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LRW Expands into Consulting with Acquisition of Strativity Group

Los Angeles – LRW, a leading global analytics and insights consultancy, announced today that it has completed the purchase of Strativity Group, an award-winning, global customer experience and culture design firm. This is LRW's fourth in a planned series of acquisitions in support of its long-term vision of creating a collaboration of companies that leverage sophisticated data analytics and deep human understanding to deliver business impact for clients.

As an industry innovator, Strativity is at the forefront of unlocking exceptional performance in the areas of customer experience design, employee engagement, culture design, and organizational change management. Strativity is headquartered in the New York area and will continue to be led by founder and CEO Lior Arussy. Arussy previously held executive positions at Nice and Hewlett Packard.

David Sackman, Chairman and CEO of LRW, said, "CEOs are making customer experience a top priority and understand how customer experience fuels growth and increased profitability. We are excited about Strativity because its focus on business transformation complements our deep experience in brand strategy, innovation, and voice of the customer assessments. With Strativity on board, LRW can now offer clients a complete customer-centric ecosystem to help them unleash the power of their employees and brands to deliver exceptional customer experiences."

Arussy said, "We are on a mission to help our clients deliver exceptional performance and forge profitable relationships with their customers. We are thrilled to join the LRW group of companies to expand our offering with voice of the customer programs, deeper insights and powerful analytic capabilities. We also expect expanded opportunities for our employees. Both organizations address complementary aspects of the customer journey from brand building to segmentation to the path to purchase through to culture redesign, and ultimately, to the purposeful customer experience. Together we create a better solution and a faster path to change, execution and success."

This acquisition is supported by LRW's capital partner Tailwind Capital.

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About LRW:

LRW is a global, data-driven company best known for its ability to translate deep human understanding and sophisticated data analytics into business success for its clients. LRW has been advising top global brands on issues of strategy, branding, communications, product development, innovation and customer experience since 1973 and is recognized as one of the largest and most innovative insights consultancies in the world. www.LRWonline.com

About Strativity Group:

Strativity Group is an award winning global customer experience and culture design and transformation firm that cultivates purposeful relationships between organizations and their stakeholders by unlocking

human potential. Strativity has completed hundreds of projects in 21 countries impacting over 600 million customers and 1,000,000 employees with global brands such as BMW, Mercedes-Benz, MasterCard, Royal Caribbean Cruise Line, Walmart, New York Times, FedEx, Mazda, SAP, Honeywell and Johnson & Johnson. The company was recognized for three years in a row in *Consulting Magazine's* Fastest Growing Consulting Firms list. www.Strativity.com

About Tailwind Capital:

Tailwind Capital is a leading middle market private equity firm focused on growth-oriented investments in targeted sectors within business services, healthcare, and industrial services. Tailwind partners with experienced management teams and entrepreneurs to transform businesses through organic growth initiatives, acquisitions, and operational and strategic improvements. Tailwind manages over \$3 billion of committed equity capital and has invested in 35 portfolio companies and over 55 add-on acquisitions. www.Tailwind.com

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