communications and Item Group Ltd to form Sequel Group

Magus Partners has advised the owners and management of CG Business Communications (also known as Chandler Gooding) on its merger with item Group.

CG and Item are both leading, London-based agencies in the internal communications segment. The combined group of 30+ personnel will be led by Executive Chairman, Peter Ciccone, MD Alison Crossley, Client Director, Nick Andrews and Business Development Director, Suzanne Peck.

Sequel's core services will continue to encompass writing, design, strategic support, delivery of print and digital media, along with training, audits and advertising support.

Terms were not disclosed.

Further information about Sequel Group can be found at www.sequelgroup.co.uk.

Further enquiries: please contact Clive Sanford on 020 7317 0992 or by email at csanford@maguspartners.com.

***magus** /'meiges/ n. (pl. magi) say may-jus
1 (the (three) magi) the wise men from the east.
2 a magician, master of the four elements, able to shift events in his favour. 3 known for great ability in the area of strategy, corporate finance and m&a