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**Isobar acquires White Sheep in Finland
Suddenly brand to be established in all four Nordic markets**

Aegis Group plc (“Aegis”), the marketing communications group, today announces the acquisition of White Sheep. White Sheep has gross assets of €0.7m.

White Sheep is a full-service digital marketing and design agency in Finland. Founded in 2003, its specialist services include online marketing strategy, digital media, web development and creative production. White Sheep today has a reputation for innovation in the Finnish digital marketplace with blue-chip clients including Valio, Bayer and Fazer.

White Sheep will be re-branded as Suddenly Helsinki, becoming part of Isobar’s Suddenly network of full-service digital marketing agencies in the Nordics. It will join Suddenly offices in Stockholm, Oslo, Gothenberg and Copenhagen.

Robert Lerwill, ceo of Aegis, said:

“White Sheep’s work and approach make it a perfect fit for our Suddenly brand - standing for creative integrated digital solutions. This acquisition fulfils our objective of having a Suddenly in all four Nordic countries. It brings another dynamic digital agency into Isobar, and will enhance our offer to Aegis Media clients in Finland and to Suddenly clients across the region.”

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